

Supplementary Report: Application Respecting One Third Party Electronic Ground Sign

10 Morse Street

November 28, 2025

Background

- On September 5, 2025 Applicant submitted a communication for the SVC proposing substantial changes to the proposal.
- SVC adjourned matter to November 28, 2025 meeting, referring the matter back to the CBO to prepare a supplementary report in response to the revised proposal.
- Among other things, revised proposal removed one of the initially requested variances. Revised proposal seeks four variances, each with six conditions.
- The Supplementary Report issued on October 15, 2025 replaces the April 22, 2025 report entirely; new recommendations supersede previous recommendations.

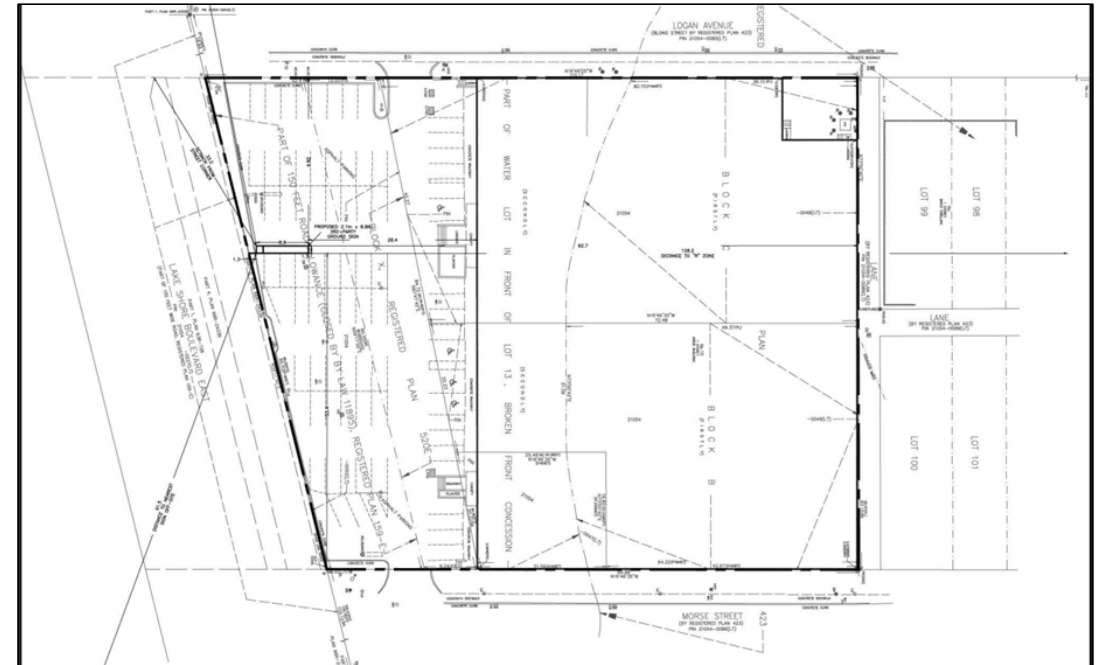
Proposed Sign Description

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 Lake Shore Blvd E)
Face Orientation	East and West directions
Sign Face Dimensions (width x length)	2.10 metres vertically x 8.80 metres horizontally
Sign Face Area	18.50 square metres
Sign height	Max 8.00 metres

Proposed Sign Details

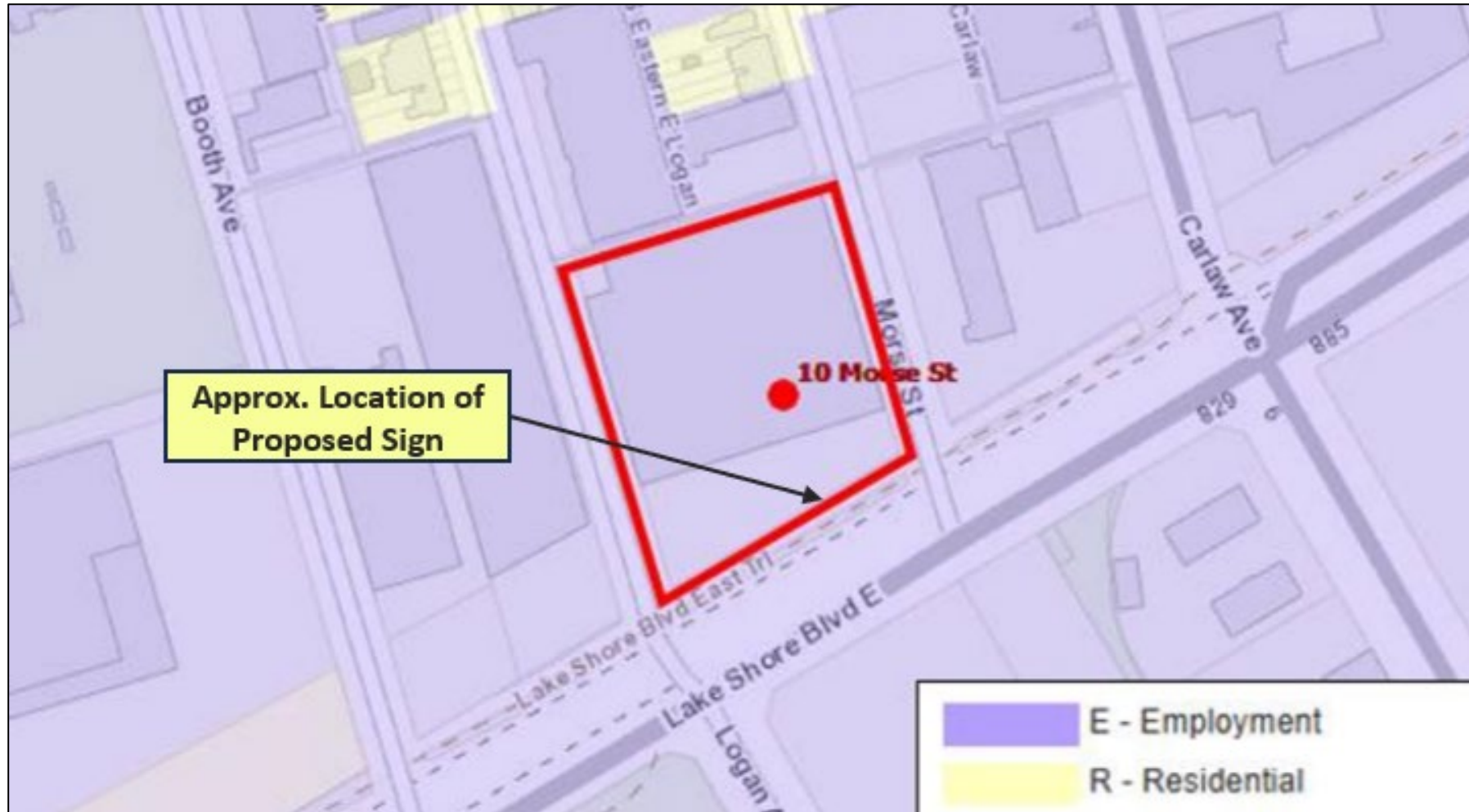


Reference Render



Site Plan

Sign District Designation



Sign District Map

Requested Variances

Sign By-law Reference	Requirement	Requested Variances
§ 694-22D	A third party sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected.	There is one existing third party signs, within 100 metres of the Proposed Sign's location, around 92 metres to the southeast.
§ 694-22E	A third party electronic sign, as permitted by Subsections 694-25A(2), C(2), D(3), D(4), 694-26I(1), (2), and (3) shall not be erected within 150 metres of any other lawful third party sign, whether or not erected.	There are at least two existing third party signs, within 150 metres of the Proposed Sign's location: one around 92 metres to the southeast and approximately 105 metres one to the southwest.
§ 694-25C(2)(f)	An E – Employment 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.	The Proposed Sign would be facing premises in the R sign district, approximately 130 metres to the north.
§ 694-25C(2)(h)	An E – Employment 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.	There is a first party ground sign on the Subject Premises.

Conditions

Condition 1:	Any and all existing third party signs located on the Subject Premises shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign.
Condition 2:	The height of the Proposed Sign shall not exceed 8.0 metres.
Condition 3:	The Proposed Sign shall be located in the specific designated location on the Subject Premises.
Condition 4:	Any and all existing third party signs located at the premises municipally known as 10 Logan Avenue shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign.
Condition 5:	Light shielding must be installed such that the sign messaging and/or light emissions is not visible from any location of the residential neighbourhood to the north to the satisfaction of the Chief Building Official.
Condition 6:	The sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise.

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 each of the following outlined criteria:

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

- The Subject Premises is in an E Sign District, which permits third party signs.
- The Proposed Sign is a third party electronic ground sign.

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 and surrounding properties are in E Sign Districts, with single-storey commercial or light industrial uses; the area historically contained several third-party signs.
- The Applicant claims the area's employment character will remain long-term, but staff note nearby Regeneration Areas, and the McCleary District plan suggest a future mix of residential, parkland, and employment uses.
- The McCleary Park, about 95 metres southwest, and the Lower Don Trail immediately to the south, are park lands in the Official Plan- could be negatively affected by large electronic signs like the Proposed Sign.
- The Proposed Sign would violate separation requirements from other third party signs and from existing and planned sensitive areas.
- **CBO Opinion:** The Applicant's materials do not demonstrate compatibility of the Proposed Sign with the evolving area; this criterion is not met.

Sign Variance Criteria – Established Criteria

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

Location of the McCleary District in relation to the Proposed Sign



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 Land Use Plan:
10 Morse Street



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 a Core Employment Area, intended for business uses; the applicant claims the Proposed Sign aligns with this and is permitted under the Sign By-law.
- CBO has identified conflicting Sign By-law and Official Plan land designations, indicative of the evolving neighbourhood – mismatch requiring sign district revision.
- Adjacent lands, including McCleary Park and areas south of Lake Shore Blvd E, are designated Parks and Regeneration Areas, which are sensitive or planned for mixed-use.
- A Precinct Plan led by CreateTO envisions a high-density, mixed-use community including McCleary Park, raising compatibility concerns.
- The Lower Don Trail and Lake Shore Blvd East Public Realm Project aim to improve public space and enhance landscape and public realm, with unclear alignment to the Proposed Sign.
- **CBO Opinion:** The Proposed Sign would not align with the Official Plan Objectives for the surrounding area; this criterion is not met.

Sign Variance Criteria – Established Criteria

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



Existing Signs on the Subject Premises

Sign Variance Criteria – Established Criteria

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

- The Applicant proposed conditions to limit the Proposed Sign's illumination to 150 NITS and to install shielding (built-in screening to block light) to address adverse impacts.
- The Applicant claims the Proposed Sign won't affect use and enjoyment of adjacent recreational trail, but no actual evidence was provided.
- Given the sign's type and proximity to sensitive uses, concerns regarding impacts remain.
- **CBO Opinion:** This criterion is not met.



Adjacent Property Uses

Sign Variance Criteria – Established Criteria

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

- The Sign By-law aims to prevent public safety impacts and works alongside other regulations; variances should not be granted if safety is compromised.
- The Proposed Sign is fully outside the “Visibility Zone” near driveways and is not positioned in a way that would affect pedestrian or traffic safety.
- While driver distraction is a concern, the sign meets all setback and sightline requirements, including being over 30 metres from the nearest signalized intersection.
- The sign will comply with the 10-second message duration rule to minimize distraction and will be professionally installed per the Ontario Building Code.
- **CBO Opinion:** Based on available information, the Proposed Sign does not raise public safety concerns, and this criterion is met.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign would be less than 40 metres from an existing first party sign and within 150 metres of two existing third party signs, violating Sign By-law separation requirements.
- Applicant contends the area's character is established legacy third party ground signs - the Sign By-law guides future development, regulations aims to reduce sign density.
- The Subject Premises currently has two third party signs (74.4 m² total), which would be removed and replaced with a Proposed Sign of 37 m² - about 50% reduction in area.
- Applicant also proposed a condition to remove a third party static copy sign at 10 Logan Avenue.
- Introducing an electronic ground sign that does not comply the Sign By-law separation requirements in an area already saturated with signs raises concerns of clutter.
- **CBO Opinion:** Despite proposed sign reduction, the introduction of a non-compliant sign of the electronic format where none currently exists suggest the Proposed Sign could alter the area's character; 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 Signs in Surrounding Area

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign complies with many key requirements of Chapter 694 for electronic signs in E Sign Districts, including height, zoning setbacks, renewable energy use, message duration, and illumination standards.
- The Applicant seeks variances for exceeding the number and size of signs allowed, and for reduced separation distances from other third party and sensitive sign districts.
- While the applicant argues the sign fits the area's employment character, staff note ongoing planning studies suggest future mixed uses, including residential and parkland, which may be incompatible.
- The sign's internal site placement may reduce visibility from the north, but its impact on sensitive Parks lands to the south remains unaddressed; overall sign clutter would still be a concern.
- **CBO Opinion:** Community concerns and insufficient evidence from the applicant suggest the Proposed Sign may negatively affect the area's evolving character and public interest; 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 to grant** the requested variances to sections 694-22D, 694-22E, 694-25C(2)(f) and 694-25C(2)(h), each subject to six conditions, required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign, at the property municipally known as 10 Morse Street.

QUESTIONS?