

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

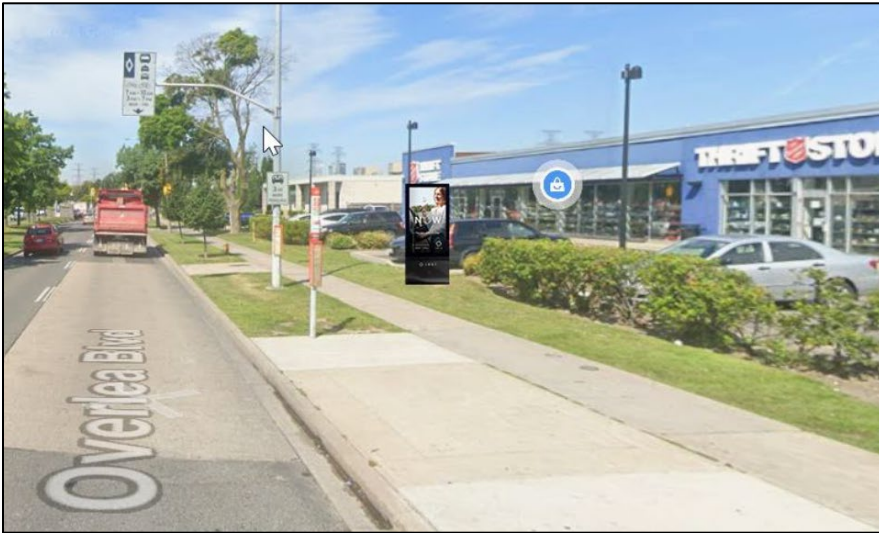
60 Overlea Boulevard

March 13, 2026

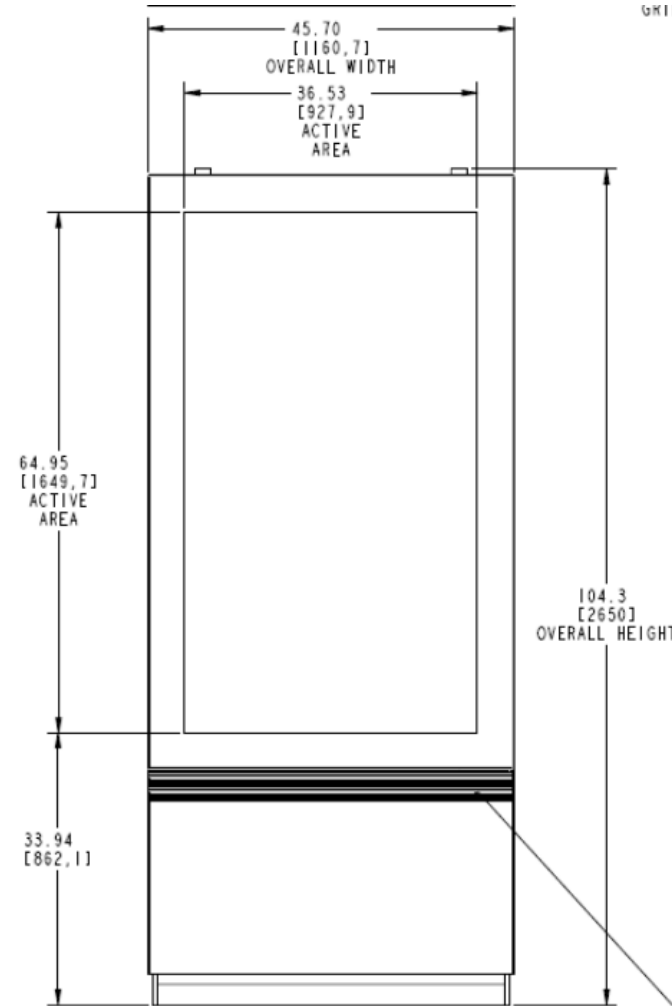
Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two sign faces in a back-to-back configuration
Sign Location	South frontage (along Overlea Boulevard)
Face Orientation	East and West
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")

Proposed Sign Details

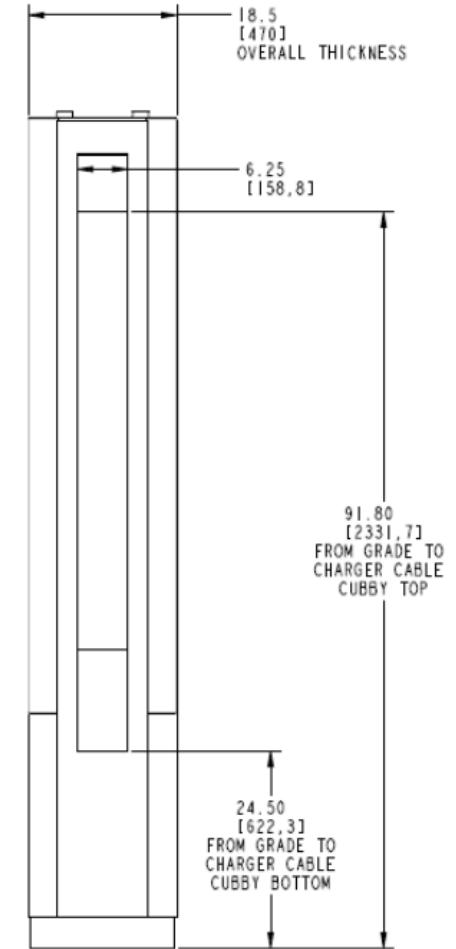


Reference Render



Front Elevation

GRILLE PATTERN 100.



Side Elevation

Sign District Designation



Sign District Map

Requested Variances

Sign By-law Section	Requirement	Proposal
694- 25.C(2)(d)	An E – Employment Sign District may contain a third party electronic ground sign, provided the sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law.	To allow the Proposed Sign to have a setback of 2.0 metres; whereas the minimum Zoning By-law required setback of a building from a street is 15.0 metres.
694- 25.C(2)(e)	An E – Employment 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.	To allow the Proposed Sign to be erected 35.0 metres of premises located, in the CR, sign district.
694-25.C(2)(f)	An Employment "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	To allow the Proposed Sign to be facing premises in the CR sign district approximately 35.0 metres to the south and in the RA sign district 104.0m to the southeast.
694-25.C(2)(h)	An Employment "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 Proposed Sign would be an additional ground sign erected on a premises already containing one first party ground sign.

Conditions

Condition 1:	The Proposed Sign shall conform in all respects to the specifications set out in the Proposed Sign Description in this Attachment, including but not limited to the number of sign faces, configuration, orientation of sign faces, copy displayed, maximum height, maximum sign face area, and location.
Condition 2:	Trees on the south frontage of the Subject Premises shall be planted 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 Overlea Boulevard to the satisfaction of the Chief Building Official.
Condition 3:	The sign structure of the Proposed Sign shall not be attached, affixed, combined with, or otherwise associated with, any elements in whole or in part, which may be understood or referred to as “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 or display of the proposed sign; or the modification of the Proposed Sign shall be issued until such time as sufficient information is provided to the CBO to satisfy the CBO acting reasonably that all applicable approvals for the electric vehicle charging station have been obtained, and that no further approvals for the electric vehicle charging station are required as the date the information is provided to the CBO.

Sign Variance Criteria – Established Criteria

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

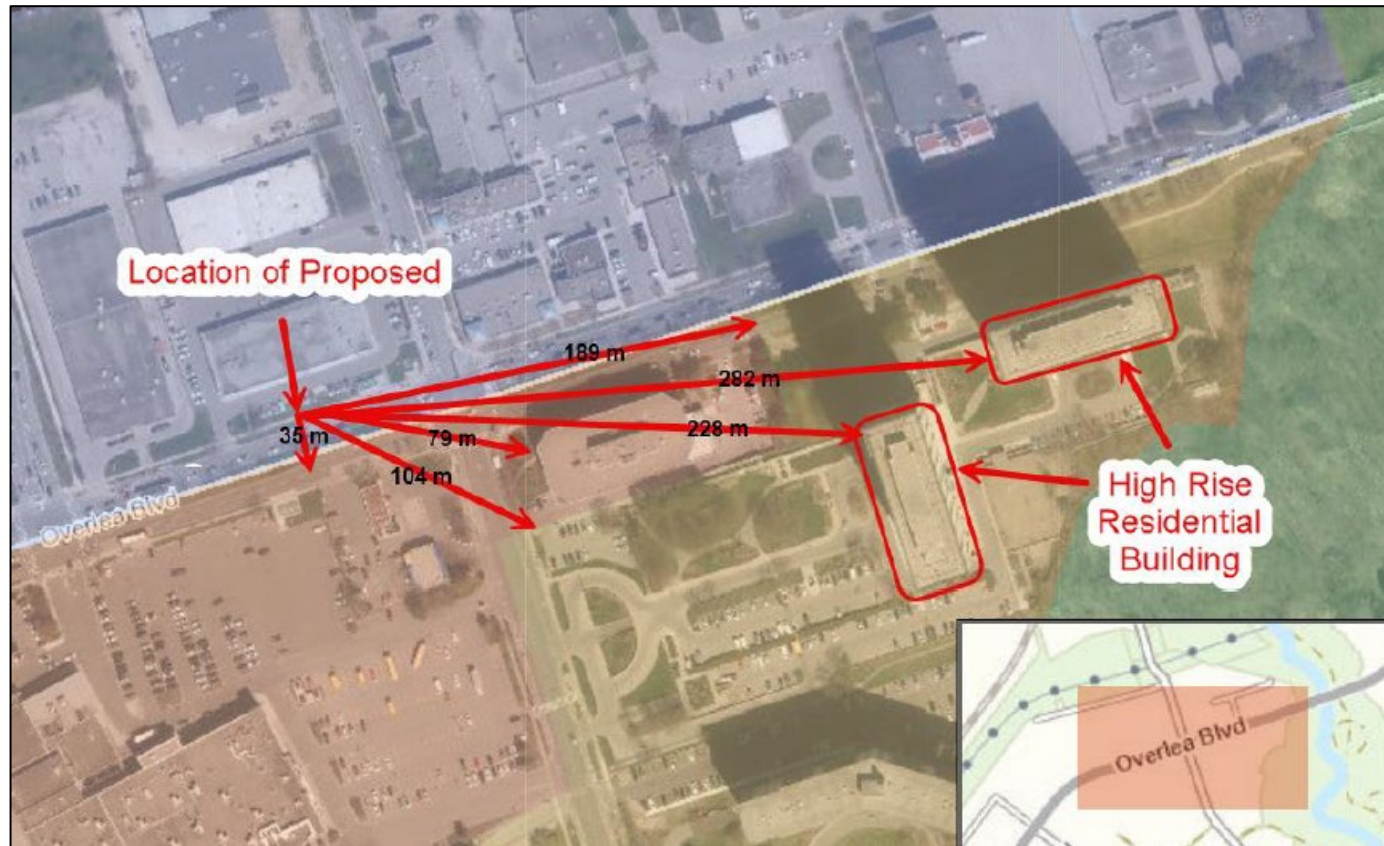
- Signs belonging to the third party sign class are permitted in an E-Employment Sign District.
- **CBO Opinion:** This criterion has been met.

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 Proposed Sign components of the structure, the Proposed Sign does not meet the description of any of the signs which are specifically prohibited by §694-15B.
- **CBO Opinion:** Subject to the condition 3, this criterion has been met.

Sign Variance Criteria – Established Criteria

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



Setbacks From The Proposed Location To Other Sign Districts
(from Submissions)

- **Subject Premises:** E Sign District; low-rise commercial
- **North:** EIO sign district; low-rise commercial, light industrial
- **East:** EIO sign district; low-rise retail plaza
- **South:** CR sign district; gas station and low-rise retail plaza
- **West:** E sign district; low-rise retail

Sign Variance Criteria – Established Criteria

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

- Applicant identifies that the Subject Premises contains a commercial multi-tenant building, surrounded by commercial, retail, office, and light industrial uses (E, EIO, CR sign districts).
- Applicant states no sensitive land uses would be adversely affected; surrounding area is entirely non-residential.
- The Proposed Sign's small scale (1.54 m² per face) is appropriate for the built form and commercial character of Overlea Blvd.
- Condition 1 ensures that characteristics such as the scale, orientation and placement, which staff relied upon to assess compatibility with the area would be secured.
- **CBO Opinion:** Subject to the condition 1, this criterion has been met.

Sign Variance Criteria – Established Criteria

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

Official Plan Map 20 Land Use Plan –
60 Overlea Boulevard



Sign Variance Criteria – Established Criteria

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

- Submissions indicate that the Subject Premises is located in a General Employment Area, intended for economic activity, visibility, and business operations.
- Employment Areas typically contain transportation corridors and larger-scale commercial buildings, where electronic signage is contemplated.
- Overlea Boulevard is identified by the Applicant as a high-visibility arterial roadway, consistent with OP intent and suitable for electronic signage.
- Applicant states the Proposed Sign aligns with OP objectives for competitive, adaptable commercial districts and supports business visibility.
- **CBO Opinion:** The Applicant has provided sufficient evidence that the Proposed Sign supports Official Plan objectives for the site and surrounding area; this criterion is met.

Sign Variance Criteria – Established Criteria

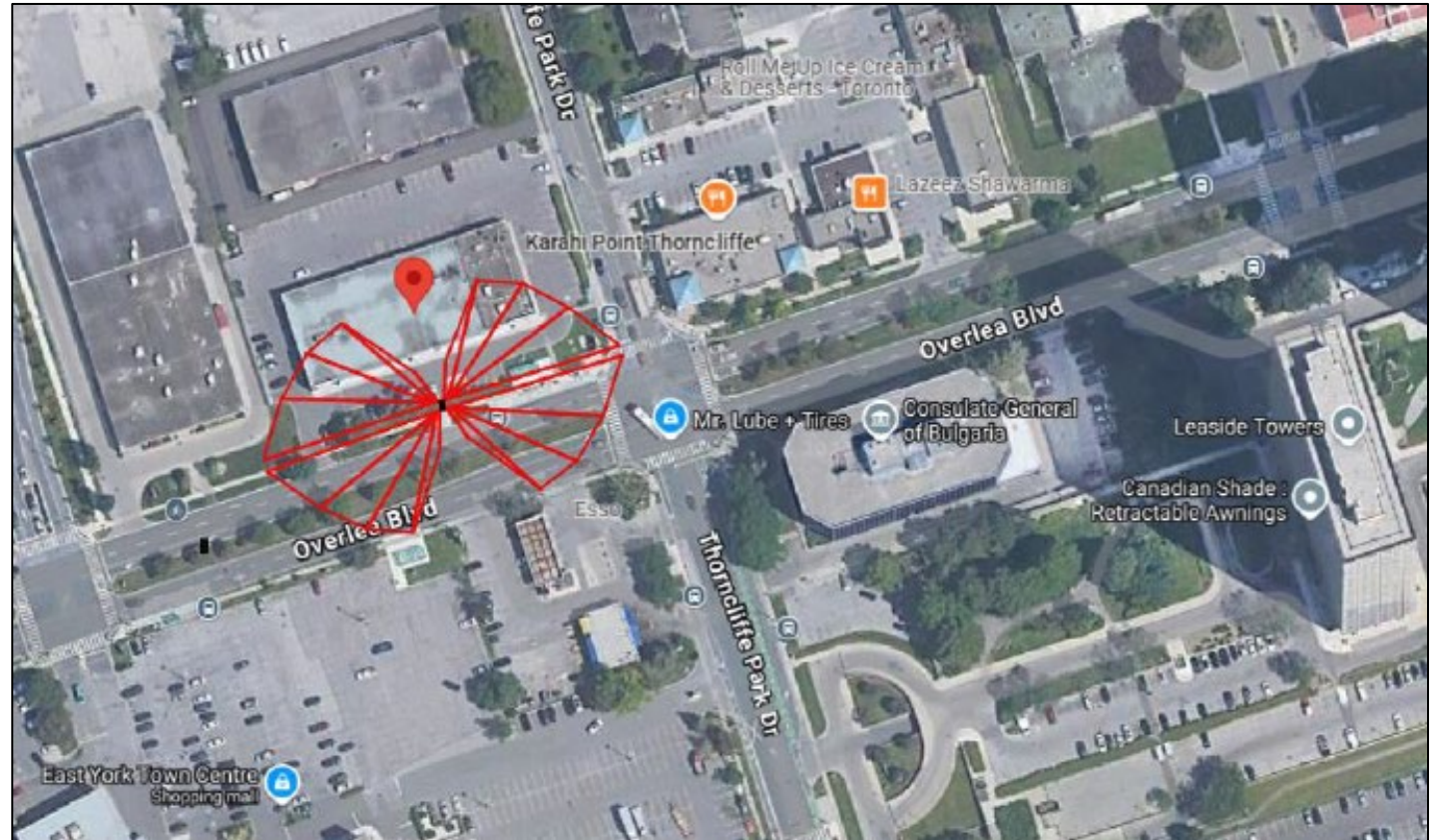
694-30A(4) - The Proposed Sign does not adversely affect adjacent premises.

- Applicant indicates all surrounding premises are commercial or employment, with no nearby residential uses or other sensitive uses.
- Where RA districts exist farther east, visibility is blocked by an intervening office building, reducing exposure to sensitive lands.
- No light trespass or adverse impact on adjacent premises is expected based on the Applicant's light-shed analysis, showing that illumination at 300 nits dissipates to "full-moon equivalent" levels before reaching RA or CR districts.
- **CBO Opinion:** Based on the Applicant's description of the non-sensitive context, combined with the light-shed analysis, the CBO is satisfied that adverse impacts should be minimal; this criterion is established.

Sign Variance Criteria – Established Criteria

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

Dispersion of Light Diagram
(from Submissions)



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.
- **CBO Opinion:** Based on available information the Proposed Sign does not raise public safety concerns; this criterion is satisfied.

Sign Variance Criteria – Established Criteria

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

- Applicant asserts that the surrounding area consists entirely of commercial and employment uses.
- Submissions contend that the Proposed Sign is modest in scale, comparable to a transit-shelter display, fitting the established visual character of the corridor. Attributes of the Proposed Sign would be secured by Condition 1.
- No third party digital signs exist within 500 m, and no static signs within 150 m, reducing concerns about cumulative visual clutter.
- Condition 2 requires tree planting to prevent simultaneous visibility of the Proposed Sign and the existing first party sign, maintaining visual separation.
- **CBO Opinion:** The Proposed Sign, subject to the attributes and separation conditions (1 and 2), would not alter the character of the premises or surrounding area; this criterion is met.

Sign Variance Criteria – Established Criteria

694-30A(8): The Proposed Sign is not contrary to the public interest.

- 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 that adverse impacts should be minimal.
- The Proposed Sign is modest, context-sensitive, and designed to integrate into a commercial environment.
- Light-shed analysis confirms no light trespass or adverse impact on nearby premises.
- Condition 2 mitigates cumulative visual impacts by ensuring visual separation from the existing ground sign.
- Conditions 1 and 3 ensure the sign remains within evaluated technical parameters and avoids unapproved structural modifications.
- **CBO Opinion:** The Applicant has provided sufficient evidence that the Proposed Sign, subject to all conditions, is not contrary to the public interest; 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)(d), 694-25.C(2)(e), 694-25.C(2)(f) and 694-25.C(2)(h), each subject to three conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign at the property municipally known as 60 Overlea Boulevard.

QUESTIONS?