

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

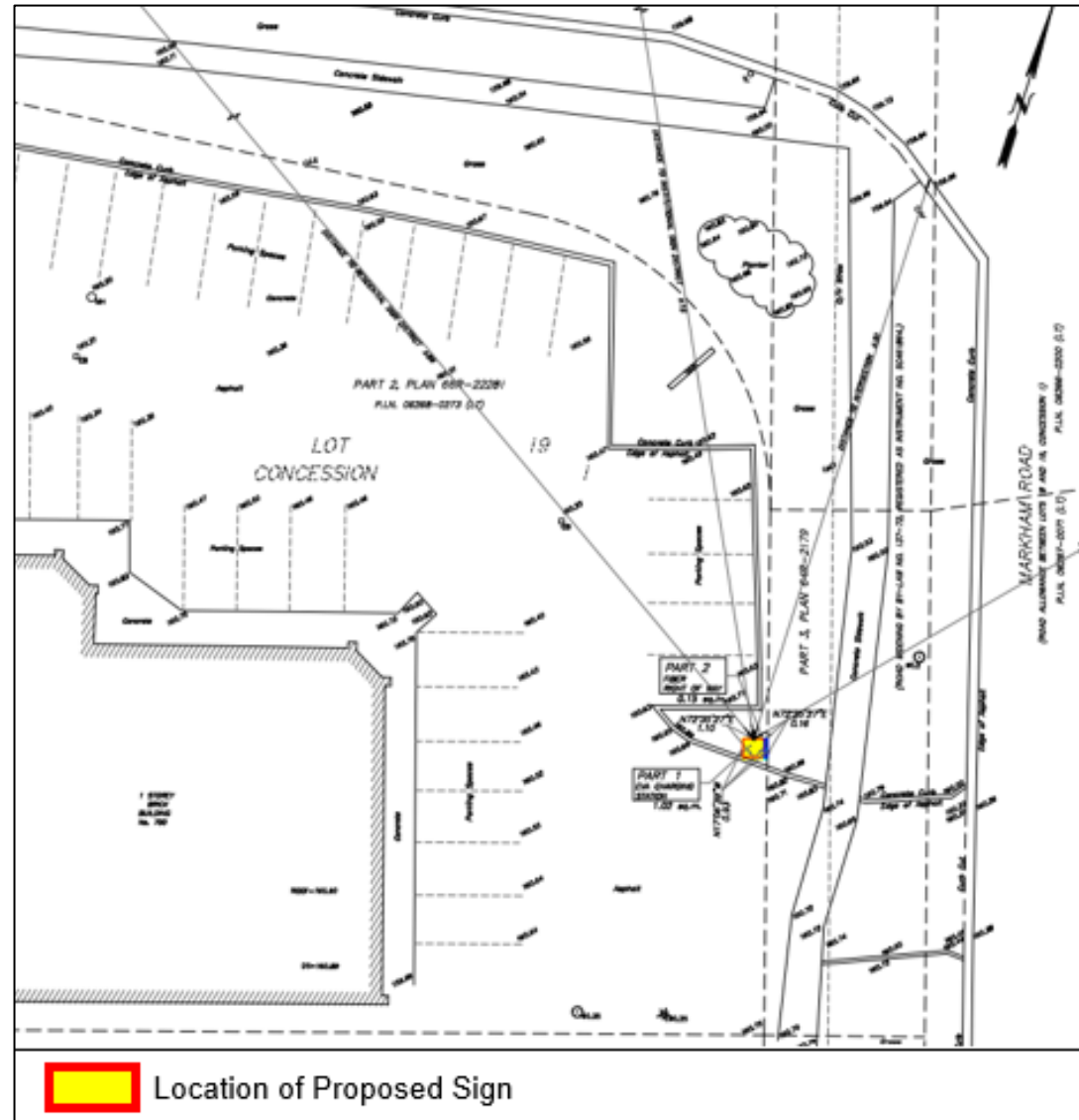
700 Markham Road

June 13, 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	East frontage (along Markham Rd)
Face Orientation	North and South directions
Sign Face Dimensions (width x length)	1.65 metres vertically x 0.93 metres horizontally (64.95" x 36.53")
Sign Face Area / height	1.54 square metres
Sign height	Max 2.65 metres (104.3")

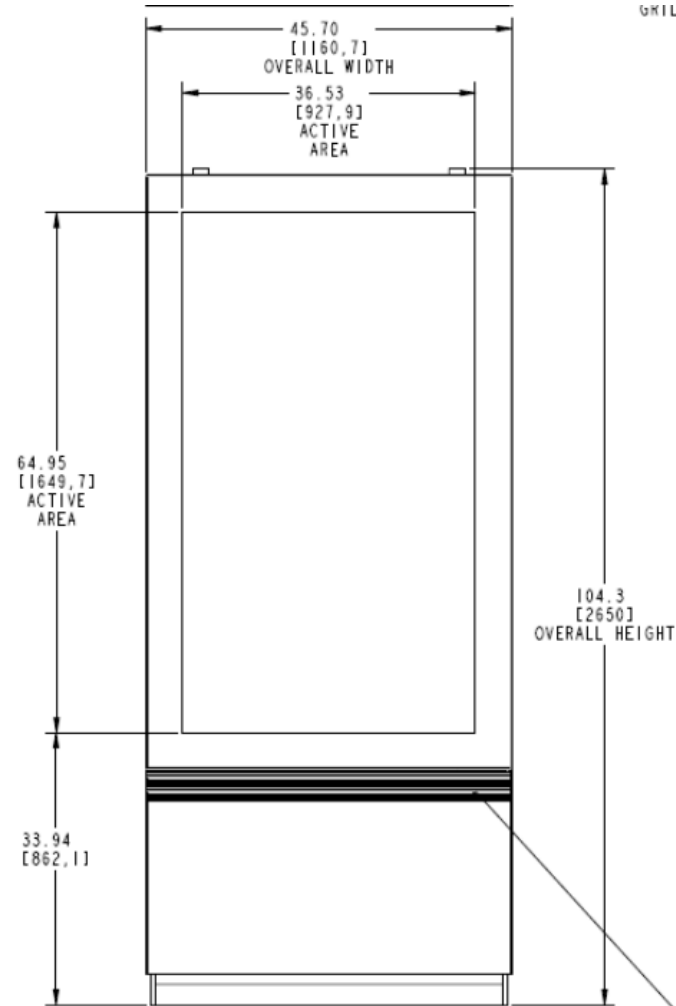
Site Plan



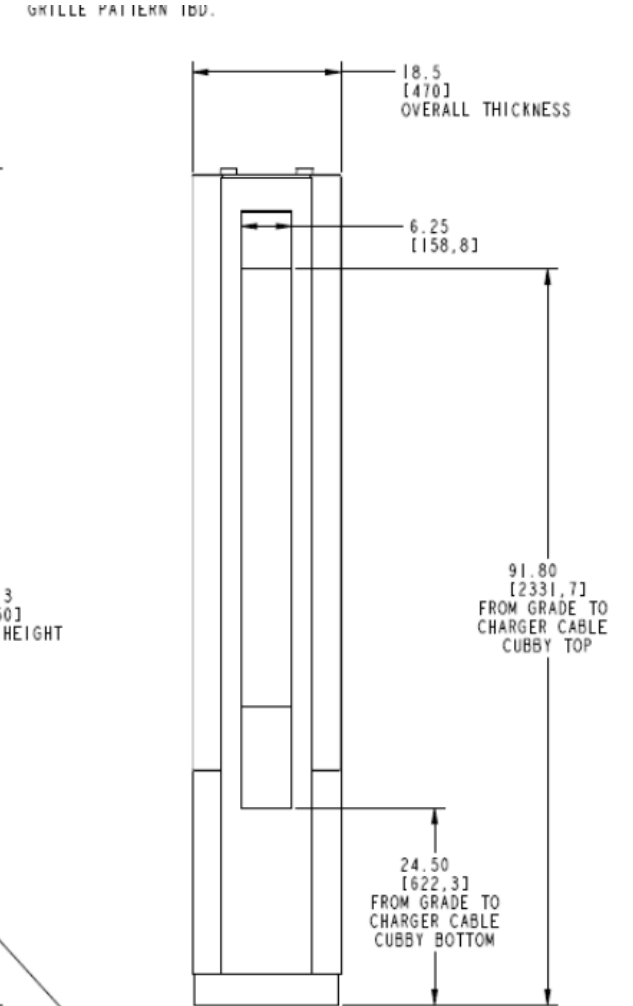
Proposed Sign Details



Reference Render

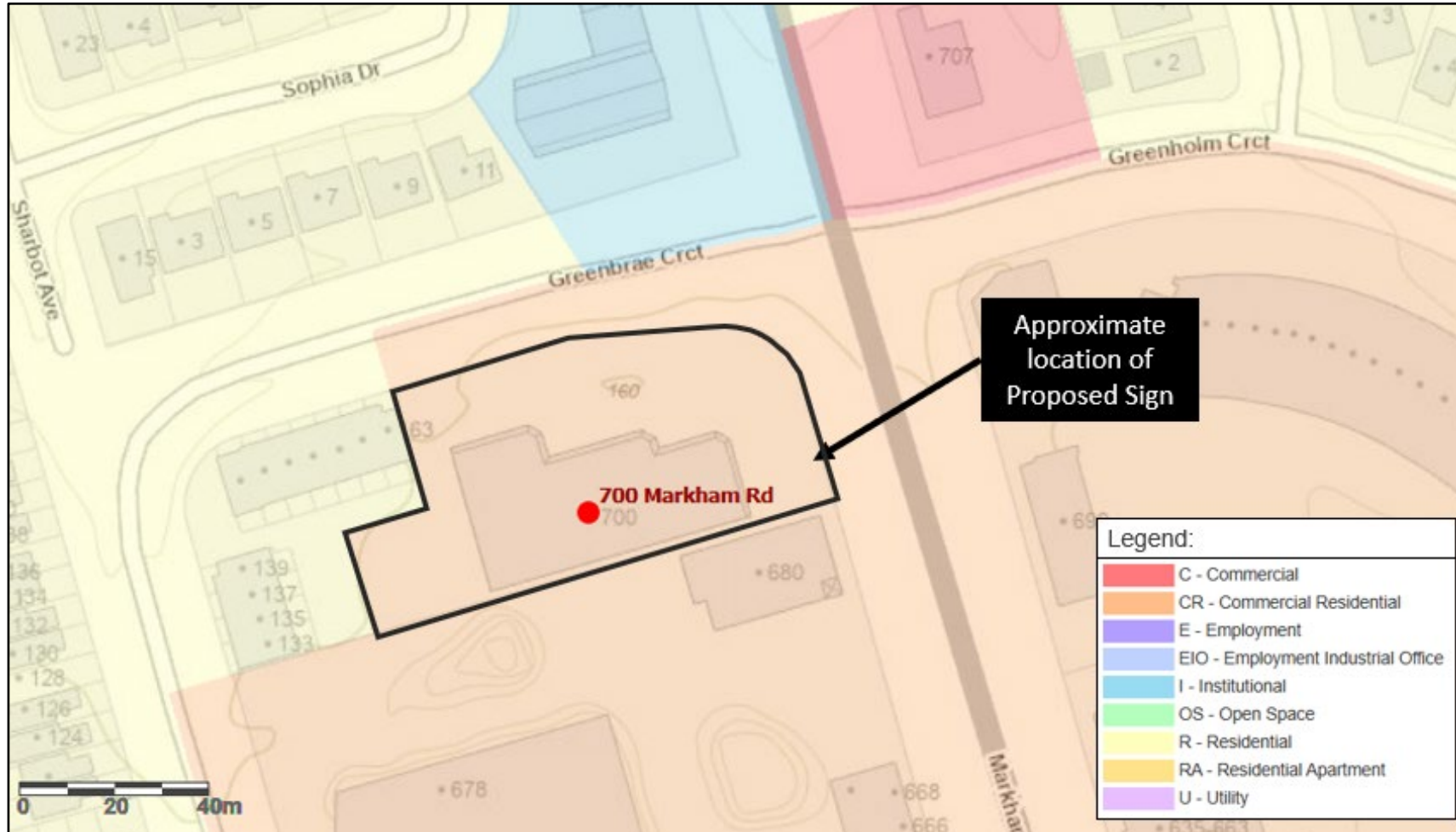


Front Elevation



Side Elevation

Sign District Designation



Sign View Map

Requested Variances

Sign By-law Reference	Requirement	Proposal
694-14.R	No sign shall be located in a visibility zone.	To allow the Proposed Sign to be located in a visibility zone.
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.

Required Conditions

If granted, the requested variance, would be subject to the following conditions:

Condition 1:	The sign shall conform in all respects to the specifications set out in the Proposed Sign Description in Attachment 1, including but not limited to the number of sign faces, configuration, orientation of sign faces, maximum height, maximum sign face area, and location.
Condition 2:	The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, I or OS sign district.
Condition 3:	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 a CR - Commercial Residential Sign District

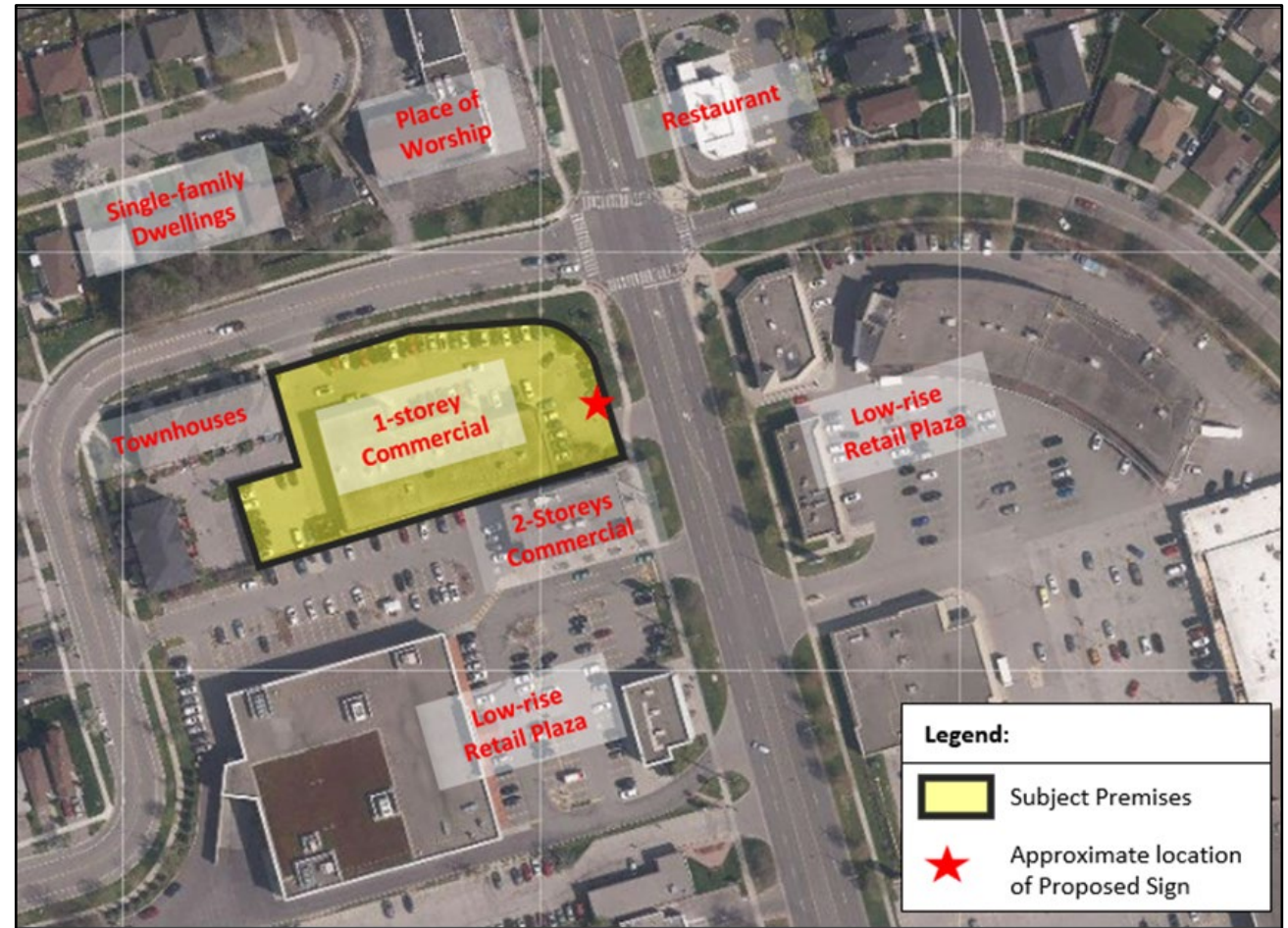
694-30A(6) - The Proposed Sign is not a sign prohibited by §694-15B.

- Based on the review of the available information pertaining solely to the sign component 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 not compatible with the development of the premises and surrounding area

- The Subject Premises is designated as a CR Sign District, featuring commercial/ medical services.
- The Subject Premises is surrounded by CR sign districts to the east and south – commercial uses; R to the west – residential townhouses and I to the north – Place of Worship.



Aerial View - Adjacent Properties Uses

Sign Variance Criteria – Established Criteria

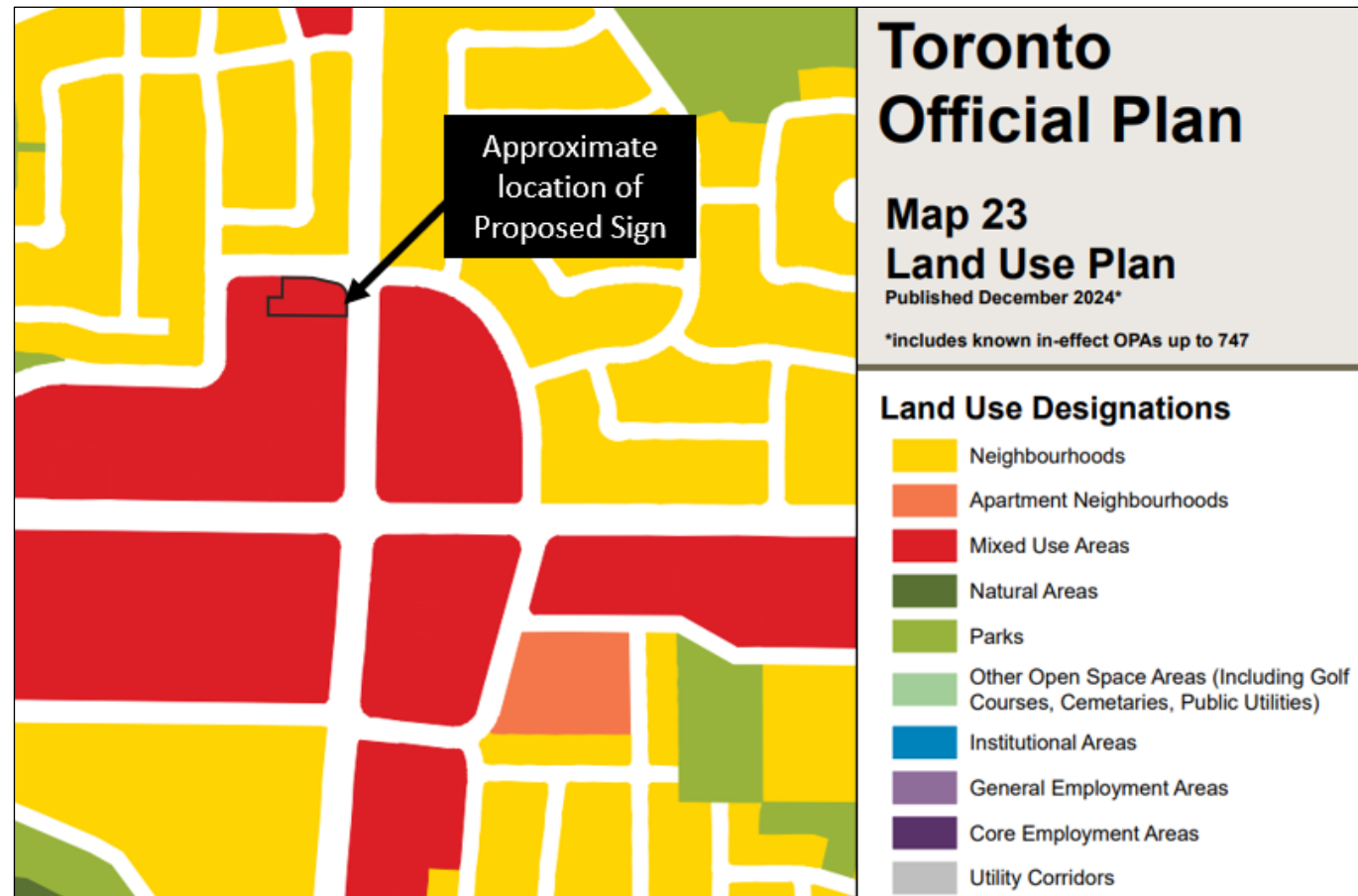
694-30A(2) – The Proposed Sign is not compatible with the development of the premises and surrounding area

- Electronic ground signs are not a permitted sign type in CR Districts.
- The Applicant suggests that uses in the area are mostly commercial, with no planned redevelopment for the Subject Premises. They indicate that digital displays in transit shelters, located in proximity to residential throughout the city, set a precedent.
 - No nearby transit shelters with similar signage were identified, and precedent is not a relevant criterion.
- Submissions indicate that the Proposed Sign would support pedestrian-oriented and local business intent of CR signage regulations
 - Contribution to local economic activity is not guaranteed, as third-party signs may advertise businesses not located on the Subject Premises or nearby.
- The Applicant has not sufficiently demonstrated how a sign type not permitted in CR Sign Districts would be compatible with the development of the premises and surrounding area, as such, it is the CBO's opinion that this criterion has not been established.

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 23 Land Use Plan –
700 Markham Road



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 is designated Mixed Use Areas in the Official Plan. Adjacent lands include Mixed Use Areas to the east, south and west, and Neighbourhoods to the north, consistent with the Sign District designations
- Submissions indicate the Official Plan policies would be supported by the EV charging station
 - While structure may be shared, this does not imply the Proposed Sign supports same policies.
- The Proposed Sign would be positioned 0.16m from the property line, contrary to zoning required setback.
 - Submissions indicate no expected impacts, given the wide setback from Markham Road, however the Applicant's Submissions do not clarify why the required setback cannot be met.
 - Non-compliance with zoning requirement may indicate misalignment with Official Plan objectives intended to guide built form.
- The Applicant has not provided sufficient evidence that the Proposed Sign supports Official Plan objectives for the premises or surrounding area, as such, it is the CBOs opinion that this criterion has not been established.

Sign Variance Criteria – Established Criteria

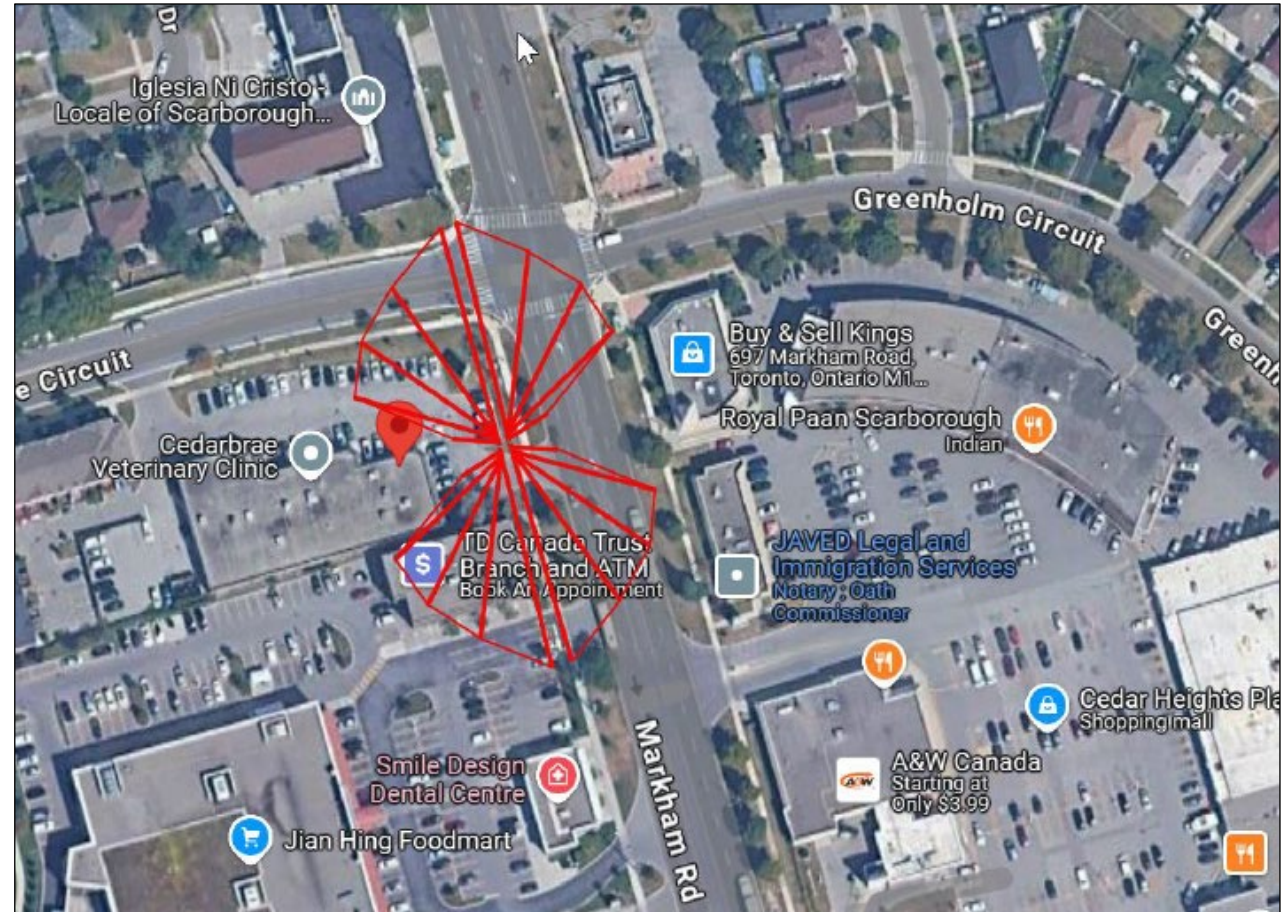
694-30A(4) - The Proposed Sign does not adversely affect adjacent premises.

- The Proposed Sign would face I and R Sign Districts, 73m to the north and 86m to the west, respectively. This is contrary to Sign By-law 250-metre separation requirement
 - In addition to existing buildings on-site blocking visibility, the Proposed Sign faces north and south directions, no impacts are expected on properties to the west
- The Applicant's Submissions demonstrate that the Proposed Sign's light output will be minimal beyond 50 metres, with light levels comparable to a full moon
 - Staff agree that, subject to the proposed conditions, the impacts of the Proposed Sign on the nearby sensitive lands to the north and west should be minimum.
- Based on the Applicant's submissions and staff's review, the Proposed Sign, subject to the noted conditions, would not adversely affect adjacent premises, as such, it is the CBOs opinion that this criterion has been established.

Sign Variance Criteria – Established Criteria

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

Dispersion of Light Diagram
(from Submissions)



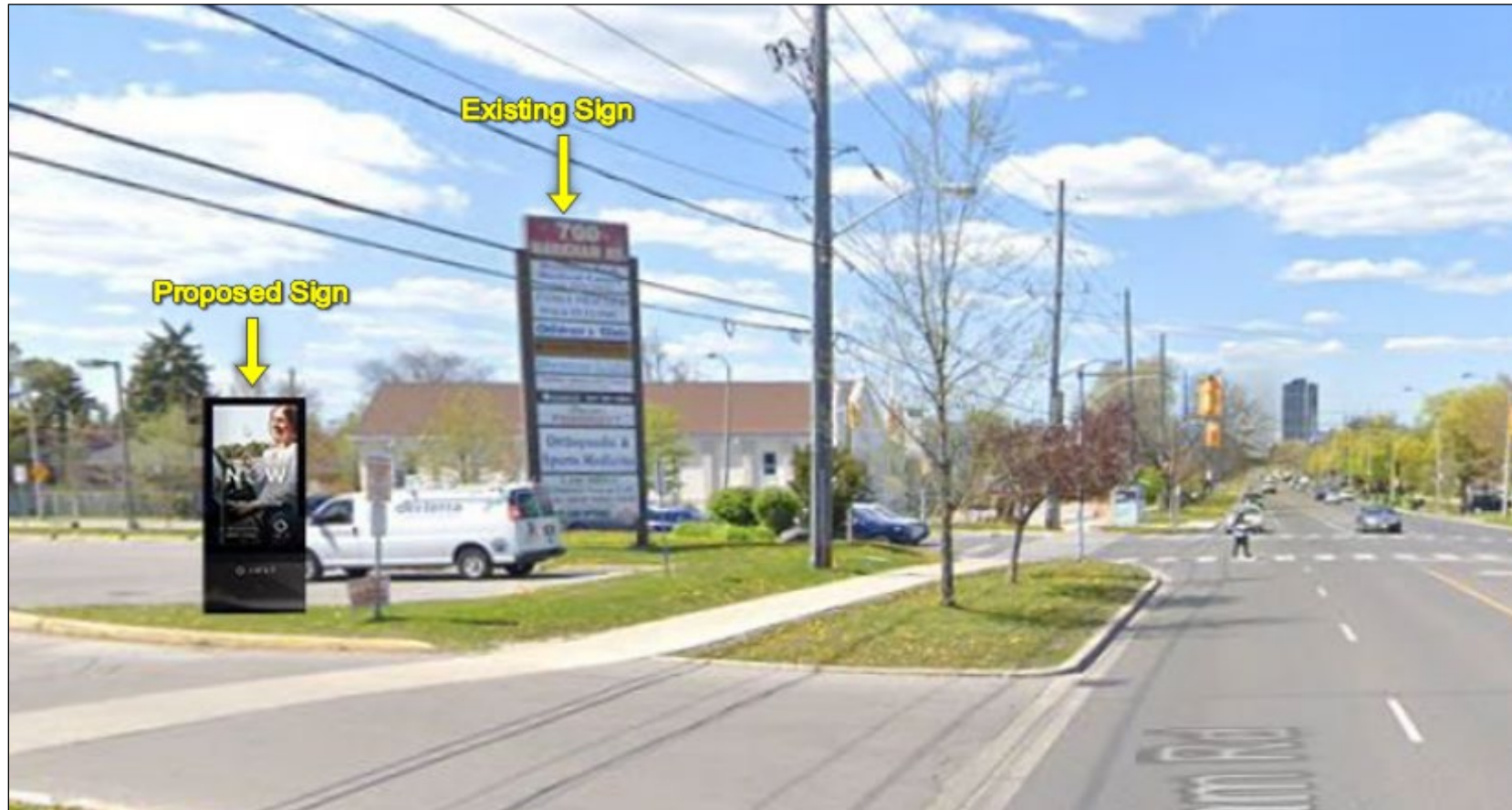
Sign Variance Criteria – Established Criteria

694-30A(5) - The Proposed Sign adversely affects public safety, including traffic and pedestrian safety.

- The Sign By-law regulations (e.g., setbacks and visibility zones) are designed to mitigate safety risks
- The Proposed Sign's location does not fully comply with these standards for:
 - Visibility zone – it would be placed within 3m of a driveway, which is not permitted
 - 30 metres setback from the closest traffic-controlled intersection – it would be situated 21 meters from the intersection of Markham Road and Greenbrae Circuit
- The Applicant argues that a 10m setback from Markham Road and 4m from sidewalk maintains visibility
- They claim that Proposed Sign meets 30m setback, however the distance was measured from curb rather than the property line.
- Concerns regarding public safety arising from the Proposed Sign have not been fully addressed, as such it is the CBOs opinion that this criterion has not been established.

Sign Variance Criteria – Established Criteria

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



Location of Proposed Sign in relation to the Existing Sign

Sign Variance Criteria – Established Criteria

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

- The Applicant suggests that the presence of nearby transit shelters displaying signs similar in size, would ensure the Proposed Sign blends into the built environment.
 - While existing conditions can be used to some extent to assess the character of an area, precedent is not a criterion
 - No nearby electronic or third-party signs were identified.
- There is one first party ground sign on the Subject Premises, approximately 18m to the north of the Proposed Sign.
- The likelihood of multiple visible sign faces simultaneously, the use of electronic copy on a third-party sign (not permitted in CR sign districts), and the excessive number of signs on the same frontage raising concerns about visual clutter
- The Applicant did not provide sufficient evidence that the Proposed Sign would not alter the character of the site or surrounding area, as such, the CBO is of the opinion that this criterion has not been established.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign complies with the Sign By-law provisions for electronic signs, including renewable energy use, message duration, illumination, and transition effects.
- Since third party electronic ground signs are not permitted in CR Sign Districts, there are no district-specific regulations for this sign type, triggering one of the required variances.
- While the Proposed Sign's illumination impacts should be minimal on surrounding areas, compatibility with the Mixed-Use land designation remains unclear.
- The Proposed Sign's placement near an existing ground sign raises concerns about visual clutter.
- The Proposed Sign's location does not fully comply with safety and Zoning By-law regulations, raising concerns of public safety and alignment with the Official Plan objectives.
- The Applicant has not provided sufficient evidence to ensure that the Proposed Sign will not be contrary to the public interest, as such it is the CBOs opinion that this criterion has not been established.

Conclusion and CBO Recommendation

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

The Sign Variance Committee **refuse to grant** the requested variances to sections 694-14.R and 694-15.A, each subject to three 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 700 Markham Road.

QUESTIONS?