

Appeal the Chief Building Official's Decision for a Sign Variance Application for One First Party Ground Sign

40 Humewood Drive

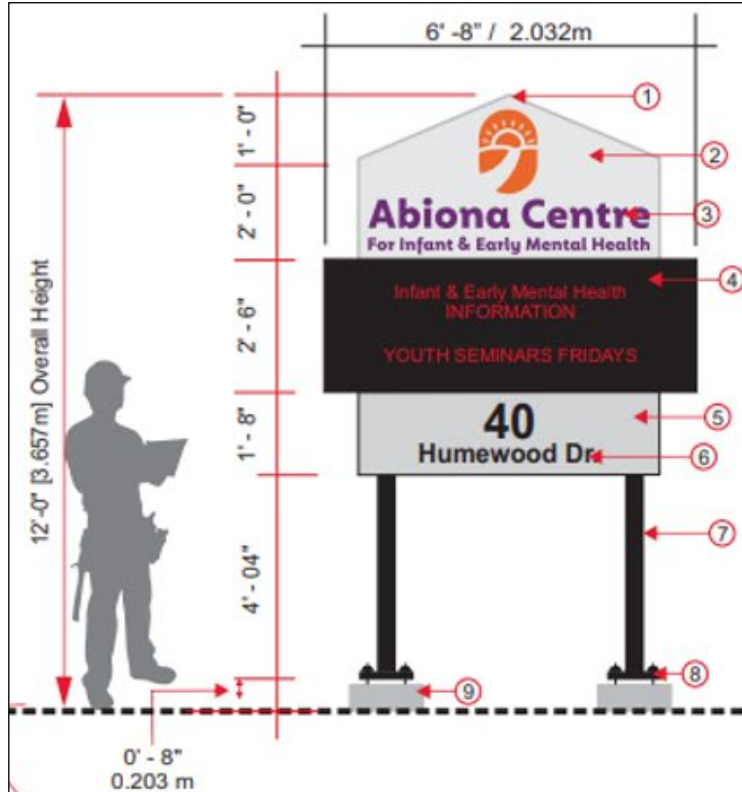
March 24, 2025

Proposed Sign Description

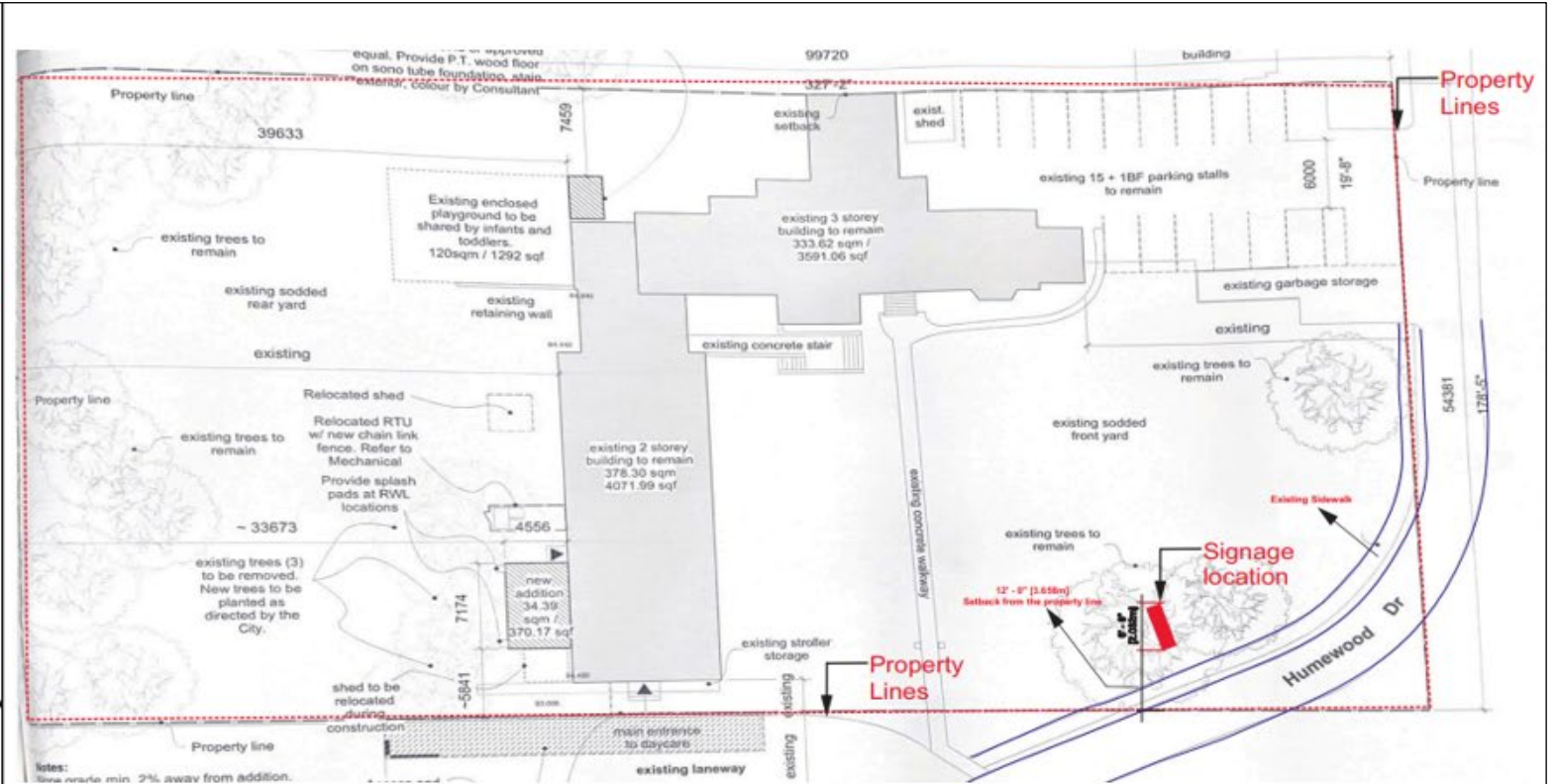
Sign Type	Ground Sign
Sign Copy Type	Static Copy (containing readograph changed electronically)
# of Sign Faces	Two sign faces in a back-to-back configuration
Sign Location	South frontage
Face Orientation	East and Westerly directions
Sign Face Dimensions (width x length)	2.18 metres vertically x 2.03 metres horizontally
Sign Face Area / height	4.43 square metres / max 3.66 metres

Proposed Sign Details and Location

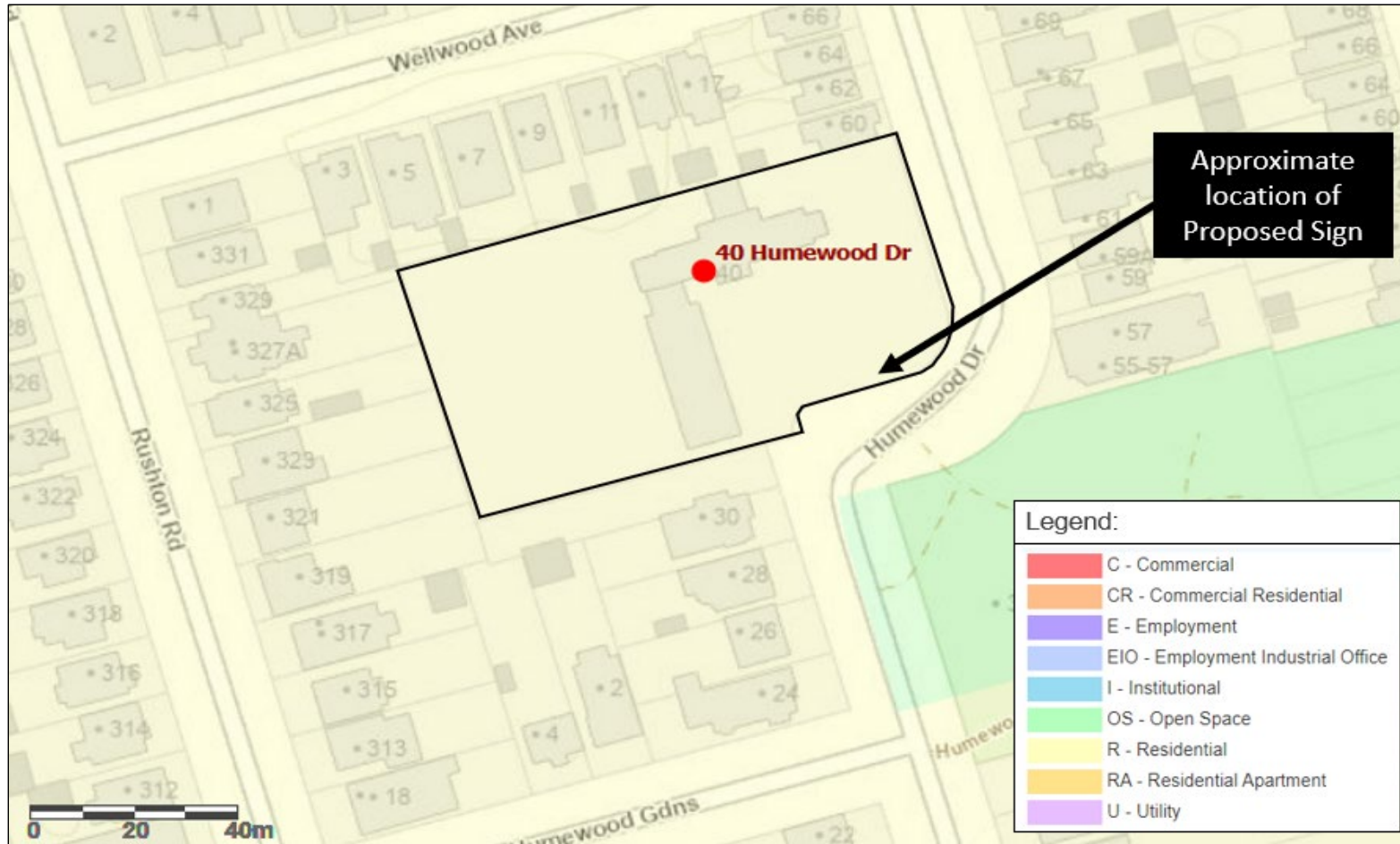
Proposed Sign Details



Partial Site Plan



Sign District Designation



Sign District Map

Requested Variance – Proposed Sign Variance

Sign By-Law Reference	Requirement	Proposal
§ 694-21.A(4)(g)[2]	A R-Residential sign district may contain ground sign on a premises containing a school, place of worship, hospital, nursing home or community centre, other than a sign providing direction permitted by Subsection A(3), provided that, should the sign display readograph copy, the readograph copy shall be displayed and changed manually only.	The proposed ground sign would display readograph copy changed electronically.

Requested Variance – CBO-Designed Variance

Sign By-Law Reference	Requirement	Proposal
§ 694-21.A(4)(g)[2]	A R-Residential sign district may contain ground sign on a premises containing a school, place of worship, hospital, nursing home or community centre, other than a sign providing direction permitted by Subsection A(3), provided that, should the sign display readograph copy, the readograph copy shall be displayed and changed manually only.	The proposed ground sign would display readograph copy changed electronically, subject to 5 conditions.

- Condition 1:** Notwithstanding 694-18.E(5), the illumination shall not exceed 150 nits at any time.
- Condition 2:** Notwithstanding 694-18.A(C), the sign shall not be illuminated between the hours of 9:00 p.m. and 7:00 a.m.
- Condition 3:** Notwithstanding 694-14.J, the readograph copy display may only be changed once per day.
- Condition 4:** Evergreen landscaping, at least 1.0 meter in height, shall be installed and maintained in a 1.0 metre radius around the base of the sign.
- Condition 5:** The proposal is to be erected substantially in accordance with the submission materials included as part of the sign variance application.

Sign Variance Criteria – Established Criteria

694-30A(1) - The Proposed Sign belongs to a sign class permitted in the Sign District.

- First party signs are permitted in the R-Residential Sign District

694-30A(6) - The Proposed Sign will not be a sign prohibited by §694-15B.

- The proposed sign would not be a sign prohibited as described in §694-15B.

Sign Variance Criteria – Established Criteria

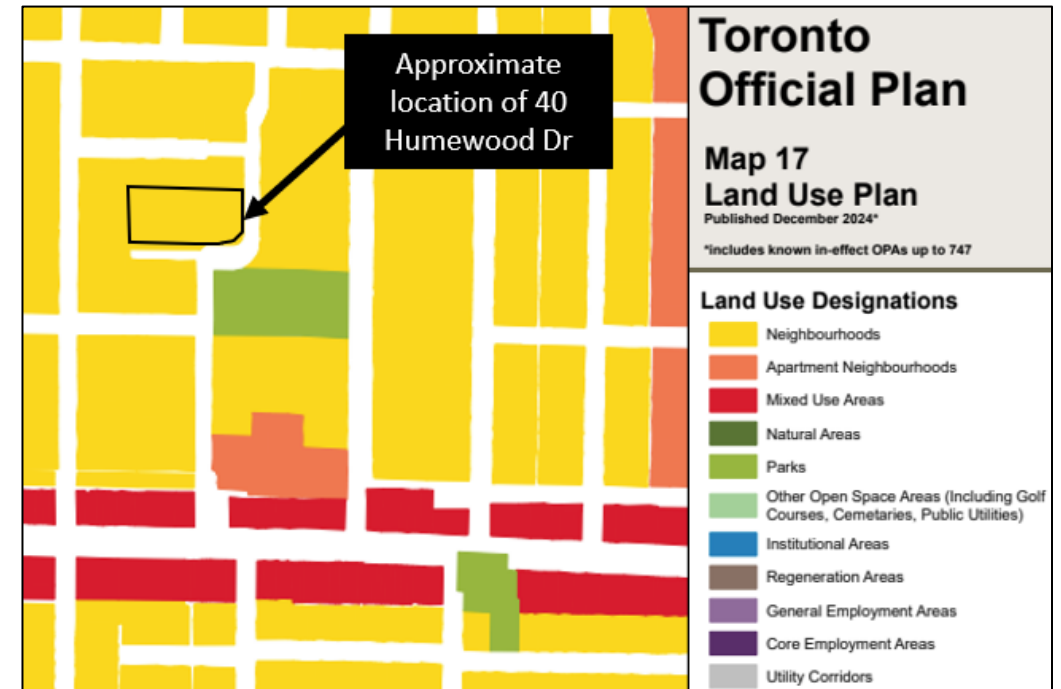
694-30A(2): The Proposed Sign is compatible with the development of the premises and surrounding area

- R Sign Districts permit first-party ground signs for schools, places of worship, hospitals, nursing homes, and community centres.
 - The organization located on the Subject Premises offers education services, qualifying as a school for signage purposes.
 - These permitted signs may contain manual readograph copy; whereas the Proposed Sign seeks permission for an electronically changing readograph display.
- Community consultation: concerns were raised about compatibility with residential area.
- CBO-Designed Variance proposed conditions (limiting brightness, restricting content changes to once daily, and adding landscaping) to minimize impacts and enhance aesthetics.
- CBO is of the opinion that the criterion has not been established for the Proposed Sign Variance, however, subject to the specified conditions, the criterion has been met for the CBO-Designed Variance.

Sign Variance Criteria – Established Criteria

694-30A(3) - The Proposed Sign supports Official Plan objectives for the subject premises and surrounding area.

- Area designated Neighbourhood in the Official Plan.
 - Low scale local institutions, like schools, community centres and daycare, play an important role in the rhythm of daily life.
- Modifications to established Neighbourhoods must be sensitive, gradual.
- CBO Proposed conditions of limiting brightness, restricting content changes to once daily, and adding landscaping to minimize impacts and enhance compatibility with the area.
- Proposed Sign Variance failed the criteria, which has been met for the CBO-Designed Variance, subject to the specified conditions.



Sign Variance Criteria – Established Criteria

694-30A(4) - The Proposed Sign will not adversely affect adjacent premises.

- Subject Premises is an R Sign District surrounded by low-rise single-family dwellings and near Humewood Park.
- Concerns were raised about illumination affecting adjacent premises. The CBO agrees the Applicant did not address illumination issues adequately, as such for the Proposed Sign Variance this criterion is not met.
- CBO-Designed Variance specified conditions to restrict nighttime operation, reducing brightness by 50%, and limiting readograph changes to once daily to mitigate impacts.
- As a result, subject to the specified conditions, the criterion has been met for the CBO-Designed Variance.



Sign Variance Criteria – Established Criteria

694-30A(5) - The Proposed Sign will not adversely affect public safety, including traffic and pedestrian safety.

- The Proposed Sign meets the Sign Bylaw requirements:
 - Located more than 6 metres from the closest intersection.
 - Does not obstruct any sight triangles for vehicular traffic.
 - Not located within the visibility zone.
 - Complies with the Sign By-law provisions for illumination, message duration and transition.
- Community members raised concerns about driver distraction.
 - Although the Proposed Sign complies with the Sign By-law requirements for message changing, the condition to restrict readograph content change to once per day aim to reduce distraction.
- Criterion may not have been fully satisfied for the Proposed Sign Variance, but the CBO-Designed Variance, subject to the copy change condition, meets the criterion.

Sign Variance Criteria – Established Criteria

694-30A(7) - The Proposed Sign does not alter the character of the premises or surrounding area.

- The Subject Premises is an R Sign District, and a first party ground sign for the use on the Subject Premises is permitted.
- The Proposed Sign meets the Sign By-law requirements in terms of height, number of faces, sign face area, and setback requirements, but requests a variance for readograph copy changed electronically.
- Community Feedback: Concerns about illumination and copy type not aligning with the area's character.
- CBO-Designed Variance proposes conditions to address these concerns. Conditions include reducing brightness, restricting operation hours, limiting readograph changes to once daily, and adding landscaping around it to reduce visual impact and blend it with the yard.
- As such, the CBO is of the opinion that the criterion for the Proposed Sign Variance has not been met. However, the criterion has been satisfied for the CBO-Designed Variance, subject to the specified conditions.

Sign Variance Criteria – Established Criteria

694-30A(8): The Proposed Sign will not be contrary to the public interest.

- Variance is required to display readograph copy changed electronically instead of manually changed copy for a ground sign at 40 Humewood Drive.
 - Submissions state that the Proposed Sign is crucial to the success of the organization as it allows them to share timely information about healthcare programs and supports, while directing clients to the right area without adding unnecessary pressure or stress.
- Community Feedback: concerns about illumination, public safety, compatibility with neighborhood character, and potential disruption from electronic content.
 - Proposed Variance did not sufficiently address the concerns; however staff believe that, subject to certain conditions, the Proposed Sign could meet the criterion.
- Conditions include unlit hours (11:00 p.m. to 7:00 a.m.), brightness limit (150 nits), once-daily readograph changes, and evergreen landscaping to mitigate impacts.
- The Proposed Sign Variance does not meet criterion, however the CBO-Designed Variance is not contrary to public interest.

Conclusion and CBO Recommendation

The Chief Building Official and Executive Director, Toronto Building, recommends that:

1. The Sign Variance Committee refuse the requested variance to 694-21 A(4)(g)[2], required for the implementation of the Proposed Sign Variance consisting of one first party ground sign located on the premises municipally known as 40 Humewood Drive.
2. The Sign Variance Committee approve the variance to 694-21A(4)(g)[2], subject to subject to five conditions, required for the implementation of the CBO-Designed Variance consisting of one first party ground sign located on the premises municipally known as 40 Humewood Drive.

QUESTIONS?