

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

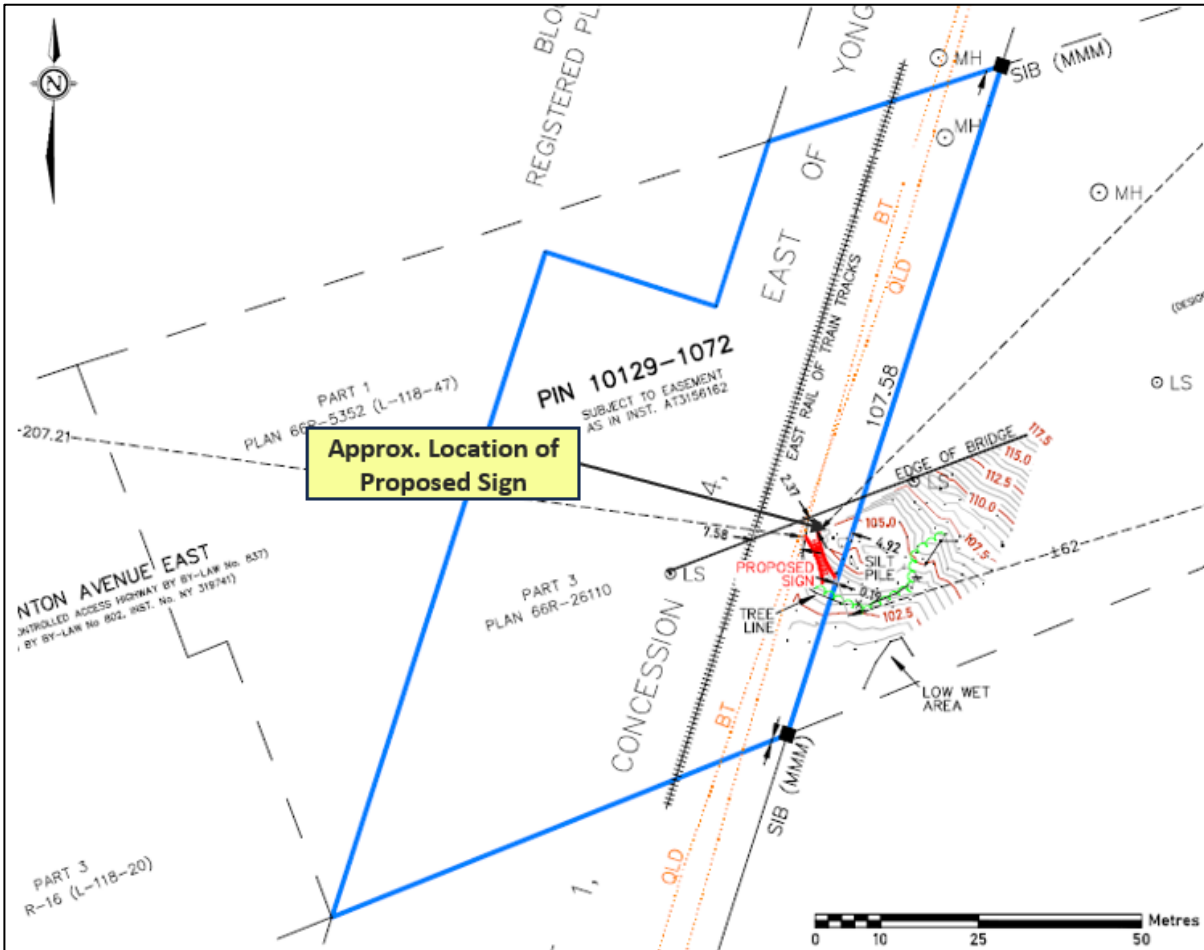
1601 Eglinton Ave E

February 6, 2026

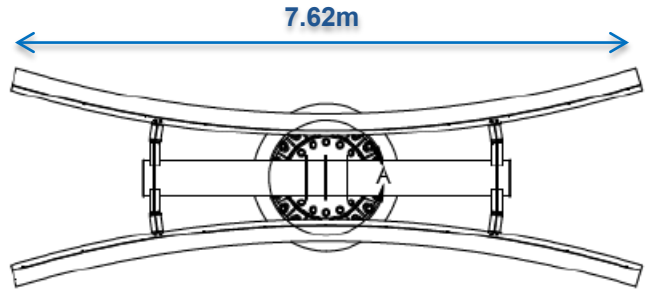
Proposed Sign Description

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 Eglinton Ave E)
Face Orientation	East and West directions
Sign Face Dimensions (width x length)	7.62 metres x 2.62 metres
Sign Face Area	19.96 square metres
Sign height	Max 19.49 metres

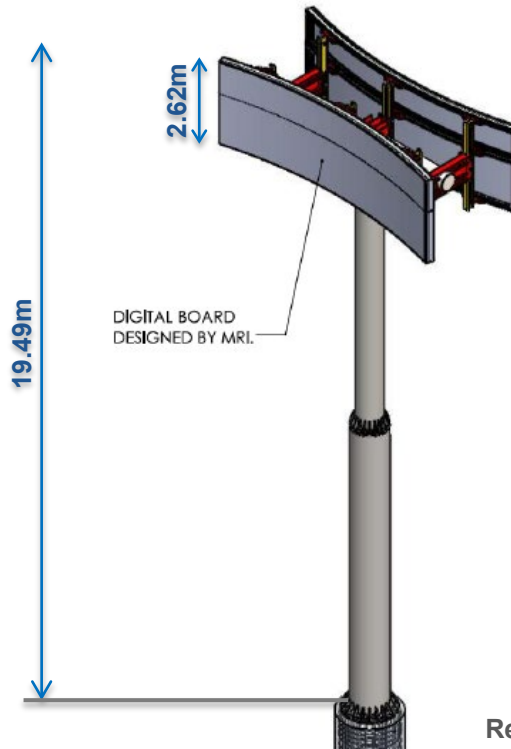
Proposed Sign Details



Site Plan



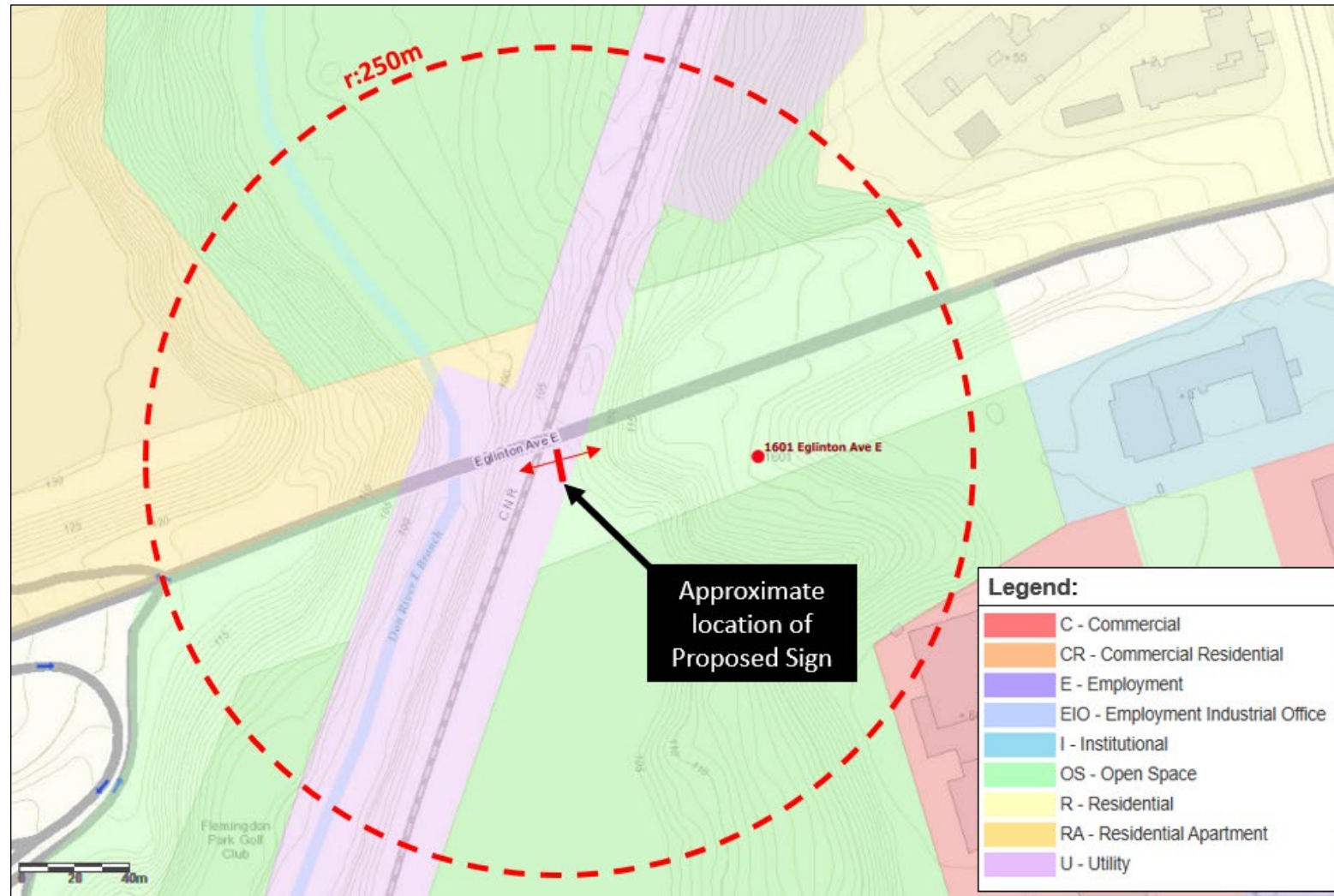
Top View



Render

Details

Sign District Designation



Sign District Map

Requested Variances

Sign By-law Reference	Requirement	Requested Variance
§ 694- 24A(5)	A third party sign shall not be erected or displayed or cause to be erected or displayed in whole or in part within 400 metres of any limit of Eglinton Avenue East from the easterly limit of Brentcliffe Road to the westerly limit of Victoria Park Avenue.	The Proposed Sign would be located 2.37 metres of the limit of Eglinton Avenue East between Brentcliffe Road and Victoria Park Avenue.
§ 694- 25.D(3)(b)	A U-Utility Sign district may contain a third party electronic ground sign provided the height shall not exceed 10.0 metres.	The height of the proposed Sign would be 19.02 metres.
§ 694- 25.D(3)(e)	A U-Utility Sign district may contain a third party electronic ground sign provided the sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district.	The Proposed Sign would be located 0.2 metres of premises in the OS sign district and 40 metres of premises in the RA sign district.
§ 694- 25.D(3)(f)	A U-Utility Sign district may contain a third party electronic ground sign provided that 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 located within 250 metres and facing premises in the OS sign district 0.2 metres to the east, 56 metres to the west and 58 metres to the north; premises in the RA sign district 40 metres to the northwest and 57 metres to the west; premises in the R sign district 140 metres to the northeast; and premises in the I sign district 175 metres to the east.
Condition	Light shielding technology must be installed on the Proposed Sign, which shall prevent light projection on nearby properties, 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.

- Third party signs are permitted in an Utility Sign District

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



Approximate Location of Proposed Sign

Sign Variance Criteria – Established Criteria

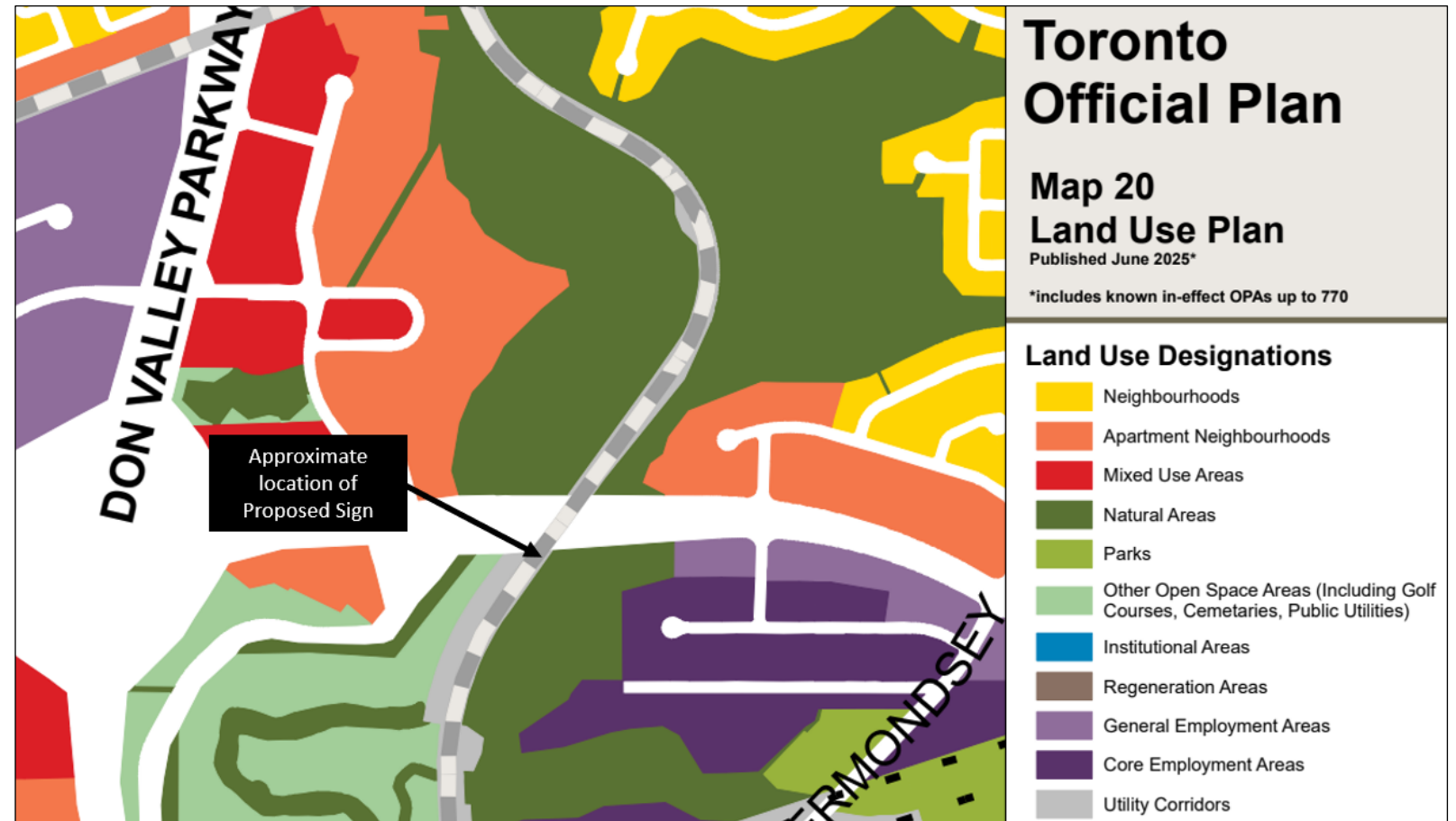
694-30A(2): The Proposed Sign is not compatible with the development of the premises and surrounding area

- The Proposed Sign may not directly conflict with the land use on the Subject Premises (rail corridor) however faces sensitive sign districts – OS, I, R, and RA – within 250 metres.
- The Proposed Sign does not comply with required separation distances, raising concerns regarding compatibility with the existing surrounding context.
- Premises to the south, east, and west feature recreational and community functions (park and a golf course).
- The Applicant's Submissions do not provide sufficient evidence to establish how sign exceeding the permissible height, located in proximity to multiple sensitive sign districts and within an area where Council has prohibited third party signage would be compatible with the Subject Premises, the surrounding area, and the overall objectives of the Sign By-law.
- **CBO Opinion:** The Applicant's materials do not demonstrate compatibility of the Proposed Sign with the premises and surrounding area; this criterion is not met.

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 Land Use Plan:
1601 Eglinton Av E



Sign Variance Criteria – Established Criteria

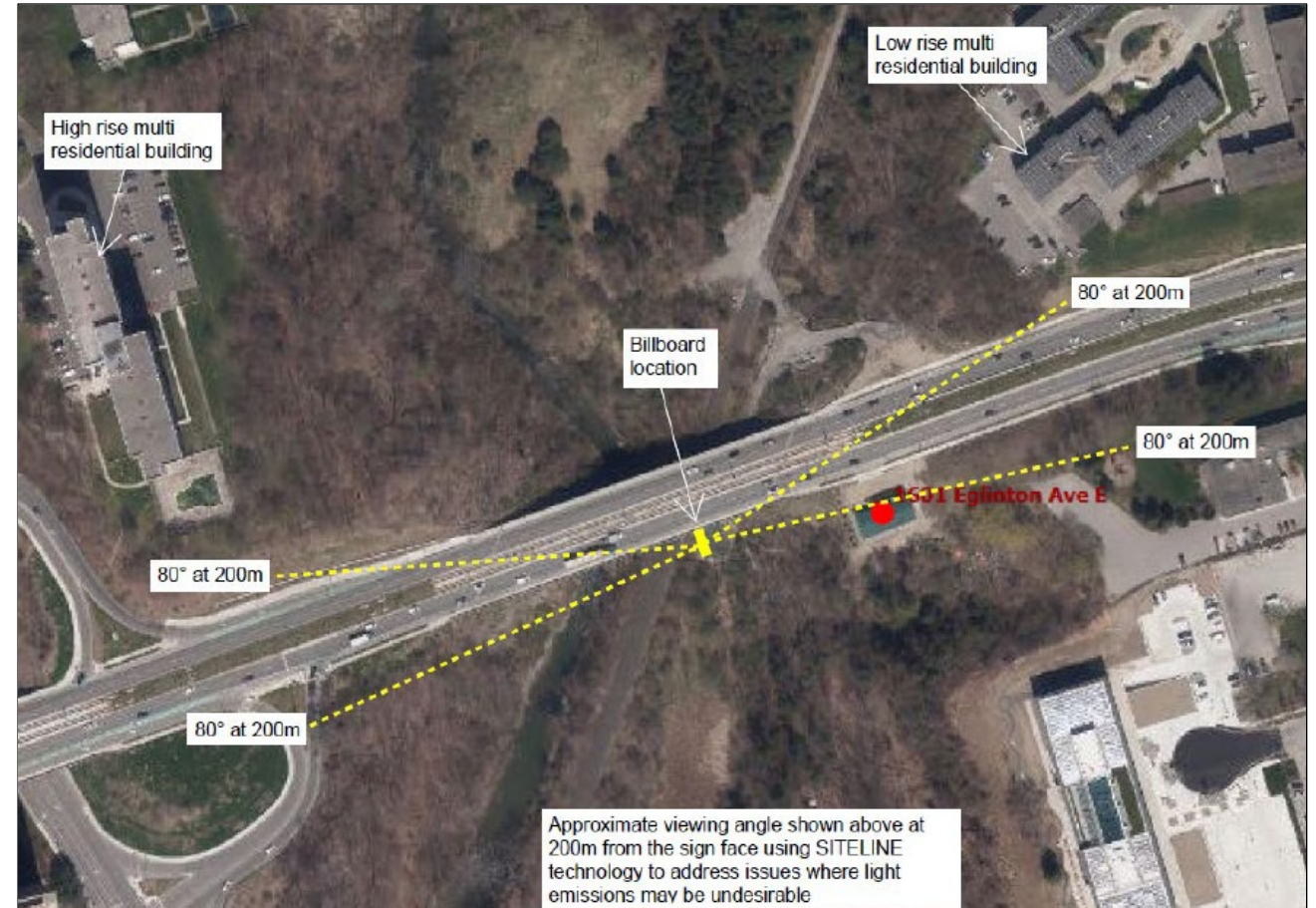
694-30A(3) - The Proposed Sign does not support Official Plan objectives for the subject premises and surrounding area.

- The Proposed Sign would be located within a Utility Corridor
 - Hydro and rail corridors primarily used for the movement and transmission of energy, information, people and goods
- Adjacent Natural Areas are intended to remain in a natural state
 - Some recreational, cultural, educational uses and essential infrastructure with minimal impact are permitted.
- The Proposed Sign does not function as essential infrastructure nor does serve recreational, cultural, or educational functions.
 - The Proposed Sign would alter the natural state of the area, contrary to the policy objective of maintaining these lands in a primarily natural condition.
- **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.

Viewing Angle of Proposed Sign using
SITELINE Technology



Sign Variance Criteria – Established Criteria

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

- The Proposed Sign is located approximately 0.2 metres from an OS sign district and 40 metres from an RA sign district, well below the required 60-metre separation.
- It would be facing multiple sensitive sign districts within 250 metres, contrary to §694-25.D(3)(f).
- Proposed shielding technology addresses illumination only, not the scale, prominence, or visual intrusion of a 19-metre structure in sensitive lands.
- Impacts should be addressed before approval is granted; proposing them post-installation monitoring not relevant for this assessment.
- TRCA approval does not exempt the Proposed Sign from compliance with the Sign By-law, nor ensures alignment with the broader objectives of safeguarding sensitive land uses.
- **CBO Conclusion:** Even with the condition, insufficient information was provided to ensure the Proposed Sign would not adversely affect adjacent premises; this criterion was not met.

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 does alter the character of the premises or surrounding area.

Existing Signs in relation to the Proposed Sign's Location



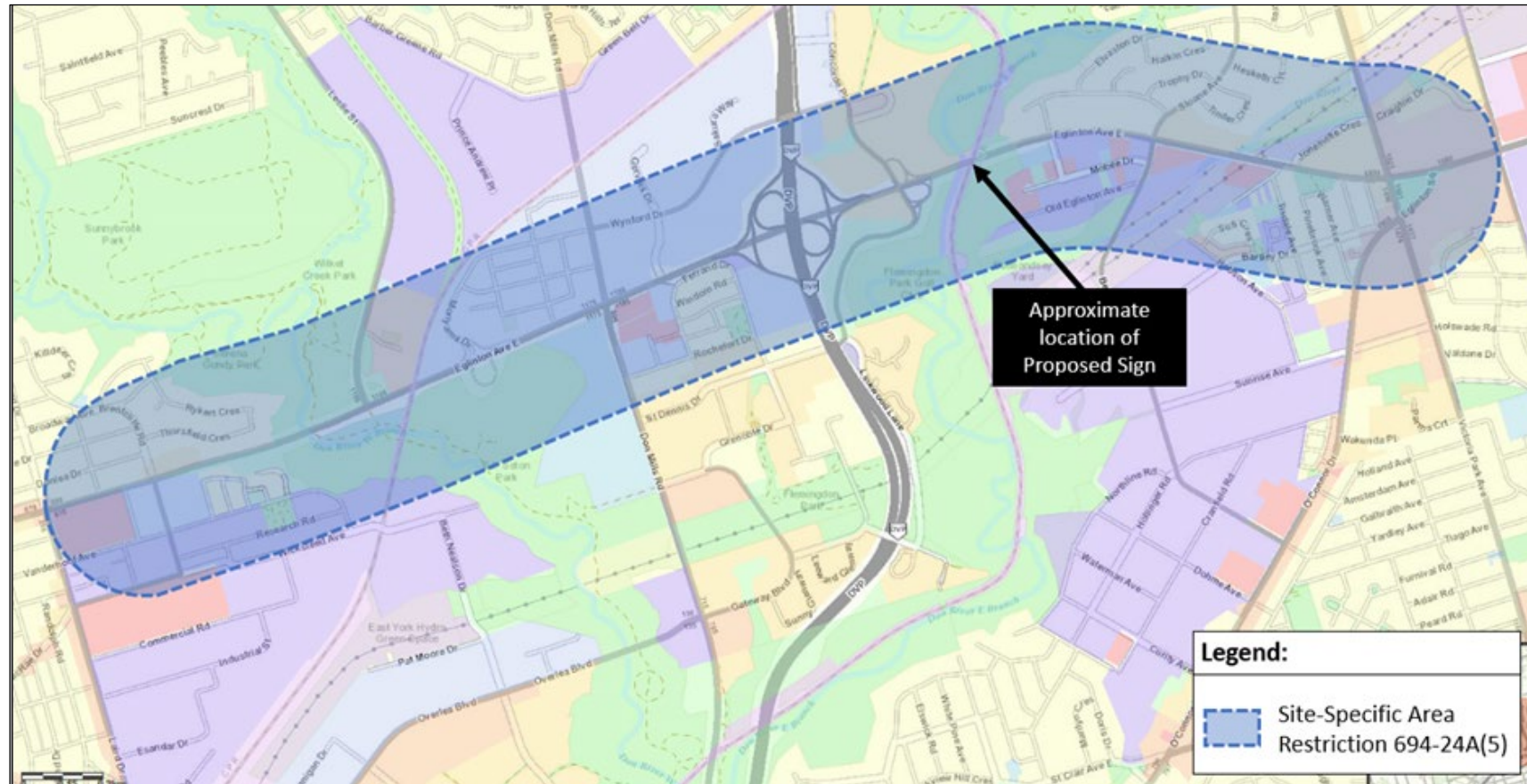
Sign Variance Criteria – Established Criteria

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

- The Applicant relies on distant pre-existing signs within the restricted corridor to define the character of the area
- Precedent is not a criterion under 694-30.A for granting a variance. Moreover, pre-existing signs were authorized under previous regulations, and do not justify altering Council's current policy direction for signs.
- The Proposed Sign would introduce a sign of the electronic ground sign type, not currently present in the area.
- The absence of newer third-party signs reflects Council's intent to preserve this corridor's character by the absence of such signage.
- An electronic ground sign of this scale and height would conflict with the surrounding natural, recreational, and residential uses.
- **CBO Opinion:** The Proposed Sign would alter the area's character; this criterion is not met.

Sign Variance Criteria – Established Criteria

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



Area Subject to Site-Specific Area Restriction §694-24A(5)

Sign Variance Criteria – Established Criteria

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

- Despite the U Sign District designation, which would typically allow for third party electronic ground signs, Council has imposed an area-specific prohibition on third party signs for this corridor.
- The Applicant's submissions focus on the mitigation of illumination impacts but do not explain how a sign in excess of the permitted height and in proximity to multiple sensitive sign districts would meet the objectives and intent of the Sign By-law.
- The introduction of an electronic third-party ground sign – none of which are present in the area – would create visual clutter and further conflict with intent of the sign-free zone envisioned by City Council.
- The Proposed Sign is inconsistent with Official Plan objectives for adjacent natural areas, intended to remain largely free of intrusive development.
- **CBO Opinion:** The Proposed Sign would undermine established policy direction, contrary to the 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 694-24.A(5), 694-25.D(3(b), 694-25.D(3(e) and 694-25.D(3)(f), each subject to one condition, as required to allow for the issuance of a permit for the erection and display of the Proposed Sign at the premises municipally known as 1601 Eglinton Avenue East.

QUESTIONS?