

2200 Markham Road

Sign Variance Application



Details of the Application

Pattison is seeking approval of five variances, to permit a new third party electronic ground sign at 2200 Markham Road, which is an E – Employment Sign District.

The Proposed Sign would have two sign faces in a V-shaped configuration, directed north and southeast towards traffic on Markham Road. The variances required are for a V-Shape configuration, setback to and facing an OS Sign District, and proximity to another ground sign as well as an electric ground sign within 500 metres located on Finch Ave East.

Following an internal review, Staff have concluded that any concerns regarding the potential impacts of the Proposed Sign on the surrounding area have been managed appropriately, and that it is compatible with the subject property and surrounding area.

As such, the eight criteria required for approval have been satisfied. We agree with this position, and respectfully ask that the Sign Variance Committee grant the required variances.



2200 Markham Road



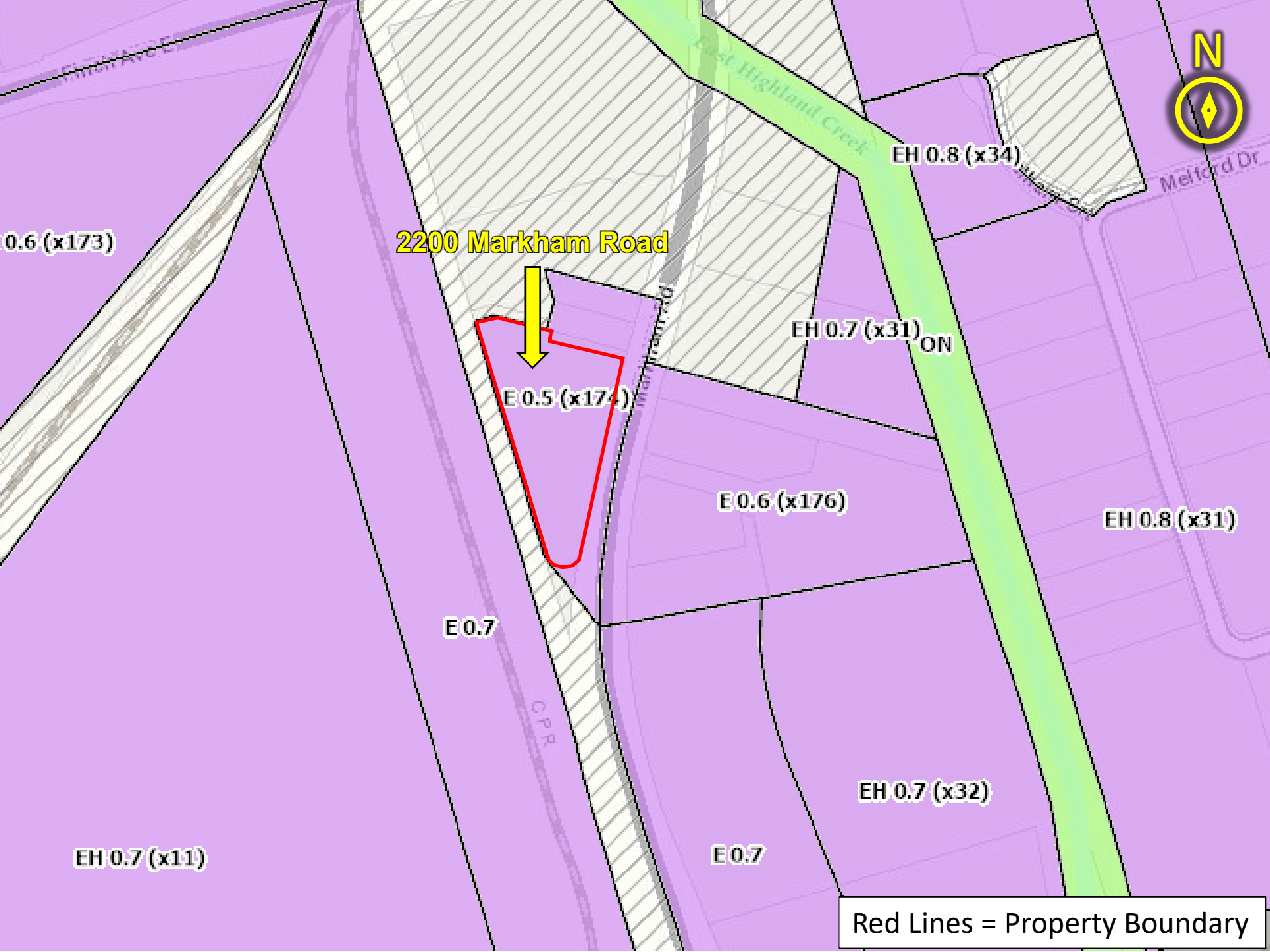
Red Lines = Property Boundary



2200 Markham Road



Red Lines = Property Boundary



One R/RA/CR/OS/I Sign District within 60m



OS Sign District

43m

2200

2225

2201

60m

▮ = Proposed Sign

One R/RA/CR/OS/I Sign District within 250m



OS Sign District 43m

250m

█ = Proposed Sign



Finch Ave E

**Third Party
Electronic
Ground Sign**

468m

Markham Rd

500m

 = Proposed Sign



Tenant-
Identification
Ground Sign

Proposed Sign
(Double-Sided)

82m

Red Lines = Property Boundary
→ = Sign Face Direction

Image Landsat / Copernicus



Finch Ave E

Markham Rd

**Proposed Sign
(Double-Sided)**

Bending Road

Red Lines = Property Boundary
→ = Sign Face Direction

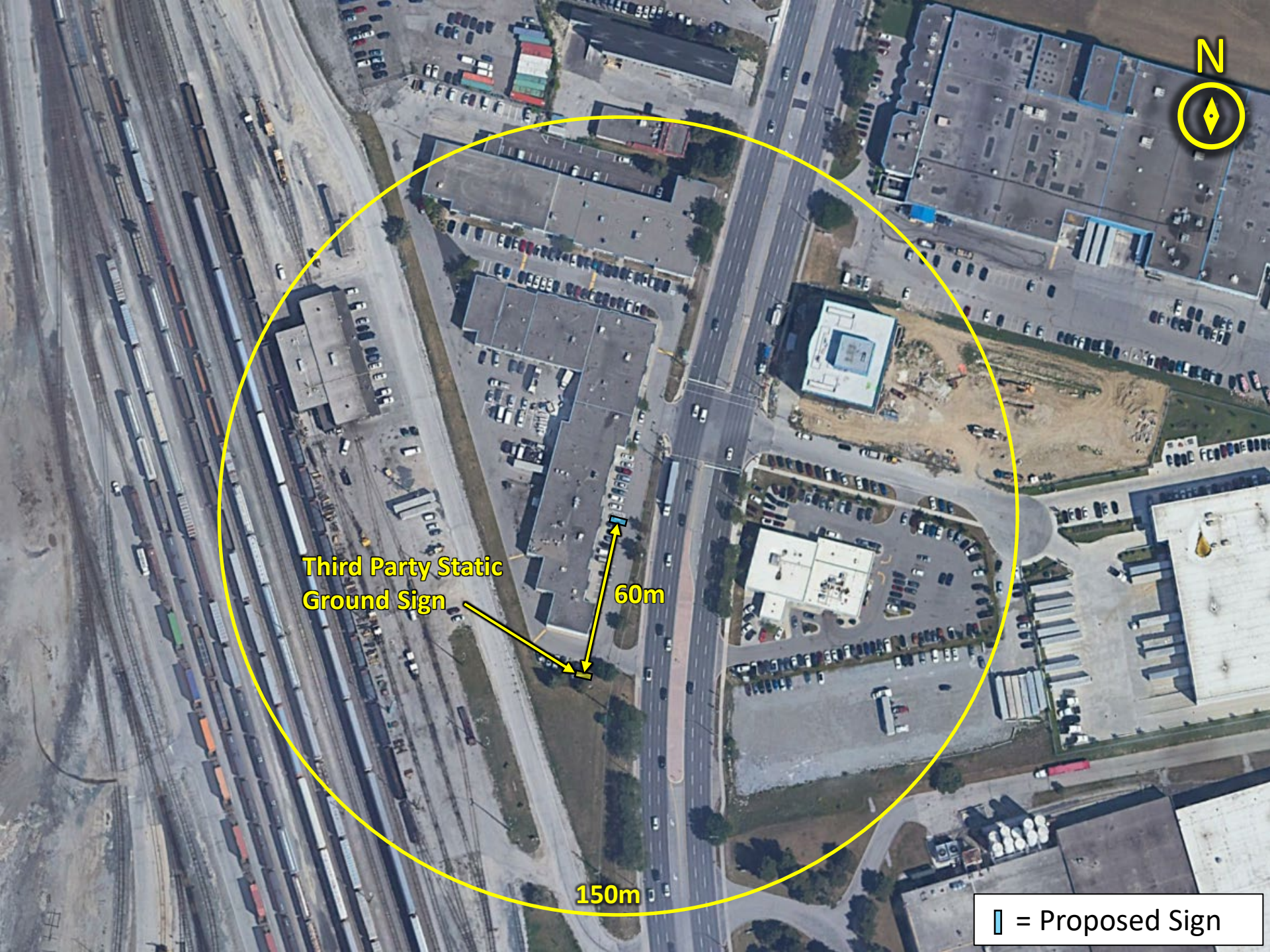


Third Party Static
Ground Sign

60m

150m

□ = Proposed Sign



Establishing The Eight Criteria

The Subject Premises is located within an E-Sign District, zoned Employment, and designated Core Employment in the Official Plan. These planning frameworks are specifically intended to accommodate employment-related uses and commercial visibility, including third party electronic ground signs.

The surrounding area is characterized exclusively by employment and commercial uses, and notably does not contain residential or other sensitive land uses within proximity to the Proposed Sign – including the OS Sign District.

As such, the Proposed Sign is compatible with both the existing development of the Subject Premises and the broader employment-oriented character of the area.

Given the employment-focused context of the area, the absence of sensitive land uses, and the mitigation measures included for Proposed Sign, it is compatible with the surrounding area and the requested variances can be granted with confidence.

Thank you!

