

PROPOSED IMPROVEMENTS

East Side: Existing



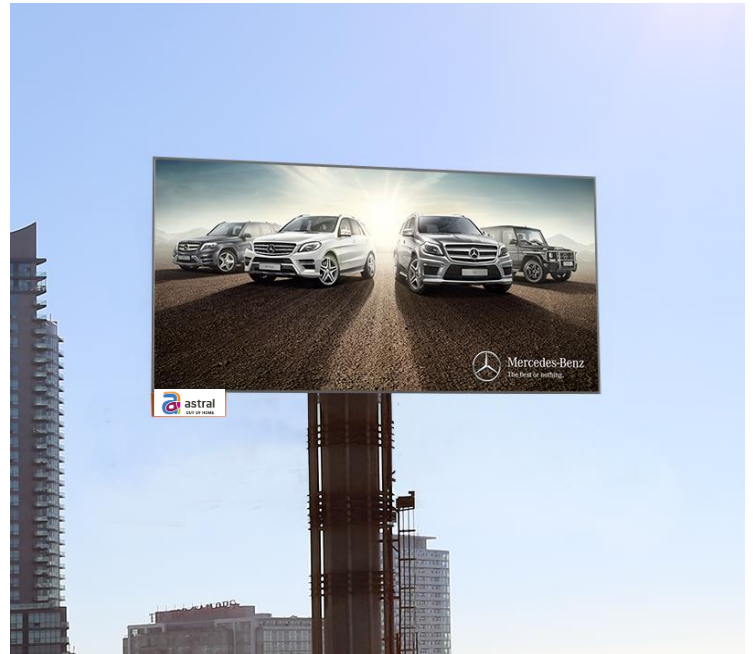
East Side: Proposed



West Side: Existing



West Side: Proposed



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



PROPOSED IMPROVEMENTS SUMMARY

East Side: Existing



East Side: Proposed

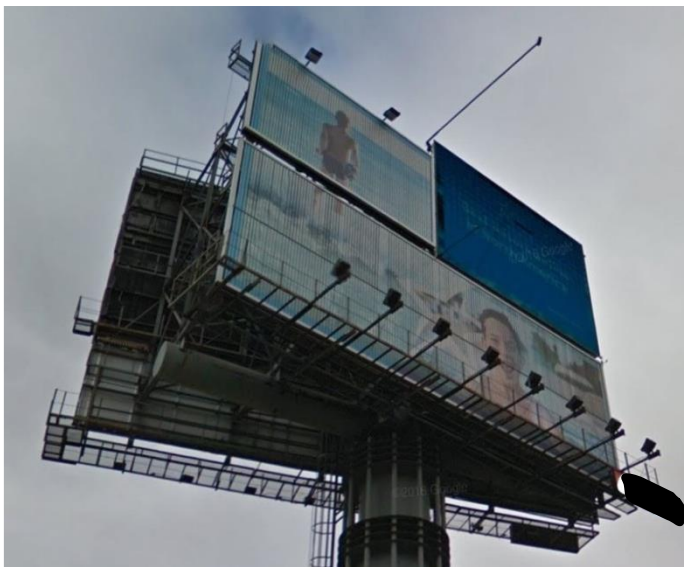


	Existing Sign 	Proposed Sign 
Permitted Brightness	500 NITS	150 NITS (70% Reduction)
Permitted Size	West: 2699.6 sq. ft. East: 2611.3 sq. ft	1568.3 sq. ft. each side (40% reduction)
Hours of Operation	East Side: Operates 24 hrs/day	Shut off from 11 pm – 7 am
Display	East Side: Full Motion Video	Static 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	No PVC (vinyl)

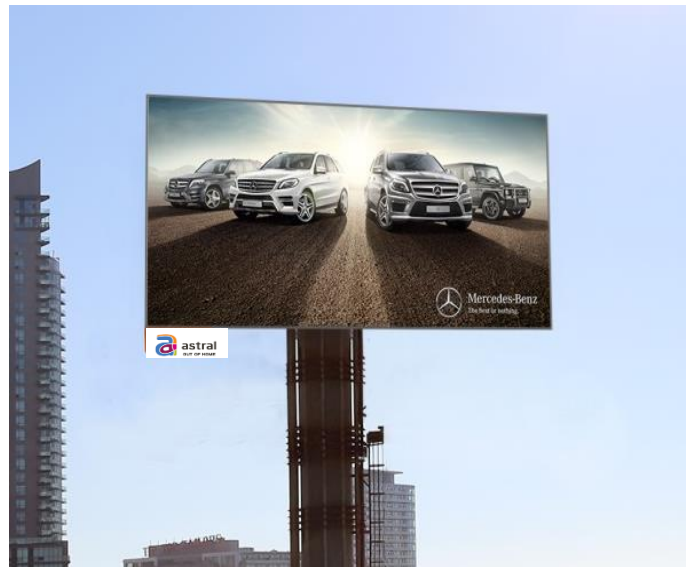
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KEY IMPROVEMENTS OVER CURRENT SIGN

- ✓ 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.