

Application for Five Variances, Each Subject to Two Conditions, Respecting One Third Party Electronic Ground Sign

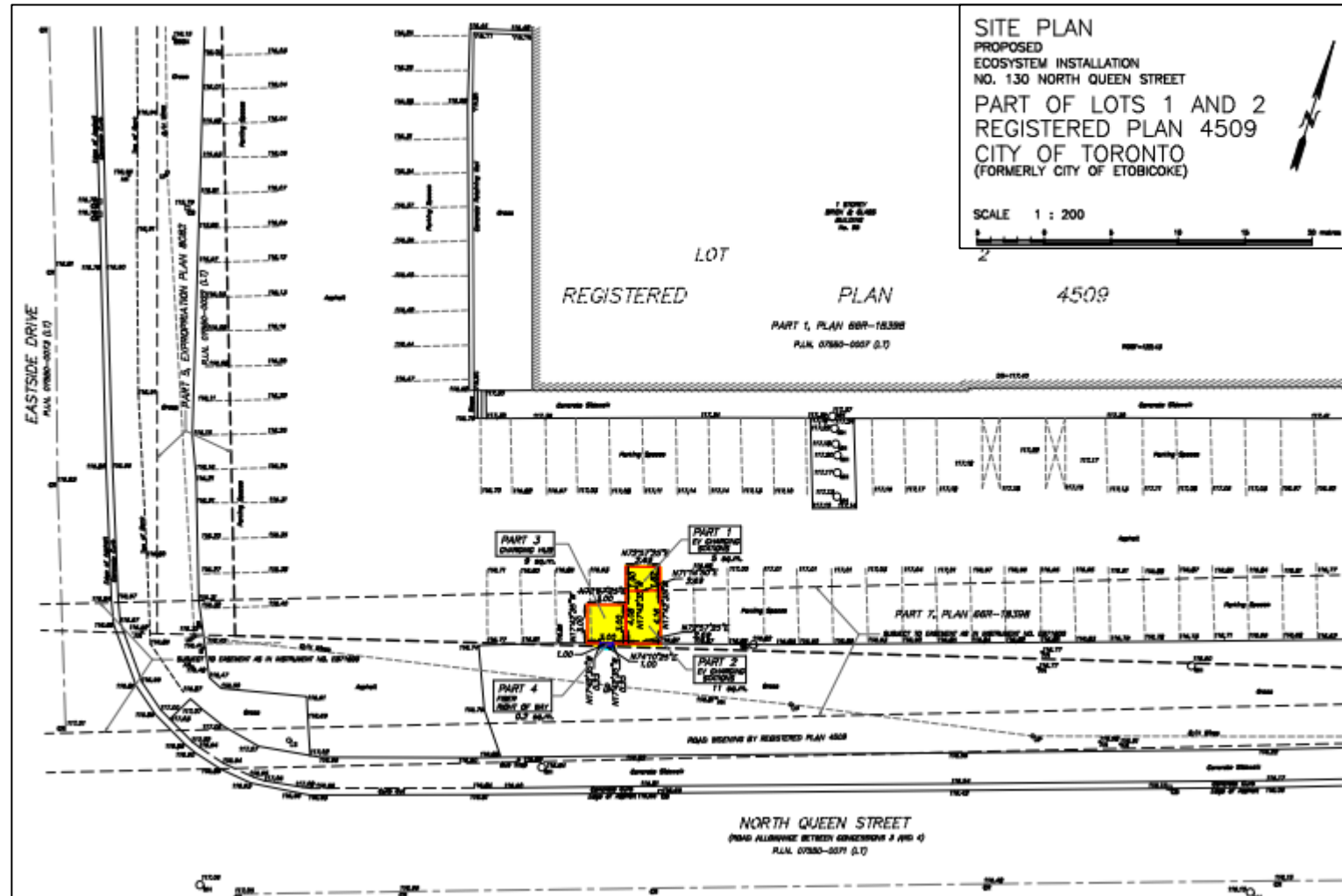
130 North Queen Street

May 2, 2025

Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two sign faces in a back-to-back configuration
Sign Location	South frontage (along North Queen St)
Face Orientation	East and West directions
Sign Face Dimensions (width x length)	1.65 metres vertically x 0.93 metres horizontally (64.95" x 36.53")
Sign Face Area	1.54 square metres
Sign height	Max 2.65 metres (104.3")

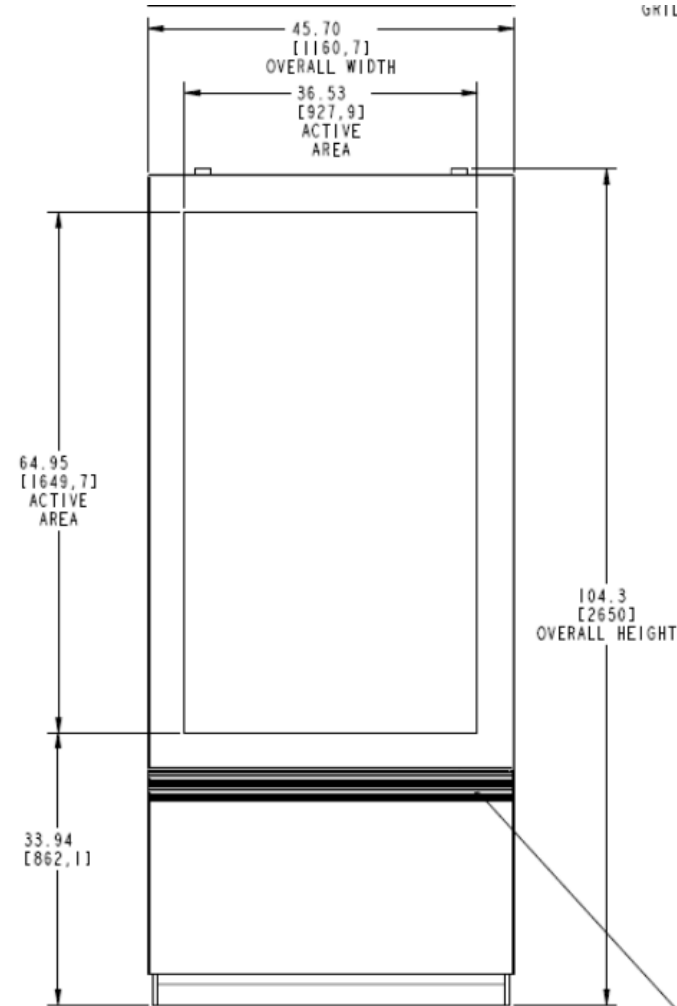
Site Plan



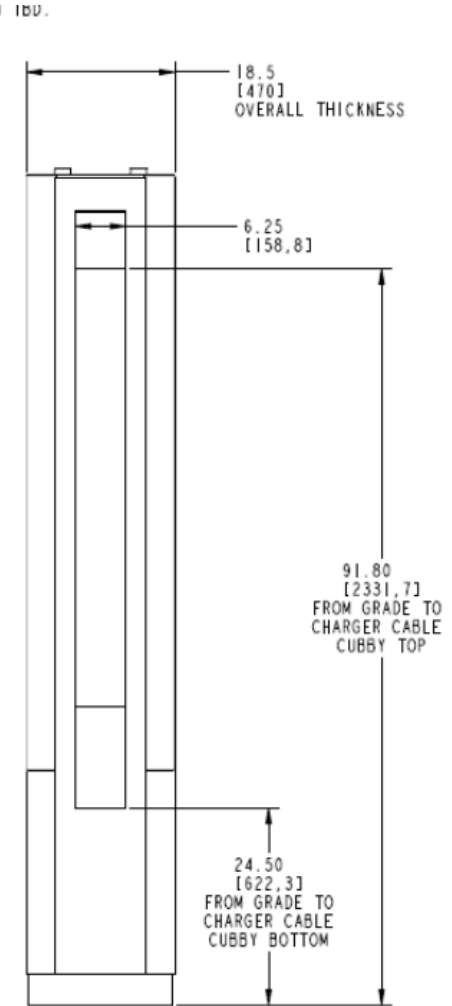
Proposed Sign Details



Reference Render

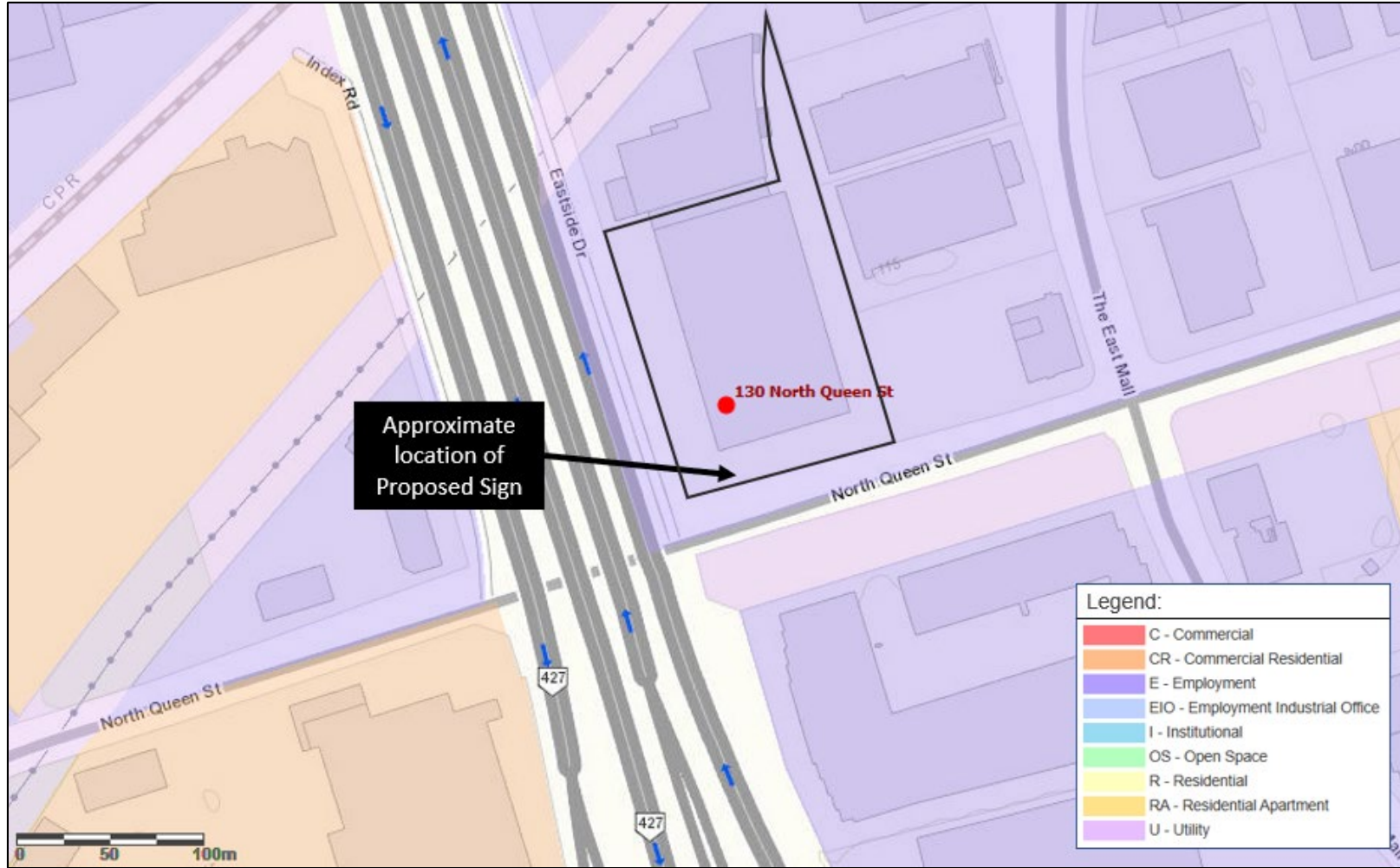


Front Elevation



Side Elevation

Sign District Designation



Sign District Map

Requested Variances

Sign By-law Reference	Requirement	Proposal
694- 24.A(17)	A third party sign shall not be erected or displayed or caused to be erected or displayed in whole or in part within 400 metres of any limit of any portion of Highway 427 from Evans Avenue to the northly limit of the Weston Subdivision.	The proposed sign would be placed entirely within this site-specific area restriction.
694- 25.C(2)(d)	An E – Employment Sign District may contain a third party electronic ground sign, provided the sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law.	To allow the Proposed Sign to have a setback of 0.33 metres; whereas the minimum Zoning By-law required setback of a building from a street is 3.0 metres.
694-25.C(2)(f)	An Employment "E" Sign District may contain a third party electronic ground sign, provided where a sign is located within 250 metres of an R, RA, CR, I, or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district	To allow the Proposed Sign to be facing premises in the CR sign district approximately 150 metres to the southwest.
694- 25.C(2)(g)[2]	An E – Employment Sign District may contain a third party electronic ground sign, provided the sign be located a minimum of 500 metres away from any other third party electronic sign located on a street which forms an intersection with the street on which the sign is located.	To allow the Proposed Sign to be less than 500 metres from another electronic third party ground sign located at HWY 427.
694-25.C(2)(h)	An Employment "E" Sign District may contain a third party electronic ground sign, provided there shall be no more than one ground sign or electronic ground sign erected on the premises.	The Proposed Sign would be an additional ground sign erected on a premises already containing one first party ground sign.

Conditions

If granted, each of the five requested variances should be subject to the following two conditions:

Condition 1: The height of the Proposed Sign shall not exceed 2.65 metres.

Condition 2: The sign structure of the Proposed Sign shall not be attached, affixed, combined with, or otherwise associated with, any elements in whole or in part, which may be understood or referred to as “an electric vehicle charging station”, prior to all applicable approvals having been obtained for the erection, installation, display or utilization of the “electric vehicle charging station” being presented to the CBO; and that no permits for the erection or display of the proposed sign; or the modification of the Proposed Sign shall be issued until such time as sufficient information is provided to the CBO to satisfy the CBO acting reasonably that all applicable approvals for the electric vehicle charging station have been obtained, and that no further approvals for the electric vehicle charging station are required as the date the information is provided to the CBO.

Sign Variance Criteria – Established Criteria

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

- Third party signs are permitted in an Employment Sign District

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

- Based on the review of the available information pertaining solely to the Proposed Sign components of the structure, the Proposed Sign does not meet the description of any of the signs which are specifically prohibited by §694-15B

Sign Variance Criteria – Established Criteria

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

- The property is an E Sign District where third party electronic ground signs are permitted;
 - The height and size of the Proposed Sign are consistent with E Sign District requirements.
- The Subject Premises and surrounding properties feature low-rise buildings with light industrial and commercial uses, consistent with E Sign District designation.
- Variance is sought to permit the Proposed Sign to face sensitive sign district within 250 meters;
 - The CR Sign District is separated by Highway 427, which obstructs visibility of the Proposed Sign and does not contain uses deemed sensitive.
- A Variance is also needed to place the Proposed Sign 62 meters from Highway 427, contrary to the 400 meters minimum separation requirement;
 - Due to the Highway's elevation and the Proposed Sign's height, it will not be visible to vehicle traffic on Highway 427.
- **CBO Opinion:** Based on the rationale provided, the Proposed Sign, subject to the height condition would be compatible with the development of the premises and surrounding area.

Sign Variance Criteria – Established Criteria

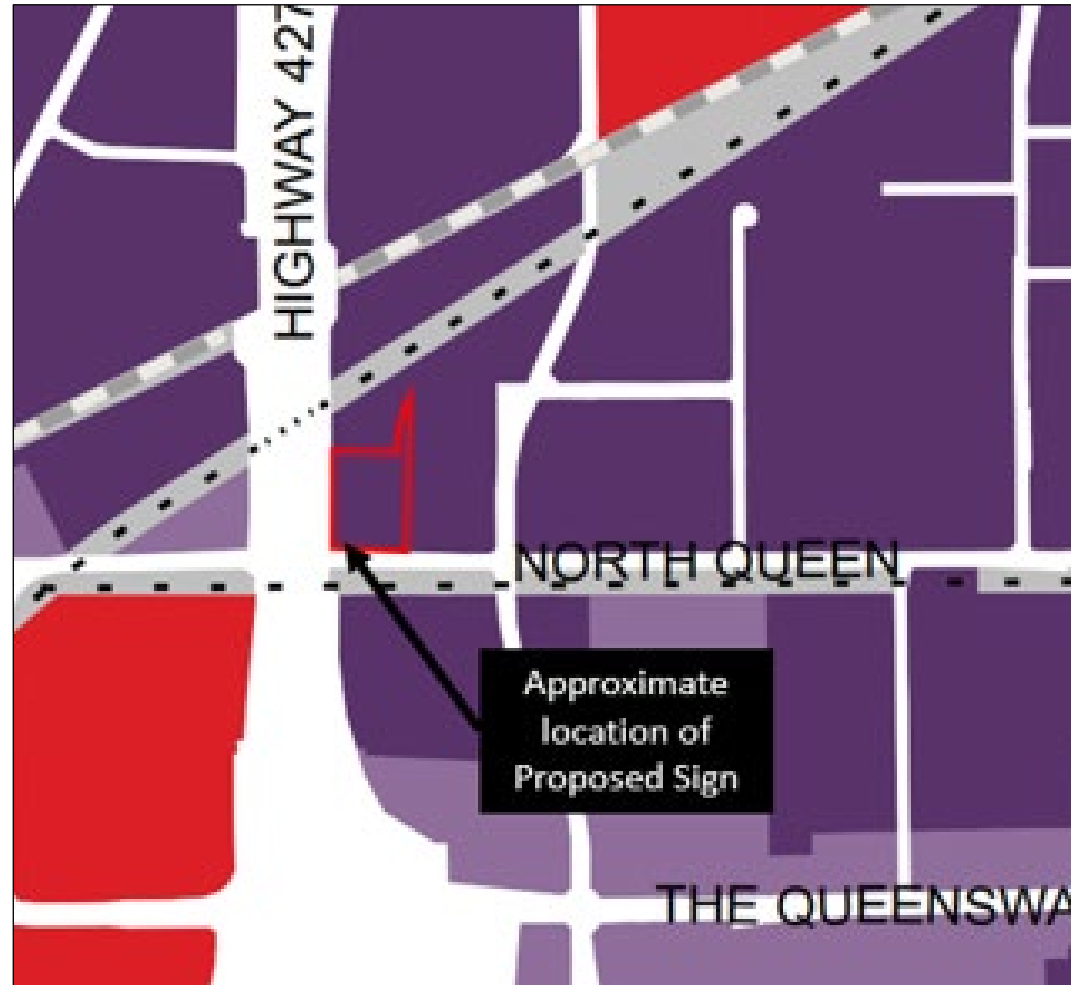
694-30A(2) - The Proposed Sign is compatible with the development of the premises and surrounding area



Sign Variance Criteria – Established Criteria

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

Official Plan Map 15 Land Use Plan:
130 North Queen St



Sign Variance Criteria – Established Criteria

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

- The Subject Premises is in a Core Employment Area and houses a single-storey, multi-tenant commercial building, aligning with the Official Plan and E Sign District designations.
- The Applicant argues the Proposed Sign would support local businesses and not obstruct visibility of first party signage, aligning with Employment Area goals.
- According to the Applicant, the erection of the EV charging station would support several policies in the Official Plan
 - Limited relevance on demonstrating how the Proposed Sign supports Official Plan objectives.
- The Proposed Sign requires a setback variance; although it doesn't meet the 3.0m requirement, staff agree its placement (11m from the road) won't impact traffic or pedestrian safety.
- CBO Opinion: the Proposed Sign does not conflict with the Official Plan objectives for Employment Areas; this criterion is met.

Sign Variance Criteria – Established Criteria

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

- The Subject Premises and adjacent properties are in E Sign Districts, with low-rise commercial and light industrial uses, consistent with the area's designation.
- The Applicant seeks a variance to allow the Proposed Sign to face a CR Sign District 150 metres southwest, below the required 250-metre separation; however, the Highway 427 overpass blocks visibility, and the CR area contains no sensitive uses.
- Another variance is needed for the sign's proximity to Highway 427 (62 metres vs. the required 400 metres), but the highway's elevation and the sign's low height (2.65 m) prevent visibility from the highway.
- Staff agree that the physical and visual separation between the sign and both the CR District and Highway 427 minimizes any potential impact.
- CBO Opinion: With a condition limiting height, the Proposed Sign is not expected to adversely affect adjacent premises; this criterion is met.

Sign Variance Criteria – Established Criteria

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

**Aerial View:
Adjacent Properties Uses**



Sign Variance Criteria – Established Criteria

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

- The Proposed Sign meets the following Sign Bylaw requirements:
 - Located more than 30 metres from the closest traffic controlled intersection.
 - Does not obstruct any sight triangles for vehicular traffic.
 - Not located within the visibility zone.
 - Complies with the Sign By-law provisions for message duration and transition.
- Although within 400 metres of Highway 427, the highway's elevation and the Proposed Sign's low height prevent visibility from the highway; staff agree the relationship is minimal.
- Transportation Services and the Ministry of Transportation raised no safety concerns; MTO approval is not required.
- CBO Opinion: Based on the location, design, and compliance with safety regulations, there is no reasonable concern regarding public safety; this criterion is met.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign would be located 368 metres from an existing third party electronic sign across Highway 427, below the 500-metre separation requirement.
 - The Applicant argues, and staff agree, that the signs target different audiences and are not visible simultaneously due to the overpass, minimizing any relationship between them.
- A variance is also needed for the Proposed Sign to be an additional ground sign on the site, located about 60 metres from an existing first party sign (vs. the required 100 metres).
 - The Applicant contends the Proposed Sign would not obstruct visibility of first party signs or hinder business identification from the street.
 - Staff identified several trees between the two structures.
 - The attributes of the Proposed Sign combined with the existing barriers, significantly reduce the likelihood of any interference between them.
- CBO Opinion: Sufficient evidence shows the Proposed Sign would not alter the character of the site or surrounding area; this criterion is met.

Sign Variance Criteria – Established Criteria

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



Location of Existing and Proposed Signs on the Subject Premises

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign complies with most Sign By-law provisions for electronic signs in Employment Sign Districts, including size, height, configuration, setbacks, energy use, message duration, and illumination.
- A variance is required for placement within 400 metres of Highway 427, but due to elevation differences and limited visibility, staff agree the impact is negligible.
- The sign would be 0.33 metres from the property line (vs. the required 3.0 metres), but still 11 metres from the road, posing no risk to traffic or pedestrians.
- A variance is also needed as some CR Sign District properties fall within the display zone, but physical barriers and sign placement minimize any potential impact.
- Additional variances include reduced separation from another third party sign (365m vs. 500m) and co-location with a first party sign, but staff find no significant visual interference due to site layout and obstructions.
- CBO Opinion: With all conditions met – including approvals for the EV charging station – the Proposed Sign is not contrary to the public interest; this criterion is met.

Conclusion and CBO Recommendation

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

- The Sign Variance Committee grant the requested variances to sections 694-24.A(17), 694-25.C(2)(d), 694-25.C(2)(f), 694-25.C(2)(g)[2], 694-25.C(2)(h), each subject to two conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign, at the property municipally known as 130 North Queen Street.

QUESTIONS?