

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

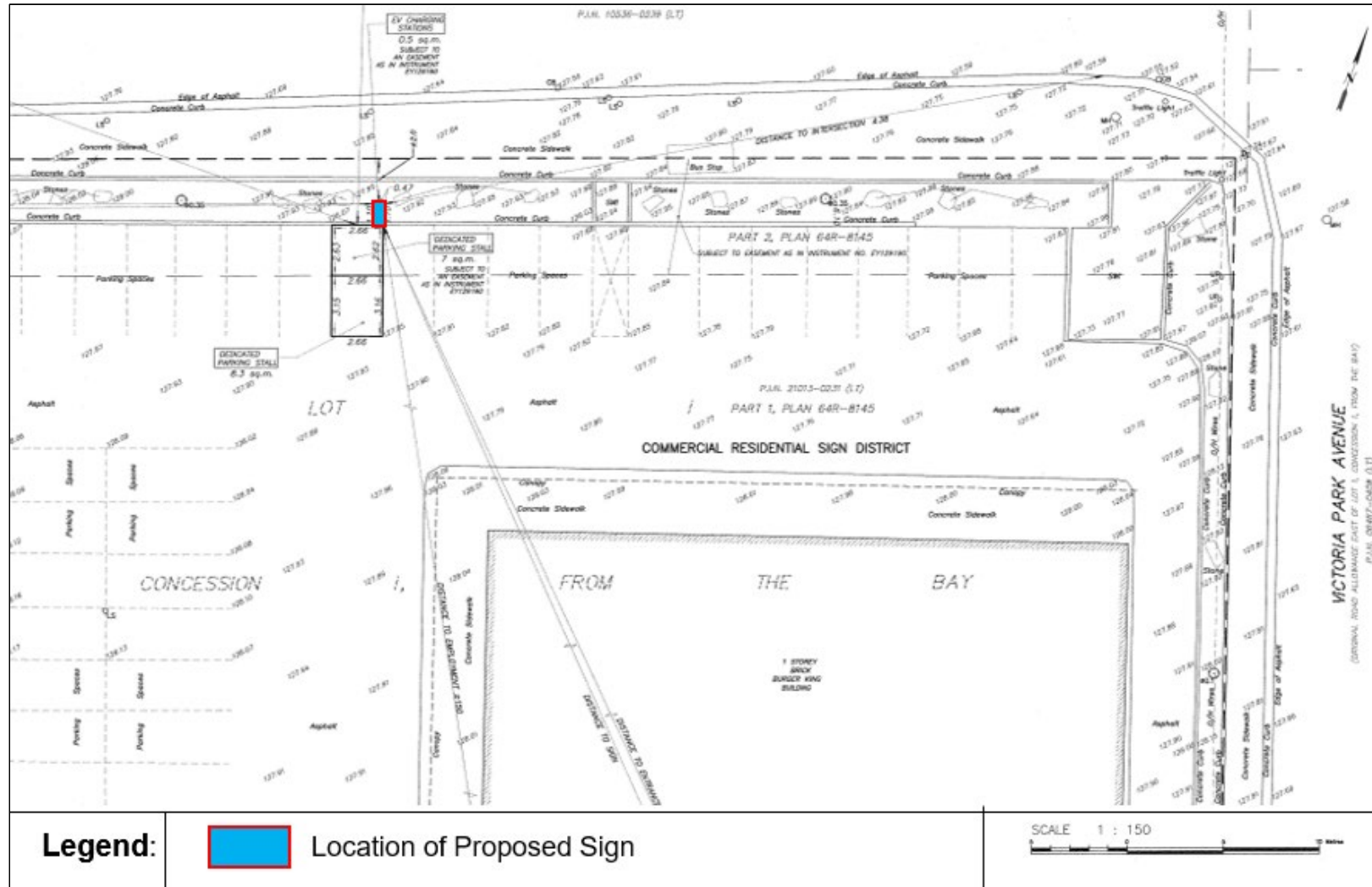
3003 Danforth Avenue

November 28, 2025

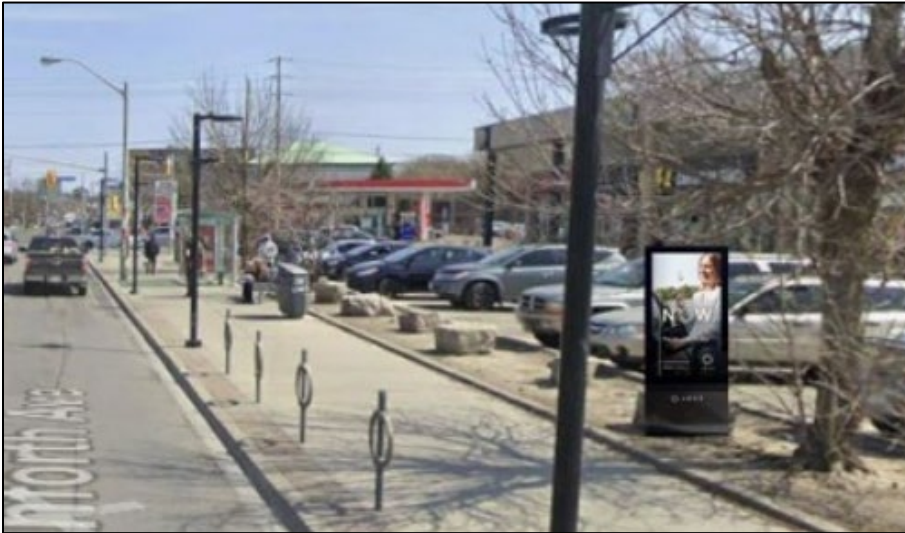
Proposed Sign Description

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 Danforth Avenue)
Face Orientation	East and West 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")

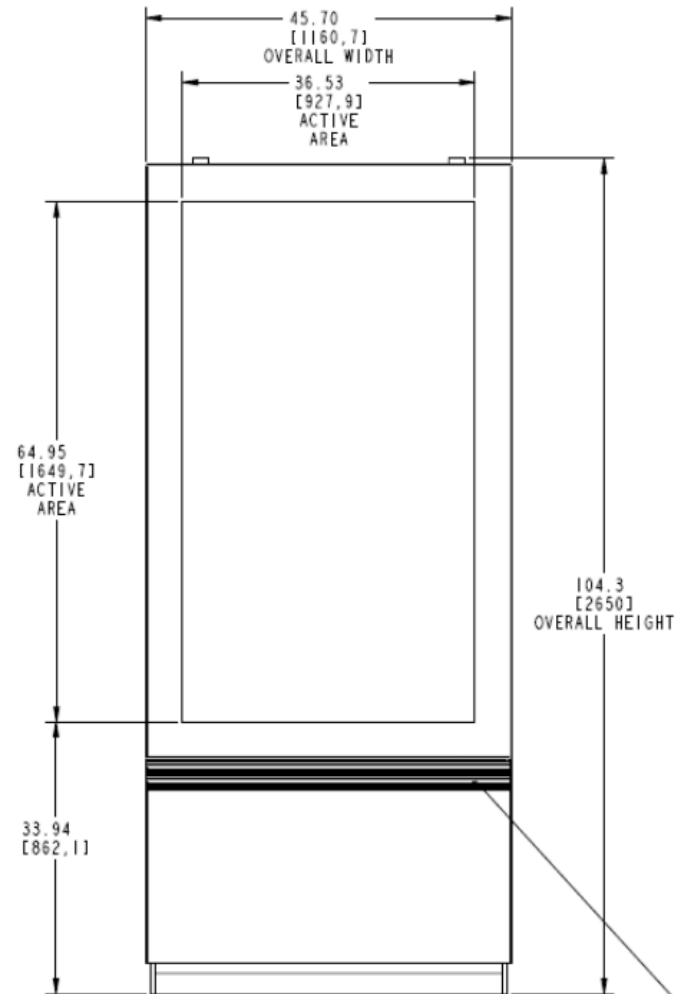
Site Plan



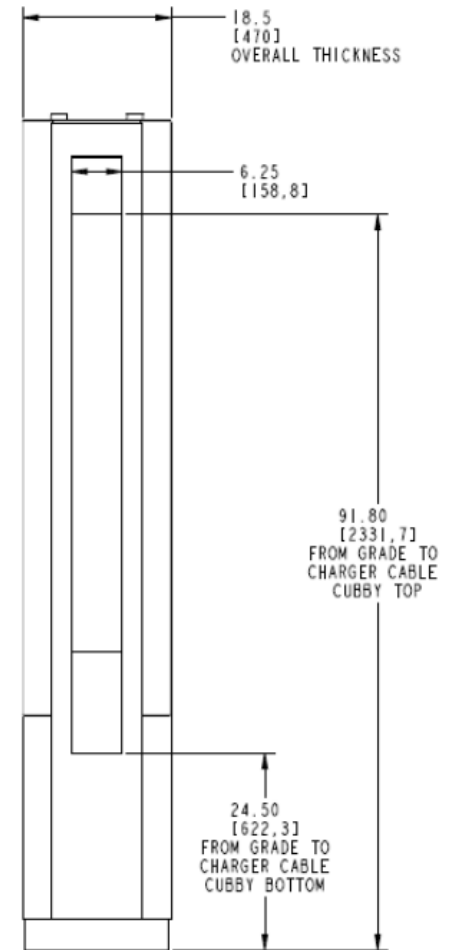
Proposed Signs` Details



Reference Render

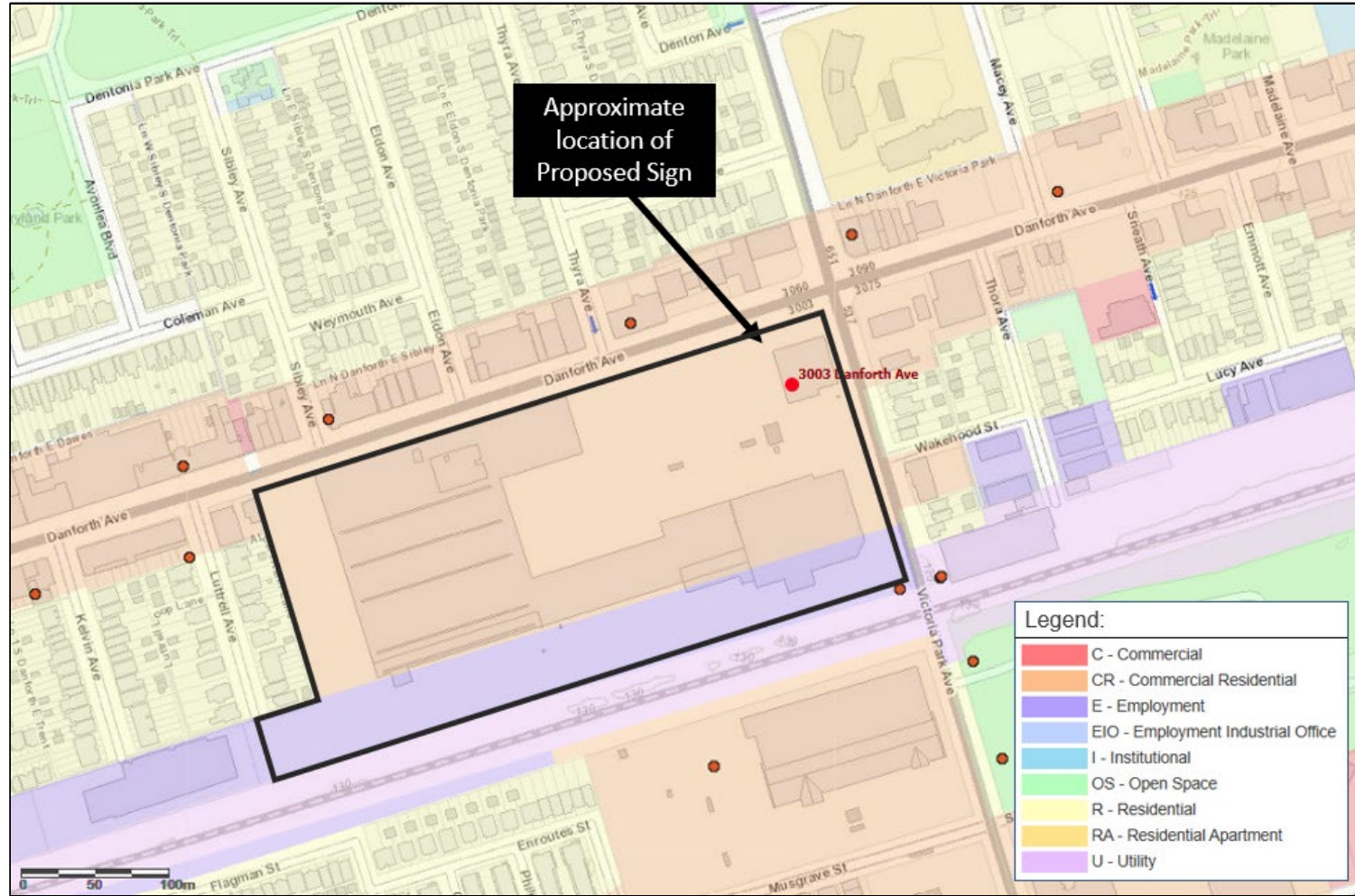


Front Elevation



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.	The Proposed Sign is a third party electronic ground sign, which is a sign type not expressly permitted in CR-Sign Districts.
694-22.D	A third party sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected.	Proposed Sign approximately 80 m from existing third party sign

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 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.
Condition 4:	Trees on the north frontage of the Subject Premises shall be maintained between the existing first party ground sign and the Proposed Sign, which shall sufficiently block the sign faces from being visible simultaneously from any generally travelled portion of Danforth Avenue to the satisfaction of the Chief Building Official.

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.

- Proposed Sign is a third party sign.
- 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, the Proposed Signs does 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

Aerial View – Adjacent Properties Uses



Sign Variance Criteria – Established Criteria

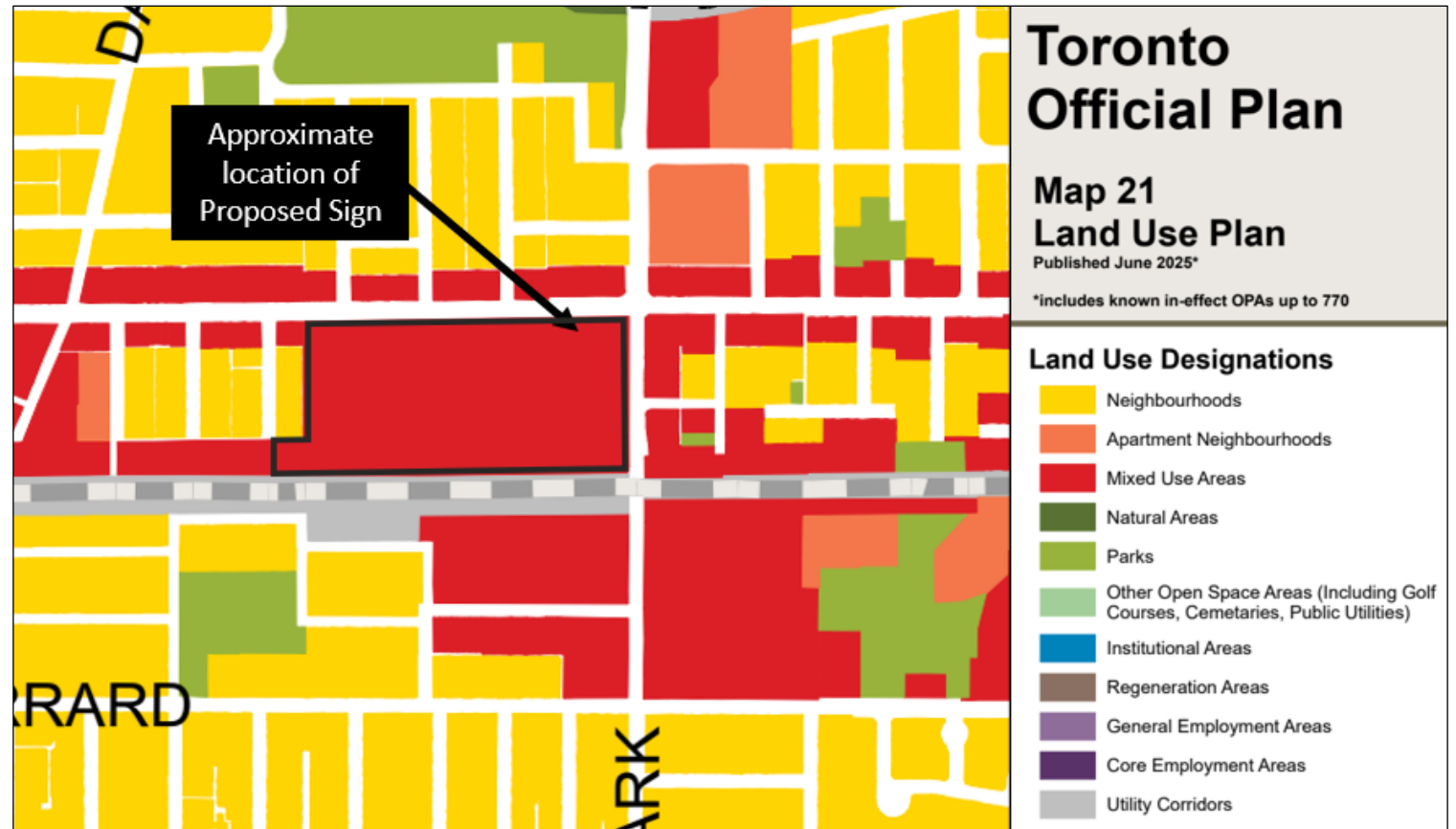
694-30A(2) – The Proposed Sign is not compatible with the development of the premises and surrounding area

- The Proposed Sign is within the CR Sign District, where electronic ground signs are not expressly permitted.
- Proposed Sign complies with CR sign district provisions for third party signage only in size and height. It does not align with for local business identification.
- Applicant notes transit shelters displaying signs similar in size to the Proposed Sign, suggesting their presence indicates compatibility in comparable or more sensitive contexts.
- Urban Design Guidelines envision Danforth Avenue as a vibrant, walkable corridor supporting mid-rise, mixed-use development; concerns about long-term compatibility.
- Proposal lacks integration with public realm improvements.
- The Applicant contends that the Proposed Sign is compatible with the existing land use and third-party sign permits are issued for a five-year period – however, expiration does not apply for variances.
- **CBO Opinion:** 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 21 Land Use Plan –
3003 Danforth Avenue



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 – commercial and retail activities identified align with the Official Plan and Sign District designations.
- The Applicant's 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 uses.
- Policies and strategies supported by the EV charging station do not imply the sign supports Official Plan objectives – sign could be installed without the EV charging station.
- SASP 552 envisions mid-rise, mixed-use development with placemaking and emphasizes the enhancement of the public realm.
- Non-permitted sign type risks undermining Official Plan long-term growth objectives.
- **CBO Opinion:** This criterion has not been met.

Sign Variance Criteria – Established Criteria

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

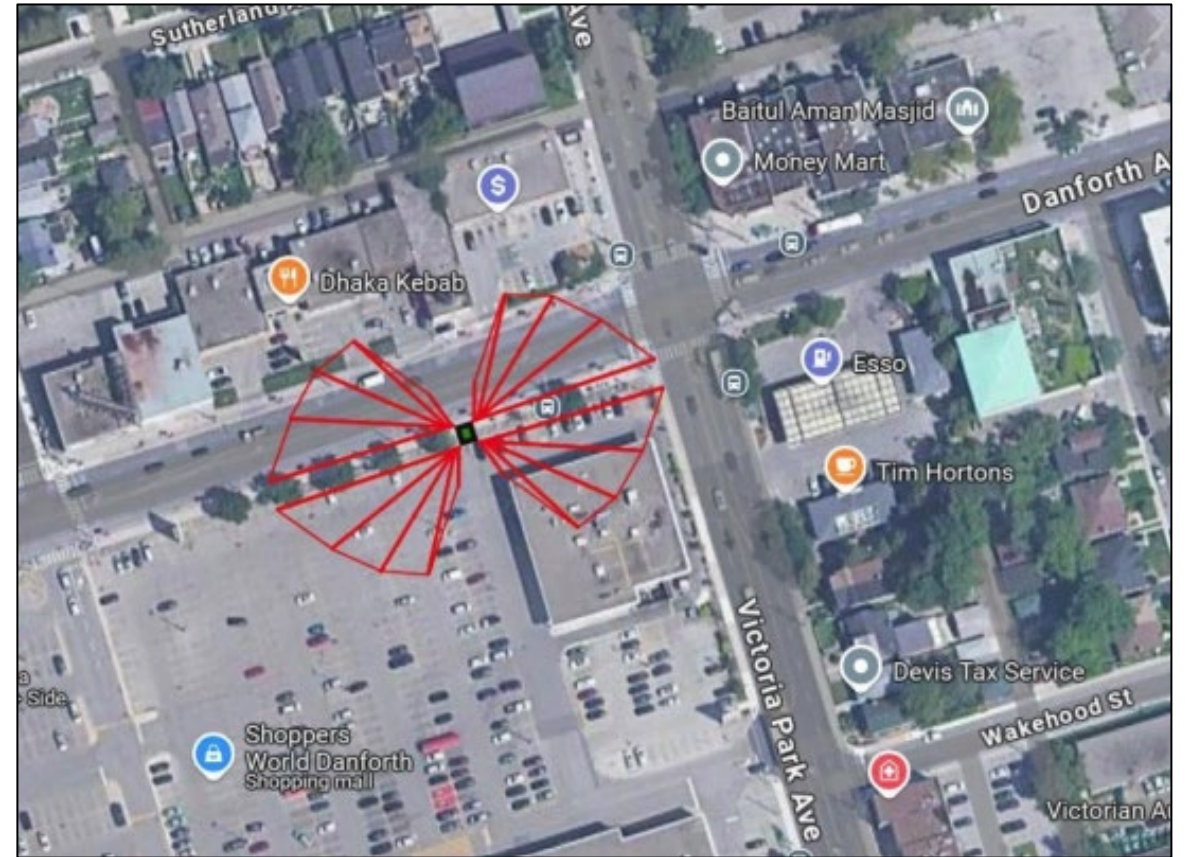
- Nearby residences located 72 and 95 metres away in RA and R sign districts to the north and south.
- Sign By-law requires electronic signs not face sensitive districts within 250 metres; Proposed Sign does not meet minimum separation.
- The Applicant asserts east-west orientation prevents direct visibility to residential properties.
- Light dispersion analysis shows illumination negligible beyond 50 metres; comparable to full moon brightness.
- Presence of trees provide additional visual buffering between Proposed Sign and sensitive areas.
- **CBO Opinion:** Subject to conditions on size, height, orientation, and separation distances, impacts should be minimal; criterion has been met.

Sign Variance Criteria – Established Criteria

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



Direction of Displays



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.

Sign Variance Criteria – Established Criteria

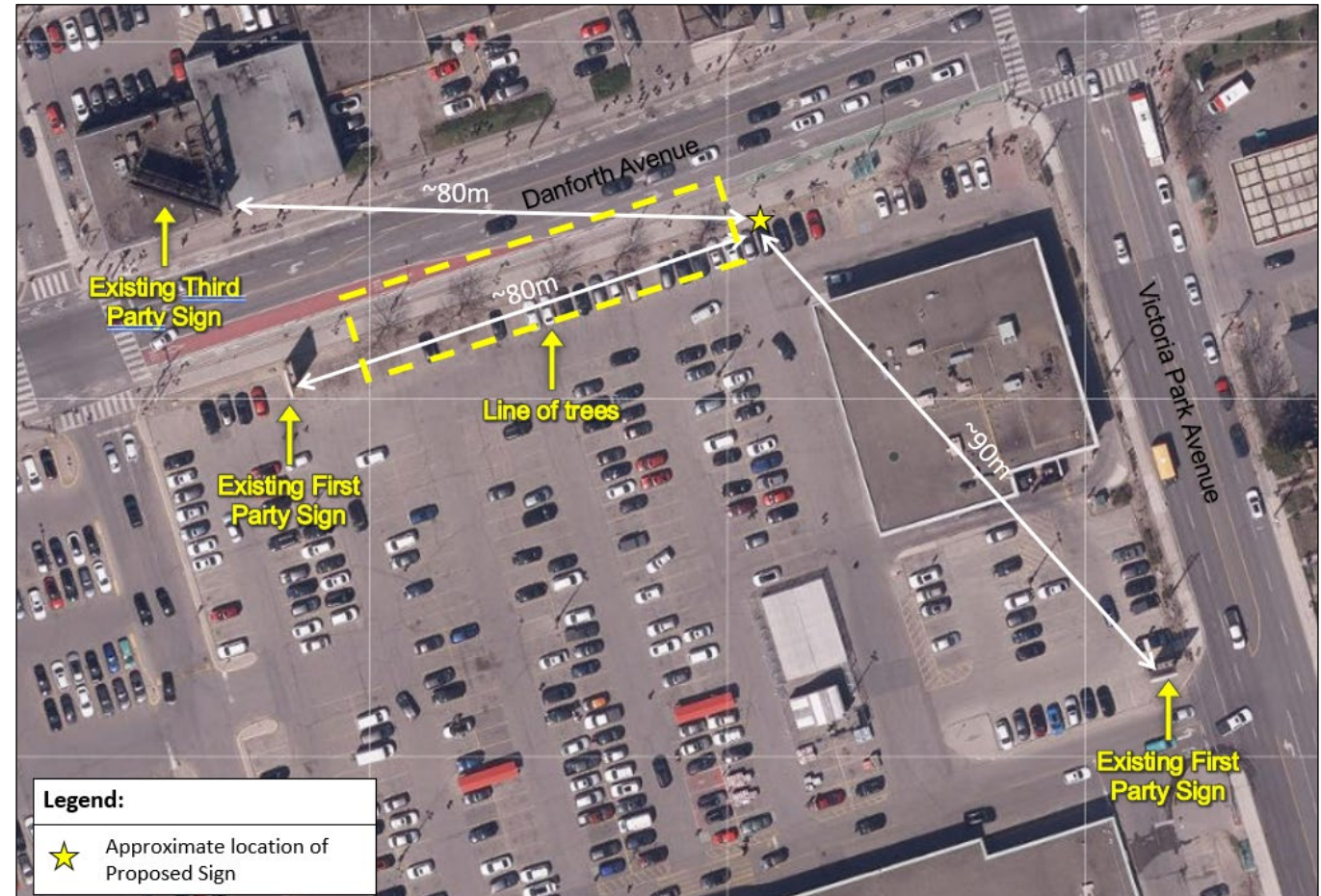
694-30A(7) - The Proposed Sign does not alter the character of the premises or surrounding area.

- The Applicant claims Proposed Sign blends with area; cites nearby transit shelters with similar dimensions. Staff notes while precedent is not a criterion for approval, no electronic signs were identified in surrounding area.
- Proposed Sign located 82 metres from existing ground sign; frontage width allows two first-party ground signs under By-law, but requires 100m separation
 - Mature trees along Danforth frontage provide visual buffering; preservation of trees incorporated as condition.
- Existing third party roof sign approximately 80 metres west of Proposed Sign, also falls short of the 100m separation requirements
 - Applicant contends Proposed Sign complies with Sign By-law objectives: separation rule intended for large billboards, whereas the Proposed Sign is less than 10 percent of standard size, and signs would occupy different visual planes.
- **CBO Opinion:** Subject to conditions on size, height, orientation, and buffering preservation, concerns of clutter have been addressed; criterion has been met.

Sign Variance Criteria – Established Criteria

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

Proposed Sign location in relation to existing signs



Sign Variance Criteria – Established Criteria

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

- 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.
- Non-permitted sign type introduces uncertainty about appropriateness within CR Sign District.
- Official Plan and Zoning By-law envision mid-rise, mixed-use corridor with enhanced public realm.
- Applicant provides no analysis demonstrating compatibility with SASP 552 or Urban Design Guidelines.
- Risk of undermining long-term vision for mixed-use intensification and placemaking.
- **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:

The Sign Variance Committee **refuse to grant** the requested variance to sections 694-15.A and 694-22.D, each subject to four conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign.

QUESTIONS?