

## Sign Variance Assessment Table

The table below shows the Council-approved *Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy* (Guidelines) or the sections of the Sign By-Law 54-02 that the applicant's proposal has addressed or has not addressed satisfactorily.

The Sign By-law or Guidelines	Applicant's proposal	Meet (✓)
		Not Meet (X)
<p>Location: <b>Table (4) in the Sign By-law states that billboard sign is permitted in the following areas of the city:</b></p> <ul style="list-style-type: none"> <li>• <b>Public Squares in the Downtown Core.</b></li> <li>• <b>Public Squares within the Cooksville 4 Corners.</b></li> <li>• <b>Public Squares within Major Nodes.</b></li> <li>• <b>The city deems specific areas to be the locations in which electronic billboard signs are seen as key elements that contribute to the character and vibrancy of the area.</b></li> </ul>	<p>The subject property is zoned <b>E-91</b> (Employment) and surrounded by properties zoned <b>E2</b> (Employment) and <b>G1</b> (Greenland).</p> <p>The property immediately east of the subject site, at 1060 Eglinton Avenue East, is zoned <b>E2-66</b> (Employment) that allows a long-term care and retirement home uses. There is an active site plan application, SP 22-059 W3, on the adjacent property to replace two existing long-term care and retirement home buildings (one demolished and the other underway) with a new 8-storey long-term care and retirement building.</p>	X
<p><b>Table (4) in the Sign By-law states that one (1) billboard sign is permitted for each property where there is no ground sign.</b></p>	No ground sign is located on the subject property.	✓
<p>Maximum height: <b>7.6 m (25.0 ft.)</b></p>	7.6 m (25.0 ft.)	✓
<p>Setback from the street line: <b>7.5 m (24.6 ft.)</b></p>	4.0 m (13.1 ft.)	X
<p>Number of faces: <b>No part of a billboard shall be a multi-faced</b></p>	One billboard with one electronic copy face.	✓
<p>Maximum sign area per face: <b>Table 4 in the Sign By-law and section 3.5 in the Guidelines indicate that the maximum sign area of a billboard shall be 20 m<sup>2</sup> (215.3 ft<sup>2</sup>) per sign face.</b></p>	The proposed sign face area is 24.5 m <sup>2</sup> (263.7 ft <sup>2</sup> ), which is 22.5% over the permitted face area (20 m <sup>2</sup> (215.3 ft <sup>2</sup> )) in the Sign By-law and the Guidelines.	X
<p>Minimum distance from another billboard sign on the same side of the street: <b>250 m (820.2 ft.)</b></p>	No other electronic billboards are located within 250 m (820.2 ft.) of the subject property on the same street side.	✓
<p>Minimum distance from a residential zone and/or residential use or any zone that permits a residential facility with dwelling units: <b>250 m (820.2 ft.)</b></p>	The distance from the proposed billboard to the nearest long-term care retirement building is 44.4 m (145.8 ft.).	X
<p>Minimum distance to the closest traffic control device: <b>120 m (393.7 ft.) from a major traffic sign or driver decision point, where the posted speed limit on a road is less than 80 km/hr.</b></p>	The posted speed limit in this portion of Eglinton Avenue East is 60 km/hr. The distance from the proposed billboard to the closest traffic control device at Tomken Road and Eglinton Ave. E. intersection is 171.8 m (563.6 ft.).	✓
<p>Specifications: <b>Sections 3.7, 3.8, 3.9, 3.10, 3.11, and 3.12 in the Guidelines state the required specifications for a proposed billboard sign, including the minimum message display duration, the transition between successive displays, message sequencing and the amount of information displayed, sign animation, and the sign brightness and luminance.</b></p>	The proposed billboard sign satisfactorily addresses all the technical required specifications in the Guidelines.	✓