

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

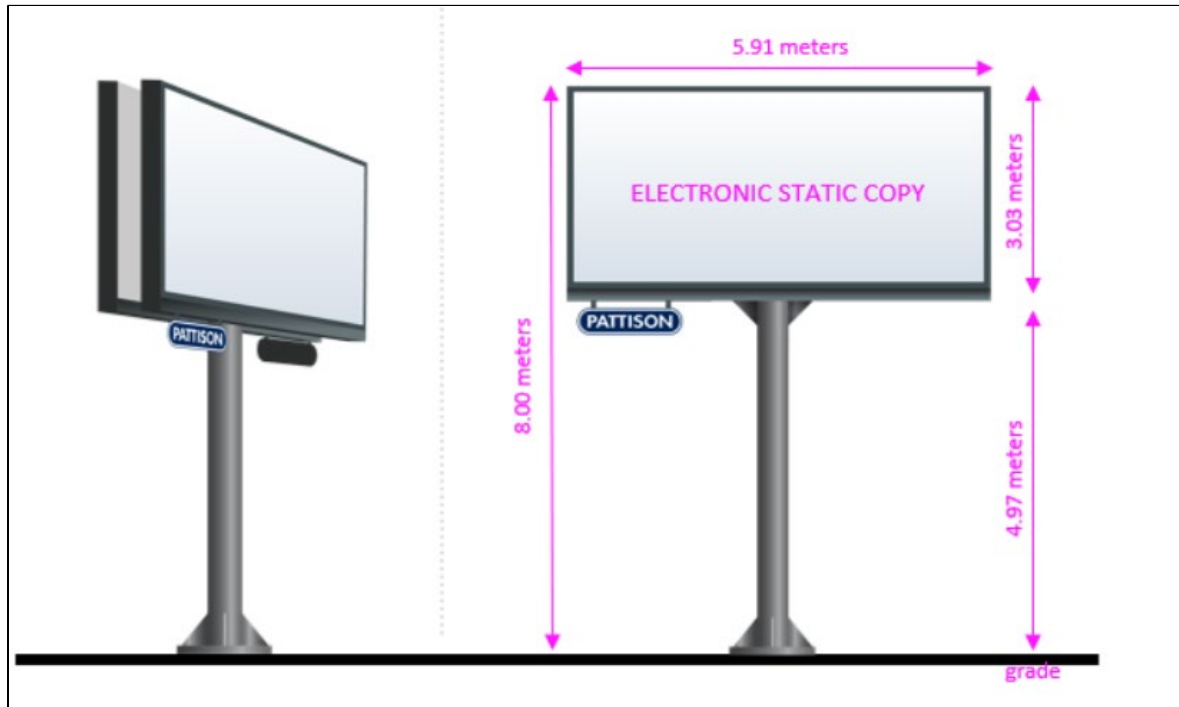
100 Eglinton Square

May 2, 2025

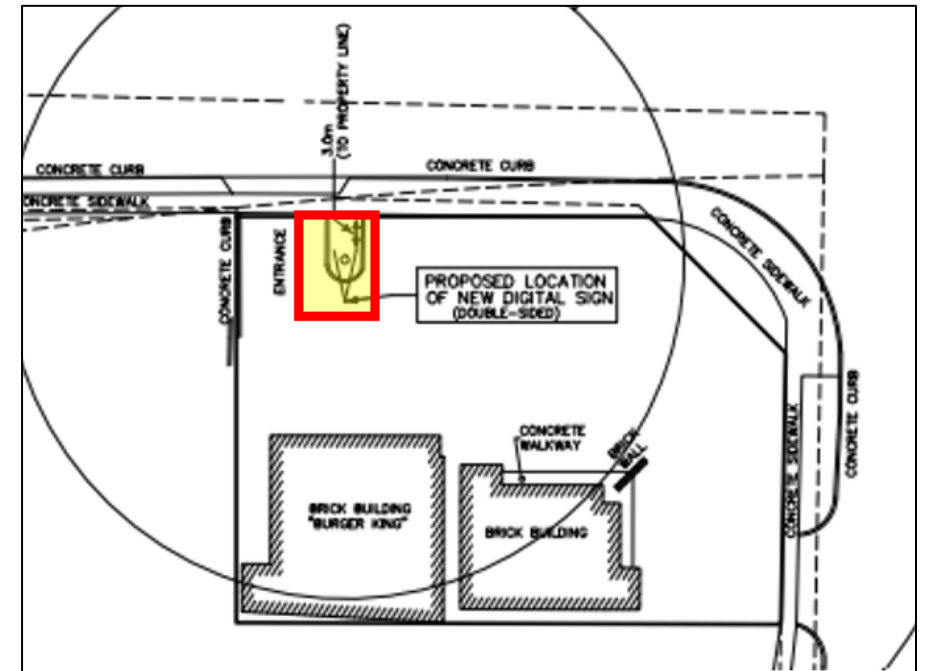
Proposed Sign Description

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	North frontage (along Eglinton Ave E)
Face Orientation	East and West directions
Sign Face Dimensions (width x length)	3.03 metres vertically x 5.91 metres horizontally
Sign Face Area	17.91 square metres
Sign height	Max 8.00 metres

Proposed Sign Details



Proposed Sign Details



Legend:

 Location of Proposed Sign

Site Plan

Sign District Designation



Sign District Map

Requested Variances & Conditions

Sign By-law Reference	Requirement	Proposal
694- 15.A	Anything not expressly permitted by Chapter 694 is prohibited.	Third party electronic ground signs are not expressly permitted in CR Sign Districts.
694- 24.A(5)	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 Eglinton Avenue East from the easterly limit of Brentcliffe Road to the westerly limit of Victoria Park Avenue.	The Proposed Sign would be erected 380 metres of the limits of Eglinton Avenue East, from the easterly limit of Brentcliffe Road to the westerly limit of Victoria Park Avenue.

Condition 1: The variance shall be null and void and have no effect with respect to any application for a permit or renewal of a permit for the Proposed Sign submitted on or after seven years from the date of May 2, 2025; and on or prior to seven years from the date of May 2, 2025 the Proposed Sign shall be removed and all associated permits revoked.

Condition 2: The Proposed Sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise.

Condition 3: Light shielding technology shall be installed on the Proposed Sign.

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 a Commercial Residential (CR) Sign District

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

- 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

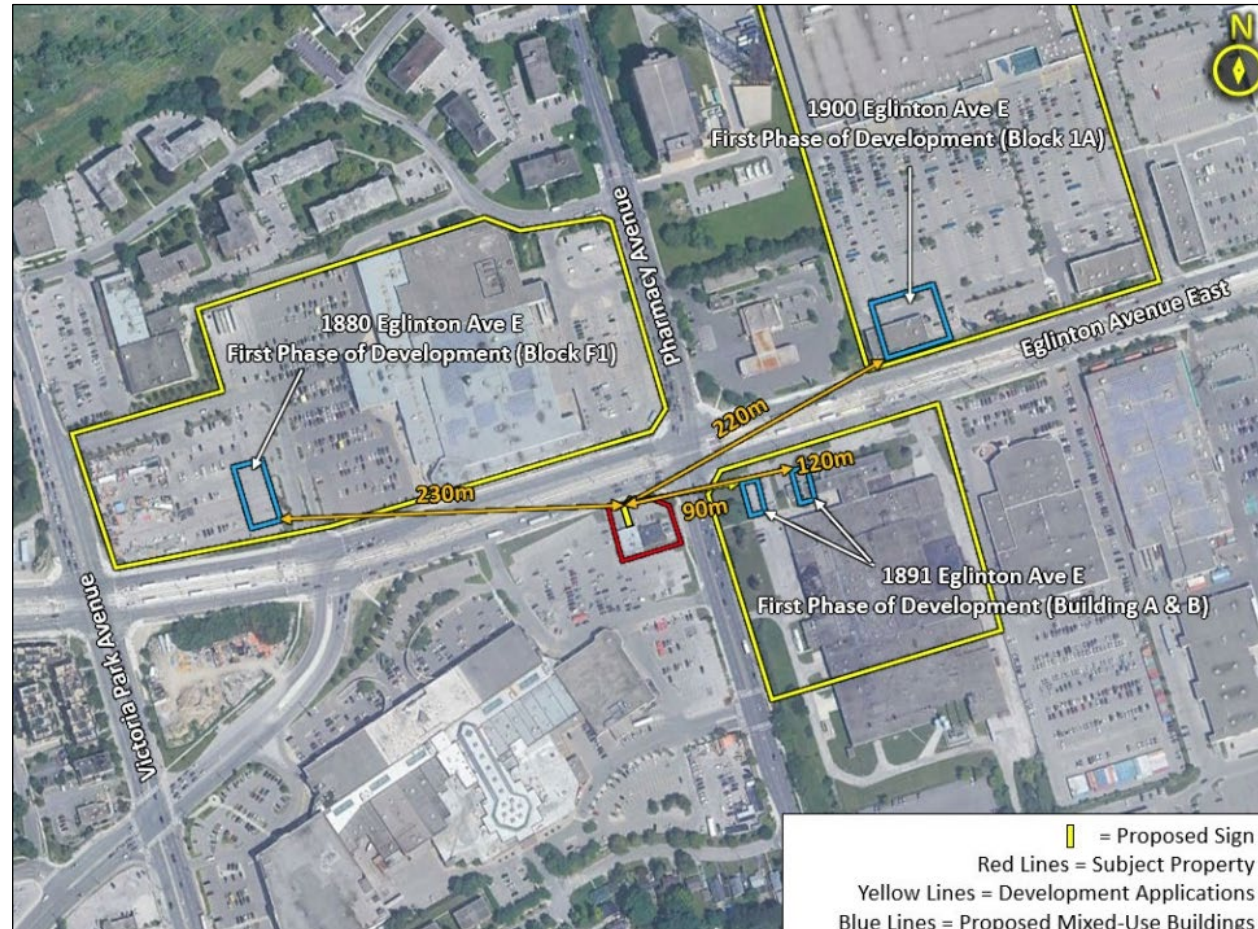
694-30A(2): The Proposed Sign is not compatible with the development of the premises and surrounding area

- The Subject Premises is in a CR Sign District, where third party signs are permitted, but electronic ground signs, such as the Proposed Sign, are not; triggering one of the required variances.
- The Applicant argues the area functions like an E Sign District and that the Proposed Sign, following E District standards, would be compatible with the area; however, staff note the area is designated Mixed Use and is expected to evolve accordingly.
- Although the area currently lacks residential uses, four mixed-use developments are planned within 250 metres (including one on the Subject Premises), aligning with the Official Plan's vision for Mixed Use Areas.

Sign Variance Criteria – Established Criteria

694-30A(2): The Proposed Sign is not compatible with the development of the premises and surrounding area

Proposed Mixed-Use Towers within 250m
of the Proposed Sign



Sign Variance Criteria – Established Criteria

694-30A(2): The Proposed Sign is not compatible with the development of the premises and surrounding area

- The Applicant proposes a 7-year lifespan for the sign to ensure compatibility during the area's transition, and notes that the Proposed Sign's height and light control technology would minimize impacts on future residential units.
- A variance is also sought to allow the Proposed Sign to be erected in an area with a site-specific restriction on third party signs; staff agree impacts would be minimal.
- **CBO Opinion:** Despite proposed conditions, the Applicant has not shown how permitting a sign type not allowed in CR Sign Districts aligns with the area's planned development or the Sign By-law's objectives; this criterion is not met.

Sign Variance Criteria – Established Criteria

694-30A(3) - The Proposed Sign does not support Official Plan objectives for the subject premises and surrounding area.

Official Plan Map 19 Land Use Plan –
100 Eglinton Square



Sign Variance Criteria – Established Criteria

694-30A(3) - The Proposed Sign does not support Official Plan objectives for the subject premises and surrounding area.

- The Subject Premises and surrounding properties are designated Mixed Use Areas in the Official Plan and falls within the Golden Mile Secondary Plan, which anticipates significant residential and commercial development over the next 20-30 years.
- The Applicant argues the area currently resembles an E Sign District, and the Proposed Sign would be compatible under those standards; they propose a 7-year lifespan to ensure future compatibility as the area evolves.
- Staff confirm that multiple mixed-use developments are underway nearby, including residential components, aligning with the Official Plan's long-term vision for sensitive uses.
- While the Applicant claims the Proposed Sign's height and light control technology would minimize impacts, staff believe the proposed removal condition acknowledges the Proposed Sign incompatibility with future development.
- **CBO Opinion:** The Proposed Sign does not support the Official Plan objectives for the Subject Premises or surrounding area; this criterion is not met.

Sign Variance Criteria – Established Criteria

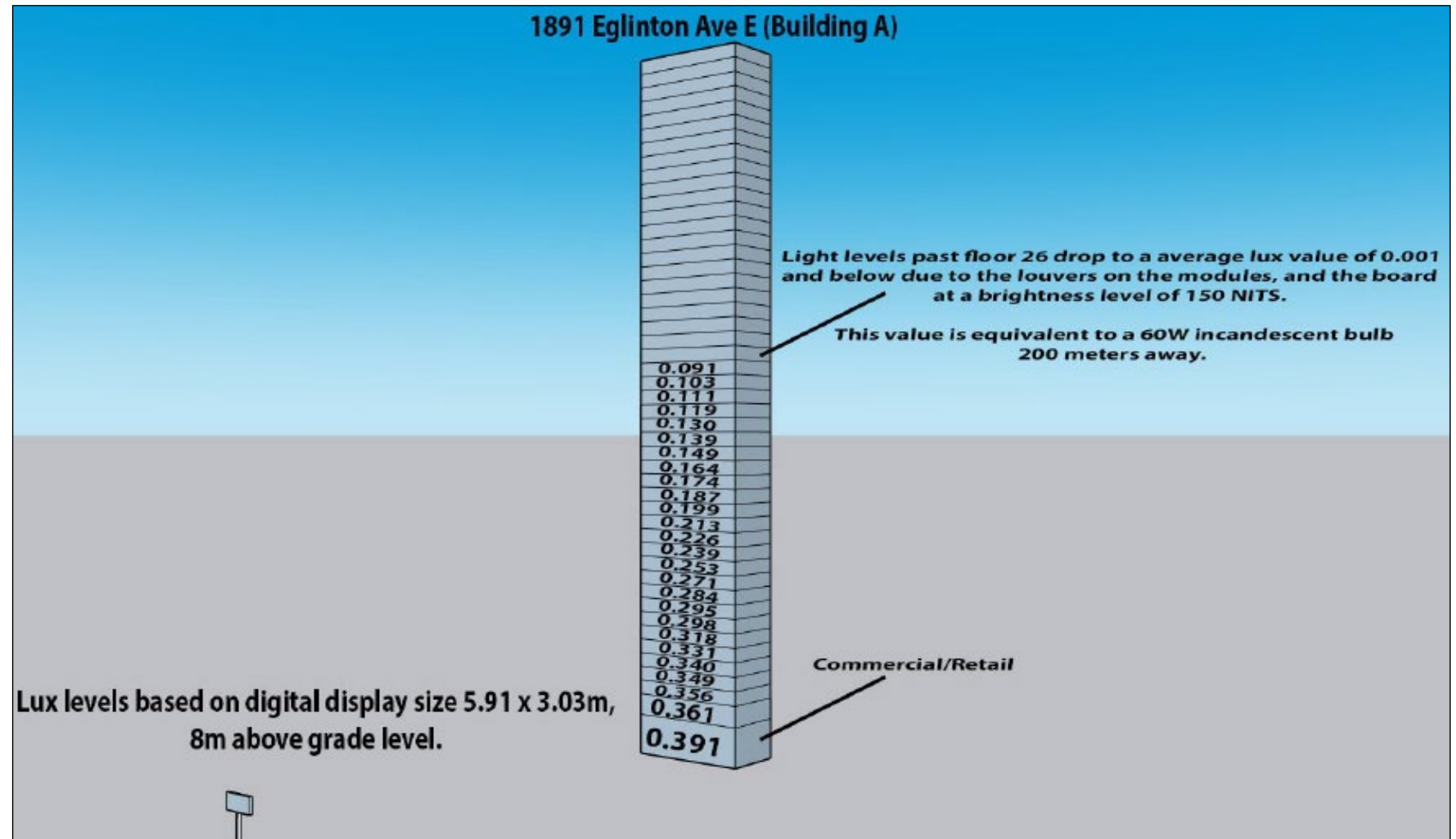
694-30A(4) - The Proposed Sign adversely affects adjacent premises.

- The Subject Premises is in a CR Sign District, surrounded by CR and E Sign Districts, with OS, RA, and R Sign Districts located within 250 metres.
- The Applicant argues that visibility and light spill to sensitive areas (e.g., Victoria Park – Eglinton Parkette) would be minimal due to mature trees, sign orientation, and a proposed brightness limit of 150 NITS between sunset and sunrise.
- Staff agree that, with these conditions, the impacts on OS, RA, and R Sign Districts should be minimal.

Sign Variance Criteria – Established Criteria

694-30A(4) - The Proposed Sign adversely affects adjacent premises.

3D Rendering with calculated
lux impact



Sign Variance Criteria – Established Criteria

694-30A(4) - The Proposed Sign adversely affects adjacent premises.

- While nearby CR and E Sign Districts currently lack sensitive uses, multiple mixed-use developments with residential units are planned nearby and on the Subject Premises itself.
- The Applicant proposes a 7-year lifespan for the sign and use of EQ Vision technology to reduce light spill and visibility from future residential units, but staff note building designs are incomplete, offering no assurance of compatibility.
- **CBO Opinion:** Given the area's transition to mixed-use and residential development, the Applicant has not provided sufficient evidence that the Proposed Sign would not adversely affect adjacent premises; this criterion is not met.

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 complies with public safety provisions in the Sign By-law, including placement outside the visibility zone and does not obstruct any sight triangles for vehicular traffic.
- It would also comply with the Sign By-law provisions for message duration and transition.
- Although the Proposed Sign is 26 metres from a controlled intersection, it is actually 33-37 metres from the traffic light, stop line, and road, exceeding the required setback. Transportation Services confirmed no traffic safety concerns.
- Submissions propose condition of limiting brightness to 150 NITS at nighttime, reducing potential driver distraction.
- The Proposed Sign shall be designed and installed in accordance with OBC.
- **CBO Opinion:** Based on staff review and the proposed conditions, there is no reasonable basis for any concerns regarding public safety; this criterion is met.

Sign Variance Criteria – Established Criteria

694-30A(7) - The Proposed Sign alters the character of the premises or surrounding area.

- Applicant claims the area's character includes four third party signs within 1 km, and as a result the Proposed Sign will not be introducing a new sign class.
- They assert the Proposed Sign would be similar in scale to nearby first party signs. Staff note that this comparison is of limited relevance, as regulations for first party signs and third party signs are different.
- While the area is currently commercial, mixed-use developments are planned nearby. Staff maintain that the area is evolving into a mixed-use community, and that the designation and regulations for third party signs at the Subject Premises are appropriate.
- Variance is also requested for a site-specific restriction on third party signs. Staff agree that, with brightness condition, the Proposed Sign would have minimal impact on this restricted portion of Eglinton Avenue East.
- The Proposed Sign would be close to an existing first party sign on the same frontage, raising concerns about clutter.
- **CBO Opinion:** The Applicant has not demonstrated that the Proposed Sign would be compatible with the evolving character of the area; this criterion is not met.

Sign Variance Criteria – Established Criteria

694-30A(7) - The Proposed Sign alters the character of the premises or surrounding area.

Existing and Proposed Signs on
the Subject Premises



Sign Variance Criteria – Established Criteria

694-30A(8): The Proposed Sign is contrary to the public interest.

- The Proposed Sign is an electronic ground sign, a type not permitted in CR Sign Districts, requiring a variance for 694-15A.
- The Applicant argues the area functions like an E Sign District and that the sign would be compatible if evaluated under E District performance standards.
- Staff note that while the area may currently appear commercial, four mixed-use developments are underway, introducing residential uses nearby that are generally incompatible with third party electronic signs, such as the Proposed Sign.
- The Applicant proposes conditions including a 7-year lifespan, brightness reduction to 150 nits, and light shielding, but staff believe these conditions highlight rather than address the Proposed Sign's incompatibility with the area's planned evolution.
- **CBO Opinion:** The Proposed Sign does not align with the City's long-term vision for the area; this criterion is not met.

Conclusion and CBO Recommendation

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

- The Sign Variance Committee refuse the requested variances to sections 694-15.A and 694-24.A(5), each subject to three conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign on the premises municipally known as 100 Eglinton Square.

QUESTIONS?