

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

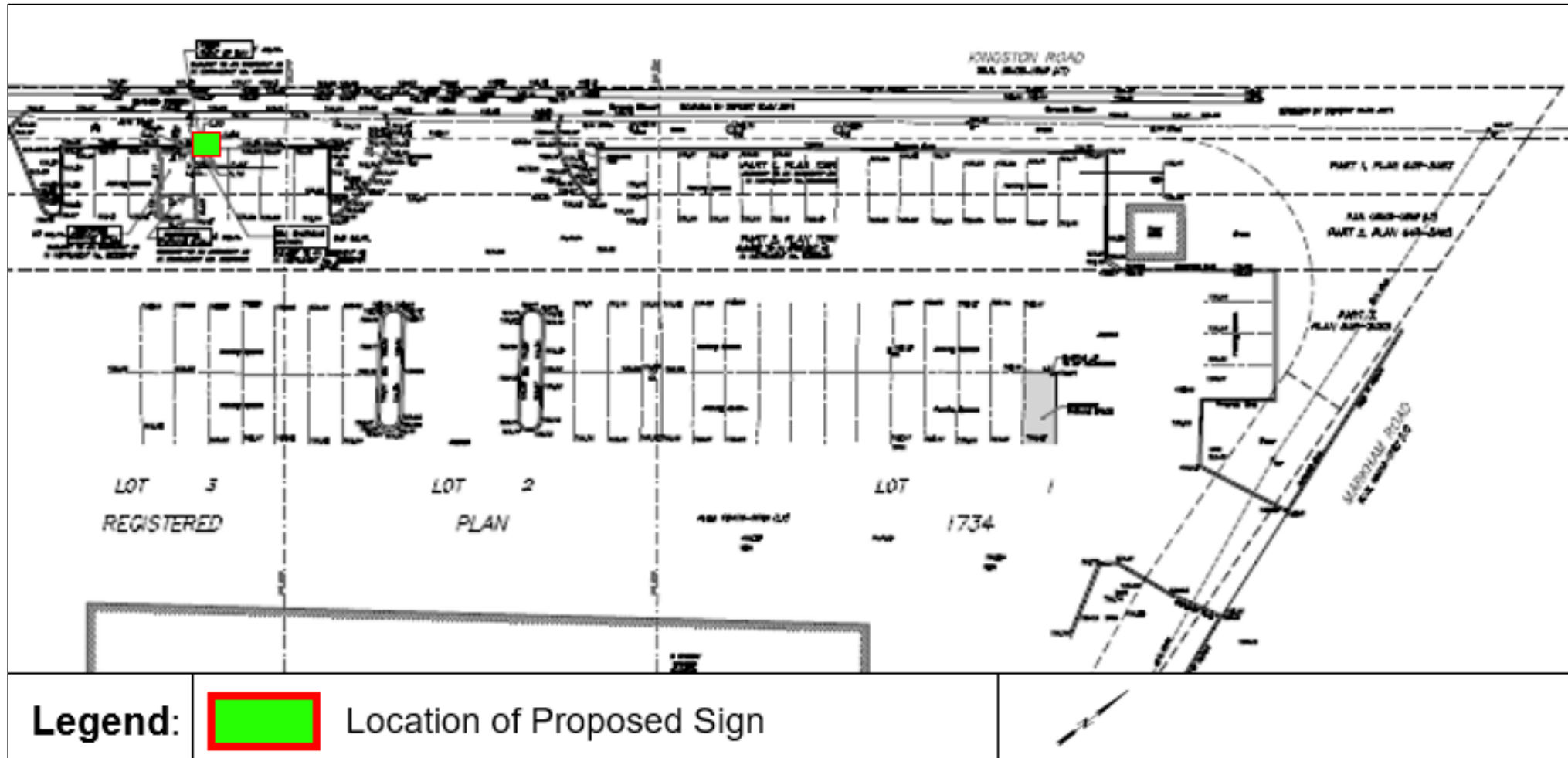
3493 Kingston Road

May 15, 2026

Proposed Sign Description

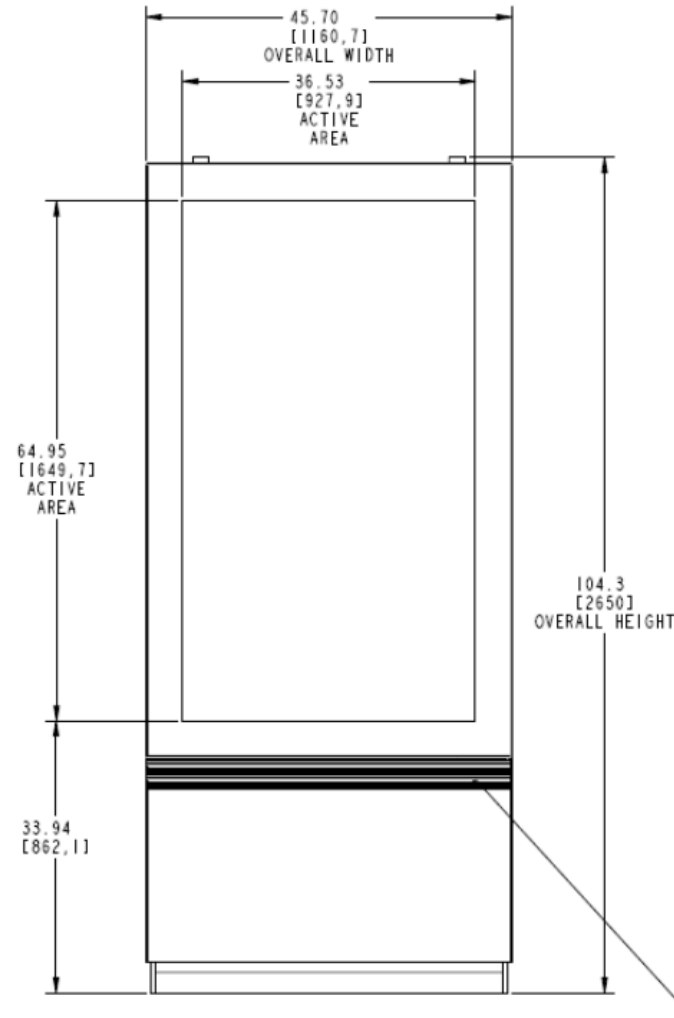
Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	Two sign faces in a back-to-back configuration
Sign Location	Northwest frontage (along Kingston Road)
Face Orientation	Northeast and Southwest directions
Sign Face Dimensions (width x length)	1.65 metres vertically x 0.95 metres horizontally (64.95" x 36.53")
Sign Face Area	1.55 square metres
Sign height	Max 2.65 metres (104.3")

Site Plan

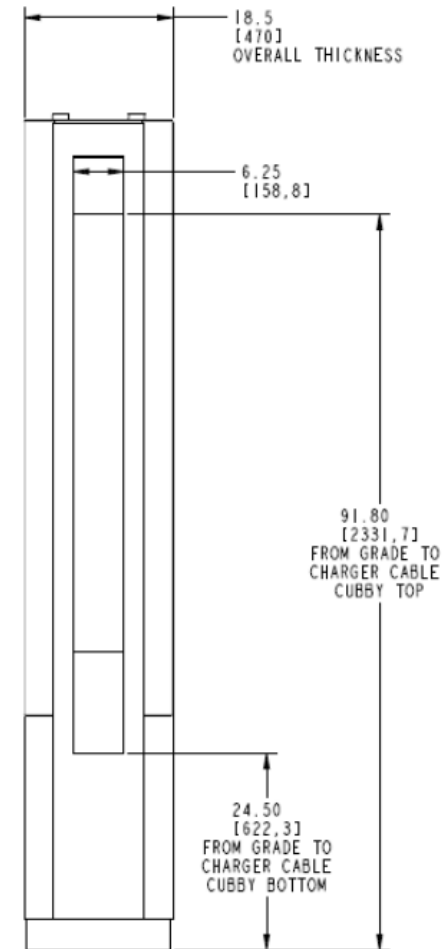


Location of Proposed Sign

Proposed Sign Details

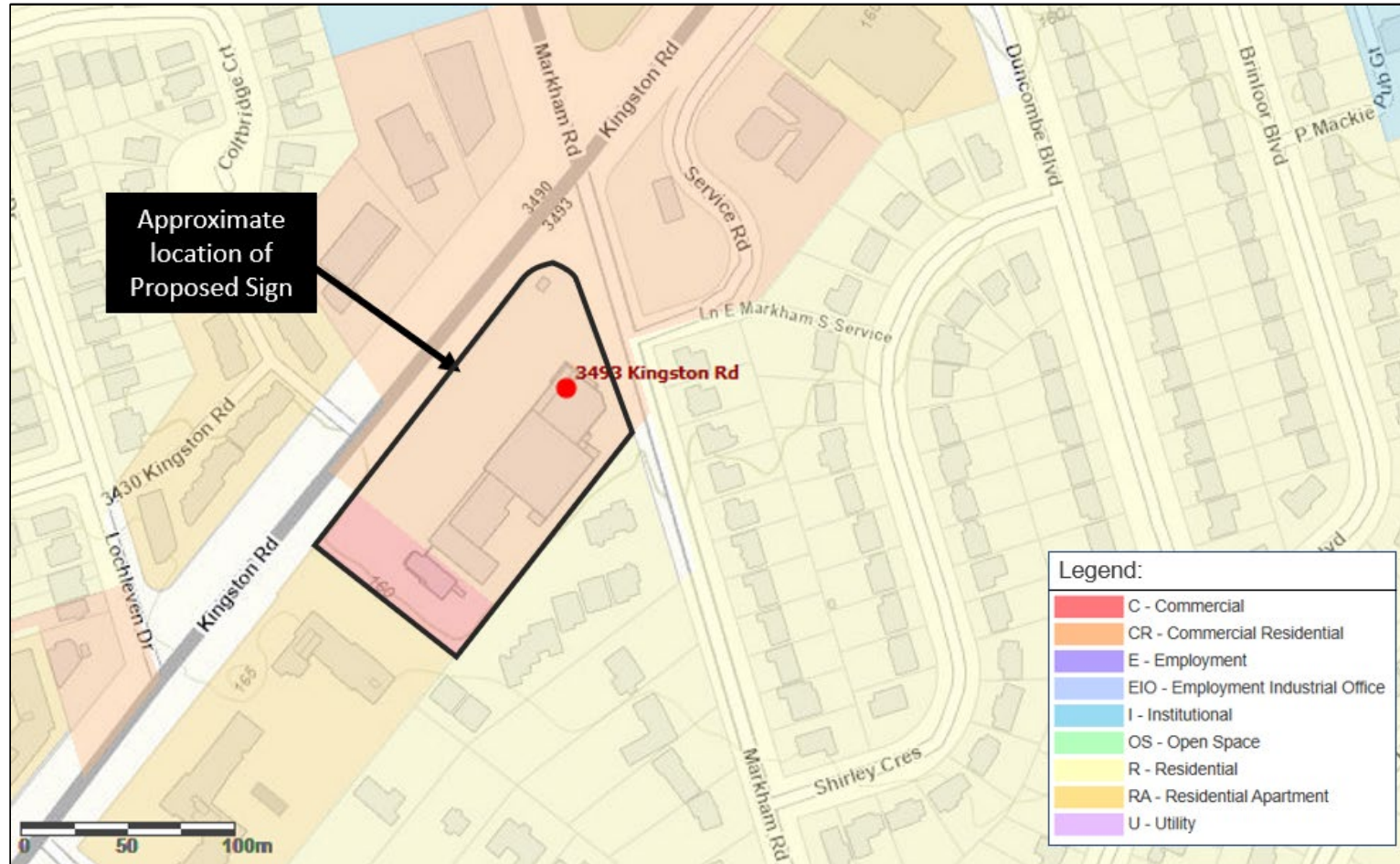


Front Elevation



Side Elevation

Sign District Designation



Sign District Map

Requested Variance

Sign By-law Reference	Requirement	Proposal
694- 25.B(1)	The Requirement of § 694-25.B(1), which establishes that a CR-Commercial Residential Sign District may contain a third party sign, provided conforms with the expressly listed types (wall sign and topiary wall sign).	The Proposed Sign is a third party electronic ground sign, which is a sign type not expressly permitted in CR-Sign Districts.

Conditions

If granted, the requested variance would be subject to the following conditions:

Condition 1:	The sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise.
Condition 2:	The Proposed Sign shall conform in all respects to the specifications set out in the Proposed Sign Description Attachment 1 to the report, 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 3:	Two coniferous trees shall be planted on the northeast frontage of the Subject Premises between the existing first party ground signs and the Proposed Sign, which shall sufficiently block the sign faces from being visible simultaneously from any generally travelled portion of Kingston Road to the satisfaction of the CBO.
Condition 4:	The sign structure of the Proposed 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 Proposed Sign, or the modification of the Proposed 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.

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 each of the following outlined 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 the CR-Commercial Residential 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 signage components of the structure, staff found no evidence that it would include features prohibited under §694-15B.
- Condition 3 ensures that, if prohibited elements associated with the EV charging are introduced, the sign would then be non-compliant and subject to enforcement.
- **CBO Opinion:** This criterion has been established.

Sign Variance Criteria – Established Criteria

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

Aerial View – Adjacent Properties Uses



Sign Variance Criteria – Established Criteria

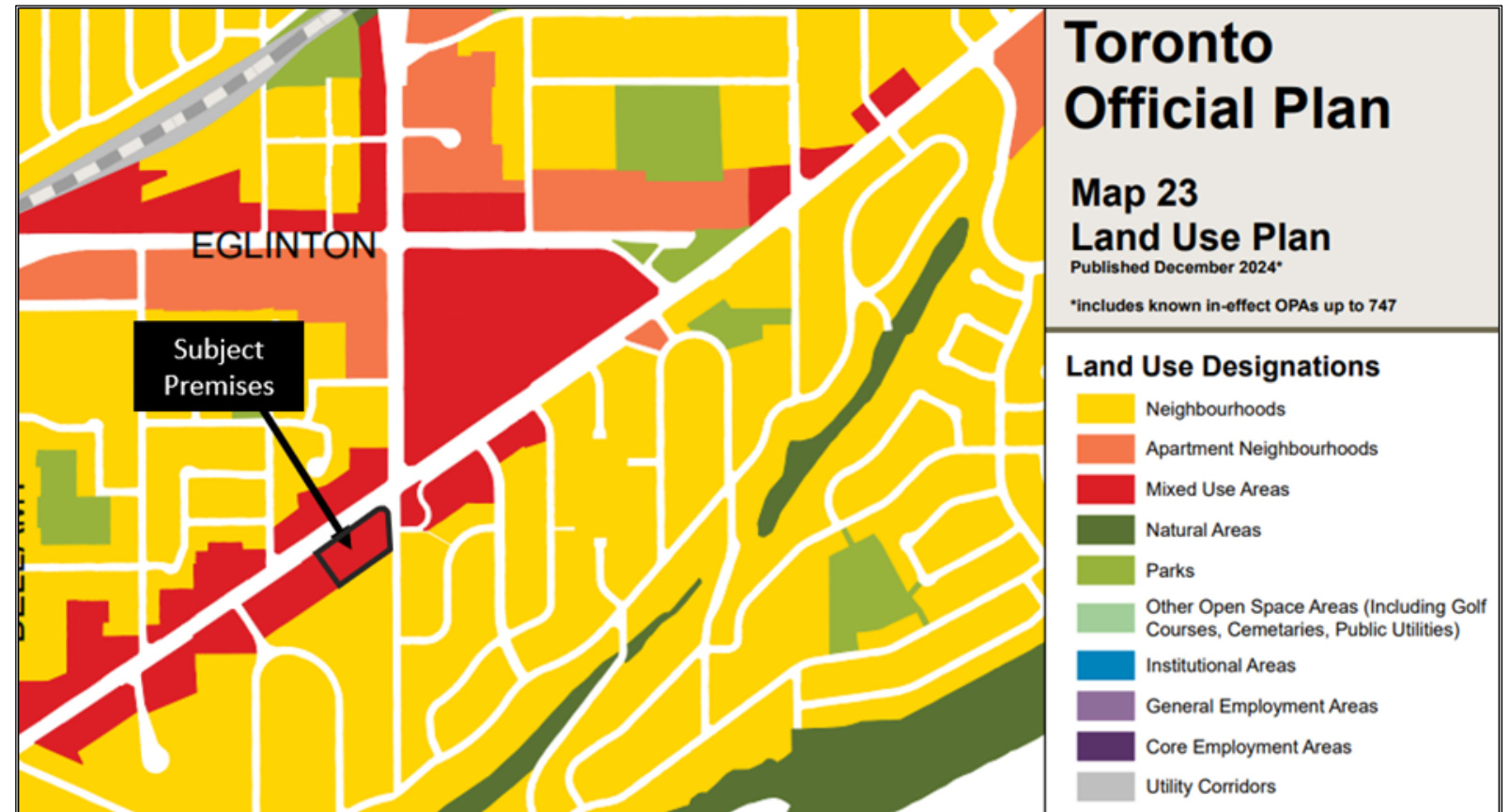
694-30A(2) – The Proposed Sign is compatible with the development of the premises and surrounding area

- The Applicant identifies the Subject Premises as a commercial shopping plaza with no on-site residential uses. Surrounding uses are described as commercial plazas, a banquet hall, auto service centre, and community centre, with residential uses to the south and west.
- The Applicant states that nearby residential areas are screened by buildings, fencing and trees, and sign orientation and separation would mitigate illumination impacts – further by light shed analysis and reduced illumination (150 nits) condition.
- Submissions contend that the Proposed Sign's small scale (1.54 m² per face) integrates with the surrounding built form and commercial character of this portion of Kingston Road. Attributes of the Proposed Sign are secured through Condition 2.
- **CBO Opinion:** Subject to Conditions 1 and 2, 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 23 Land Use Plan –
3493 Kingston Road



Sign Variance Criteria – Established Criteria

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

- The Applicant identifies the Subject Premises and surrounding lands as designated Mixed Use Areas in the Official Plan and states that no Secondary Plans or Area Specific Policies apply.
- The Applicant outlines relevant Official Plan policies and submits that the Proposed Sign supports economic vitality and commercial activity within the Mixed Use Area, and that it aligns with the area's commercial function.
- According to the submissions, the separation and reduced illumination levels will limit impacts on adjacent Neighbourhood areas.
- The Applicant acknowledges the Proposed Sign's location within an existing parking space and provides documentation demonstrating compliance with zoning requirements under a revised parking arrangement.
- **CBO Opinion:** Subject to Conditions 1 and 2 securing reduced brightness and the Proposed Sign's attributes, this criterion is met.

Sign Variance Criteria – Established Criteria

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

- The submissions acknowledge nearby sensitive uses, including R, RA, and CR Sign Districts within 250 metres of the Proposed Sign, contrary to typical separation requirements.
- To address potential impacts, the Applicant proposed mitigation measures including reduced illumination levels, and provided a light shed analysis demonstrating that, at a 150 nits, illumination dissipates to negligible “full moon equivalent” levels before reaching sensitive uses.
- Staff agree that based on the scale, illumination, and placement of the Proposed Sign minimal impacts on nearby sensitive land uses are expected.
- **CBO Opinion:** Subject to conditions 1 and 2 securing the size, height, orientation, separation distances and reduced brightness, impacts should be minimal. Criterion has been established.

Sign Variance Criteria – Established Criteria

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

Alternative Proposed Sign -
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 submits that the Proposed Sign is modest in scale (1.53 m² per face), comparable to transit shelter advertising, and not a large-format billboard, stating that, given its scale and placement, the Proposed Sign is consistent with the visual environment of the surrounding commercial corridor.
- Submissions note that no digital third party signs exist within 500 metres, meeting typical separation distance requirements.
- The Applicant submits that the wide property frontage allows for significant separation. The simultaneous visibility of signs would be reduced by the presence of mature trees, and proposed coniferous planting, achieving the objectives of the Sign By-law.
- **CBO Opinion:** Subject to Conditions 1 and 3 securing physical barriers, location and separation distances, maximum illumination levels, orientation and the scale of the Proposed Sign, criterion has been established.

Sign Variance Criteria – Established Criteria

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

- The Applicant submits that the Proposed Sign is modest in scale, comparable to digital transit shelter displays, and designed to be context-sensitive within a commercial environment.
- The Applicant contends that the Proposed Sign will not negatively impact surrounding uses due to its limited display size, reduced brightness, and orientation away from sensitive land uses – and proposes conditions for mitigation measures including retention of mature trees, additional coniferous landscaping, reduced scale, and controlled illumination levels to further address any concerns.
- They also confirm compliance with Sign By-law provisions for third party electronic ground signs, including renewable energy use, message duration and transition.
- **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 variance to section 694-25.B(1), subject to four conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign, on the premises municipally known as 3493 Kingston Road.

QUESTIONS?