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To the City Clerk,
Attention: Nancy Martins, Administrator,
Planning and Growth Management Committee,
Toronto City Hall,
100 Queen Street West,
10th Floor,
Toronto, ON M5H 2N2,

May 23rd 2017

By email: pgmc@toronto.ca

To whom it may concern:

Sign Application Location: Strachan Avenue (Exhibition Place)

On behalf of The Bentway Conservancy I am writing to express our concern about the application to modify the existing sign display board with a large electronic display.

We understand from the location information notice that that this application will be discussed at the Planning and Growth Committee Meeting on May 31st and I would be grateful if our concern is considered at that meeting.

The Bentway is a new public space under construction at the present time and is located directly across the street from the sign. The design and construction of the Bentway is being made possible through a private donation and a partnership with the City of Toronto and Waterfront Toronto. The land will remain in the ownership of the City and it will be managed and operated by a not for profit conservancy of which I am the CEO.

We recently negotiated that the parcel of land at the north end of 800 Fleet Street will be included in the boundary of our land use agreement and work has already commenced on turning this section into a landscaped amphitheatre. It is intended as a gathering and seating space for the general public to watch and enjoy events that will taking place underneath and adjacent to the Gardiner Expressway. These events will at certain times be taking place in the evenings with performance lighting arranged by ourselves or the producer of the event.

Our team is very experienced in event production and knows that the light spill from the proposed signage will impact the general light levels of the new outdoor event space. We will have no control over the light spillage and depending on the advertising content that is shown it may “bathe” our stage with a brightness or colour that is not appropriate



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to the event that is taking place. This is of particular concern from the side of the sign that faces east. I have attached a photograph of the current signage showing it's proximity to our project which is under construction at the present time.

We respectfully ask that the Planning and Growth Committee consider the impact of light spillage. We would ask that the committee decline the proposed changes to the east facing side. Should the committee decide to approve the sign, we request that the signage proposer reduces the illuminated area of the sign and has control or limits placed over the level of illumination. We also request, the final implementation includes a system of light baffles that limit the viewing angle to only those who are traveling on the Gardiner Expressway itself.

If the design of the baffles proves difficult to achieve, then we ask the committee require the signage proposer to include a community platform as part of their advertising rotation and the billboard facility is offered at certain times to arts and other like minded organizations.

We fully appreciate that we are in an urban location but we do think that the scale of the proposed signage is excessive.

Thank you in advance for your consideration of the impact of this signage on our location.

Yours sincerely,

Julian Sleath
CEO
The Bentway Conservancy



Photo of current sign at Strachan Bridge showing proximity to the Bentway's proposed amphitheatre & performance area. (Soil is being built up behind orange construction fence)