

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

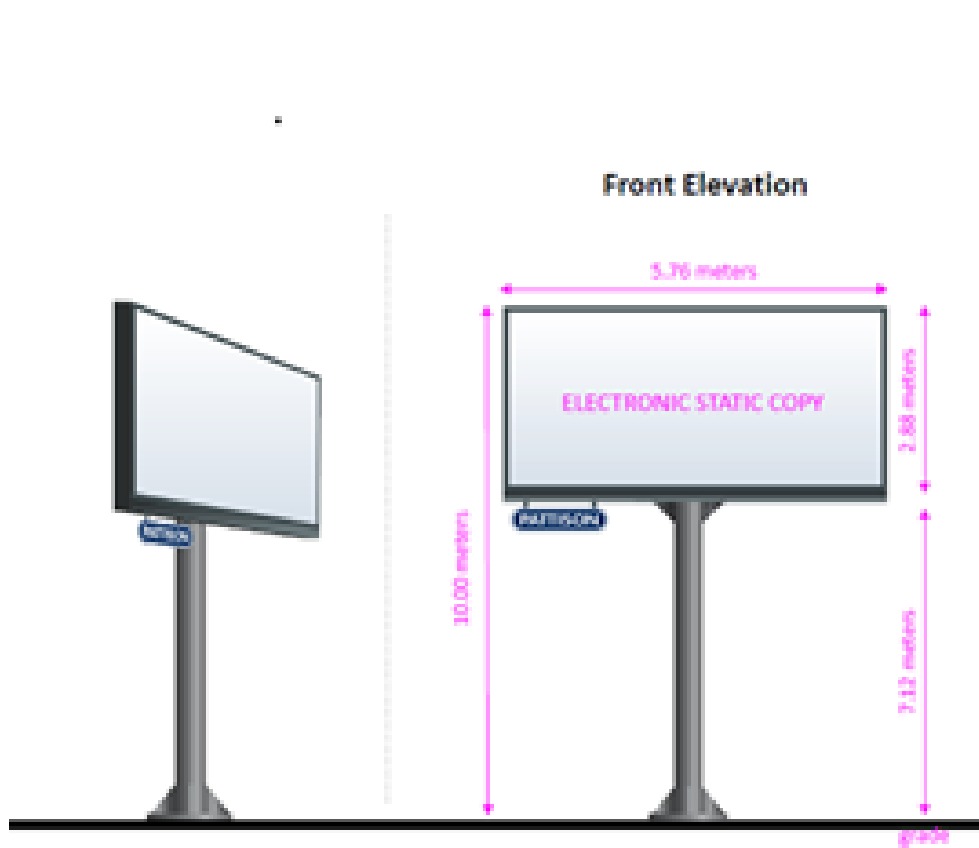
825 Milner Avenue

June 19, 2026

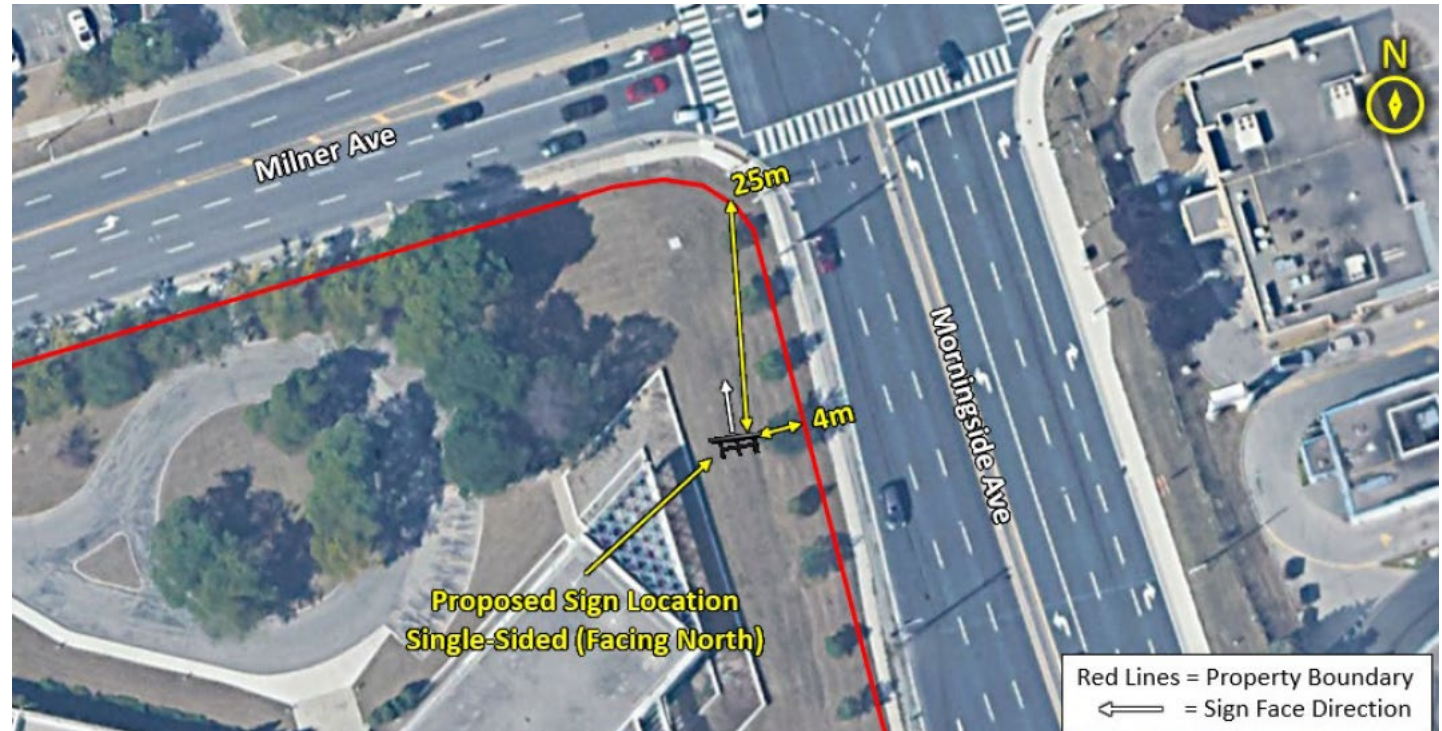
Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	One Sign Face
Sign Location	Southwest Corner of Milner and Morningside Avenues
Face Orientation	Northeast Direction
Sign Face Dimensions (width x length)	5.76 metres x 2.88 metres
Sign Face Area	16.59 square metres
Sign height	Max 10.0 metres

Proposed Sign Details



Details



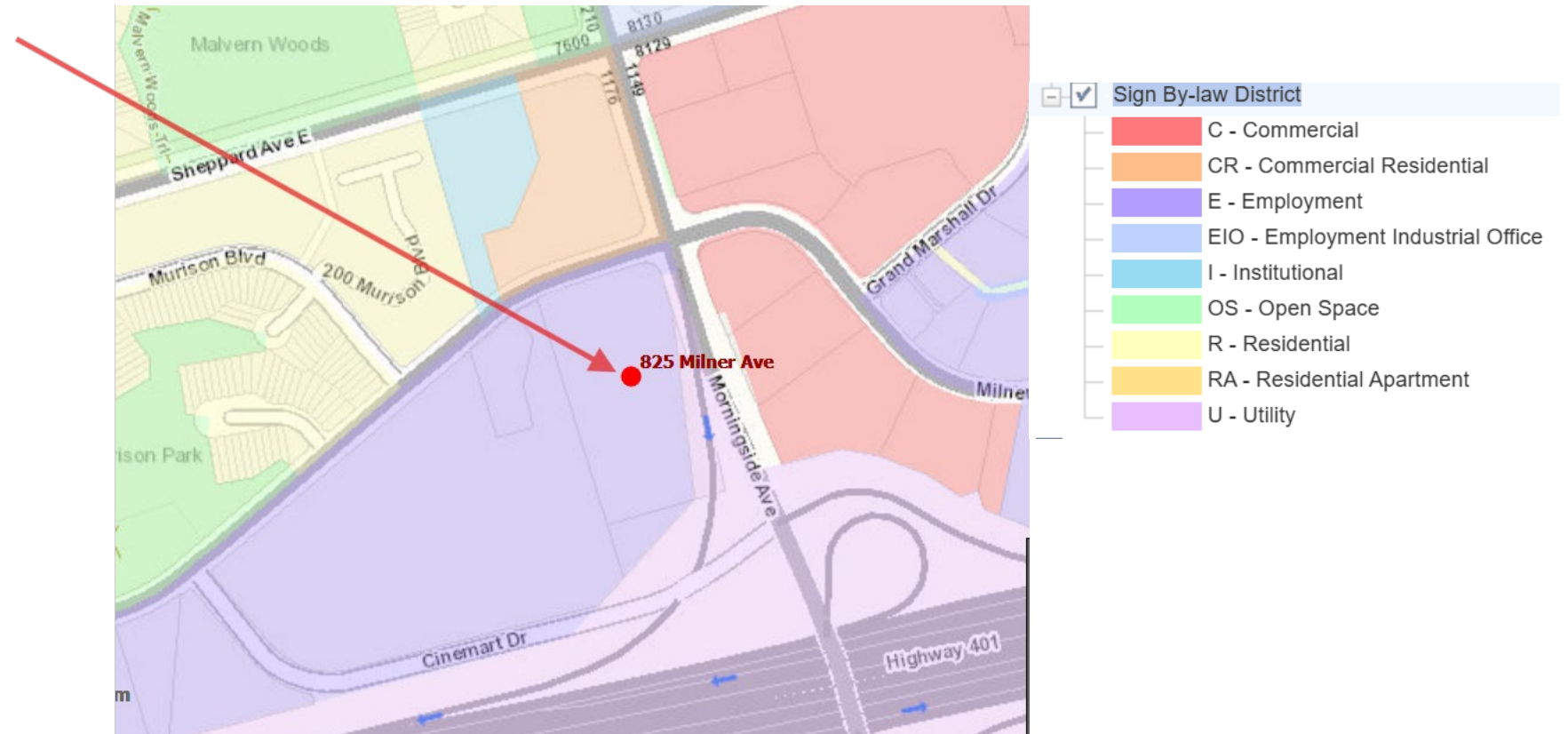
Site Plan

Proposed Sign Details



Render of Proposed Sign

Sign District Designation



Sign District Map

Requested Variances

Sign By-law Section	Requirement	Requested Variance
694- 24.A (14)	A third party sign shall not be erected or displayed or caused to be erected or displayed in whole or in part within 400 metres of any limit of any portion of Highway 401 contained within the municipal boundaries of the City;	The Proposed Sign is located approximately 355 metres from the active east-bound and west-bound lanes of Highway 401
694-24.C (2)(c)	An E-Employment Sign District may contain an electronic ground sign provided the sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;	The Proposed Sign is located approximately 25.0 metres from the intersection, subject to how the intersection limit is measured.
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 is located approximately 56.0 metres from the nearest CR Sign District (the property at 1176 Morningside Avenue)
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 is located 174 metres to East and faces toward an R Sign District. The proposed sign is located 153 metres to the south and faces towards an I Sign District. The proposed sign is located 56 metres to the south and faces towards a CR Sign District.
694-25.C(2)(g)[1]	An E-Employment 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.	The proposed sign is located 175 metres to the south of an existing third-party electronic ground sign. (existing sign is located at 1176 Morningside Ave)

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 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	The existing trees and associated landscaping located along the north and east 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 third-party sign located to the north the Premises is not diminished.
Condition 3	The Proposed Sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise.

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.
- **CBO Opinion:** Subject to Condition 1, this criterion has been met.

Sign Variance Criteria – Established Criteria

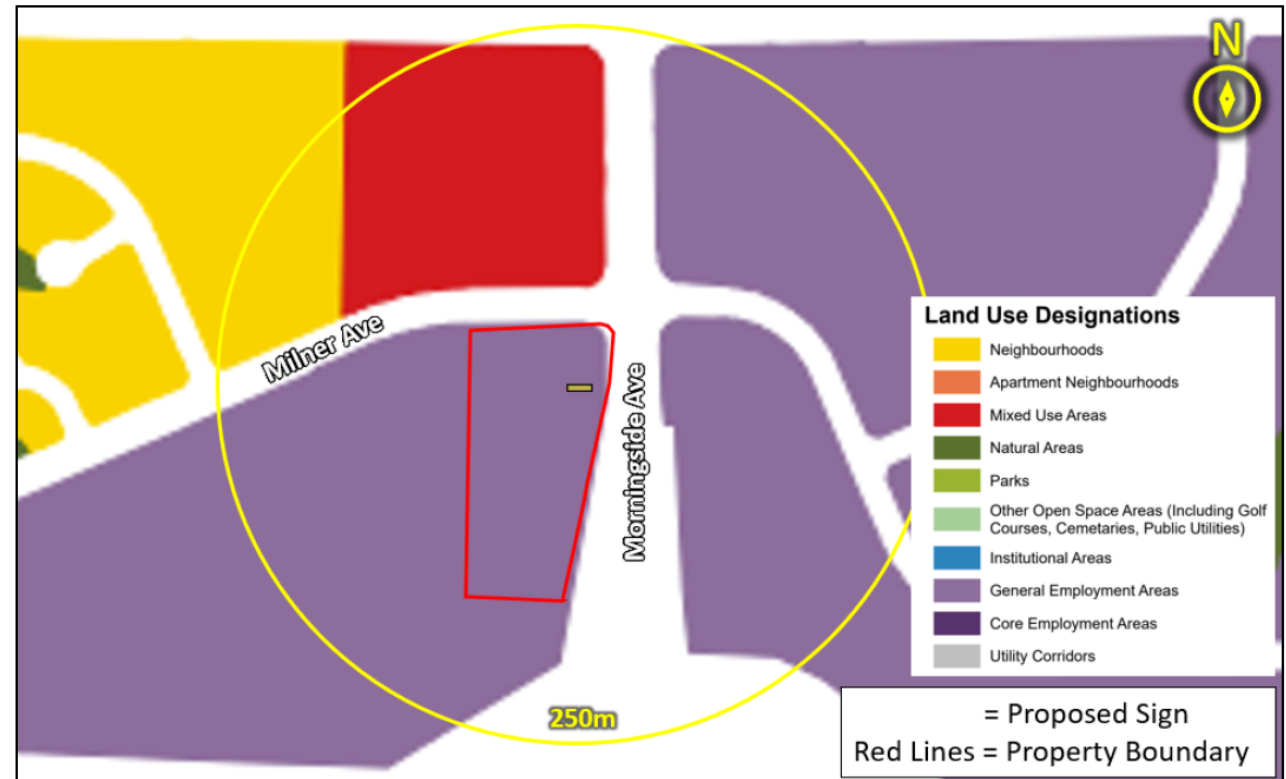
694-30A(2): The Proposed Sign is compatible with the development of the premises and surrounding area

- The Applicant states the Proposed Sign is permitted in the E Sign District and aligns with the employment and commercial uses designated in zoning and the Official Plan, consistent with the predominantly commercial context.
- Although the adjacent northern property is designated Mixed Use and zoned CR, its zoning restricts residential development ($R = 0.0$), limiting it to commercial and employment uses
 - There are no existing or anticipated sensitive residential uses nearby, unless zoning changes occur.
- While sensitive uses exist within 250 metres, visibility of the Proposed Sign is mitigated by vegetation, buildings, and site conditions.
- The presence of an existing third-party sign and overall context support the appropriateness of the Proposed Sign.
- **CBO Opinion** : signage found to be consistent with surrounding development. Subject to conditions 1, 2 and 3, 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.

- The Applicant confirms the site is a General Employment Area and states the sign supports its objectives by increasing business visibility and advertising opportunities aligned with commercial uses.
- Nearby Mixed-Use site is effectively non-residential due to zoning limits. No existing or permitted sensitive residential uses adjacent unless zoning is amended.
- **CBO Opinion:** The Proposed Sign maintains compatibility with nearby Neighbourhood areas and aligns with Official Plan objectives; CBO finds criterion satisfied.



Official Plan Map Land Use Plan: 825 Milner Ave

Sign Variance Criteria – Established Criteria

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

- 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) sign districts.
- The Applicant highlights additional mitigation of light transmission would be provided by existing buildings, mature trees, and other physical obstructions in the area.
 - Based on these factors, the Applicant concludes the Proposed Sign will not create adverse impacts on adjacent properties.
- Condition 3, would ensure that the sign operate on reduced brightness levels after sunset and before sunrise.
- **CBO Conclusion:** Based on context and limited relationship to sensitive lands, the CBO finds impacts minimal (subject to Condition 3), and 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.

- The Proposed Sign is ~25 m from the intersection (below 30 m requirement) but remains sufficiently distant from key traffic control elements.
 - The location and design ensure no interference with driver visibility or decision-making
- The Proposed Sign is not visible from Highway 401; MTO confirmed no permit is required.
- Commercial land use context and minimal relationship to the highway reduce concerns about distraction or incompatibility.
- The City's Transportation Services Division raised no concerns about the sign's location.
- **CBO Opinion:** Based on the Applicants submission the CBO finds no safety impacts and this criterion is met (subject to all conditions)

Sign Variance Criteria – Established Criteria

- **694-30A(7) – The Proposed Sign does not alter the character of the premises or surrounding area**
- A variance is required to allow a 175 m separation from another sign (less than the 500 m requirement).
- Intervening buildings and trees block visibility between the two signs, avoiding visual conflict.
- The existing sign supports appropriateness of electronic signage in this commercial corridor.
- The area is predominantly employment/commercial, where such signage is anticipated.
- No visibility or impact on nearby residential/institutional uses
- **CBO Opinion:** Based on the context described and the demonstrated visual separations, CBO finds that subject to conditions 2 and 3, this criterion has been met.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign complies with most performance standards (size, height, setbacks, illumination, and operation).
- Meets requirements for message timing, energy use, and 5-year permit renewal.
- Supports Official Plan goals by improving business visibility with minimal impact on sensitive uses.
- Condition ensures landscaping is maintained to prevent visual clutter and cumulative impacts.
- **CBO Opinion:** The CBO concludes the sign is not contrary to the public interest (subject to conditions 1, 2 and 3).

Conclusion and CBO Recommendation

The Chief Building Official and Executive Director, Toronto Building, recommends that:

The Sign Variance Committee approve the requested variances to sections 694- 24.A(14), 694-25.C(2)(c), 694- 25.C(2)(e), 694-25.C(2)(f) and 694-25.C(2)(g)[1], 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 825 Milner Avenue.

QUESTIONS?