

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

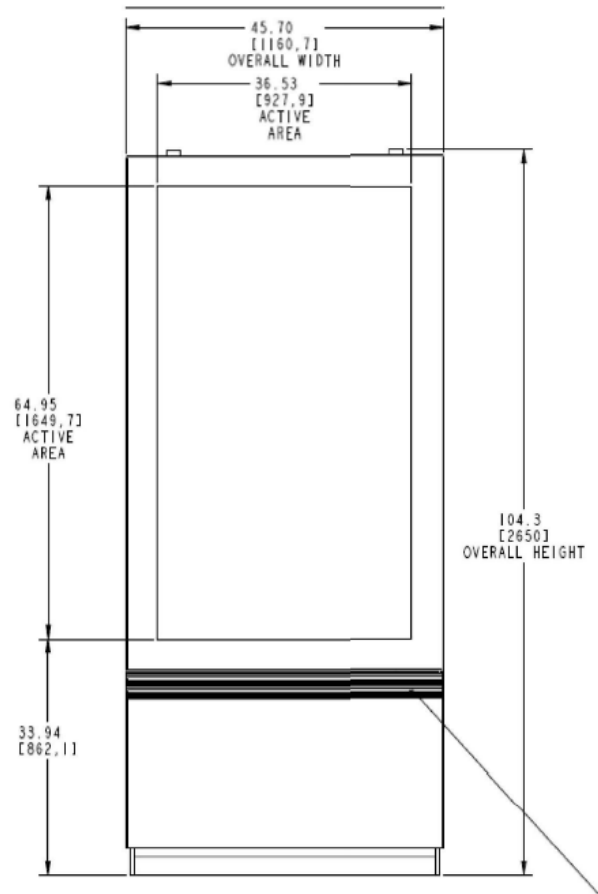
123 Rexdale Boulevard

May 15, 2026

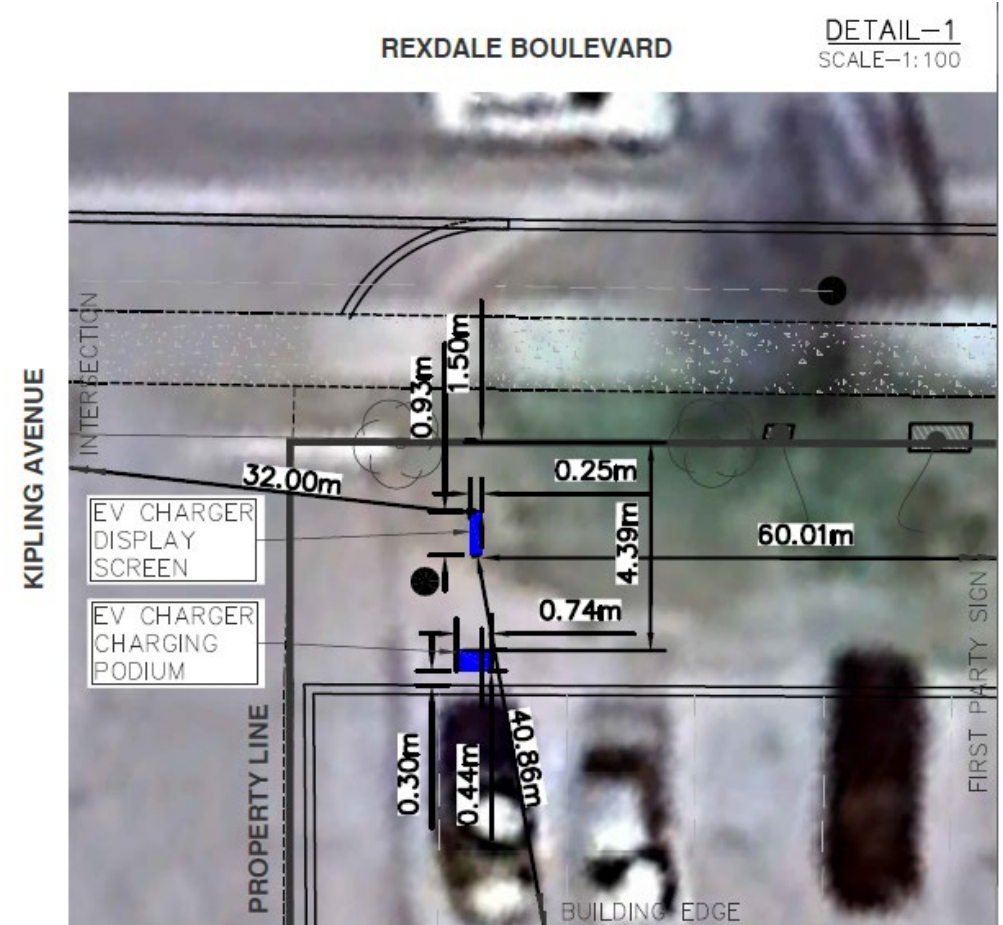
Proposed Sign Description

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	North frontage (along Rexdale Boulevard)
Face Orientation	East and West directions
Sign Face Dimensions (width x length)	0.95 metres x 1.65 metres
Sign Face Area	1.55 square metres
Sign height	Max 2.65 metres

Proposed Sign Details



Details



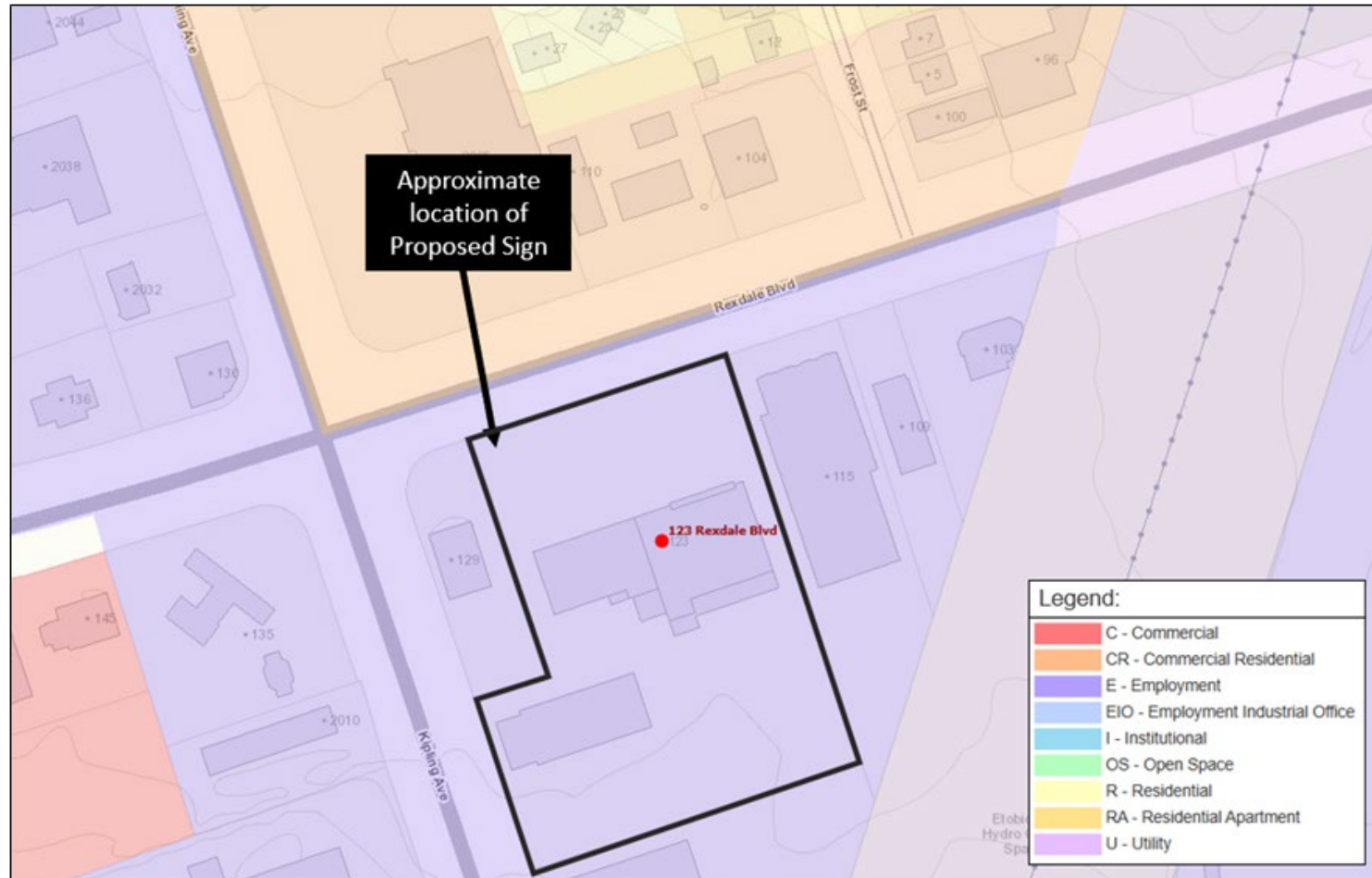
Site Plan

Proposed Sign Details



Render of Proposed Sign

Sign District Designation



Sign District Map

Requested Variances

Sign By-law Section	Requirement	Requested Variance
694- 25.C(2)(d)	An E 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 1.5 metres; whereas the minimum Zoning By-law required setback of a building from a street is 4.5 metres.
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.	To allow the Proposed Sign to be erected 18.0 metres of premises located, in the CR, 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.	To allow the Proposed Sign to be facing premises in the CR sign district approximately 18.0 metres to the north, in the R sign district 75.0m to the north and in the and RA sign district 90.0m to the northeast.
694-25.C(2)(g)[1]	An E Sign District may contain an electronic ground sign provided the sign be located a minimum of 500 metres from any other third party electronic sign located on the same street.	To allow the Proposed Sign to be located approximately 100.0 metres of an electronic ground sign at 130 Rexdale Boulevard.
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.	To allow the Proposed Sign to be an additional ground sign erected on a premises already containing one first party ground sign.

Conditions

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

Condition 1	The Proposed Sign shall conform in all respects to the specifications set out in the Proposed Sign Description (attached 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 2	The five existing trees and associated landscaping located along the north frontage of the Subject Premises shall be retained and maintained in healthy conditions to secure that screening provided in the year of 2026 between the Proposed Sign and the existing first party sign located on the Premises is not diminished.
Condition 3	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

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

- Third party signs electronic ground 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.

- Staff reviewed all submitted materials and found no evidence that the sign includes features prohibited under §694-15B.
- Condition 3 ensures the sign remains fundamentally independent from EV components; if prohibited elements are introduced, the sign would be non-compliant and subject to enforcement
- **CBO Opinion:** Subject to 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



Render of the Proposed Sign

- The Subject Premises is a commercial plaza within a mixed commercial and employment corridor, surrounded by retail, service, and automotive-oriented uses.
- Although a CR Sign District lies north of the premises, the lands are currently commercial with no residential dwellings present.
- The Applicant argues compatibility based on the sign's modest size, separation, and consistency with the existing commercial context, including a nearby digital sign.
- **CBO Opinion:** Accepts the Applicant's characterization and finds the Proposed Sign compatible. Subject to Condition 1; 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.

- The Applicant confirms the site is designated General Employment Area and functions as a commercial plaza consistent with permitted non-residential uses.
- They note the property is within the Lester B. Pearson International Airport Operating Area Site and Area Specific Policy.
- 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: 123 Rexdale Boulevard

Sign Variance Criteria – Established Criteria

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

- The Applicant states that surrounding lands are primarily commercial and employment uses, and although some nearby lands are designated CR Sign District, they currently do not contain residential dwellings.
- The Proposed Sign is illuminated, and a light-shed analysis was provided by the applicant to assess potential impacts. The analysis indicates that light levels diminish to negligible (“full-moon equivalent”) levels before reaching any residential (R or RA) sign districts.
- The Applicant highlights mitigating factors such as separation distance, wide roadway, intervening buildings, landscaping, and sign orientation.
- Based on these factors, the Applicant concludes the Proposed Sign will not create adverse impacts on adjacent properties.
- **CBO Conclusion:** Subject to Conditions 1 and 2, this criterion has been met.

Sign Variance Criteria – Established Criteria

694-30A(5) - The Proposed Sign adversely affects public safety, including traffic and pedestrian safety.

- The Applicant states the Proposed Sign complies with safety-related provisions, including location outside visibility zones and adherence to illumination standards, despite not meeting the minimum zoning setback and argue the sign's placement will not interfere with pedestrian movement or vehicular sightlines.
- The Applicant acknowledges the proposed separation distance from an existing digital sign does not meet By-law requirements but argues impacts are mitigated by road width, travel direction, and smaller sign scale.
- From a staff perspective, the reduced separation distance results in multiple digital signs clustered near a controlled intersection.
- Staff conclude that the smaller scale of the Proposed Sign does not sufficiently mitigate cumulative visual and safety impacts associated with sign concentration in this location.
- **CBO Opinion:** Insufficient information was provided to ensure the Proposed Sign would not adversely affect public safety and this criterion has not been met.

Sign Variance Criteria – Established Criteria

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

- The Applicant asserts the Proposed Sign is consistent with nearby signage in scale, form, and placement, and similar to smaller formats like transit shelter ads.
- Applicant's submission contends that the sign would not cause sign clutter, as it is separated from existing on-site signage by distance, landscaping (Condition 2) and vegetation.
- The commercial, automotive-oriented context of the area is cited as evidence that the sign would maintain the existing character and visual order.
- Although the proposal does not meet required separation distances from another nearby digital sign, the Applicant contends impacts are mitigated by road width, travel direction, and by the sign's smaller scale.
- **CBO Opinion:** Despite Conditions 1 and 2, Applicant's submissions were not sufficient to conclude that the Proposed Sign would not alter the intended character of the area; this criterion has not been met.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign meets key performance standards, including sign face area, height, copy type, and setbacks.
- The Applicant argues the Proposed Sign will not negatively affect nearby uses, citing existing commercial context with similar signage.
- Applicant's submission contends that sign will not create sign clutter due to its modest size, limited display area, separation from other signs, and added landscaping (Condition 2). Staff acknowledge the smaller scale but note that size alone does not address impacts from multiple digital signs operating together.
- Due to the orientation of the Proposed and existing signs, drivers are likely to see multiple changing displays simultaneously near the intersection.
- **CBO Opinion:** Despite Conditions, there is insufficient evidence that cumulative visual impacts would not harm the public interest; therefore, the criterion has not been 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 694-25.C(2)(d), 694-25.C(2)(e), 694-25.C(2)(f) 694-25.C(2)(g)[1] 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, on the premises municipally known as 123 Rexdale Boulevard.

QUESTIONS?