

**ATTACHMENT 1: Staff Report – Application by Astral Media for Five
Variances with Respect to a Sign Proposal for One Third Party
Ground Sign - 586 Lakeshore Boulevard East Sign Variance
Committee Decision – Item SB31.1**



**STAFF REPORT
ACTION REQUIRED**

**Application by Astral Media for Five Variances With
Respect to a Sign Proposal for One Third Party Ground
Sign – 586 Lakeshore Boulevard East**

Date:	August 25, 2014
Ward:	Ward 28 – Toronto Centre-Rosedale
File No.:	TP-14-00009
IBMS File No.:	14-183416

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PURPOSE OF THE APPLICATION

This report reviews and makes recommendations on an application made by Astral Media (the "Applicant") regarding five variances to Chapter 694 to provide for the erection and display of one third party ground sign. As provided in Figure 1, the proposed sign is located at 586 Lakeshore Boulevard East, north of the Gardiner Expressway and west of the Don Valley Parkway.

The proposal contemplates a two-sided ground sign at an overall height of 18.28 metres, with one sign face 14.63 metres in horizontal width by 4.27 metres in vertical length, displaying electronic static copy, oriented south-easterly towards the F.G. Gardiner Expressway, and one sign face, 14.63 metres in horizontal width by 4.27 metres in vertical length, displaying electronic static copy and oriented westerly towards the southbound ramp from the Don Valley Parkway to the F.G. Gardiner Expressway. The proposed sign is to replace an existing conventional third party (billboard) ground sign, which contains two sign faces of the same size and height, displaying static "paste-and-paper" sign copy, located on the subject premises.

The subject premises is located in an E-Employment sign district which does permit a third party ground sign in accordance with Section 694-25B(1).

This report recommends refusal of the five variances sought on the basis that the proposed

FIGURE 1: Key map – Approximate location of proposed third party ground sign



third party ground sign: is not compatible with the surrounding area; does not support Official Plan objectives; does alter the character of the area; adversely affects adjacent premises; may adversely affect public safety; and, is contrary to the public interest.

REQUESTED VARIANCES

Table 1 – Summary of Requested Variances

Section	Requirement	Proposal
694-14E	Signs shall display only static copy unless otherwise expressly permitted by this chapter.	The proposed third party ground sign is to contain two sign faces, each displaying electronic static copy.
694-24A(3)	A third party sign shall not be erected or displayed within 400 metres of any limit of the F.G. Gardiner Expressway from a point 250 metres west of Strachan Avenue to the easternmost limit of Booth Avenue.	The proposed third party ground sign is located approximately 150 metres from the F.G. Gardiner Expressway.
694-24A(18)	A third party sign shall not be erected or displayed within 400 metres of any limit of the Don Valley Parkway.	The proposed third party ground sign is located approximately 100 metres from the Don Valley Parkway.
694-25B(1)(a)	An E-Employment sign district may contain a ground sign provided the sign face area does not exceed 20.0 square metres.	The proposed third party ground sign is to contain two sign faces, each with a sign face area of 62.47 square metres.
694-25B(1)(b)	An E-Employment sign district may contain a ground sign provided the height does not exceed 10.0 metres.	The proposed third party ground sign is to have a height of 18.29 metres.

RECOMMENDATIONS

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

1. The Sign Variance Committee **refuse** the variances requested to §§ 694-14E, 694-22A(3), 694-24A(18), 694-25B(1)(a) and 694-25B(1)(b) required to allow the issuance of a permit for the erection and display of one third party ground sign described in Attachment 1 to this report.

SITE CONTEXT AND SIGN ATTRIBUTES:

The subject premise is located in Ward 28, in Toronto's Waterfront community, and is bordered to the north by a railway corridor operated by C.N.R and GO Transit. To the south is Lakeshore Boulevard East, and the F.G. Gardiner Expressway, a limited access, high-speed roadway primarily used for commuters travelling into and out of the downtown. To the east is the Don River and Don Valley Parkway, a controlled-access expressway, connecting the Gardiner Expressway with Highway 401 and Highway 404. West of the subject site is a vacant property and various light industrial storage uses.

The subject premises is largely vacant, however portions of the Lower Don River Recreation Trail and the Lakeshore Boulevard East Recreation Trail extend through the property. As provided in Figure 2 of Attachment 3 to this report, the proposed sign is intended to attract attention to vehicles travelling southbound on the Don Valley Parkway to the Gardiner Expressway, and travelling westbound on the Gardiner Expressway out of the downtown area.

The subject property is designated as an E-Employment sign district, and is immediately surrounded by other E-Employment designated properties. Approximately 300 metres north of the rail corridor, the lands are designated OS-Open Space. Further to the west, adjacent Cheery Street, the lands are also designated OS-Open Space.

Table 2 – Summary of Area Surrounding 586 Lakeshore Boulevard East

Sign District Designation of Property:		E - Employment	
Sign District Designations of Surrounding Properties:			
North	East	South	West
E - Employment	E - Employment	E - Employment	E - Employment
Land Uses and Attributes of Surrounding Properties:			
North	East	South	West
Open Space, C.N.R. Rail Corridor, GO Train Storage Area	Don River, Don Valley Parkway	F.G. Gardiner Expressway, Open Space, Lower Don River Trail and Lakeshore Boulevard East Trail	Industrial Storage Area, Open Space, Lower Don River Trail

Table 3 – Summary of Proposed Sign Attributes:

Sign Type:	Ground Sign
Sign Copy Type:	Electronic Static Copy
# of Sign Faces	Two
Sign Location and Orientation:	West Side of Don Valley Parkway, North of the F.G. Gardiner Expressway and Lakeshore Boulevard East, East of Cherry Street
Sign Face Dimensions (width x length):	14.63 metres x 4.27 metres

COMMENTS

The proposal contemplates a two sided ground sign, with one sign face, 14.63 metres in width by 4.27 metres in length, displaying electronic static copy, oriented towards the easterly property frontage, and one sign face, 14.63 metres in width by 4.27 metres in length, displaying electronic static copy, oriented towards the easterly property frontage, at a height of 18.28 metres.

The proposed sign is to replace an existing conventional third party (billboard) ground sign erected at the same location on the subject premises, which contains two sign faces of the same size and height, displaying static "paste-and-paper" sign copy.

Criteria Established by §694-30A of Chapter 694:

In order to review, consider and make recommendations on sign variance applications, criteria to evaluate an application for a variance is provided in Chapter 694. §694-30A states that an application for a variance from the provisions of Chapter 694 may only be granted where it is established that the proposed sign meets each of these criteria.

Administrative Criteria:

The proposed ground sign meets all three of the administrative criteria for a variance to be granted. The proposed sign is located within an E-Employment sign district, which does permit third party ground signs. The proposed sign is also not prohibited by §694-15B.

Table 4 – Summary of Administrative Criteria

Section	Criteria Description	Meets Criteria? (yes/no)	Rationale
694-30A(1)	Belongs to a sign class permitted in the sign district	Yes	Third party signs are permitted in the E-Employment sign district.
694-30A(2)	In the case of a third party sign, must be of a sign type permitted in the sign district	Yes	The proposed sign is located within an E-Employment sign district which does permit third party ground signs.
694-30A(7)	Not be a sign prohibited by §694-15B	Yes	The proposed third party ground sign is not prohibited by §694-15B.

Design Criteria:

The proposed third party ground sign is to display electronic static copy. Electronic static copy can be described as a "slide-show" or "PowerPoint" representation of the sign copy where multiple images can be projected electronically and remotely, over time, on the same sign face. Due to the visual impact on the public realm and the potential for driver distraction as a result of this method of copy display, the areas where it is permitted in the city are heavily restricted by Chapter 694.

Third party advertising signs are usually the largest signs in communities. Chapter 694 limits the maximum permitted sign face area for all third party sign to 20.00 square metres, except where located in the Gardener Gateway Special Sign District (GG-SSD). The area of the sign face of the proposed third party ground sign is 62.47 square metres, in lieu of the maximum permitted sign face area of 20.00 square metres in an E-Employment sign district.

The proposed sign is to have a height of 18.29 metres and does not comply with the height requirements set out in Chapter 694, which limits the height of a third party ground sign in an E – Employment sign district to 10.0 metres

Compatible with the development on the premises and surrounding area

The area to the north and west of the subject property is currently being developed as the Pan Am/Parapan Am Athletes' Village, which will eventually become home to a mixed-use neighbourhood with affordable housing, new condominiums, a YMCA and a dormitory for George Brown College students. Given the attributes of the proposed sign, specifically respecting sign face area, sign height, method of copy display, and the subsequent increase in levels of illumination, the proposed sign is likely to have an immediate visual effect on the surrounding area, including the properties to the north of the subject premise.

Furthermore, while the subject premise is largely vacant, the proposed sign is to be situated between the Lower Don River and Lakeshore Boulevard East Recreation Trails. Due to the size and height of the proposed sign, it may have an adverse impact on residents using the trail for recreation purposes.

Supports the Official Plan objectives for the property and surrounding area

The Official Plan designates the subject property as a Natural Area, part of the Parks and Open Space Area designation, as provided by Figure 3 of Attachment 3 to this report. Development is generally prohibited within Park and Open Space Areas, except for recreational and cultural facilities, conservation projects, cemetery facilities, public transit and essential public works and utilities.

Natural Areas are to be maintained primarily in a natural state while allowing for compatible recreational, cultural and educational uses and facilities that minimize adverse impacts on natural features and functions. These areas also allow for conservation projects, public transit, public works and utilities for which no reasonable alternatives are available.

Also, as can be seen in Figure 4 in Attachment 3 to this report, the subject premise is part of Toronto's Natural Heritage System which is made up of areas where protecting, restoring, and enhancing the natural features and functions should have high priority in city-building decisions. Development is generally not permitted in the natural heritage system. All proposed development in or near the natural heritage system is to be evaluated to assess the development's impacts on the natural heritage system and identify measures to mitigate negative impact on and/or improve the natural heritage system.

The Applicant states that converting the existing sign structure will allow it to operate more efficiently and become more environmentally friendly. However a sign of this size and magnitude would have a significant impact on the habitat for native flora and fauna and may potentially disrupt the natural linkages between the natural heritage system and other green spaces. The proposed sign does not support the Official Plan objectives for the property and surrounding area.

Does not alter the character of the premises or surrounding area

The area to the north of the subject premise is being developed for a variety of residential and other sensitive uses. The subject property is largely open space, consisting of portion of both the Lower Don River and Lake Shore Boulevard Recreation Trails. A sign of this size and magnitude displaying electronic static copy has the potential to alter the character of the premises as well as the surrounding mixed-use area.

While the Applicant has suggested that the proposal fits within the character of the area, the applicant has not provided any basis to demonstrate that the proposed sign is compatible with all of the buildings and other features of properties in the surrounding area. The surrounding area currently has no other third party signs that display electronic static copy, and there appears to be nothing in the physical circumstances which would warrant a departure from Chapter 694, area-specific permissions for this form of display technology.

There appears to be no basis provided by the Applicant to suggest that the proposed size of the sign face area and the method of copy display is warranted in the context of the subject premise. Furthermore, the Applicant has not provided a sufficient rationale or commentary to explain the discrepancy between what is proposed and what Chapter 694 permits. It should be further noted that the maximum sign face area of 20.00 square metres was established in Chapter 694 at the request of the outdoor billboard advertising industry.

Table 5 – Summary of Design Criteria

Section	Criteria Description	Meets Criteria? (yes/no)	Rationale
694-30A(3)	Compatible with the development on the premises and surrounding area	No	The proposed size of the sign face area, sign height and intended method of copy display is not compatible with residential development and recreational uses on the premises and surrounding area.
694-30A(4)	Supports the Official Plan objectives for the property and surrounding area	No	The Official Plan designates the subject premise as a Natural Area and does not encourage any development that does not improve the natural surroundings. The proposed sign displaying electronic static sign copy would not compliment the natural surroundings.
694-30A(8)	Does not alter the character of the premises or surrounding area	No	No other third party signs in the surrounding area display electronic static copy. The proposed sign is likely to alter the character of the premises and surrounding area.

Impact Criteria:

The potential magnitude of the impact that a sign has on adjacent properties will differ depending upon display type (electronic display vs. non-electronic display), size, illumination method and the ability to change messages.

While digital signs provide better image quality, they also result in greater sign brightness and a higher kinetic intensity in the sign. By virtue of the visual characteristics made possible by their enhanced display capabilities, digital displays present new issues with respect to the appropriateness of their location.

Does not adversely affect adjacent premises

The proposed third party ground sign is to be located approximately 150 metres north of the F.G. Gardiner Expressway, and 100 metres west of the Don Valley Parkway, which does not meet the minimum setback requirements specified in Chapter 694. Adding electronic static copy to a sign of this size and magnitude is likely to be a distraction to motorists traveling eastbound on the Gardiner Expressway and southbound on the Don Valley Parkway.

As noted previously, the subject premise is located in an E-Employment sign district, which does permit third party ground signs. However, the proposed sign exceeds the sign face and height restrictions provided by Chapter 694. Adding electronic static copy to a sign of this size and magnitude will result in a substantial increase in the amount of light generated by the sign, thereby making the sign more visible to neighbouring properties, including users of the Lower Don River and Lakeshore Boulevard East Recreation Trails, and the residential properties being developed approximately 300 metres north of the subject premise.

The Applicant has not provided sufficient rationale describing how the proposed third party ground sign will not adversely affect the variety of other uses that would be impacted by a sign of this size and magnitude.

Does not adversely affect public safety

As part of the City of Toronto's Electronic and Illuminated Sign Study, Transportation Services completed a review of the impact that electronic signs have on traffic safety and driver distraction. The review demonstrated that while there is no statistically significant evidence that electronic signs lead to an increase in collisions, it concluded that electronic signs may contribute to driver distraction more than other types of signs. A public opinion poll, conducted as part of the analysis, demonstrated that 52 percent of Torontonians found electronic signs distracting when they are driving, while just 18 percent of those polled found traditional non-electric signs to be a distraction when they are driving.

The review also identified a number of aspects of electronic signs that are commonly regulated to mitigate the impact these signs have, including regulating the size of the sign face area. Chapter 694 limits the maximum permitted sign face area for a third party sign in any sign district to 20.00 square metres, however, the proposed third party ground sign is to have a sign face area of 62.47 square metres.

While the Applicant has stated that "there is no evidence to suggest that motorists and/or the public at large are adversely affected" by digital signs, the Electronic and Illuminated Sign Study results demonstrated that third party ground signs displaying electronic static copy are likely to be more of a distraction to motorists, then conventional billboard signs. Furthermore, the proposed sign would appear very large and would be directly in the light-of-sight for all southbound motorists on the Don Valley Parkway and eastbound motorists on the F.G. Gardiner Expressway, making it a likely distraction to motorists.

Is not contrary to the public interest

The Applicant has not provided any reason or information to support the allegation that a third party ground sign erected in a prohibited location, that is substantially larger than what is permitted and displays electronic static copy, would not be contrary to the public interests sought to be protected by Chapter 694.

Table 6 – Summary of Impact Criteria

Section	Criteria Description	Meets Criteria? (yes/no)	Rationale
694-30 A(5)	Does not adversely affect adjacent premises	No	The proposed sign displaying electronic static sign copy is likely to have an adverse affect on the adjacent residential developments to the north and west as well as the proposed sign's natural surroundings.
694-30 A(6)	Does not adversely affect public safety	No	Due to the proposed size and method of copy display, the sign is likely to increase driver distraction.
694-30 A(9)	Is not contrary to the public interest	No	It is staff's opinion that due to the proposed size and sign copy type as well as the land uses surrounding the sign, the sign would not be in the public interest. The applicant has not otherwise demonstrated that a sign of this size and magnitude, displaying electronic static copy, is not contrary to the public interest.

CONCLUSION

In consideration of the materials submitted, it is the Sign By-law Unit's opinion that the Applicant has not established that the requested variance required for the proposed sign meet all nine of the required criteria. As such, it is recommended that the Sign Variance Committee deny the variance requested from Chapter 694, Signs, General, by the Applicant required for the proposed sign.

CONTACT

Brody Paul
Sign Building Code Examiner Inspector
Tel: (416) 392-3537
E-mail: bpaul@toronto.ca

Robert Bader
Supervisor, Sign By-law Unit
Tel: (416) 392-4113
E-mail: rbader@toronto.ca

SIGNATURE

Ted Van Vliet
Manager, Sign By-law Unit

ATTACHMENTS

1. Description of Sign
2. Applicants Submission Package
3. Sign Location and Official Plan Maps

ATTACHMENT 1: DESCRIPTION OF SIGN

This report reviews and makes recommendations on an application made by Astral Media (the "Applicant") regarding five variances to Chapter 694 to provide for the erection and display of one third party ground sign. As provided in Figure 1, the proposed sign is located at 586 Lakeshore Boulevard East, north of the Gardiner Expressway and west of the Don Valley Parkway.

The proposal contemplates a two-sided ground sign at an overall height of 18.28 metres, with one sign face, 14.63 metres in vertical width by 4.27 metres in horizontal length, displaying electronic static copy, oriented towards the easterly property frontage, and one sign face, 14.63 metres in width by 4.27 metres in length, displaying electronic static copy, oriented southwesterly, towards the F.G. Gardiner Expressway. The proposed sign is to replace an existing conventional third party (billboard) ground sign, which contains two sign faces of the same size and height, displaying static "paste-and-paper" sign copy, located on the subject premise.

**Attachment 2: Applicants
Submission Package**



Application
Sign Variance

Folder No.	Date (yyyy-mm-dd)
	2014-06-11

Project Information

Street No.	Street Name	Lot No.	Plan No.
586	LAKESHORE BLVD EAST		

Describe the variance(s) being applied for:
CONVERT ONE EXSTING 14FTX48FT TWO (2) SIDED GROUND SETBACK APPROX 50M FROM THE ROADWAY DISPLAYING STATIC COPY WITH AN OVERALL HEIGHT OF 60FT FROM GRADE TO TWO (2) LIKE SIZE 14FTX48FT DIGITAL DISPLAYS OVERALL HEIGHT AND SETBACK TO REMAIN UNCHANGED

If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:

Existing Sign Dimensions	Location
14FTX48FT	586 LAKESHORE BLVD EAST

Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):

UPGRADING OF THE SIGN WILL PROVIDE A NUMBER OF BENEFITS TO BOTH APPLICANT AND CITY OF

Property Owner Information

First Name		Last Name	
Company Name (if applicable)		Telephones No.	
ONTARIO REALTY CORPORATION			
Street No.	Street Name	Suite/Unit No.	Mobile No.
77	WELLESLEY STREET	11TH FLOOR	
City/Town	Province	Postal Code	Fax No.
TORONTO	ONTARIO	M7A 2G3	
E-mail Address			

Attachment Required

<ul style="list-style-type: none">• Sign Variance Data Sheet• Copies of any supporting documents• All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Application
Sign Variance

Applicant Information and Declaration

First Name L LEROY		Last Name CASSANOVA	
Company Name ASTRAL MEDIA OUT OF HOME			Telephone No.
Street No. of 50	Street Name EGLINTON AVE EAST	Suite/Unit No. 7TH FLOOR	Mobile No. (416) 209-2778
City/Town TORONTO	Province ONTARIO	Postal Code M4P 1A6	Fax No. (416) 483-8070
E-mail Address LCASSANOVA@OUTOFHOME.ASTRAL.COM			
Do hereby declare the following:			
<ul style="list-style-type: none"> • That I am <input type="checkbox"/> the Property Owner as stated above <input checked="" type="checkbox"/> the owner's authorized agent. <input type="checkbox"/> an officer/employee of _____, which is an authorized agent of the owner. <input checked="" type="checkbox"/> an officer/employee of <u>ASTRAL</u>, which is the Property Owner's authorized agent. • That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. • That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law • That the information included in this application and in the documents filed with this application is correct. 			
 Signature		<u>Leroy Cassanova</u> Print Name	
		<u>2014-06-</u> Date (yyyy-mm-dd)	

Continue on next page

The personal information on this form is collected under the City of Toronto Act, 2006, s. 136(c) and Chapter 694, Signs, General, of the City of Toronto Municipal Code. The information collected will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, M5H 2N2 416-392-4235

Data Sheet
Sign Variance

Folder no.	Request Date (yyyy-mm-dd)
	2014-06-11

This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street No. 588	Street Name LAKE SHORE BEAST	Lot No.	Plan No.
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Site and Building Data

Lot Area 3908.16M2	Lot Frontage 70.8M	Lot Depth 55.2M
No. of Building(s) on the lot 0	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s) N/A	No. of Storeys N/A	Building(s) Gross Floor Area N/A
Building Uses(s) LAND IS A VACANT AND DOES CONTAIN BUILDINGS. PROPERTY IS USED PRIMARILY FOR STORAGE.		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)
North OPEN SPACE NO BUILDINGS OR ANY CURRENT USES OTHER RAILWAY TRACKS
South DVP NO OTHER BUILDINGS OR USES
East DVP AND WAREHOUSES WITH SOME LIGHT MANUFACTURING.
West OPEN SPACE NO BUILDINGS TRAIN TRACKS AND YARDS.

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)
<p>ASTRAL WISHES TO REMOVE THE EXSITING TWO (2) 14FTX48FT STATIC SIGN PANELS ON THE STRUCTURE AND REPLACE THEM WITH TWO (2) DIGITAL SCREENS OF THE SAME SIZE. NO OTHER ATTRIBUTES OF THE SIGN SHALL CHANGE FROM ITS CURRENT FORMAT SPECIFICALLY AS IT RELATES TO THE OVERALL HEIGHT SIZE AND SETBACK OF THE STRUCTURE.</p>

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Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary)

THE TYPE OR CLASS OF SIGN THAT IS BEING PROPOSED NAMELY A GROUND SIGN IS PERMITTED IN THIS AREA WHICH IS DESIGNATED OR ZONED EMPLOYMENT.

THIRD PARTY GROUND SIGNS ARE PERMITTED IN THIS AREA WHICH IS AS MENTIONED AN EMPLOYMENT ZONE.

THE PROPOSAL IS COMPATIBLE WITH THE SURROUNDING AREA AND PROPERTY. THIS PROPOSAL SERVES TO IMPROVE THE LOOK AND APPEARANCE OF A SIGN THAT HAS BEEN IN EXISTENCE ON THE PREMISES SINCE 1987.

THE INTENT OF THE OFFICAL PLAN REMAINS INTACT WITH THIS PROPOSAL AS 3RD PARTY GROUND SIGNS IN EMPLOYMENT ZONES ARE WITHIN THE SCOPE OF THE PLAN.

MUCH OF THE SURROUNDING AREA OR NEIGHBOURHOOD CURRENTLY MAINTAINS ONLY INDUSTRIAL USES OR VACANT EMPTY PARCELS OF LAND AND THEREFORE IT IS OUR VIEW THIS PROPOSAL SHOULD HAVE NO ADVERSE AFFECTS.

DIGITAL SIGNS OF THIS SIZE AND TYPE HAVE BECOME MORE PREVALENT ACROSS THE GTA OVER THE LAST 5 YEARS AND THUS FAR THERE IS NO EVIDENCE TO SUGGEST THAT MOTORIST AND OR THE PUBLIC AT LARGE ARE ADVERSLEY AFFECTED BY THEIR PRESENCE OR COMPROMISE SAFETY.

3RD PARTY GROUND SIGNS CONTAINING DIGITAL TECHNOLOGY ARE A PERMITTED USE WITHIN THE TORONTO MUNICIPAL CODE CHAPTER 694-15B AND THEREFORE THE PROPOSAL REMAINS CONSISTENT WITH THIS CHAPTER.

GIVEN THE PHYSICAL ATTRIBUTES OF THIS AREA WAREHOUSING STORAGE OPEN SPACE AND RAILWAY CORRIDOR A GROUND SIGN IS COMPLETELY WITHIN THE CHARACTER OF THE AREA ESPECIALLY ONCE THE LIFE SPAN OF THE EXISTING STRUCTURE THE APPLICANT IS PROPOSING TO CONVERT IS FACTORED IN.

586 LAKSHORE BLVD EAST SIGN VARIANCE APPLICATION

REASONS /JUSTIFICATION FOR REQUEST

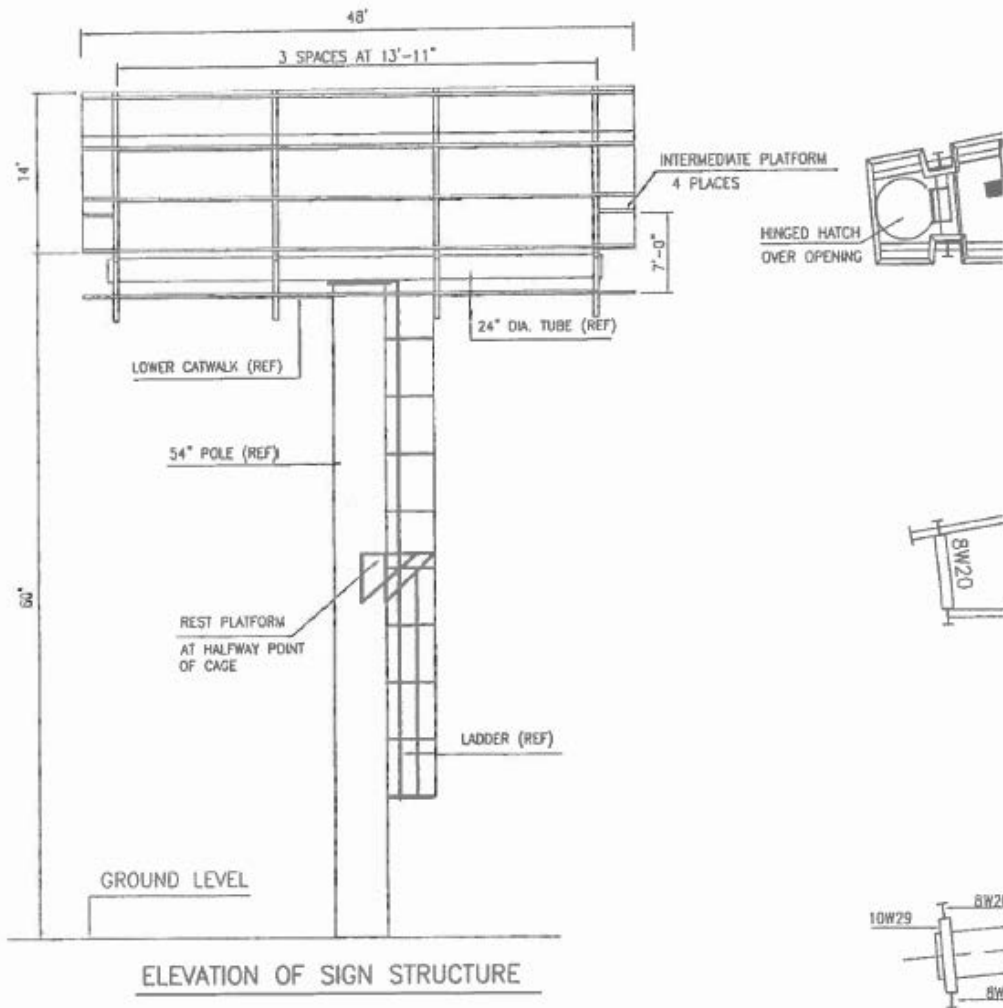
Toronto. Converting the structure will improve the esthetics dramatically and in conjunction allow it to operate more efficiently and become more environmentally friendly. The proposed sign would use less energy resources than the current large format sign which at present requires up to ten (10) 400 watt halogen lamps to provide adequate illumination. In addition all Astral digital locations are powered by (Bull Frog) renewal energy sources.

The need to produce and ultimately dispose of the large vinyl banners that are used to display static copy will no longer be required which takes pressure off the need to utilize local landfills.

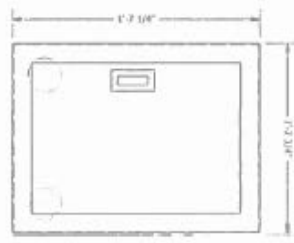
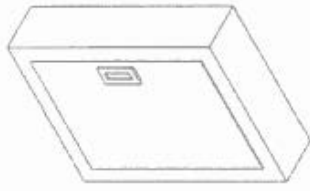
The sign at present is fifty (50) meters setback from the roadway and shall remain as such after the conversion process which more than meets and satisfies any of the new legislation that has been passed with respect to the setback requirements of third party signs.

The benefits to the City would be in the form of increased billboard tax sign revenue given the increase in the rate for digital displays versus static. The proposed sign would be subject to the sign by-law rules and regulations with respect to the hours of illuminated versus the current circumstance which allow the structure to be illuminated on a 24hrs basis. As part of the Astral Digital network the sign would now become equipped to provide community messages specifically AMBER alerts and in this particular instance there is a plan in place to provide benefits to the nearby Pan Games Village in the form of concealed cellular antennas to better serve the needs of officials and athletes staying in the Village.

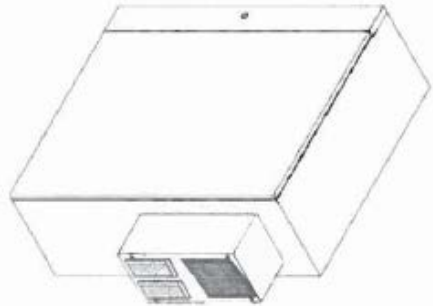
The City would also have the opportunity to review the structure/permit every 5 years as upon the conversion it will become subject to the 5 year renewable permit process as opposed to the current status which allows perpetual rights.



NEPA AND LOAD CENTER WILL NEED TO BE SPECIFIC INQUIRIES ON CUSTOMERS HEAD STRUCTURE OR PART CAN BE LOCATED ON SCALE OF DISPLAY FROM CUSTOMER REQUEST (THIS POSITIONING SHOULD BLOCK SOME DATA SERVICE + BATTERY)



LOAD CENTER
SCALE 1 / 7



NEPA
SCALE 1 / 10

X:\Production\Projects\Front Service Line Body\20MM 704x200 Astral Media\PRELIMINARY DRAWINGS.dwg

YESCO - ELECTRONICS
 MOBILE ELECTRONIC BODY COMPONENTS
 1833 North 1800 Street, Logan, UT 84301 | 435-785-1178
 FAX: 435-785-1179

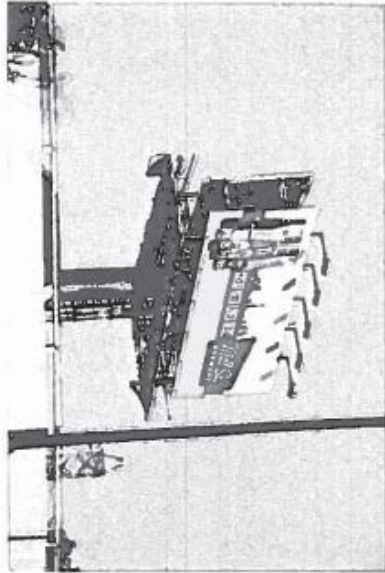
REV NO: 2
 DATE: 11/20/2014
 DRAWN BY: J. BROWN

ASTRAL MEDIA OUTDOOR
704x200 20MM

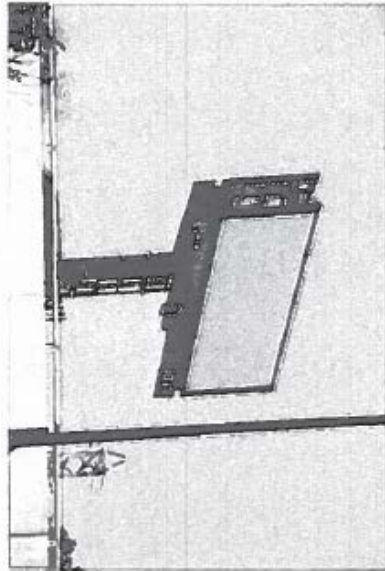
REV	DESCRIPTION	DATE	BY	CHK	APP

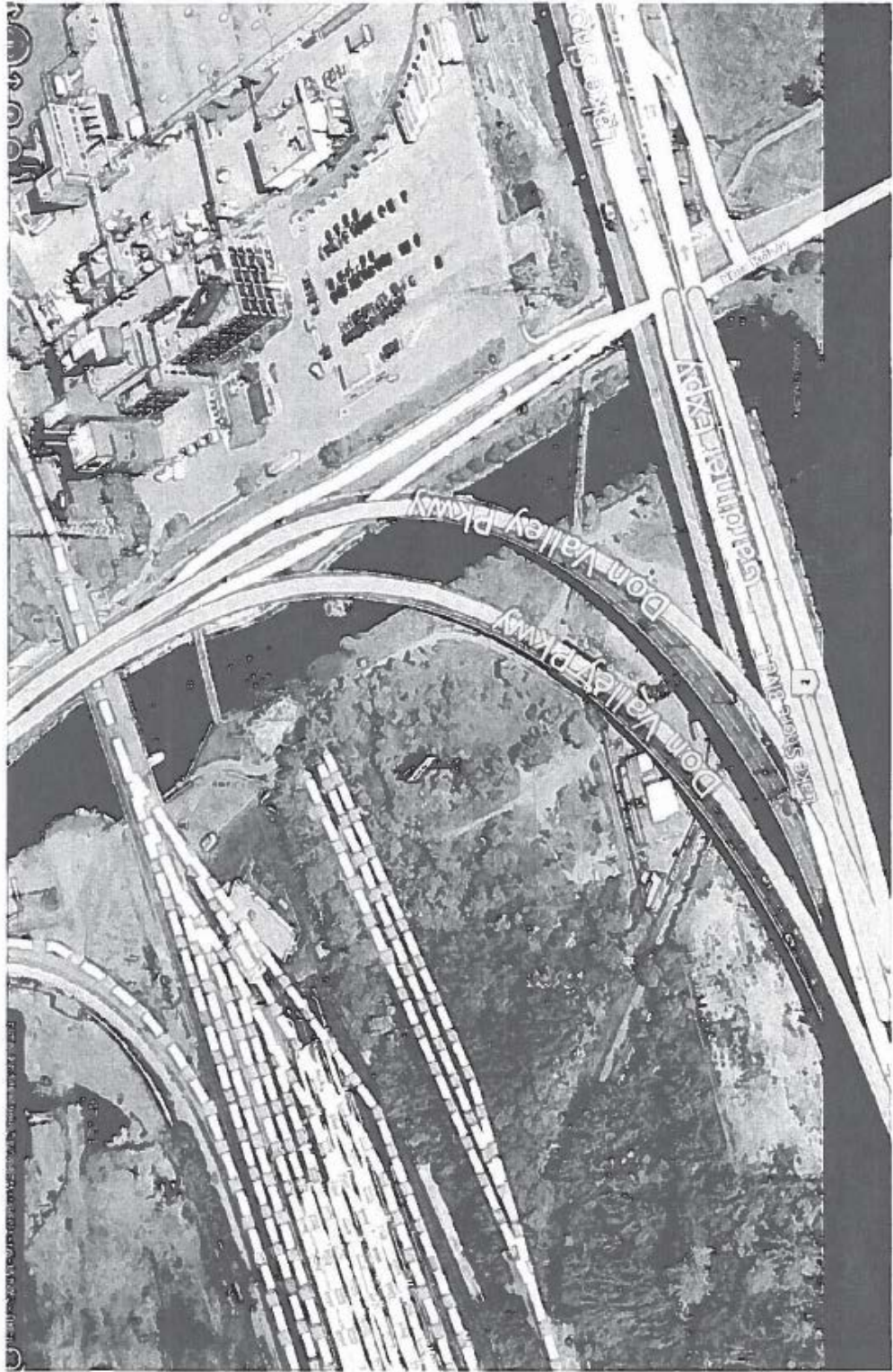
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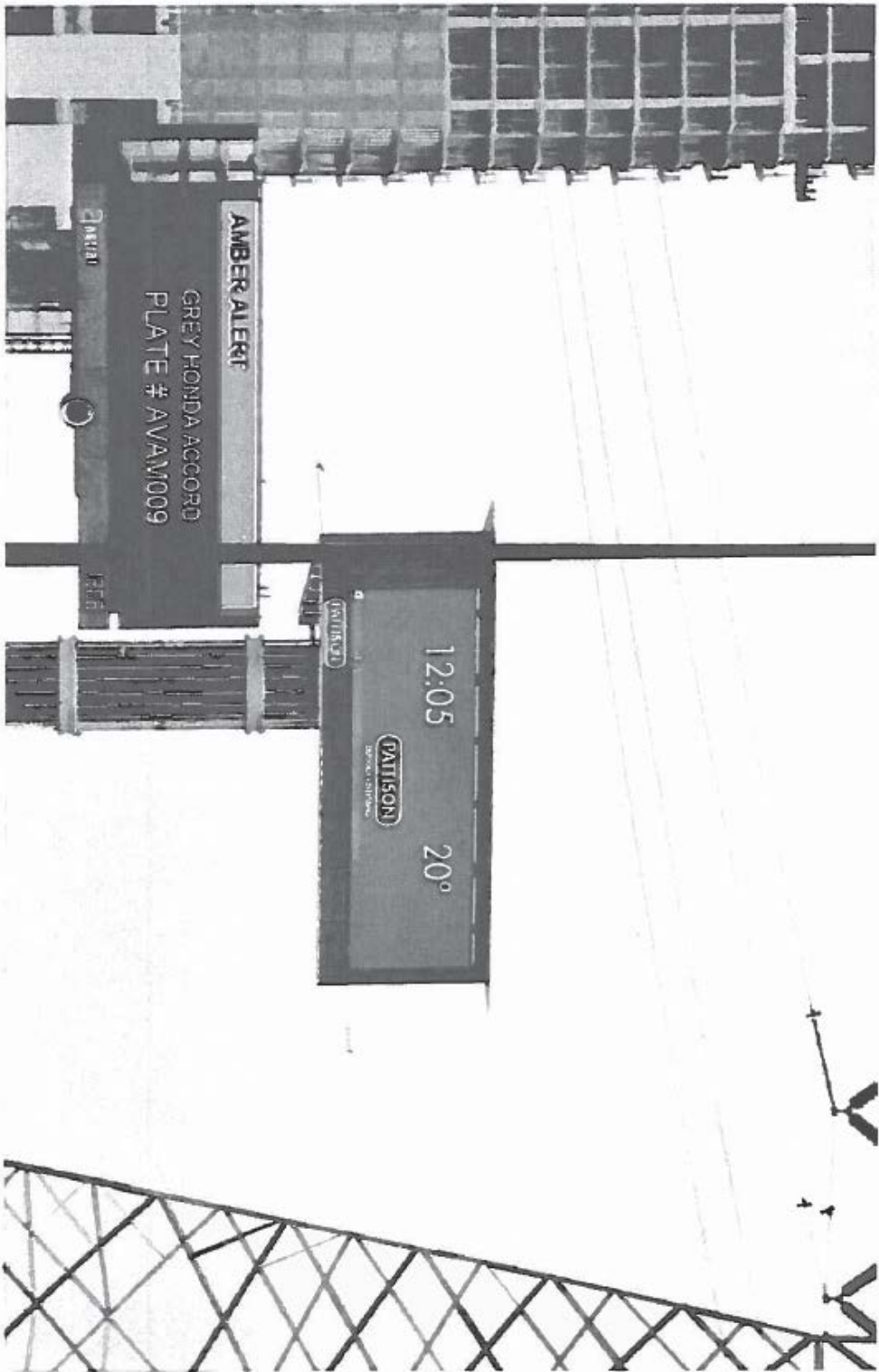
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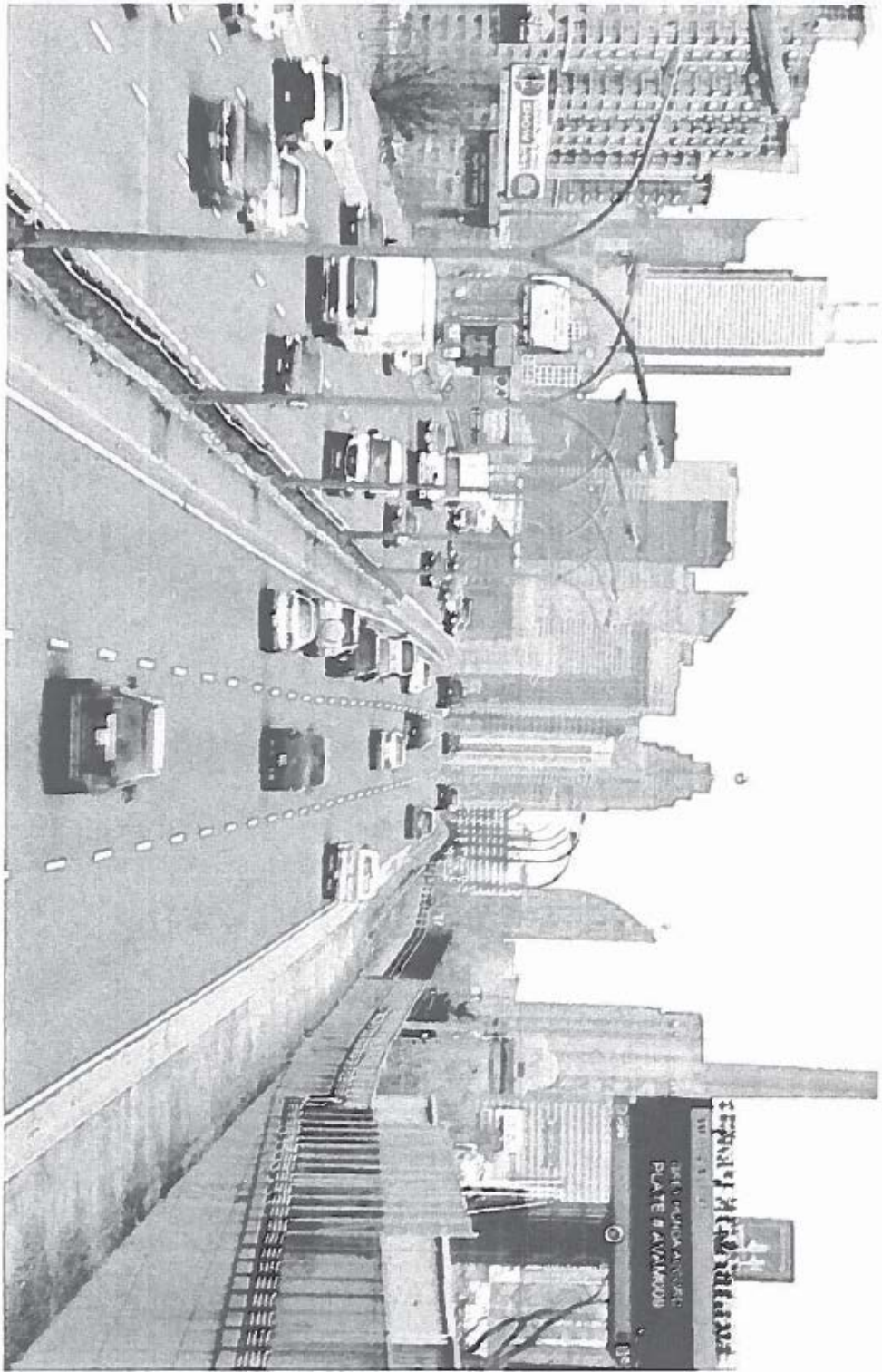


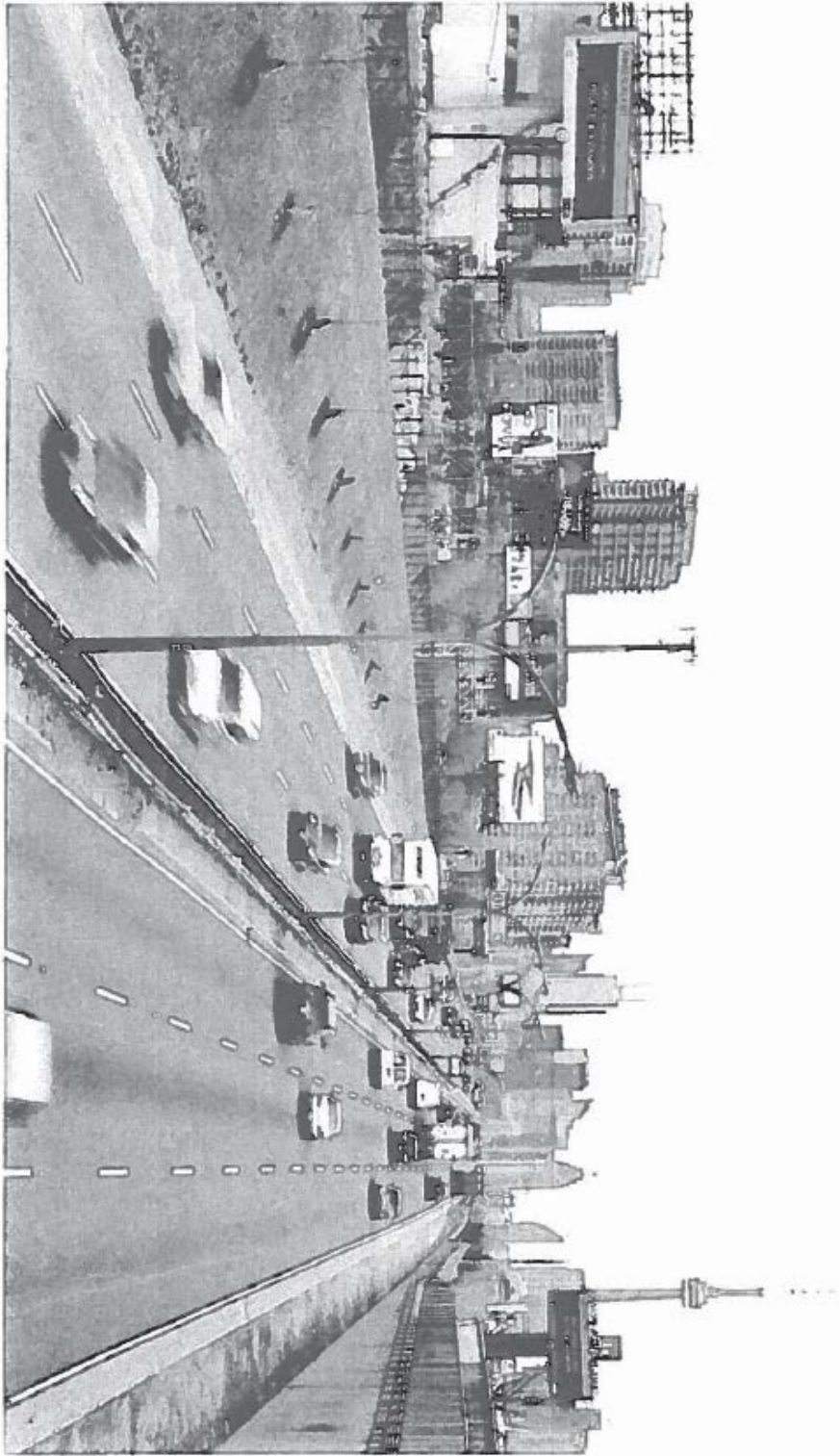
PROPOSED













Toronto Building
Ann Beresak, Chief Building Official and Executive Director

Sign Bylaw Unit
City Hall, Ground Floor East
100 Queen St West
Toronto, ON M5H 2N2

Robert Bader
Supervisor, Variance Tax & Permits

Phone: (416) 392-4113
Fax: (416) 696-3676
Email: rbader@toronto.ca

**ASTRAL MEDIA AFFICHANGE
C/O LEROY CASSANOVA
50 EGLINTON AVE. E., 7TH FLR
TORONTO, ON M4P 1A6**

Examiner's Notice

Date: Wednesday, May 28, 2014

Preliminary Project Review No: 14 150012 ZPR 00 ZR FolderRSN: 3543467

Multiple-Use Building - Sign

Proposed Use: commercial

at 586 LAKE SHORE BLVD E

Ward: Toronto Centre-Rosedale (28)

Examination of your Request for a Preliminary Project Review has revealed that certain requirements of the City's Sign By-law have not been satisfied. The attached Notice provides the details of the review.

Should compliance with the Sign By-law not be possible, you may apply for a sign variance. You may visit the City of Toronto Web site @ www.toronto.ca/building to download the sign variance application form or discuss the matter with City staff by calling (416) 392-8000.

Subsequent reviews will require the submission of a new Project Review Request along with payment of the applicable fees.

The Notice is based on plans and documents submitted and the Sign By-law in force at the time.

The plans and documents will be held on file for one year from the date of the Notice after which time they be discarded and the Notice becomes invalid.

Should there be changes to the Sign By-law or other applicable law prior to the issuance of a sign permit you will be required to comply with those changes.

Please refer to your PPR number when you phone in, submit subsequent reviews or submit your sign permit application.

Robert Bader
Supervisor, Variance Tax & Permits



Toronto Building
Ann Borosah, Chief Building Official and Executive Director

Sign Bylaw Unit
City Hall, Ground Floor East
100 Queen St West
Toronto, ON M5H 2N2

Robert Bader
Supervisor, Variance Tax & Permits

Phone: (416) 392-4113
Fax: (416) 898-3678
Email: rbader@toronto.ca

Folder Name: 586 LAKE SHORE BLVD E
Application Number: 14 150012 ZPR 00 ZR

City's Sign bylaw Notice

ITEM DESCRIPTION

1. **Site Specific Area Restrictions [694-24 A(3)]**
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 F.G. Gardiner Expressway from a point 250 metres west of Strachan Avenue to the easternmost limit of Booth Avenue.

Site Specific Area Restrictions [694-24 A(18)]
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 Don Valley Parkway.

The proposed third party sign is located approximately 45 metres from the southbound ramp of the Don Valley Parkway to the F.G. Gardiner Expressway.

The proposed third party sign is located approximately 80 metres from the northbound ramp of the F.G. Gardiner Expressway to the Don Valley Parkway.

The proposed third party sign is located approximately 100 metres from the travelled portion of the Don Valley Parkway.

The proposed third party sign is located approximately 120 metres from the travelled portion of the F.G. Gardiner Expressway.
2. **Ground Sign [694-25B(1)(a)]**
An E-Employment sign district may contain a third party ground sign provided the sign face area shall not exceed 20.0 square metres.

The proposed third party sign has a sign face area of approximately 63 square metres.
3. **Ground Sign [694-25B(1)(b)]**
An E-Employment sign district may contain a third party ground sign provided the height shall not exceed 10.0 metres.

The proposed third party sign has a height of 18.3 metres.
4. **NOTE - Energy Efficiency Requirements [694-23 A(1)]**
Where this chapter permits a third party sign, the electricity required to operate the sign shall be provided by:
(1) On-site renewable energy production subject to compliance with the requirements of City By-law No. 218-2008; or
(2) A distributor recognized and licensed by the Ontario Energy Board and shall be governed by an agreement to purchase renewable energy.

General Requirements



Toronto Building
Ann Boroagh, Chief Building Official and Executive Director

Sign Bylaw Unit
City Hall, Ground Floor East
100 Queen St West
Toronto, ON M5H 2N2

Robert Bader
Supervisor, Variance Tax & Permits

Phone: (416) 392-4113
Fax: (416) 898-3678
Email: rbader@toronto.ca

Folder Name: 586 LAKE SHORE BLVD E
Application Number: 14 150012 ZPR 00 ZR

City's Sign bylaw Notice

ITEM DESCRIPTION

5. Proposal to replace the method of copy displayed on an existing third party ground sign that contains two sign faces from static copy to electronic static copy. The existing third party ground sign is 18.3 metres in height, with two sign faces, each 14.63 metres in width by 4.27 metres in length, each facing easterly and westerly and directed towards vehicles travelling at the interchange of the F.G. Gardiner Expressway and the Don Valley Parkway.
Astral Media

The subject property is located within an E-Employment sign district. Third party ground signs are permitted within the E-Employment sign district.
6. General Regulations [694-14E]
Signs shall display only static copy unless otherwise permitted.

The proposed third party ground sign displays electronic static copy.
7. Third Party Sign General Regulations [694-22A]
Third party signs are permitted to display mechanical copy.

The proposed third party ground sign displays electronic static copy.

Attachment 3: Sign Location and Official Plan Maps

FIGURE 1: Key map – Approximate location of proposed third party ground sign

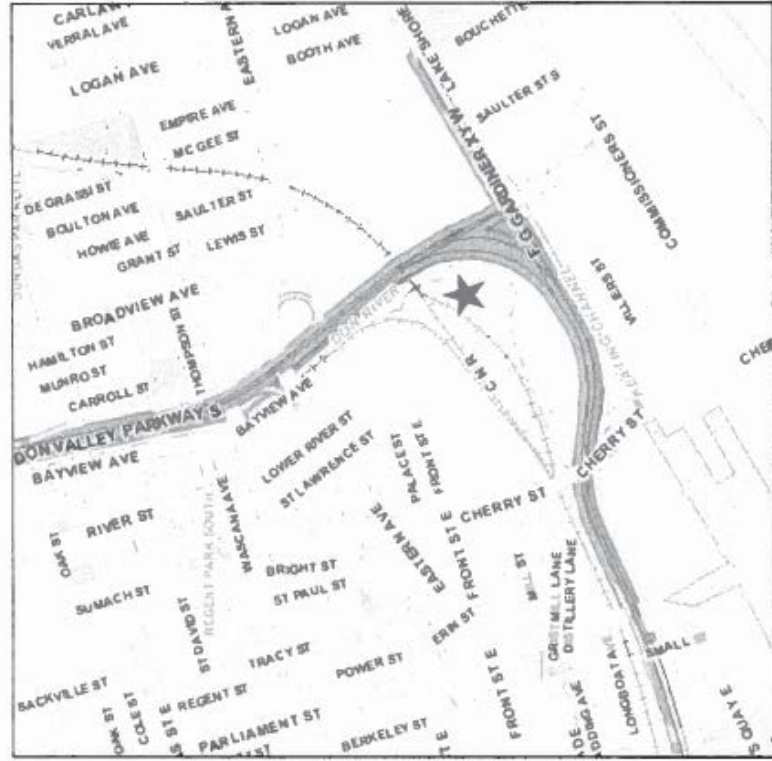


FIGURE 2: View of sign, southbound on Don Valley Parkway

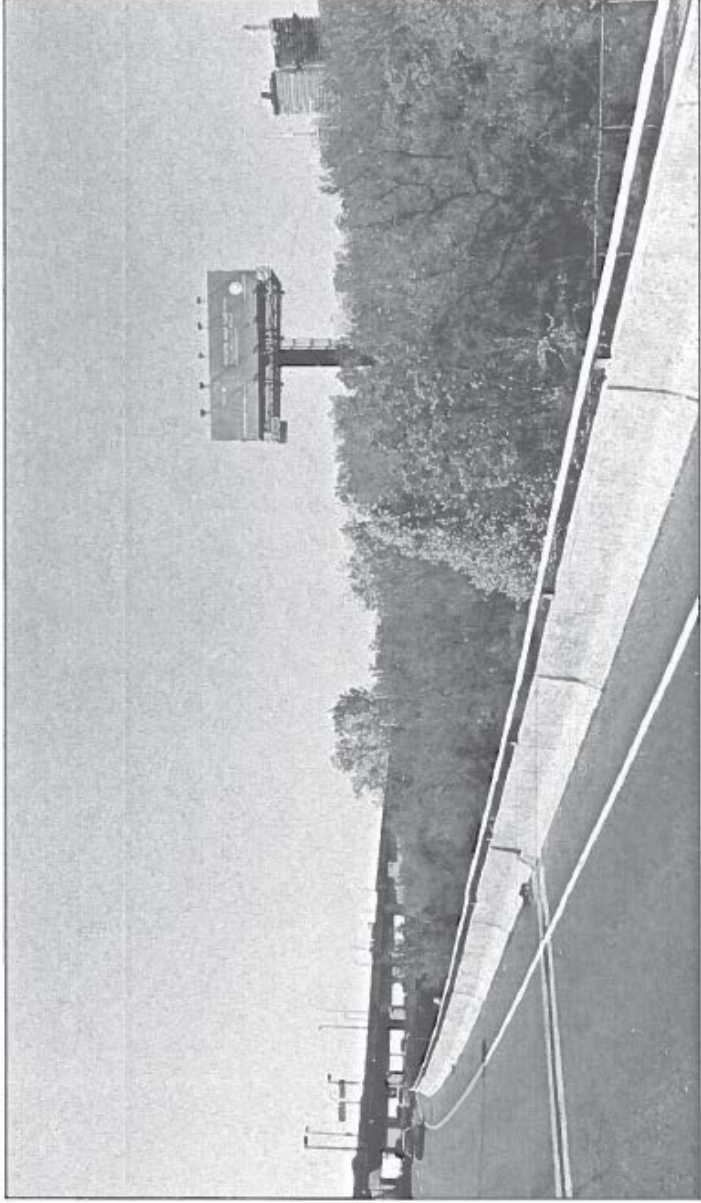


FIGURE 3: Sign District Designation E - Employment

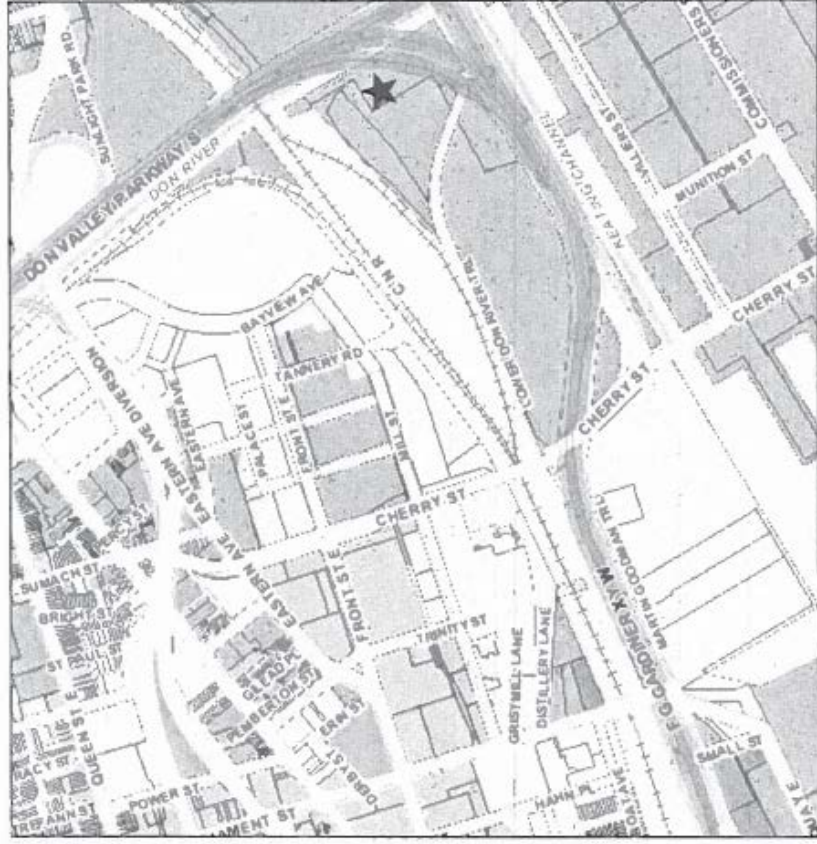


FIGURE 4: Aerial view of existing third party ground sign



FIGURE 5: Official Plan Designation: Natural Area

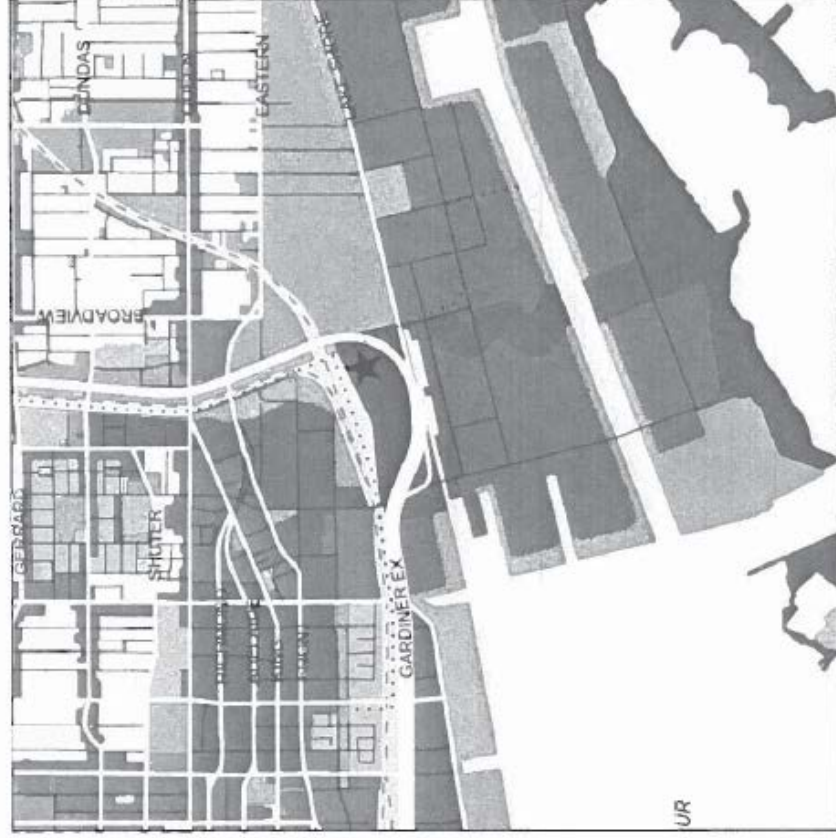


FIGURE 6: Official Plan – Natural Heritage System

