

Application for Two Variances, each subject to One Condition Respecting One Third Party Electronic Ground Sign

24 Jefferson Ave
October 22, 2026

Proposed Sign Description

Sign Type	Electronic Ground Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	One Rectangular Sign Face
Sign Location	South elevation of the Subject Premises
Face Orientation	Southwesterly Direction
Sign Face Dimensions (width x length)	14.11 metres x 3.58 metres
Sign Face Area/ Height	50.6 square metres / Max 15.0 metres

The map shows Block 10, Jefferson Avenue, with lots 1 through 15. Lot 13 is highlighted in pink with a red arrow pointing to it. Lot 15 is highlighted in yellow. The map includes street names like Parkside Avenue and Jefferson Avenue, and various lot numbers and plan references.



Sign District Designation



Sign District Map

Requested Variances

Sign By-law Section	Requirement	Requested Variance
§ 694-26 I(4)(a)	The Gardiner Gateway Special Sign District - GG-SSD - may contain an electronic ground sign containing electronic static copy provided the sign face area shall not exceed 50.0 square metres	The Proposed Sign would have a sign face area that shall not exceed 50.6 square metres, subject to Condition #1 below.
§ 694-26 I(4)(d)	The Gardiner Gateway Special Sign District -GG-SSD -may contain an electronic ground sign containing electronic static copy provided the sign shall be erected only on a premises where, on the day before this chapter comes into effect, an existing lawful electronic ground sign as defined by this chapter was erected and displayed containing electronic moving copy or electronic static copy as defined by this chapter, and the sign shall replace the existing sign	The Proposed Sign that would replace an existing third party roof sign displaying static copy rather than an existing electronic ground sign; and the existing roof sign would be removed, and the Proposed Sign would be erected elsewhere on the Subject Premises, subject to Condition #1 below.

Condition 1:

The existing third party roof sign located on the Subject Premises and Identified in Figure 1 of the report shall be removed and all associated sign permits revoked, prior to the permit issuance for the Proposed Sign

Sign Variance Criteria

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

- Staff confirms that, as per the Applicant's submission, the Proposed Signs belong to the third party sign class, which is a class permitted in the GG-SSD District.
- **CBO Opinion:** This criterion is met.

694-30A(6) - The Proposed Sign is not a sign prohibited by §694-15B.

- The Applicant's submission identifies the Proposed Sign as a third party electronic ground sign displaying electronic static copy and states that the sign is not a prohibited sign.
- Staff reviewed the submitted materials and found no evidence that the sign includes features prohibited under §694-15B.
- **CBO Opinion:** This criterion has been established

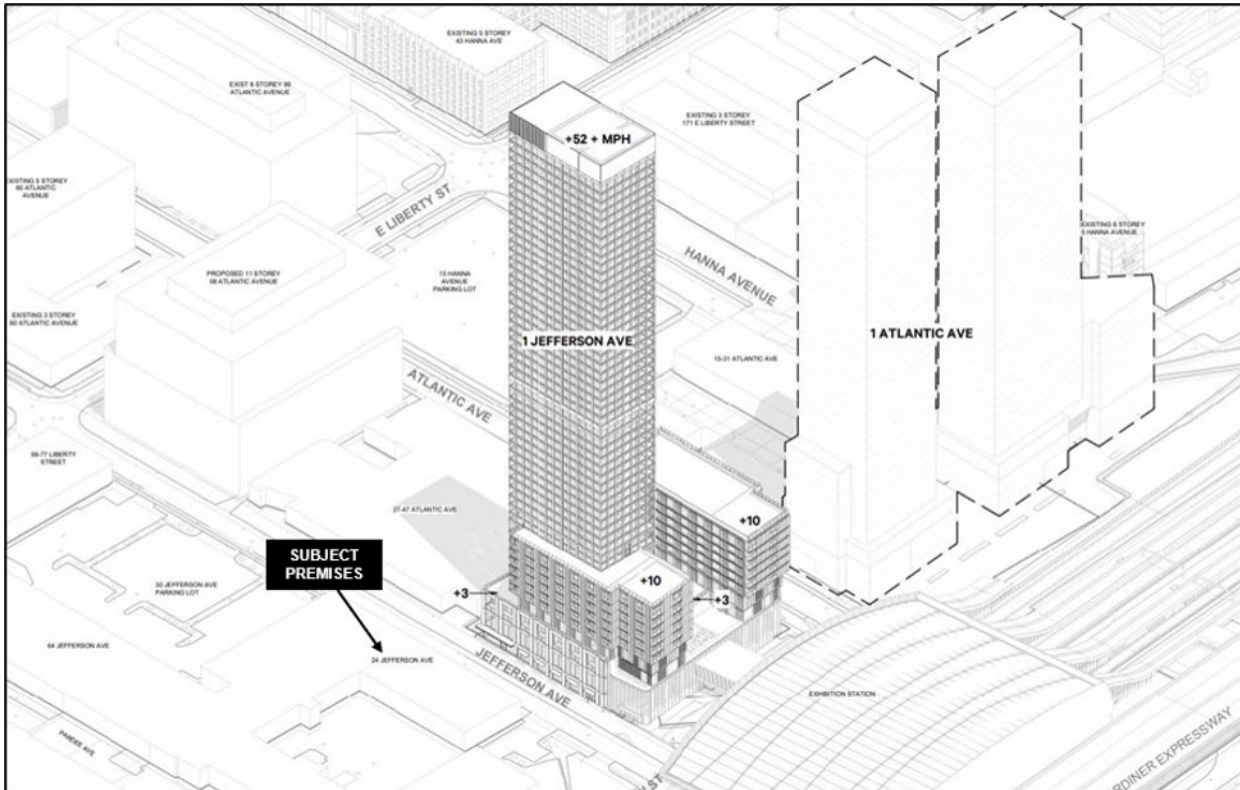
Sign Variance Criteria

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

- The proposed third-party electronic ground sign is located within the GG-SSD Employment Area, surrounded by industrial and commercial uses, and is intended to be consistent with existing third-party signage and previously approved sign variances in the area.
- The application seeks approval for a 50.6 m² electronic ground sign that exceeds the maximum permitted sign face area and would replace an existing third-party roof sign with an electronic ground sign, a circumstance not contemplated by the GG-SSD provisions.
- While the area has historically contained industrial and commercial uses, significant residential intensification has occurred in nearby Liberty Village. Concurrently, the area has experienced a decline in third-party electronic signage, including the removal of 11 third-party sign faces between 2021 and 2022, reflecting a broader trend toward limiting and reducing electronic advertising signs.

Sign Variance Criteria

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



- The proposed 52-storey mixed-use development at 1 Jefferson Avenue would substantially intensify residential development near the Subject Premises and further demonstrates the area's evolving residential character
- **CBO Opinion:** The CBO is not satisfied that sufficient evidence has been provided to demonstrate compatibility with the current and planned development of the subject property and surrounding area and therefore concludes that this criterion has not been met.

Sign Variance Criteria

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

- The application does not identify the applicable Official Plan designation, policies, or planning objectives, and provides no analysis demonstrating how the proposed sign supports these objectives.
- The submission focuses primarily on sign permissions within the GG-SSD rather than explaining how the proposed electronic ground sign aligns with the broader planning framework for the area.
- No assessment was provided regarding the planning implications of replacing a roof sign with a new electronic ground sign.
- **CBO Opinion:** The CBO is not satisfied that sufficient evidence has been provided to demonstrate consistency with the Official Plan and broader planning framework; therefore, the criterion has not been met.

Sign Variance Criteria

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

- Applicant submits that the proposed sign would be compatible with surrounding signage and would have limited impact on residential uses because it would not directly face residential properties.
- Limited information was provided regarding the effects of the proposed sign on nearby sensitive uses, future development, or how relocating advertising from a roof sign to a 15.0 m electronic ground sign may affect visibility and prominence.
- The application does not assess potential illumination impacts or whether the sign's size (50.6 m²), orientation, and location could adversely affect nearby properties or views from upper-storey residential units.
- **CBO Opinion:** The CBO is not satisfied that sufficient evidence has been provided to demonstrate that the proposed sign would not adversely affect adjacent premises and concludes that the criterion has not been met

Sign Variance Criteria

694-30A(5) - The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety.

- The proposed sign would be located entirely within the subject property and would not obstruct vehicle sightlines or interfere with adjacent roadways, intersections, or site access points.
- The sign would be set back from sidewalks, pedestrian routes, and building entrances, and its proposed height of approximately 15.0 metres is well above typical pedestrian sightlines.
- Staff found no evidence that the proposed sign size or the replacement of an existing third-party roof sign with an electronic ground sign would adversely affect traffic or pedestrian safety.
- **CBO Opinion:** Given the above, the CBO is satisfied that the proposed sign would not adversely affect public safety and concludes that the criterion has been met.

Sign Variance 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 consistent with the existing character of the GG-SSD, citing the presence of other third-party roof and ground signs along the Gardiner Expressway corridor.
- The application proposes a 50.6 m² electronic ground sign to replace an existing third-party roof sign but provides limited analysis of how the relocation and change in sign type would affect the character of the subject property and surrounding area.
- Staff note that the area has become increasingly residential and mixed-use, particularly in Liberty Village, while the number of third-party signs has declined, reflecting a shift toward a less signage-intensive environment.
- **CBO Opinion:** The CBO is not satisfied that sufficient evidence has been provided to demonstrate that the proposed sign would maintain the character of the subject property and surrounding area and concludes that the criterion has not been met.

Sign Variance Criteria –

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

- The Applicant submits that the proposed sign is appropriate within the GG-SSD, is consistent with existing signage along the Gardiner Expressway, and would replace an existing third-party roof sign on the property.
- The proposal seeks approval for a 50.6 m² electronic ground sign that exceeds GG-SSD size limits and would replace a non-electronic roof sign, whereas the GG-SSD framework contemplates replacing existing electronic ground signs.
- Limited information was provided regarding whether the proposed variances align with the intent of the GG-SSD, contribute to cumulative signage impacts, or support the evolving residential and mixed-use character of the surrounding area.
- **CBO Opinion:** The CBO is not satisfied that sufficient evidence has been provided to demonstrate that the proposed sign would not be contrary to the public interest and concludes that the criterion has not been met.

Conclusion and CBO Recommendation

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

1. The Sign Variance Committee refuse to grant the requested variances to section 694-261(4)(a) and 694-261(4)(d), each subject to one condition, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign, as further described in Attachment 1 to this report.

NOTE: A revision was made to Attachment 1 , correcting a typographical error. The revised attachment has been made available to the Committee members via the Clerk.

QUESTIONS?