

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

2200 Markham Road

March 13, 2026

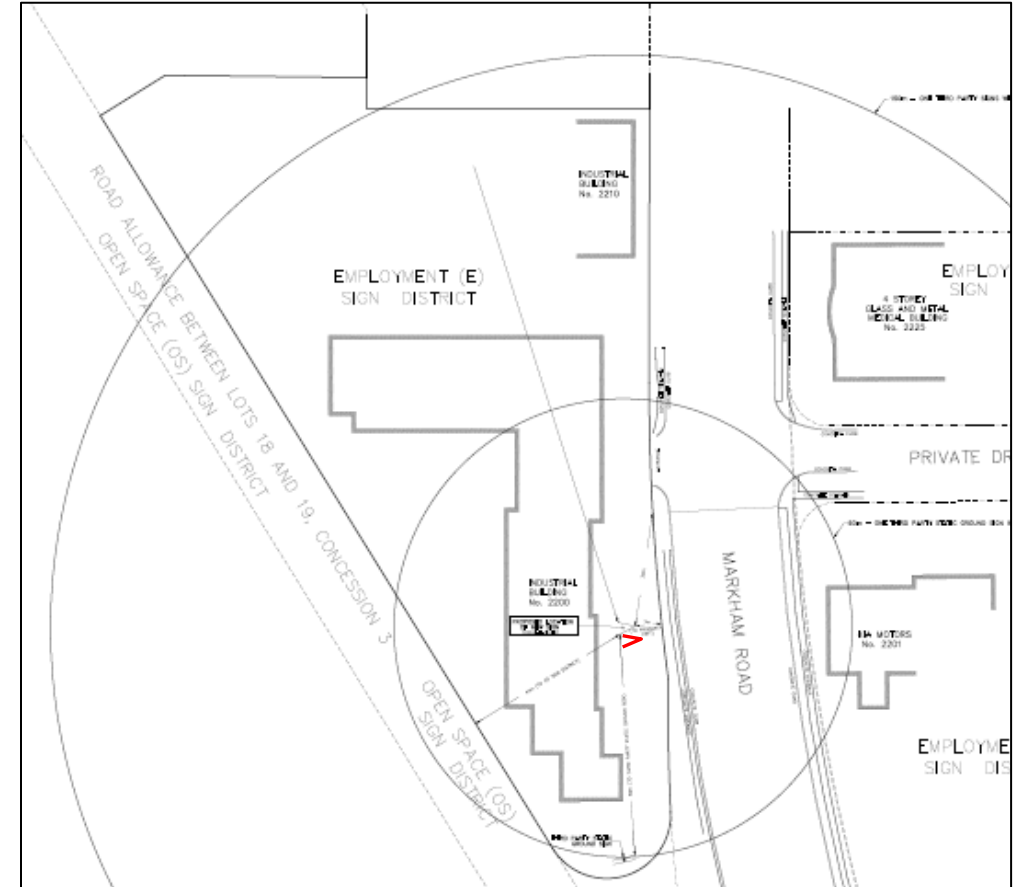
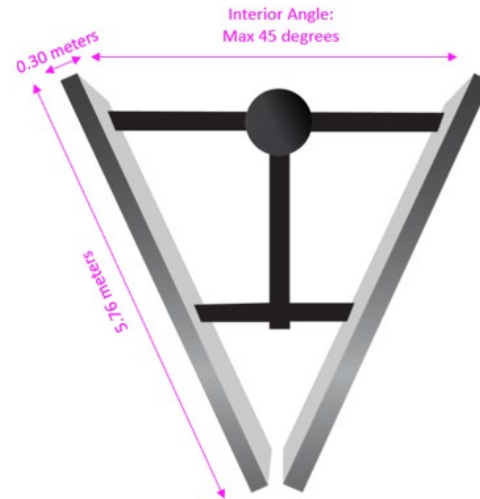
Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two sign faces in a “V-shape” configuration
Sign Location	East frontage (along Markham Rd)
Face Orientation	North and Southeast directions
Sign Face Dimensions (width x length)	5.91 metres x 3.03 metres
Sign Face Area	17.91 square metres
Sign height	Max 10.0 metres

A diagram of a billboard structure. The billboard is rectangular and displays the text "ELECTRONIC STATIC COPY". Below the billboard is a small, dark, rounded rectangular sign with the word "PATTISON" in white. The billboard is supported by a thick, dark, cylindrical pole. Dimensions are indicated by pink arrows and text:

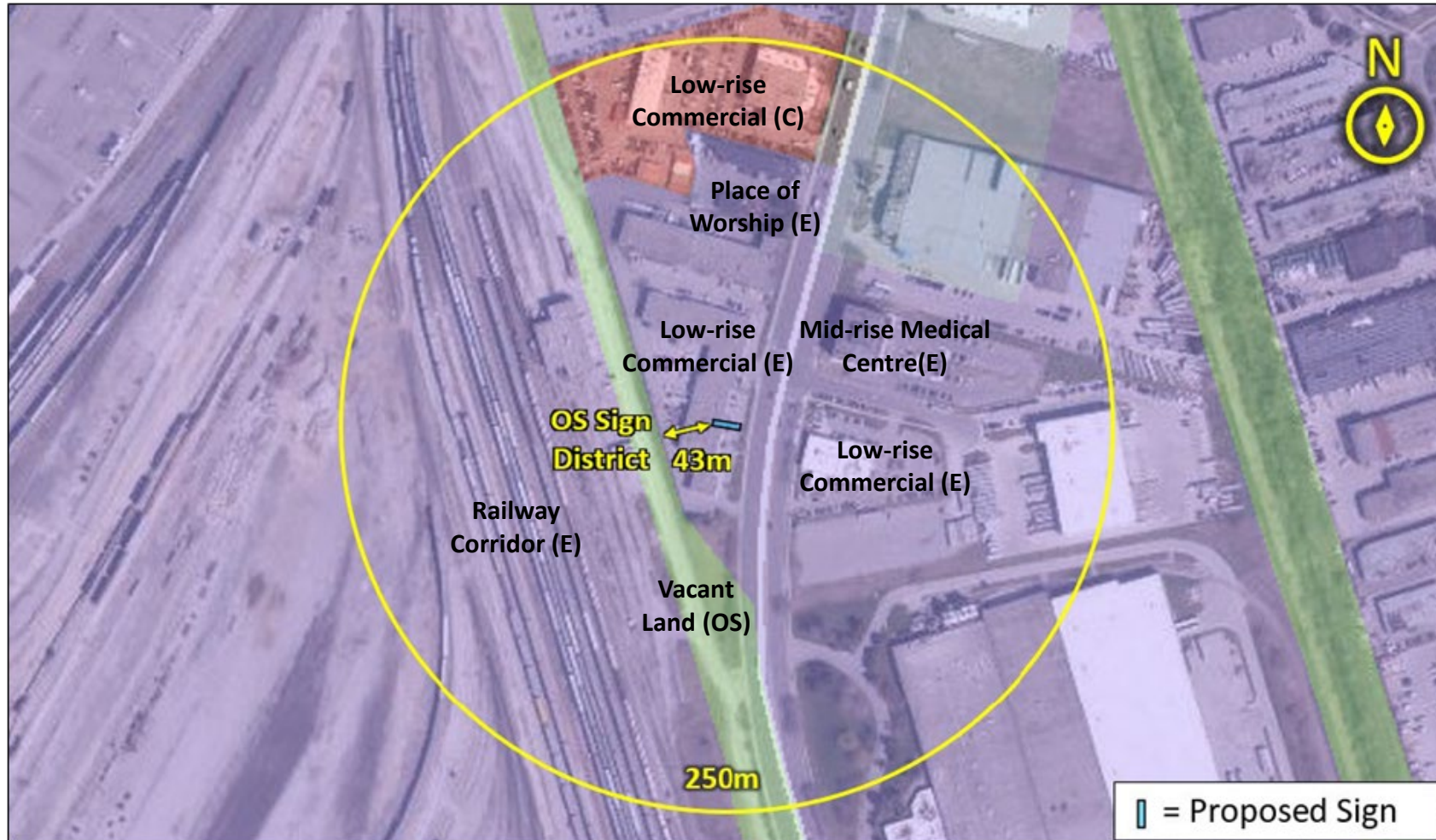
- The width of the billboard is 5.91 meters.
- The height of the billboard is 3.03 meters.
- The height of the pole from the ground to the bottom of the billboard is 6.97 meters.
- The total height from the ground to the top of the billboard is 10.0 meters.

The ground is represented by a thick black horizontal line at the bottom, labeled "grade" in pink text.



Site Plan

Sign District Designation



Sign District Map

Requested Variances

Sign By-law Section	Requirement	Requested Variance
694-25.C(2)(e)	An E 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 43 metres of premises in the OS sign district.
694-25.C(2)(f)	An E 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 located within 250 metres and facing premises in the OS sign district.
694-25.C(2)(g)[2]	An E sign district may contain a third party electronic ground sign provided the sign be located a minimum of 500 metres from any other third party electronic sign located on a street which forms an intersection with the street on which the sign is located.	There is an existing third party electronic ground sign located 468 metres to the north of the Proposed Sign.
694-25.C(2)(h)	An E 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.	The Subject Premises contains an existing first party single-sided ground sign which is situated 82 metres north of the Proposed Sign's location
694-25.C(2)(k)	An E sign district may contain a third party electronic ground sign provided where the sign has two faces, the sign faces shall be back to back.	The Proposed Sign would have two sign faces displayed in a "V-shaped" configuration.

Conditions

- If the requested variances are granted, they would be subject to the following conditions:

Condition 1	Prior to the issuance of any permit for the Proposed Sign, the existing third party ground sign located on the Subject Premises shall be removed, and all associated permits revoked.
Condition 2	The interior angle of the sign faces shall not exceed 45 degrees.
Condition 3	The illumination system for the Proposed Sign shall operate at a correlated colour temperature (CCT) of 3000 K or lower.

Sign Variance Criteria – Established Criteria

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

- Third party signs are permitted in an Employment Sign District
- **CBO Opinion:** This criterion is met.

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
- **CBO Opinion:** This criterion is met.

Sign Variance Criteria – Established Criteria

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



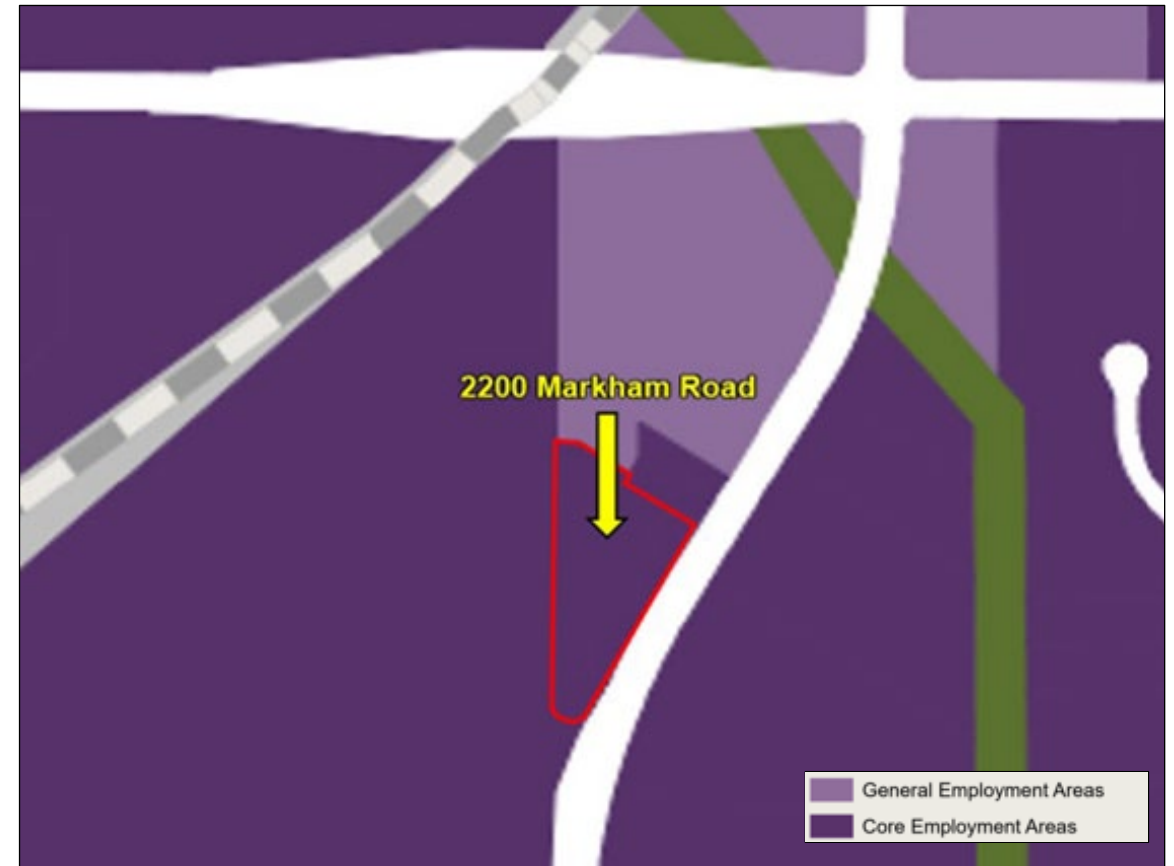
Render of the Proposed Sign

- Subject Premises and surrounding lands are predominantly employment, commercial, and office uses.
- The adjacent OS-designated buffer relates to the rail corridor and does not contain common open-space uses.
- Applicant identifies no existing, active, or planned sensitive developments that would be affected by the Proposed Sign within 250 metres.
- The Proposed Sign is consistent with the built form, and the established and planned function of the area.
- **CBO Opinion:** This criterion is met.

Sign Variance Criteria – Established Criteria

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

- Applicant identifies the Subject Premises as Core Employment Area, and the surrounding lands also as Core Employment or General Employment, forming a consistent employment pattern.
- Employment Areas are intended for economic activity, visibility, and business operations.
- Submissions contend that the Proposed Sign would not conflict with existing or planned land-use direction for the area.
- **CBO Opinion:** This criterion is met.



Official Plan Map Land Use Plan: 2200 Markham Road

Sign Variance Criteria – Established Criteria

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

- Applicant confirms no sensitive uses within 250 metres in any direction:
 - Adjacent north and east properties are commercial uses, which would not be negatively affected by an electronic ground sign, such as the Proposed Sign.
 - Although the Proposed Sign is 43 m from OS lands, Applicant asserts those OS lands are vacant and not used for sensitive functions.
- Staff reviewed potential light pollution concerns and addressed them through Condition 3 requiring illumination at 3000K or lower.
- Based on the Applicant's description of the non-sensitive context surrounding the Proposed Sign, the CBO is satisfied that no adverse impacts should be minimal.
- **CBO Conclusion:** Subject to Condition 3, 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.

- Based on the Applicant's submissions, 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 will also be professionally installed per the Ontario Building Code.
- Condition 2 addresses driver distraction concerns caused V-shaped configuration, as it prevents simultaneous face visibility.
- **CBO Opinion:** Subject to Condition 2, 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 not alter the character of the premises or surrounding area.

- Submissions indicate that the surrounding area is defined by Employment Zoning and Employment Sign Districts, creating a consistent visual character.
- An existing electronic ground sign is located 468 m, contrary to separation requirements. The Applicant contends that:
 - The two signs are on different streets and not simultaneously visible, maintaining the By-law's separation intent
 - Electronic sign type forms part of the area's established visual and functional context
- Applicant asserts that the existing first party ground sign is 82 m to the north and oriented differently, not resulting in visual clutter.
- **CBO Opinion:** Based on the context described by the Applicant and the demonstrated visual separations, 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 meets key performance standards, including sign face area, height, copy type, and setbacks.
- Applicant demonstrated that Proposed Sign would align with the existing economic-activity functions of Employment Areas without conflicting with planned land-use direction.
- They also demonstrated the non-sensitive context surrounding the Proposed Sign, ensures adverse impacts should be minimal.
- Condition 1 requires removal of the existing third party sign, reducing cumulative signage.
- Condition 2 prevents simultaneous visibility of both faces and minimizes distraction.
- Condition 3 minimizes potential glare and light-pollution to the night sky.
- Together, these conditions secure the characteristics that staff relied upon to assess compatibility, safety, illumination, and visual impacts.
- **CBO Opinion:** Subject to all the noted conditions, 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 694-25.C(2)(e), 694-25.C(2)(f), 694-25.C(2)(g)[2], 694-25.(C)(2)(h) and 694-25.C(2)(k), each subject to three conditions, as required to allow for the issuance of a permit for the erection and display of the Proposed Sign on the premises municipally known as 2200 Markham Road.

QUESTIONS?