

Application for Four Variances Respecting One Third Party Electronic Ground Sign

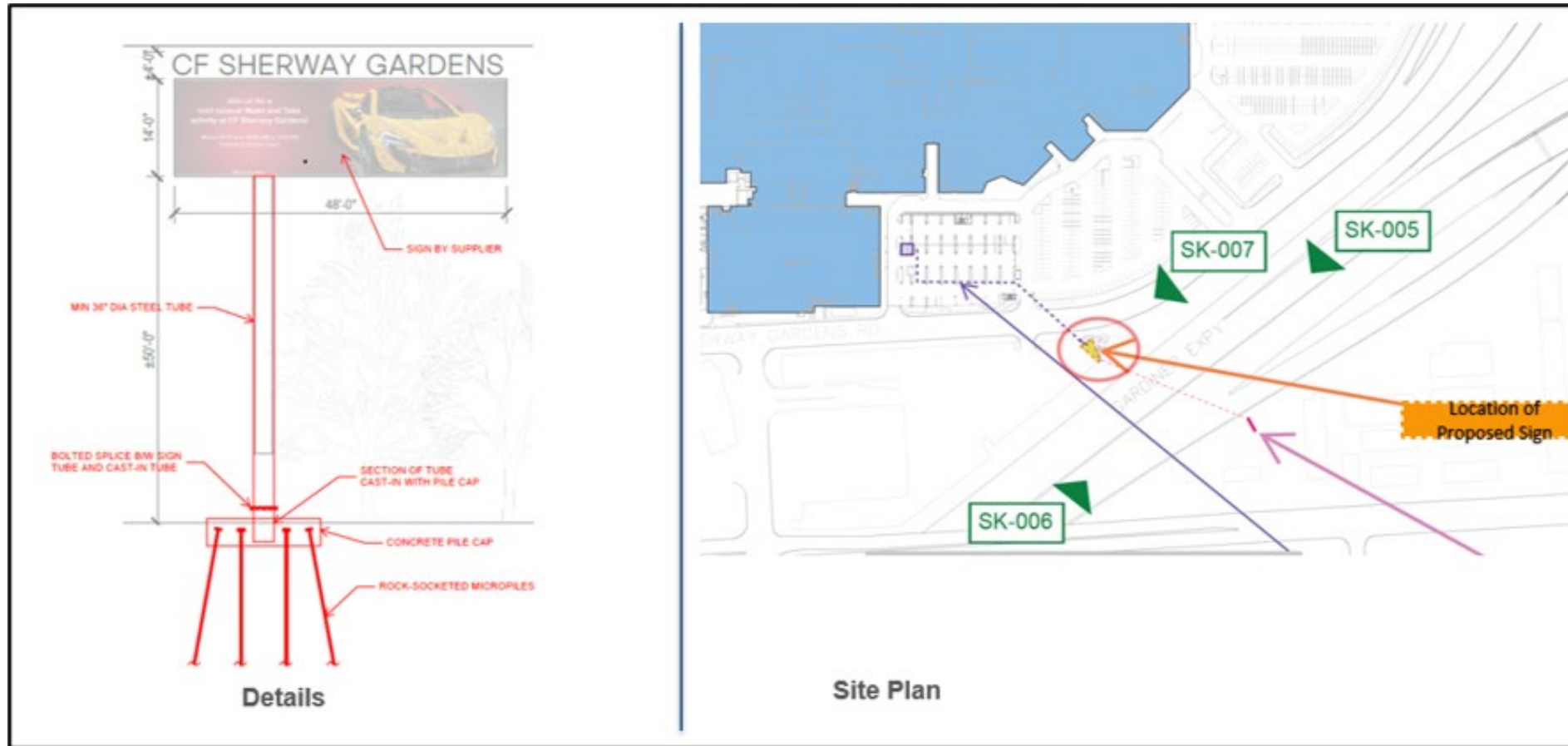
25 The West Mall

October 22, 2026

Proposed Sign Description

Sign Type	Electronic Ground Sign	
Sign Location	South Frontage	
Sign Height	Max 20.75 metres	
Sign Faces	Faces A and B	Faces C and D
Sign Face Dimensions (width x length)	14.65 metres horizontally x 4.30 metres vertically	14.65 metres horizontally x 1.22 metres vertically
Sign Face Area	Max. 62.45 square metres	Max. 17.85 square metres
Copy Type	Electronic Static	Static
Configuration	V-Shaped	V-Shaped
Orientation	Southeast and Southwest	Southeast and Southwest

Proposed Sign Details and Location



Sign District Designation



Sign District Map

Requested Variances

Sign By-law Section	Requirement	Requested Variance
§ 694-22. D	A third party sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected. The Proposed Sign would be placed approximately 95.0 metres east of a lawful third party sign at 660 Evans Avenue.	The Proposed Sign would be placed approximately 95.0 metres east of a lawful third party sign at 660 Evans Avenue.
§ 694-24. A(17)	A third party sign shall not be erected or displayed or cause to be erected or displayed in whole or in part within 400 metres of any limit of any portion of Highway 427 from Evans Avenue to the northly limit of the Weston Subdivision.	The Proposed Sign would be erected and displayed in whole within 400 metres of the eastern limit of Highway 427 from Evans Avenue to the northly limit of the Weston Subdivision, specifically within 387 metres of the eastern limit of Highway 427
§ 694-24.A(19)	A third party sign shall not be erected or displayed or cause to be erected or displayed in whole or in part within 400 metres of any limit of the Queen Elizabeth Way.	The Proposed Sign would be erected and displayed in whole within 400 metres of a limit of the Queen Elizabeth Way, specifically within 20 metres of the Northern boundary of the Queen Elizabeth Way.
§ 694-25. B(1)	A CR-Commercial Residential Sign District may contain a third party sign, provided it is one of the listed wall sign and topiary wall sign types.	The Proposed Sign would be a third party electronic ground sign, which is a sign type not listed as a permitted sign type in CR Sign Districts.

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, that 25 The West Mall is located within a CR Sign District. The Proposed Sign is described in the submissions as a third party electronic ground sign, containing a combination of third party electronic static copy and first party static copy. The submissions note that signs belonging to the third party sign class are permitted in CR Sign Districts.
- **CBO Opinion:** This criterion is met.

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

- 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

- Staff do not support the Applicant's characterization of the site as a "western gateway" and note that the property is governed by the Sherway Area Secondary Plan. The site is also located within two areas where third party signs are expressly prohibited under the Sign By-law.
- The Proposed Sign would require variances from area-specific restrictions and would be located only 95 metres from an existing third party sign, below the required separation distance, raising concerns about visual clutter and cumulative impacts.
- The Proposed Sign is substantially larger than third party signs typically permitted in the CR Sign District, would face nearby residential and open space areas, and has not been adequately assessed in relation to the planned mixed-use redevelopment of Sherway Gardens.
- **CBO Opinion:** The CBO is not satisfied that sufficient evidence has been provided to demonstrate that the Proposed Sign is compatible with the existing and planned development of the subject property and surrounding area; therefore, this criterion has not been established.

Sign Variance Criteria

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

- Applicant states that Proposed Sign is intended to support economic activity, commercial vitality, employment, and the visitor economy in the Sherway Area by enhancing business visibility and promoting local destinations.
- Staff do not agree that 25 The West Mall functions as a gateway site, noting that gateway policies cited by the Applicant apply to the Etobicoke Centre Secondary Plan, not the Sherway Area Secondary Plan.
- The submission provides limited evidence demonstrating how the third party electronic ground sign (Proposed Sign) supports the broader land use, redevelopment, public realm, community-building, zoning, and planning objectives of the Sherway Area Secondary Plan.
- **CBO Opinion:** The CBO is not satisfied that sufficient evidence has been provided to demonstrate that the Proposed Sign supports the objectives of the Official Plan and Sherway Area Secondary Plan; therefore, this criterion has not been established.

Sign Variance Criteria

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

- Applicant states that nearby residential uses are separated from the Proposed Sign, and the surrounding area is characterized by transportation infrastructure, arterial roads, and commercial, institutional, and employment uses.
- Mitigation Measures: Applicant relies on compliance with Sign By-law illumination and operational standards, including restrictions on animation, flashing, and dwell time, to minimize potential impacts.
- Applicant's submission does not identify the location, distance, or orientation of nearby residential uses, assess impacts on other sensitive uses such as open spaces, or evaluate the effects of introducing an electronic sign type not permitted within the applicable sign district.
- **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; therefore, this criterion has not been established.

Sign Variance Criteria

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

- Applicant states that the Proposed sign would comply with Sign By-law operational requirements, be designed in accordance with the Ontario Building Code, and be oriented toward a highway environment where it would not adversely affect traffic or pedestrian safety.
- Applicant cites restrictions on flashing and animation, minimum dwell times, and engineered structural and electrical components as measures intended to support public safety.
- Staff note that the applicant did not submit any supporting traffic safety analysis, Ministry of Transportation approval, or assessment. The proposed V-shaped configuration also differs from a typical back-to-back sign design, with no provided analysis of its potential safety impacts.
- **CBO Opinion:** The CBO is not satisfied that sufficient evidence has been provided to demonstrate that the Proposed Sign would not adversely affect public safety, including traffic and pedestrian safety; therefore, this criterion has not been established.

Sign Variance Criteria

- **694-30A(7) – The Proposed Sign does not alter the character of the premises or surrounding area**
- Applicant states that the Proposed sign is intended to reinforce the existing commercial and transportation-oriented character of the area and reflects signage commonly found in highway-oriented commercial environments.
- Staff note that while the property is located within a commercial area adjacent to major transportation corridors, it is also subject to site-specific by-law provisions that prohibit third party signs.
- Applicants submission does not address how the proposal aligns with the character envisioned by the area-specific restrictions, nor does it assess potential visual clutter or the impact of reduced separation from the existing third party sign at 660 Evans Ave.
- **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 premises and surrounding area; therefore, this criterion has not been established.

Sign Variance Criteria

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

- Proposed sign would support destination visibility, tourism promotion, and economic activity in the Sherway Gardens area, while also providing opportunities for cultural, community, and commercial messaging.
- Applicant cites illumination controls, operational standards, and advertising compliance measures as safeguards intended to reduce potential impacts.
- Submission does not address site-specific prohibitions on third party signs at 25 The West Mall, nor sufficiently assess visual clutter, impacts on surrounding land uses, future development, or cumulative effects of additional electronic signage.
- **CBO Opinion:** The CBO is not satisfied that sufficient evidence has been provided to demonstrate the Proposed Sign is consistent with the public interest or the intent of the Sign By-law and planning framework; therefore, this criterion has not been established.

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 694-22.D, 694-24.A(17), 694-24.A(19) and 694-25.B(1) 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.

QUESTIONS?