

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

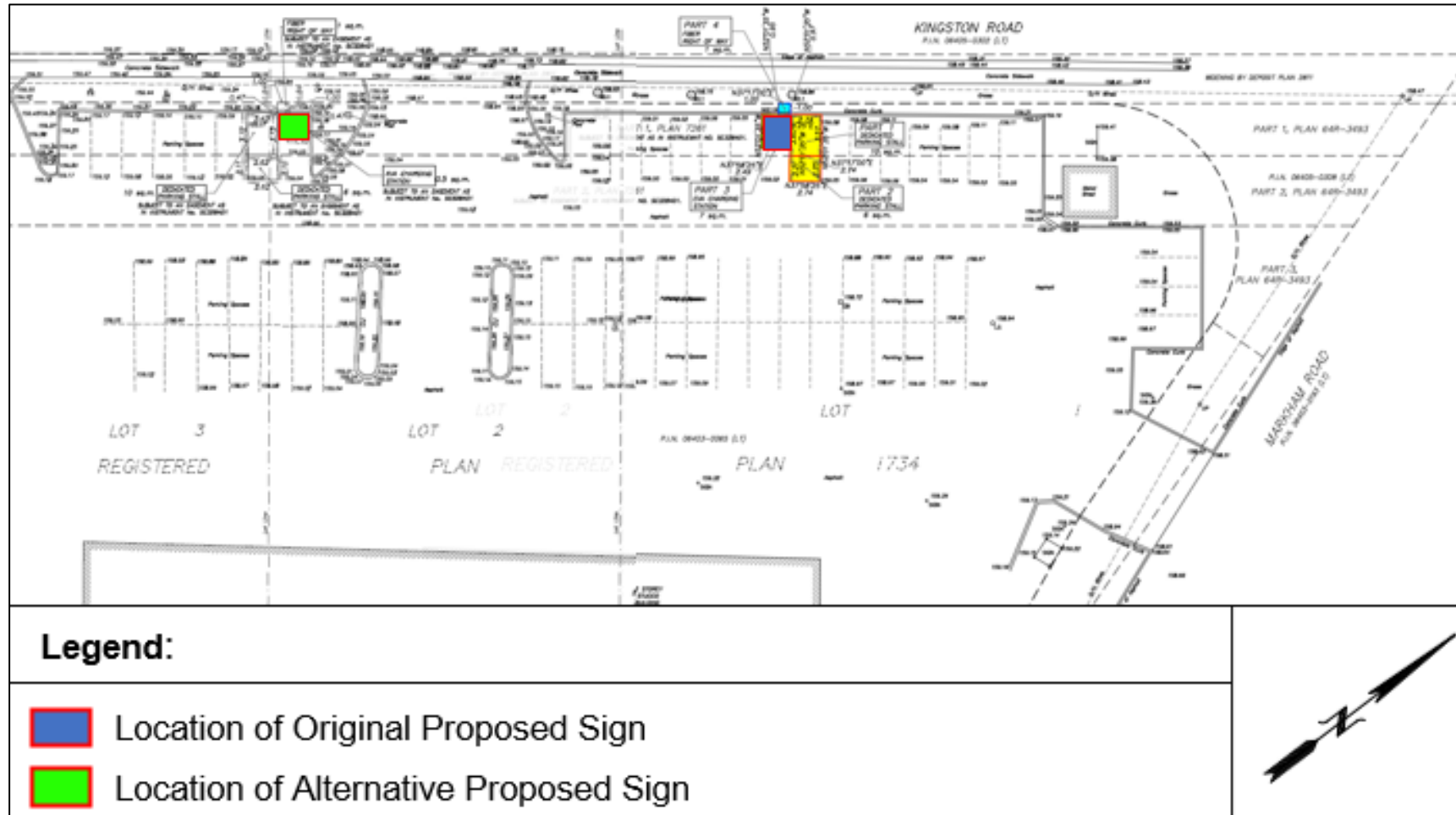
3493 Kingston Road

September 12, 2025

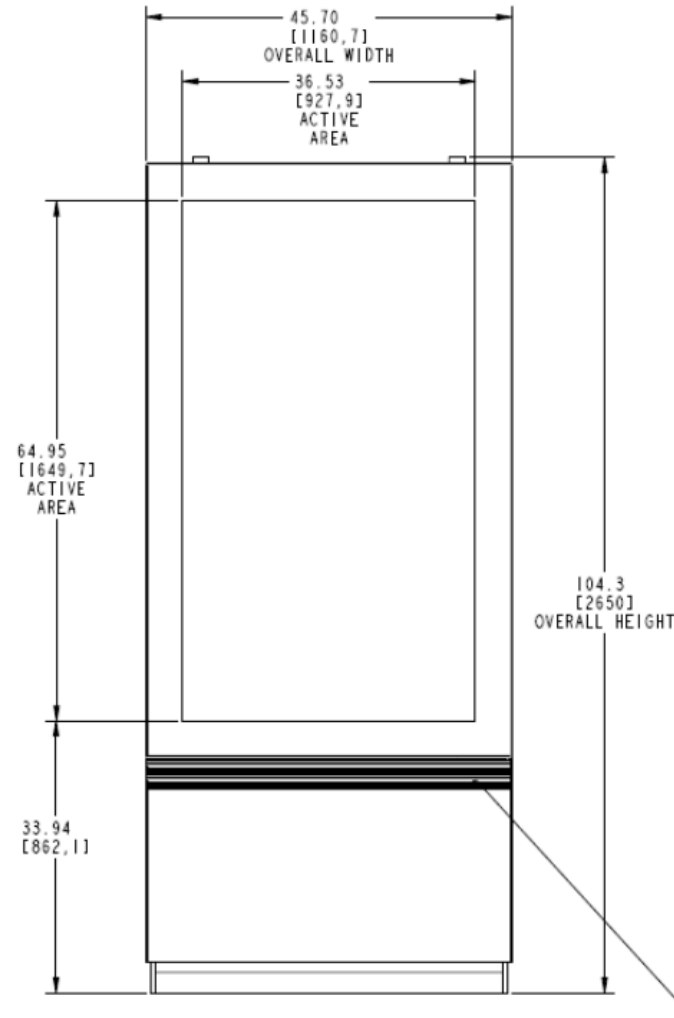
Proposed Sign Description

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	Northwest frontage (along Kingston Road)
Face Orientation	Northeast and Southwest 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")

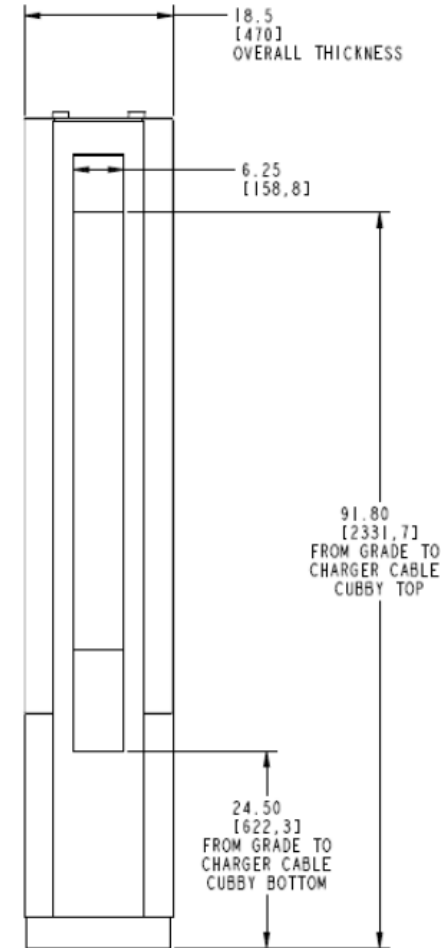
Site Plan



Proposed Signs` Details

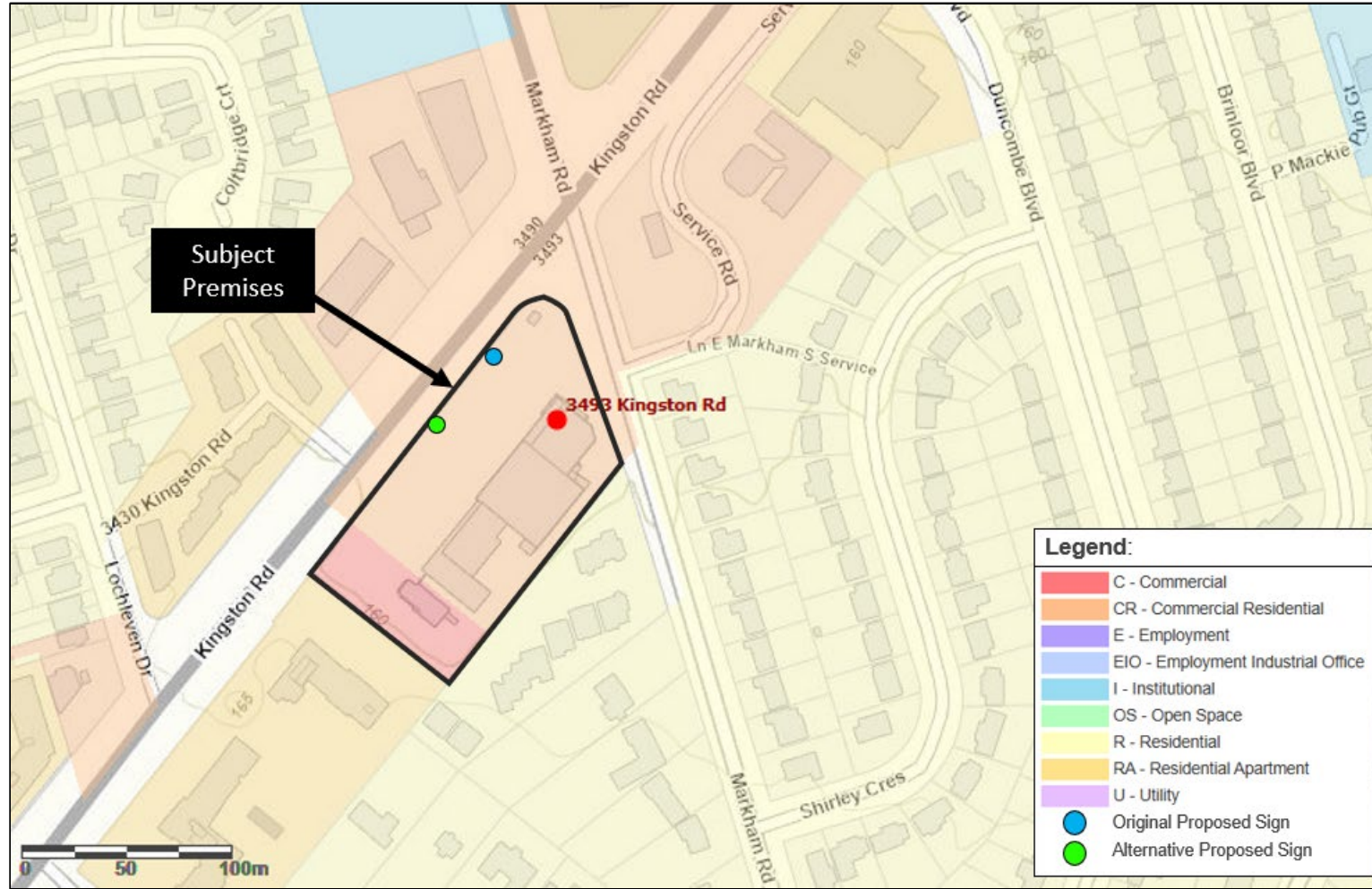


Front Elevation



Side Elevation

Sign District Designation



Sign District Map

Variance & Conditions – Original Proposed Sign

Sign By-law Reference	Requirement	Proposal
694- 15.A	Anything not expressly permitted by Chapter 694 is prohibited.	The Proposed Sign is a third party electronic ground sign, which is a sign type not expressly permitted in CR-Sign Districts.
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 structure of the sign shall not be attached, affixed, combined with, or otherwise associated with, 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 and display of the sign, or the modification of the sign, shall be issued until such time as sufficient information is provided to the CBO demonstrating that all applicable approvals for the electric vehicle charging station have been obtained.	
Condition 3:	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.	

Variance & Conditions – Alternative Proposed Sign

Sign By-law Reference	Requirement	Proposal
694- 15.A	Anything not expressly permitted by Chapter 694 is prohibited.	The Proposed Sign is a third party electronic ground sign, which is a sign type not expressly permitted in CR-Sign Districts.
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 structure of the sign shall not be attached, affixed, combined with, or otherwise associated with, 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 and display of the sign, or the modification of the sign, shall be issued until such time as sufficient information is provided to the CBO demonstrating that all applicable approvals for the electric vehicle charging station have been obtained.	
Condition 3:	The sign shall not be erected within 45.0 metres of any premises located, in whole or in part, in an RA, sign district; or within 60.0 metres of any premises located, in whole or in part, in an R, I or OS sign district.	

Sign Variance Criteria – Established Criteria

According to 694-30.A, an application for variance may be granted where it is established that the proposed sign meets all of the following outlined criteria:

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

- Both the Original Proposed Sign and the Alternative Proposed Sign are third party signs.
- Signs belonging to the third party sign class 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 signage components of the structure, neither of the Proposed Signs 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

Aerial View – Adjacent Properties Uses



Sign Variance Criteria – Established Criteria

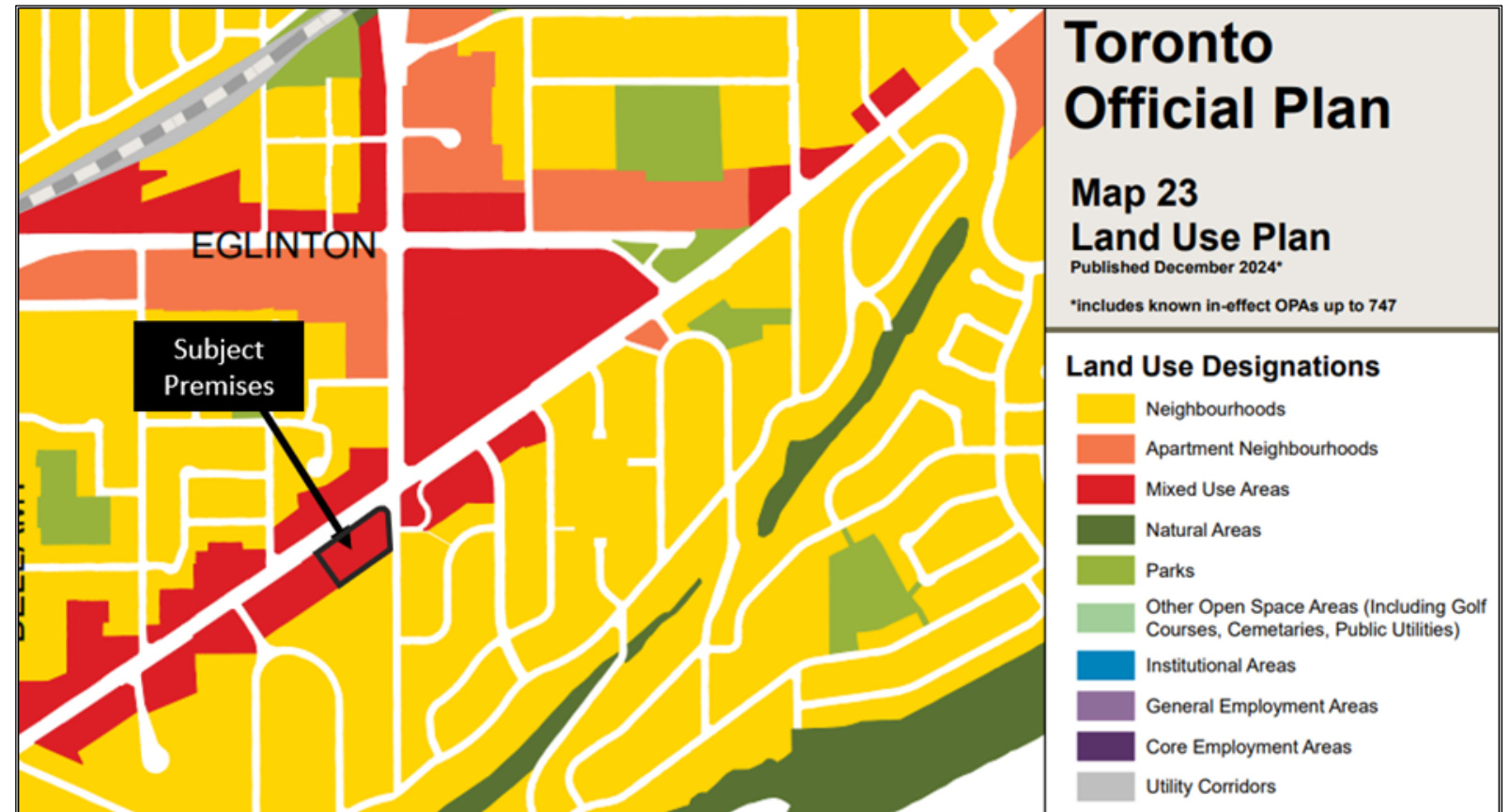
694-30A(2) – The Proposed Sign is compatible with the development of the premises and surrounding area

- At either location, the Proposed Signs are within the CR Sign District, where electronic ground signs are not expressly permitted.
- The Subject Premises is occupied and surrounded by commercial uses; nearby R and RA districts contain low-rise and mid-rise residential buildings.
- Light shed diagrams indicate minimal impact on nearby residential areas; further reduced by natural and built barriers.
- Zoning restricts residential development, and the Applicant indicates that the Proposed Sign could be removed or repositioned if future changes occur.
- Both Proposed Signs meet size, height, and setback CR sign district requirements, though not permitted sign type or number of faces;
- The Applicant asserts it was designed to align with pedestrian-oriented signage goals.
- **CBO Opinion:** Subject to all conditions, this criterion has been met for both of the Proposed Signs.

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 23 Land Use Plan –
3493 Kingston Road



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 and surrounding properties are designated Mixed Use, supporting commercial and retail activities aligned with the Official Plan.
- Despite proximity to Neighbourhood-designated lands, existing buildings and location minimize the Proposed Sign's impact on residential areas.
- Policies and strategies supported by the EV charging station do not imply the sign supports Official Plan objectives.
 - If granted, sign could be installed without the EV charging station.
- The Applicants Submissions indicate the Proposed Sign supports OP objectives by enhancing the public realm, respecting neighborhood character, supporting local economic activity, and mitigating land use conflicts, without negatively impacting adjacent commercial, industrial, or open space uses.
- Zoning restricts residential development, and sign orientation as well as separation distances mitigate potential land use conflicts.

CCO Opinion: This criterion is met for both Proposed Signs.

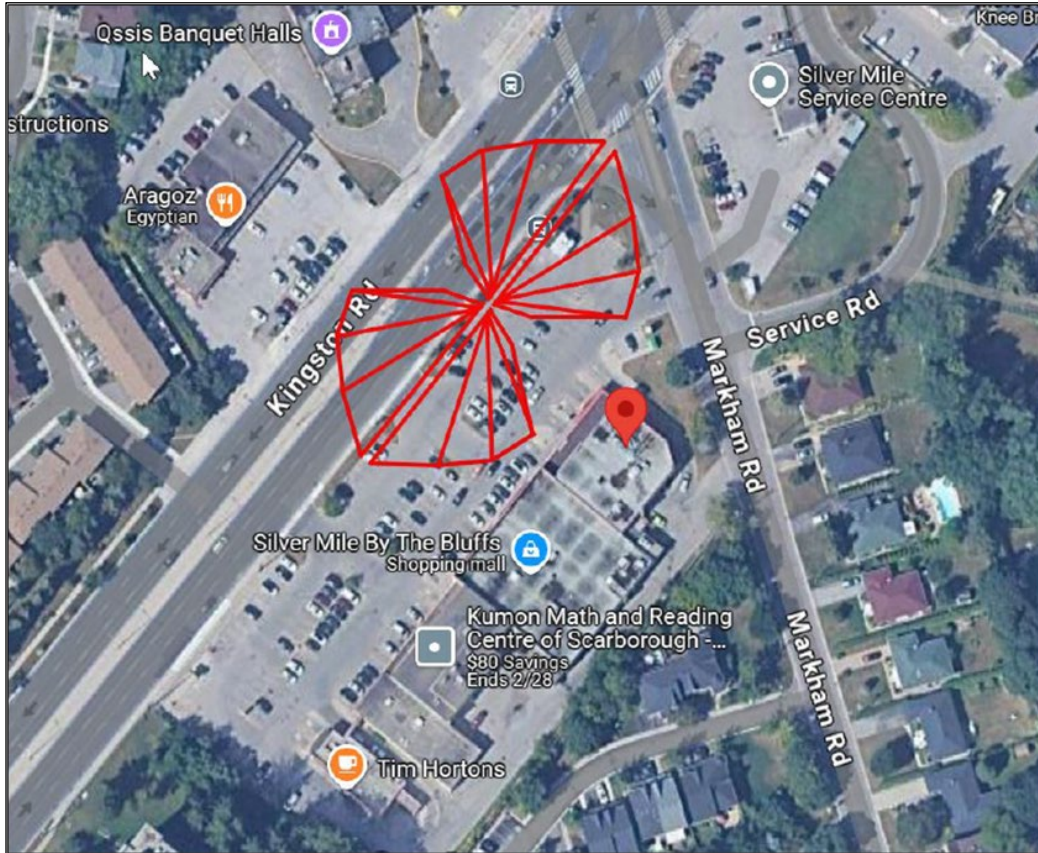
Sign Variance Criteria – Established Criteria

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

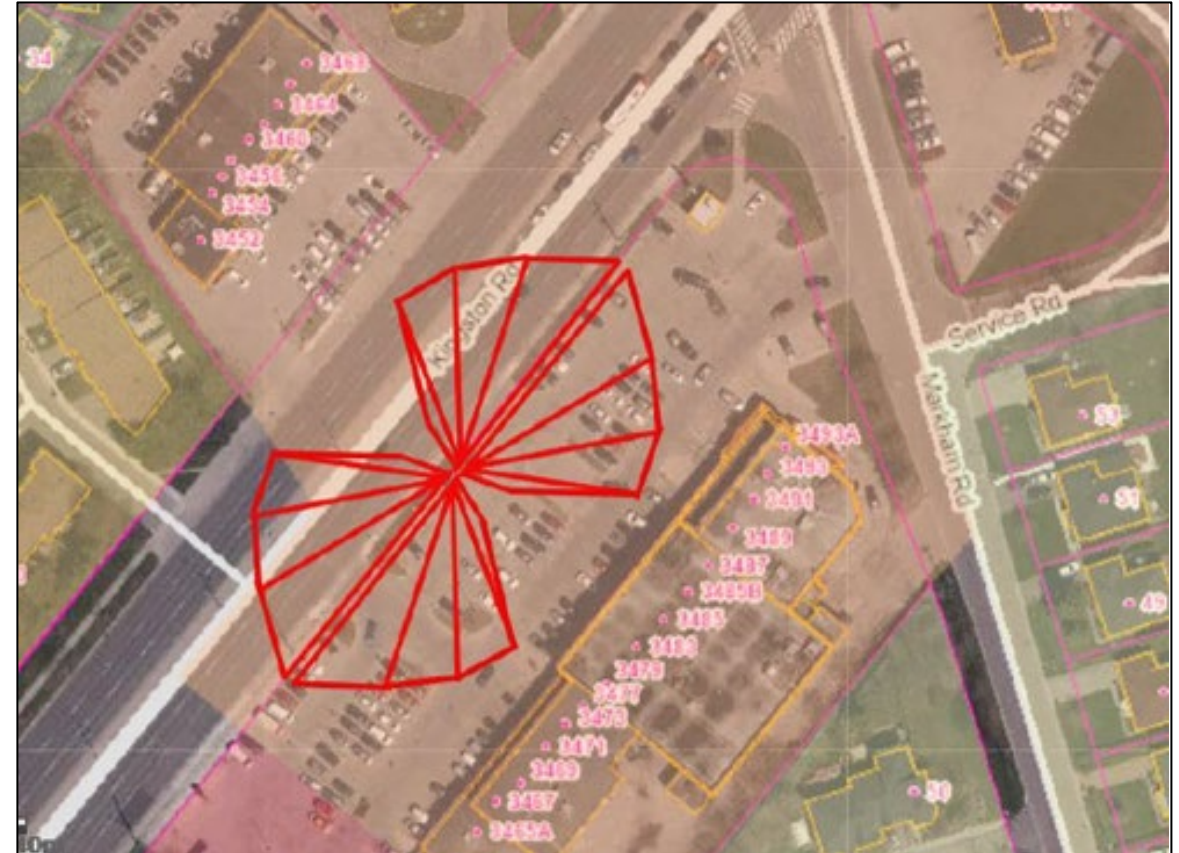
- Both Proposed Signs are within 250m of R and RA sign districts; the Alternative Sign is less than 60m from an RA sign district, contrary to separation requirements in the Sign Bylaw.
- Sign faces are oriented northeast and southwest, avoiding direct exposure to residences; existing buildings exceed proposed height, acting as visual shields.
- The Applicant asserts light output is minimal beyond 50 metres, with light levels comparable to a full moon.
- The Alternative Proposed Sign is placed only 45 metres from an RA district - the Applicant contends nearest residential building is 58 metres away, beyond threshold. Fencing and mature trees further reduce visibility and light impact on nearby residences.
- Light shed diagrams provided by the applicant confirm no light intrusion into residential properties along Kingston or Markham Roads.
- **CBO Opinion:** Subject to conditions on size, height, orientation, and separation distances, impacts should be minimal; criterion is met for both Proposed Signs.

Sign Variance Criteria – Established Criteria

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



Original Proposed Sign - Dispersion of Light Diagram



Alternative Proposed Sign - Dispersion of Light Diagram

Sign Variance Criteria – Established Criteria

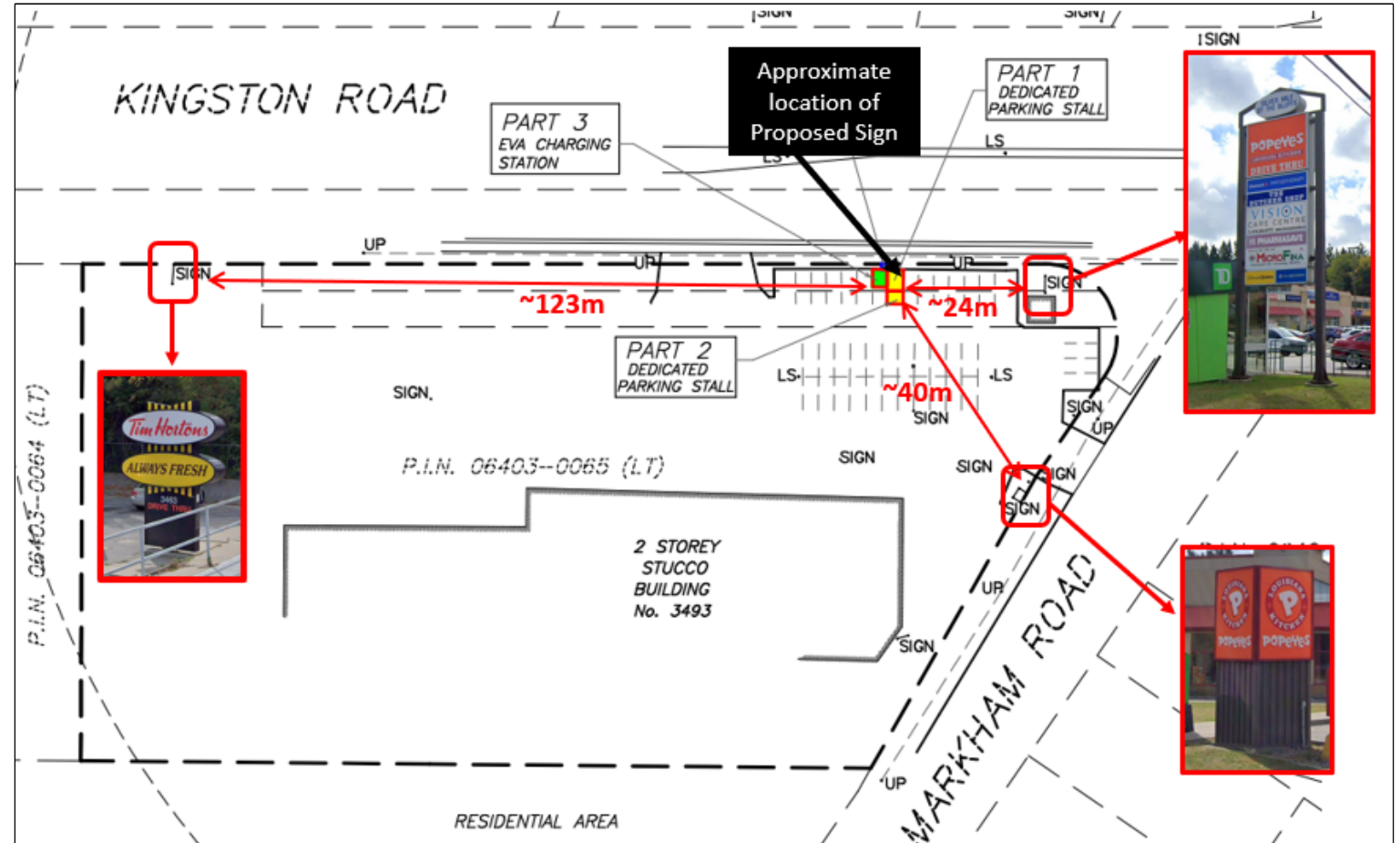
694-30A(5) - The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety.

- 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.
- The Proposed Sign shall be designed and installed in accordance with OBC.
- **CBO Opinion:** Based on the location, design, and compliance with safety standards, there is no reasonable concern regarding public safety; this criterion is met for both Proposed Signs.

Sign Variance Criteria – Established Criteria

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

Existing Signs & Original Proposed Sign on the Subject Premises



Sign Variance Criteria – Established Criteria

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

- The Applicant states that nearby buildings are commercial in nature, with transit shelters displaying signs similar in size to the Proposed Sign, suggesting it would blend into the built environment.
- Only one first party ground sign is permitted for the 170m frontage; two existing signs were installed prior to current regulations.
- In total, three static first party ground signs exist on the Subject Premises, exceeding the permitted number under current Sign By-law.
- The Original Proposed Sign is only 24m from an existing sign, falling short of the 100m separation requirement and raising visual clutter concerns.

Sign Variance Criteria – Established Criteria

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

Alternative Proposed Sign location
in relation to existing Multi-Tenant
and Popeyes Ground Signs



Sign Variance Criteria – Established Criteria

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

- To address cumulative impact, the Applicant proposed the Alternative Proposed Sign in a different location – approx. 70m from the Multi-Tenant Sign and 78m from the Tim Hortons Sign - improving spacing compared to the Original Sign.
- The Applicant asserts that mature trees obstruct simultaneous visibility, but effectiveness is seasonal and as such cannot be guaranteed through a condition.
- The Applicant argues the west parcel should be assessed separately; staff maintain all signage must be considered collectively under Chapter 694. Even if parcels were separate, sign limits and separation requirements would still not be met.
- The Alternative Proposed Sign presents lower incompatibility than the Original Proposed Sign, but the likelihood of multiple visible sign faces simultaneously, the use of electronic copy on a sign of the third-party sign class (both prohibited in CR sign districts), and the excessive number of signs on the same frontage still raise clutter concerns.
- **CBO Opinion:** Despite improvements, criterion is not met for either Proposed Sign.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign complies with general 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.
- The Surrounding area is primarily made up of commercial and employment uses, with minimum impacts expected, and the site itself is not currently intended for, nor could accommodate residential redevelopment.
- Separation distances and physical barriers somewhat restrict visibility from sensitive districts
- The sign placement near multiple existing ground signs raises concerns about visual clutter.
- **CBO Opinion:** The Applicant has not provided sufficient evidence to ensure that the Proposed Sign will not be contrary to the public interest; and as such, it is the CBO's opinion that this criterion is not met.

Conclusion and CBO Recommendation

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

1. The Sign Variance Committee **refuse to grant** the requested variance to section 694-15.A, subject to three conditions, as required to allow for the issuance of a permit respecting the erection and display of the Original Proposed Sign, as further described in Attachment 1 to this report.
2. The Sign Variance Committee **refuse to grant** the requested variance to section 694-15.A, subject to three conditions, as required to allow for the issuance of a permit respecting the erection and display of the Alternative Proposed Sign, as further described in Attachment 2 to this report.

QUESTIONS?