

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

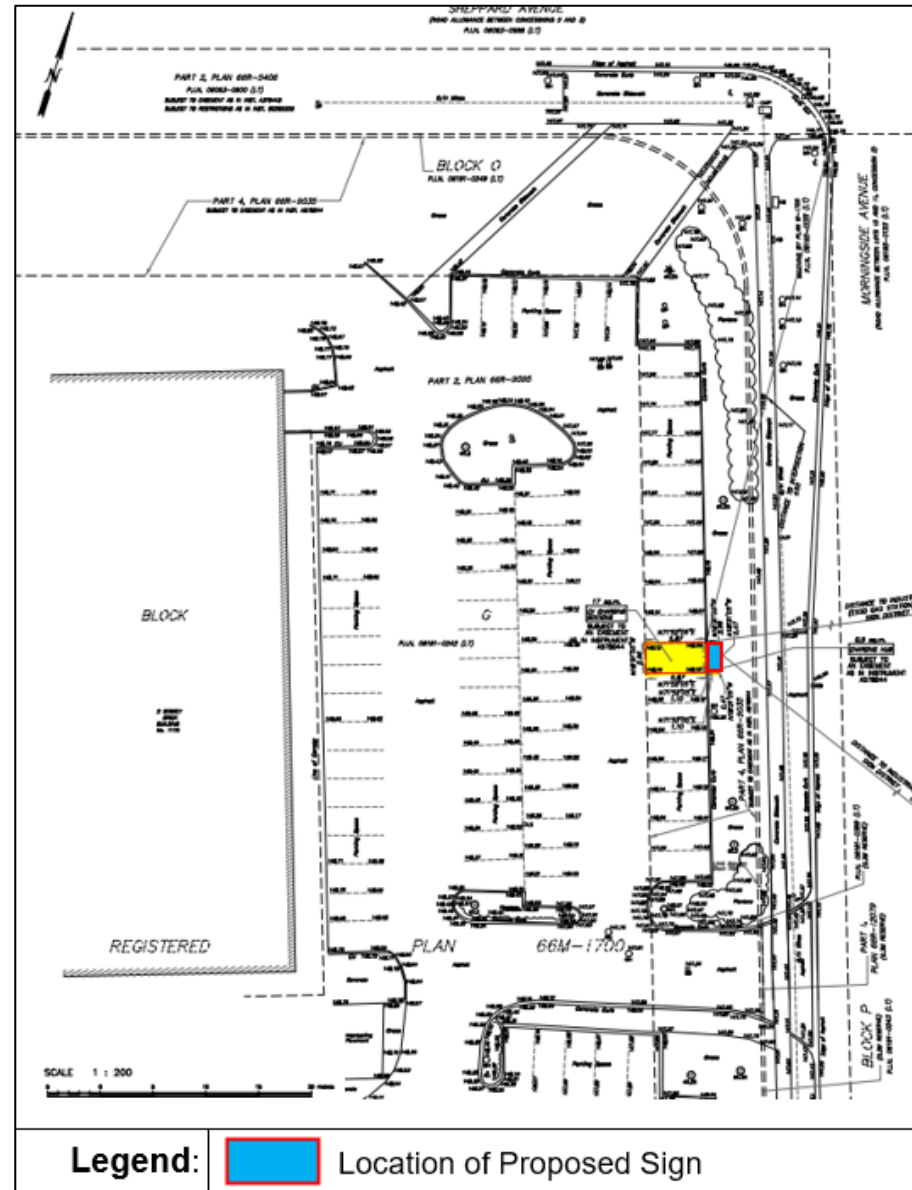
1150-1176 Morningside Ave

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	East frontage (along Morningside Ave)
Face Orientation	North and South
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")

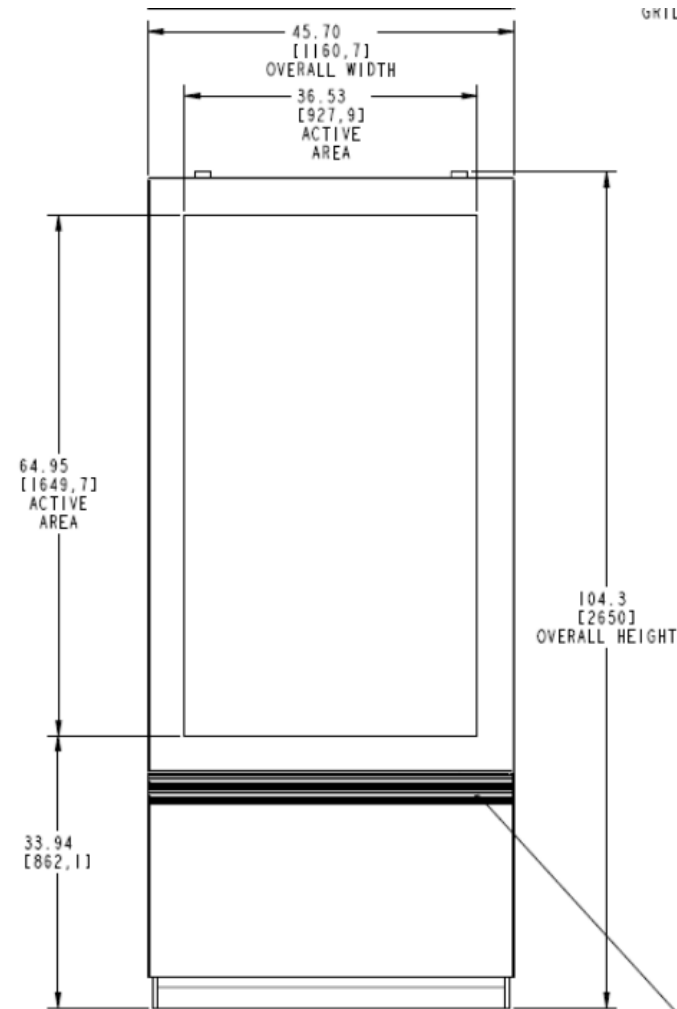
Site Plan



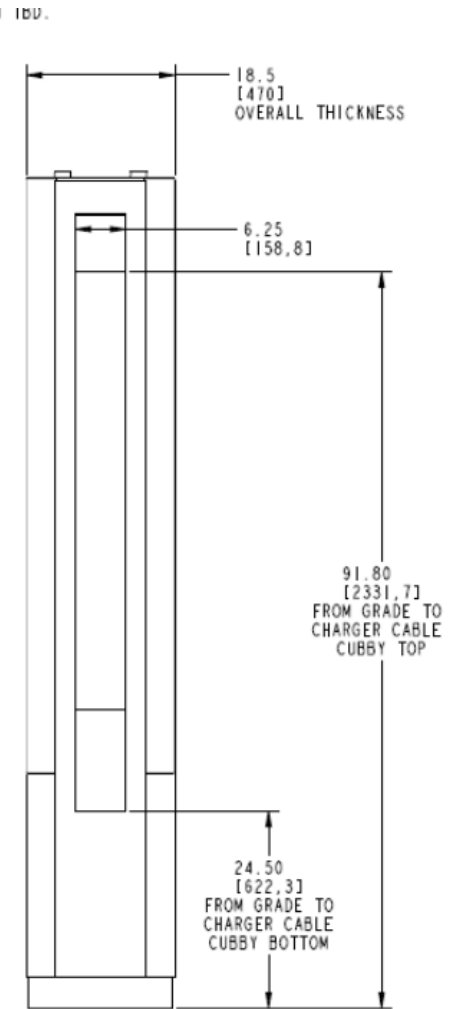
Proposed Sign Details



Reference Render

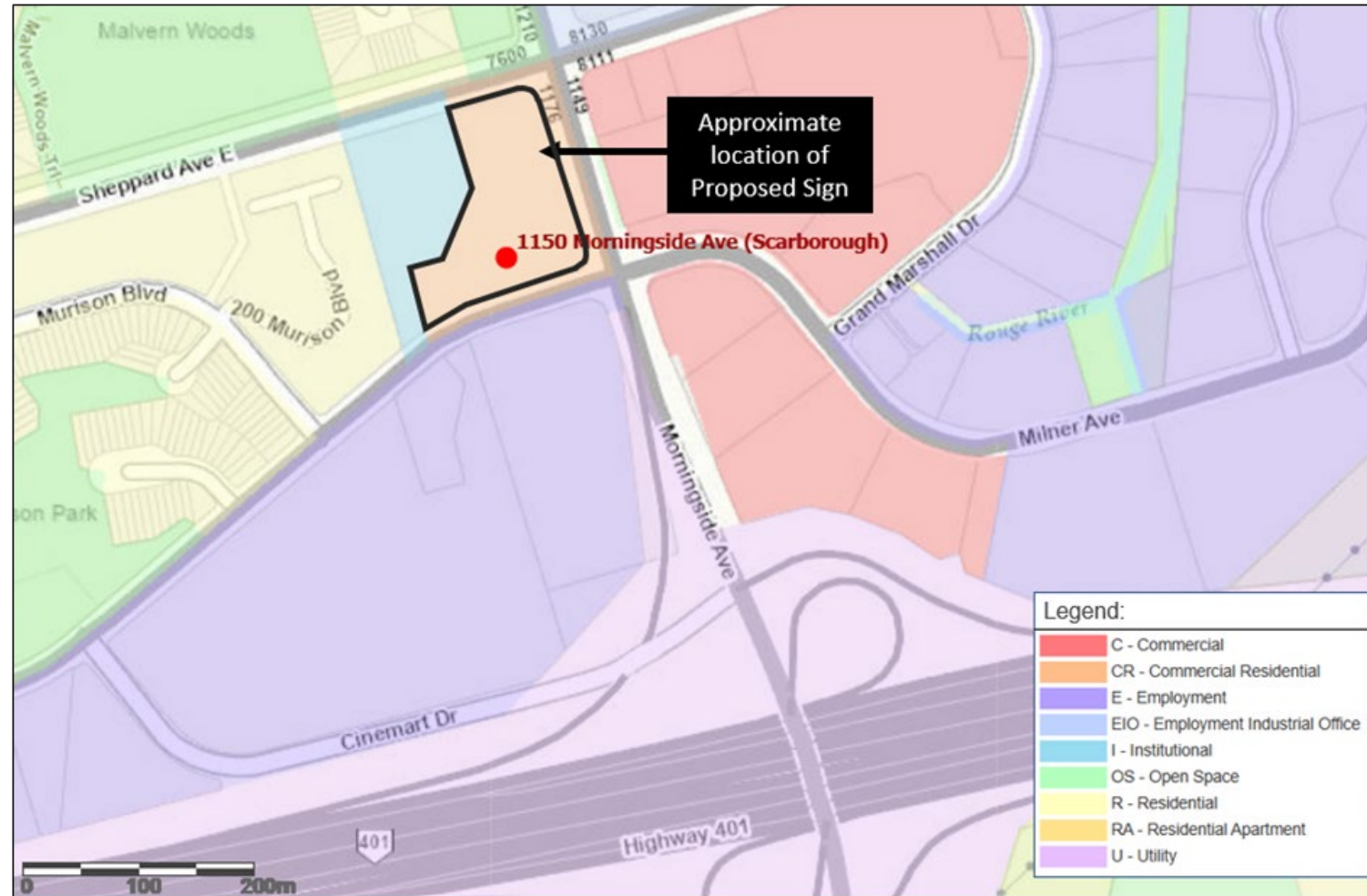


Front Elevation



Side Elevation

Sign District Designation



Sign District Map

Requested Variances

Sign By-law Reference	Requirement	Proposal
694- 15.A	Anything not expressly permitted by Chapter 694 is prohibited.	To exempt the Subject Premises from this City-wide regulation allowing the Proposed Sign to be erected at a CR-Sign Districts, where third party electronic ground sign types are not expressly permitted.
694- 24.A(14)	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 401 contained within the municipal boundaries of the City.	To exempt the Subject Premises from this site-specific area restriction regulation allowing the Proposed Sign to be erected at the Subject Premises.

Requested Variances & 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 Proposed Sign shall not be erected within 100.0 metres of the Existing Sign.
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.
Condition 4:	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

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.

- Signs belonging to the third party sign class are permitted in a CR - Commercial Residential Sign District

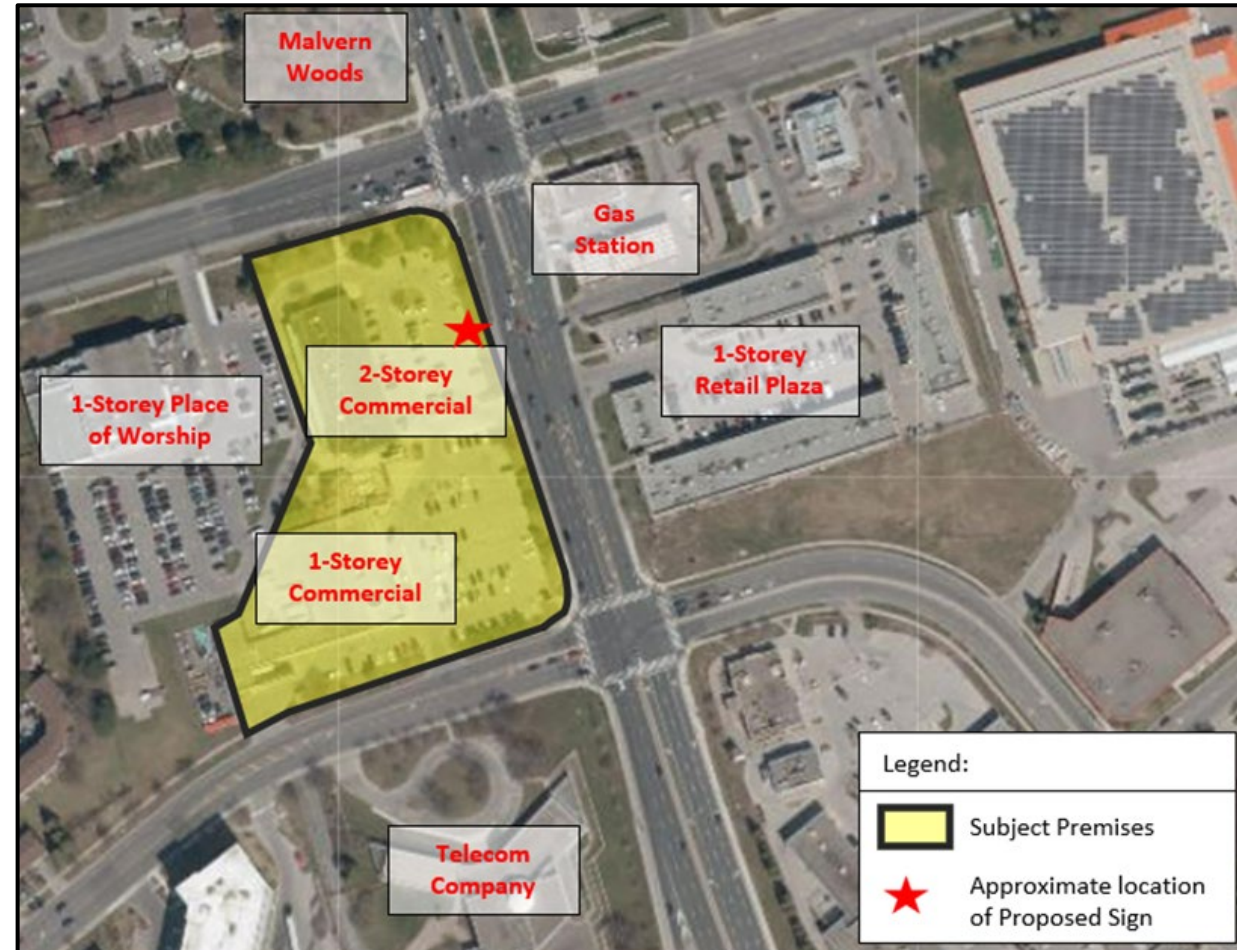
694-30A(6) - The Proposed Sign is not a sign prohibited by §694-15B.

- Based on the review of the available information pertaining solely to the 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

Aerial View - Adjacent Properties Uses



Sign Variance Criteria – Established Criteria

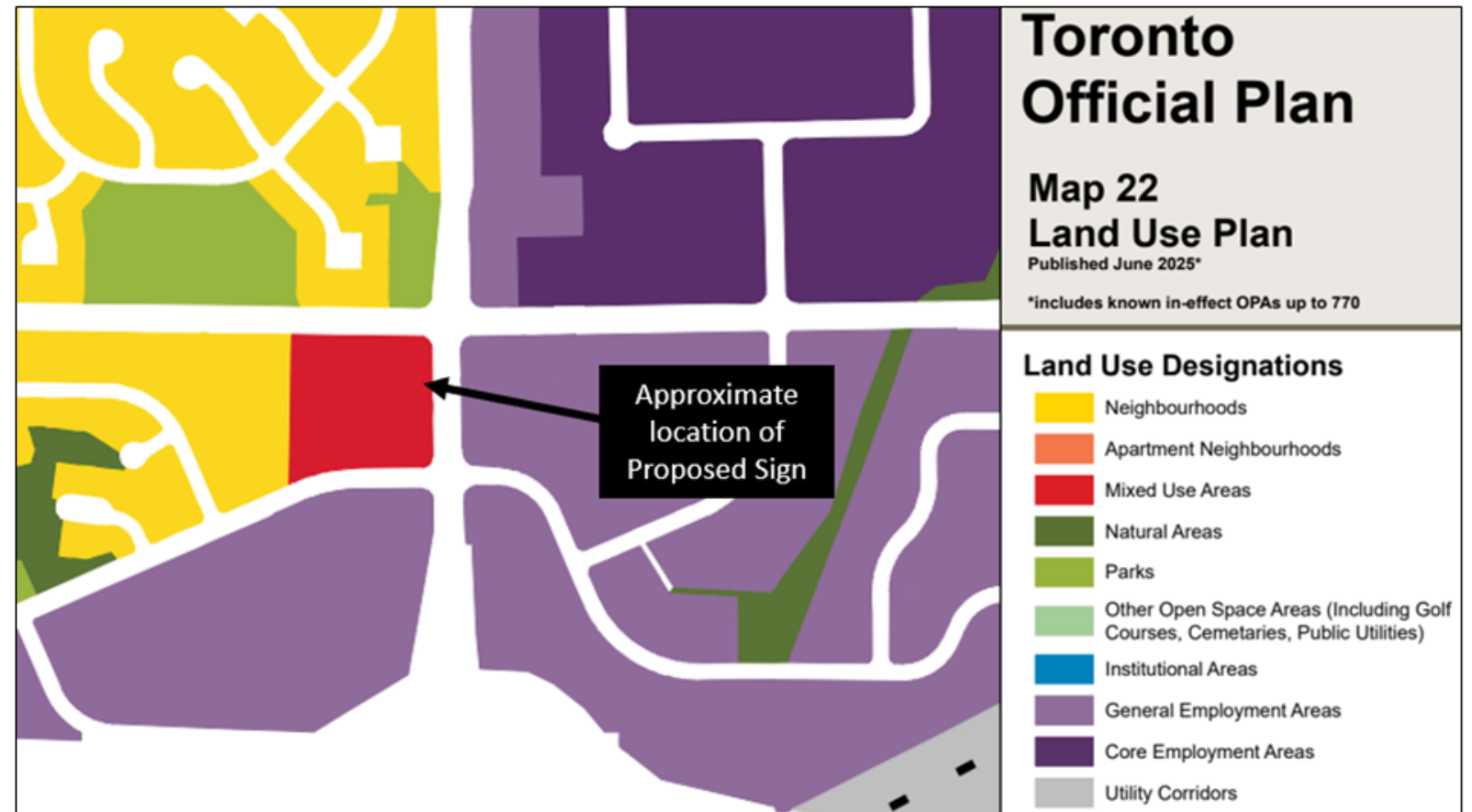
694-30A(2) – The Proposed Sign is compatible with the development of the premises and surrounding area

- The Subject Premises is in a CR Sign District featuring a retail plaza, surrounded by commercial and employment uses; adjacent properties include Malvern Woods park (OS Sign District) and a place of worship (I Sign District).
- Electronic ground signs are not permitted in CR Sign Districts, and the Proposed Sign would face OS and I Sign Districts within 250 metres, contrary to separation requirements.
- The Applicant states that the impactful light would only reach 50 metres, and therefore not impact I and OS Sign Districts approximately 75 and 82 metres away, respectively.
- Moreover, existing trees and buildings block views from sensitive areas, and nearby properties are mostly C and E Sign Districts with no residential uses.
- Staff confirm nearby development applications are for non-sensitive uses, and that residential uses are not permitted on the Subject Premises under the Zoning By-law.
- **CBO Opinion:** Subject to the conditions, this criterion has been met.

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 22 Land Use Plan –
1150-1176 Morningside Ave



Sign Variance Criteria – Established Criteria

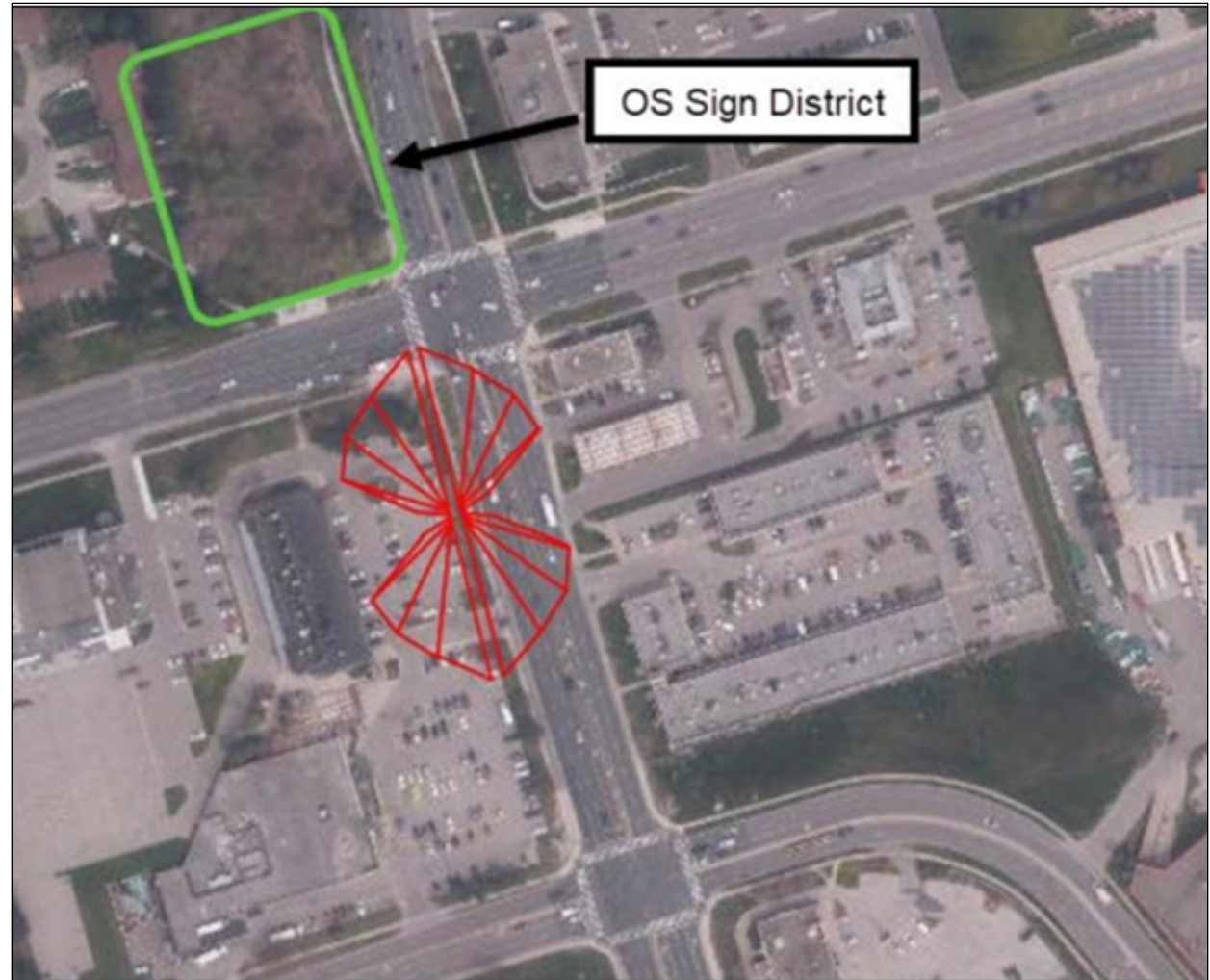
694-30A(3) - The Proposed Sign supports Official Plan objectives for the subject premises and surrounding area.

- The Subject Premises is designated Mixed Use Area in the Official Plan and contains two low-rise commercial buildings, consistent the CR Sign District designation.
- Adjacent lands include Employment Areas to the east and south, and Parks to the north; the CBO finds no conflict between third party signs and Employment policies.
- Policies and strategies supported by EV charging station do not imply the sign itself supports Official Plan objectives. If granted, sign could be installed despite of the EV charging station.
- Submissions indicate Proposed Sign supports OP objectives by enhancing public realm, respecting neighborhood character, supporting local economic activity, and mitigating land use conflicts, without negatively impacting adjacent commercial, industrial, or open space uses.
- No major use changes are expected in the area, residential uses are restricted.
- **CBO Opinion:** The Applicant has provided sufficient evidence that the Proposed Sign supports Official Plan objectives for the site and surrounding area; this criterion is met.

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

- A variance is required for proximity to Highway 401 (150m vs. 400m required), but grade differences and Proposed Sign's height prevent visibility from highway lanes.
- While the sign may be visible from on/off ramps, Applicant contends, and staff agree, it would not interfere with driver decision points or create safety concerns.
- The Proposed Sign would face I and OS Sign Districts within 250 metres, contrary to Sign By-law separation rules; however, the Proposed Sign's light output is minimal beyond 50 metres. Moreover, buildings and trees obstruct visibility.
- The Applicant asserts, and staff agree, that illumination impacts on Malvern Woods and nearby natural features would be negligible, with light levels comparable to a full moon.
- **CBO Opinion:** Based on the Applicant's submissions and staff's findings, the Proposed Sign, subject to the height condition, would not adversely affect adjacent premises; this criterion is met.

Sign Variance Criteria – Established Criteria

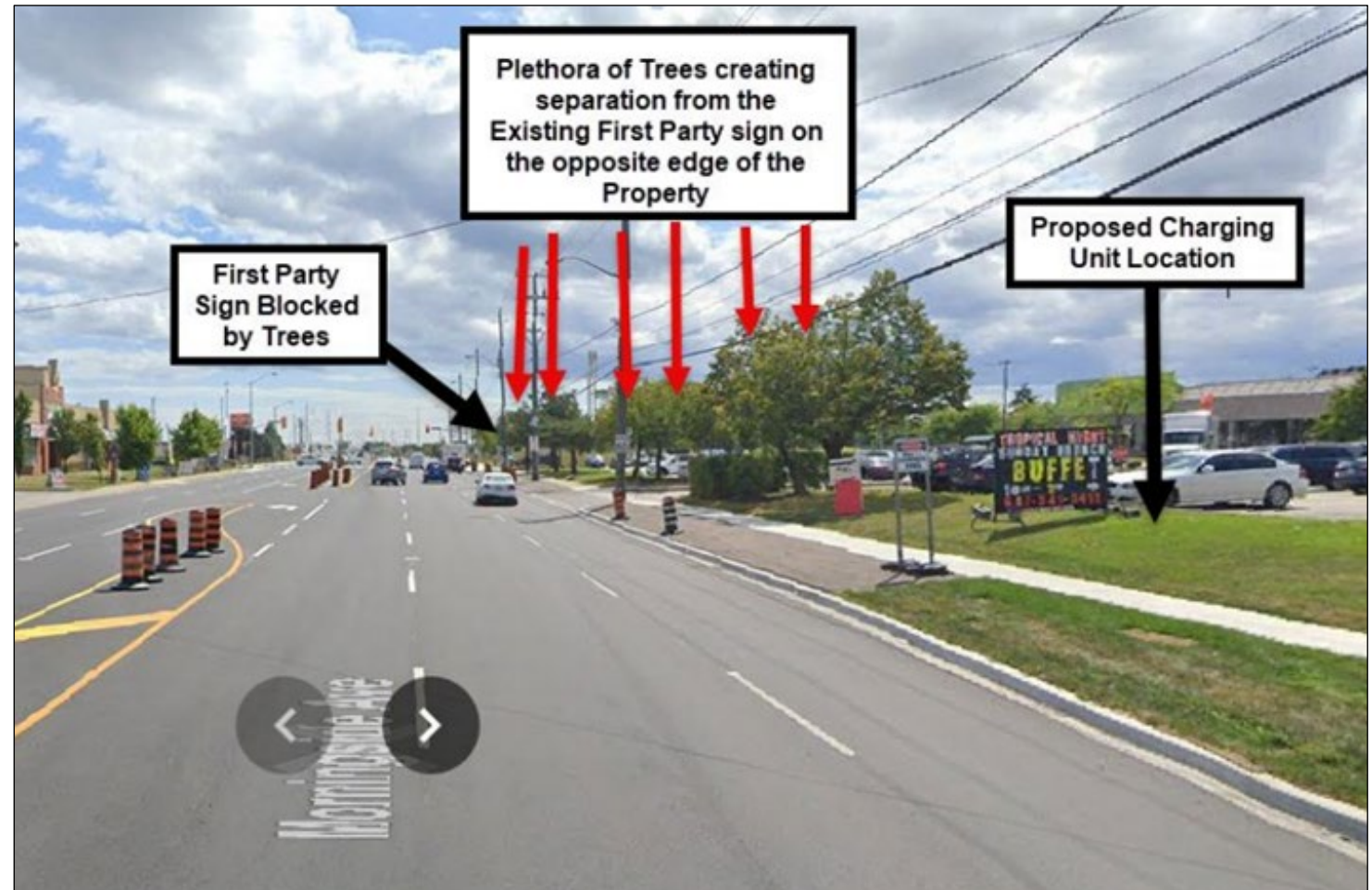
694-30A(5) - The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety.

- The Proposed Sign 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 401, the sign is not visible from the highway due to elevation differences; staff and Transportation Services confirm no safety concerns.
- Approval from the Ministry of Transportation was attached to the submissions.
- Staff agree the sign's relationship to the highway is minimal.
- **CBO Opinion:** Based on the location, design, and compliance with safety standards, 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.

Location of Proposed Sign and Existing Sign locations and Trees Lining the Subject Premises



Sign Variance Criteria – Established Criteria

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

- The Applicant states that nearby buildings are 8-15 metres tall and commercial in nature, with transit shelters displaying signs similar in size to the Proposed Sign, suggesting it would blend into the built environment.
- The Applicant asserts that the Proposed Sign is designed to be context-sensitive and not expected to negatively impact surrounding land uses or alter the area's character.
- The 100-meter distance separation from the Existing Sign is compatible with Sign By-law requirements, effectively addressing concerns about visual clutter.
- Despite area restrictions on third party signs, the Proposed Sign's modest scale and obstruction by terrain and barriers reduce its visual prominence.
- **CBO Opinion:** The Proposed Sign, subject to the separation and attributes conditions, would alter the character of the premises or surrounding area; this criterion is met.

Sign Variance Criteria – Established Criteria

694-30A(8): The Proposed Sign is not 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.
- Variance is also needed for proximity to Highway 401, but staff and Transportation Services agree the sign would not be visible from highway lanes and poses minimal impact on traffic.
- 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 restrict visibility from sensitive districts and multiple sign faces.
- **CBO Opinion:** The Applicant has provided sufficient evidence that the Proposed Sign, subject to all conditions, 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 694-15.A and 694-24.A(14), each subject to four 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 1150-1176 Morningside Avenue.

QUESTIONS?