

From: [REDACTED]
To: [REDACTED]
Subject: Correspondence: PG 21.9: Sign Retrofit at 2 Strachan (Important Information)
Date: Thursday, June 29, 2017 3:24:31 PM
Attachments: [2 Strachan - 2017 Overview Document.pdf](#)
[ATT00001.htm](#)
[ATT00002.htm](#)

June 29th, 2017

Subject: PG21.9 Retrofit of Existing Sign at 2 Strachan
 Councillor,

I am contacting you today on behalf of Astral Out of Home in regards to an important item on next week's City Council agenda. **Please see the attached overview document for images and further details.**

As of January 2017, Astral has taken ownership of the third party sign located at 2 Strachan Ave, along the Gardiner Expressway on Exhibition Place property. This sign is large, cluttered (6 advertising faces), outdated and problematic for the local community (the East side runs 24 hours a day with full motion video, at a permitted brightness of 500 NITs).

The technology on this sign is almost 30 years old and at the end of its life-cycle, we must make an investment to replace this outdated technology in the coming months. If this application is rejected, we will be forced to update the sign in its current form, and will lose the opportunity to make significant improvements that are widely supported in the local community.

It is our desire to fully retrofit this large and outdated sign, remove the bulky steel frame supporting it and install a streamlined digital sign that is significantly smaller, and in keeping with other signage along the Gardiner Special Sign District.

A similar application last year was widely supported but ultimately defeated 20-19 at City Council. Astral Media has taken the feedback received at Council very seriously and revised the application to make the proposed sign even smaller, and 70% less bright than what is allowed today. Here are some key benefits to consider:

- Significant new operating funds to Exhibition Place and double the in-kind advertising
- **Reduction in operating hours** on the East face from 24 hours per day to 16 hours per day, turned off from 11pm through 7am
- The sign's **brightness will be reduced by 70%**, from 500 NITs down to just 150 NITs
- The overall **size will be reduced by over 40%** from almost 2800 sq. ft. down to 1568 sq. ft.
- Replace outdated technology; **reduce visual clutter** from 6 faces down to 2 and eliminate bulky steel frame - to improve appearance
- **Elimination of full motion video** - static digital images only
- Reduced carbon footprint as a result of **eliminating inks and vast amounts of PVC vinyl** currently going into landfills

If this application is unsuccessful, the sign will remain in its current form (too large, too bright, full motion video and on 24/7 on East side) until 2025.

We are extremely confident that this application is a common sense approach to finally addressing the numerous concerns with the existing sign at 2 Strachan,

which has been the subject of numerous complaints in recent years. Last year canvassers showed the proposed improvements to residents in the condo buildings directly adjacent to the sign, on Fort York Blvd and East Liberty St. **Over 133 residents emailed in their support for the proposal (see attached emails of support from the local community).**

This project is fully supported by Exhibition Place Staff and has received the support of the Exhibition Place Board of Governors on two separate occasion, we would highly encourage you to discuss the project and its benefits with them.

Please do not hesitate to contact me if you have any further questions about our proposal.

Many thanks,

Dan Starnino

Astral Out of Home

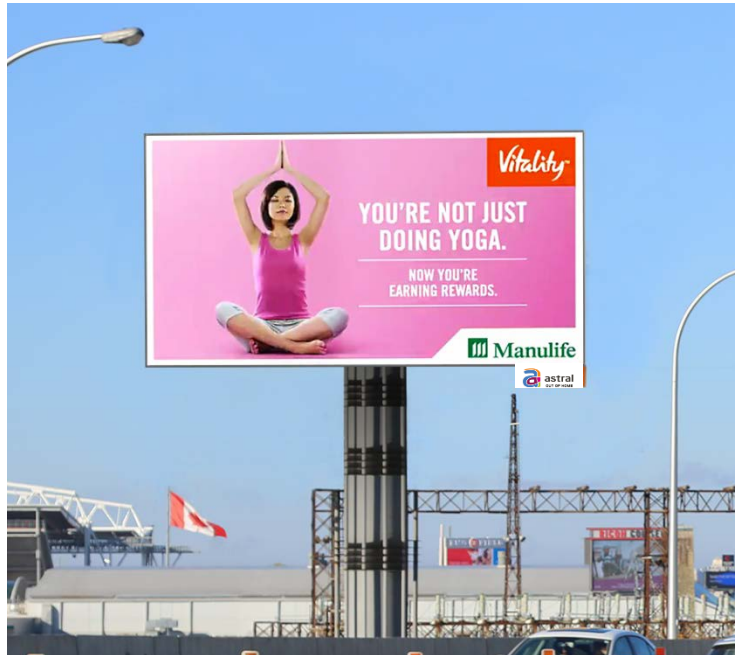


PROPOSED IMPROVEMENTS

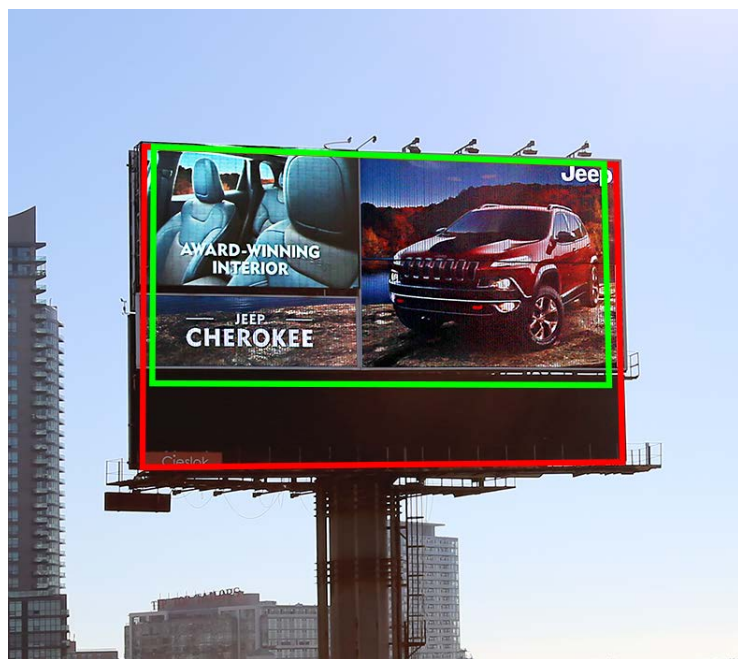
East Side: Existing



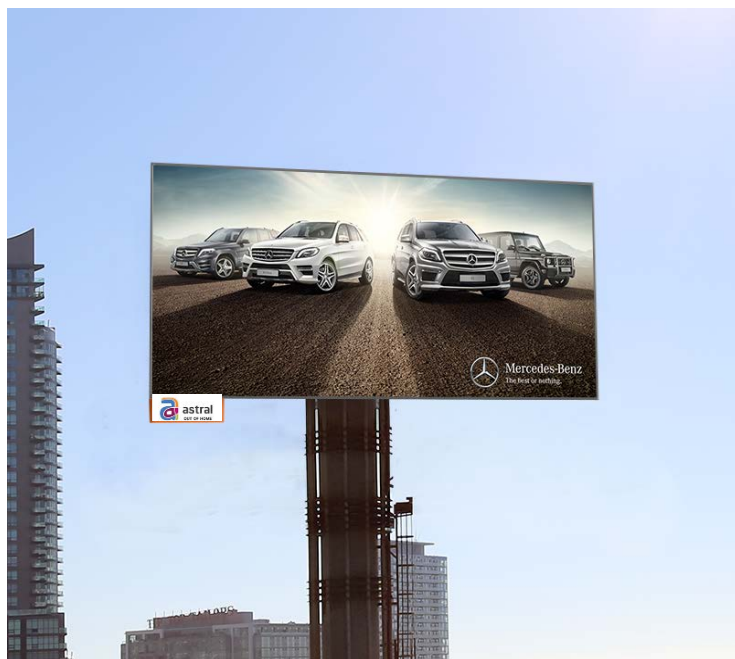
East Side: Proposed



West Side: Existing



West Side: Proposed



If this application is not approved the sign will remain in its current form until 2025.


PROPOSED IMPROVEMENTS

East Side: Existing



East Side: Proposed

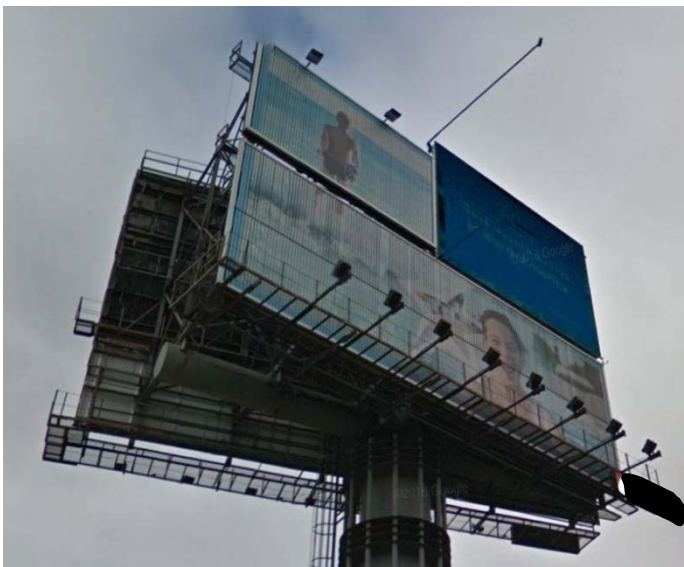


	Existing Sign 	Proposed Sign 
Permitted Brightness	500 NITS	150 NITS (70% Reduction)
Permitted Size	West: 2699.6 sq. ft. East: 2611.3 sq. ft	1568.3 sq. ft. each side (40% reduction)
Hours of Operation	East Side: Operates 24 hrs/day	Shut off from 11 pm – 7 am
Display	East Side: Full Motion Video	Static Digital images only
Aesthetic	- Cluttered, 6 advertising faces - Bulky steel frame	2 advertising faces Removal of bulky steel frame
Environmental Footprint	- Vast amounts of PVC (vinyl) end up in landfill - Significant energy consumption	No PVC (vinyl) Energy efficient - Bullfrog Powered (renewable)

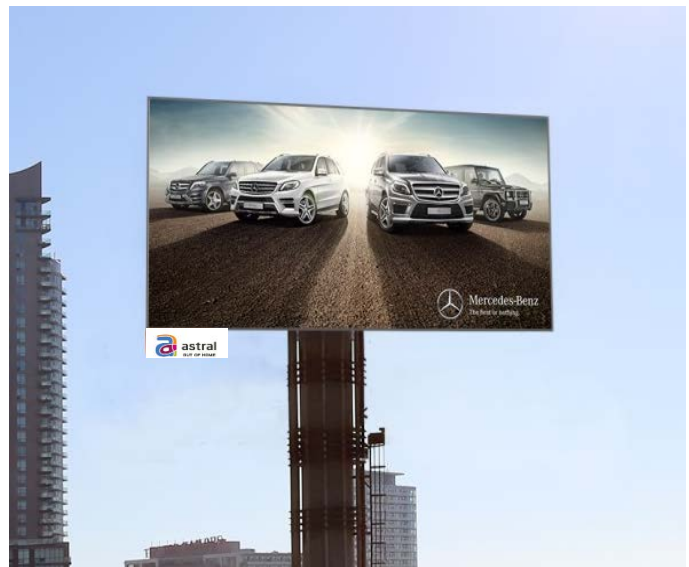
If this application is not approved the sign will remain in its current form until 2025.

KEY IMPROVEMENTS OVER CURRENT SIGN

- ✓ A substantial increase to the guaranteed lease fee will **provide Exhibition Place with an additional \$875,000** throughout the duration of the lease
- ✓ New sign will be **shut off from 11pm to 7am** - east face currently operates 24 hours per day
- ✓ Brightness will be **reduced** to 150 NITs, **70% dimmer** than currently permitted (500 NITs)
- ✓ Existing combined signage including tri-visions and digital **currently has an overall light output of 202 NITs** in the evening hours at approximately 2600 sq. ft. The **overall light output of the proposed sign will be 150 NITs** at a greatly reduced scale of 1568 sq. ft.
- ✓ The permitted sign **size will be reduced by over 40%** - from over 2600 sq. ft. per side to just over 1500 sq. ft. per side – a reduction of approx. 1100 sq. ft.
- ✓ **Elimination of full motion video** on east face - static digital images only
- ✓ **Improved appearance** - reduce visual clutter from **6 advertising faces down to 2** and removal of bulky steel frame
- ✓ New technology will mitigate malfunctions and **downward angled lighting will minimize brightness when viewed from nearby condo buildings**
- ✓ **Reduced carbon footprint** - Bullfrog Power and elimination of PVC vinyl going into landfills
- ✓ Astral Out of Home works with the OPP to **broadcast Amber Alerts** across digital network



Current Sign



Proposed Sign

These improvements **have widespread support** within the community and the leadership at Exhibition Place, who recognize the many benefits offered by this application. **Exhibition Place Board of Governors has approved our applications** moving forward on two separation occasions – in September 2015 and again on **May 18, 2017**.

BACKGROUND

2016

A similar application to turn the sign off every night (the East face of the sign currently runs 24/7), change the full motion video to still images only, and reduce the brightness, was met with both support and opposition at City Council but was ultimately voted down 20 – 19.

2017

We heard City Council's feedback surrounding the size and brightness of our proposed sign in 2016. This new application retains all the benefits from last year's application, with added improvements that directly address the feedback we received from Council in 2016.

ADDED IMPROVEMENTS OF NEW APPLICATION:

	EXISTING SIGN	2016 APPLICATION	CURRENT PROPOSAL
PERMITTED BRIGHTNESS	500 NITs	300 NITs 40% Reduction	150 NITs 70% Reduction
PERMITTED SIZE	East: 242.6m ² (2611.3 sq. ft.) West: 250.8m ² (2699.6 sq. ft.)	167.2m ² / side (1799.7 sq. ft.)	145.7m ² / side (1568.3 sq. ft.)

Community Consultations

2015 → Public brightness demonstration hosted by Cieslok Media – attended by local Councillor who noted the vast improvements offered by new sign technology.

2016 (May) → City Staff report from 2016 on results of consultation: *"The general opinion expressed was that the proposed sign would be an improvement over the current sign."*

2016 (September) → Residents in the buildings adjacent to the sign were canvassed in 2016, **133 residents emailed Councillors in support of improving the sign.**

2017 (April) → Once briefed on the improvements, residents who attended expecting the worst left the meeting satisfied that these changes were a significant improvement for the community.