

Application for Three Variances Respecting One Third Party Electronic Ground Sign - 1129 Leslie Street

Date: October 15, 2018

To: Sign Variance Committee

From: Manager, Sign By-law Unit, Toronto Building

Wards: Don Valley West (Ward 25)

SUMMARY

This report reviews an application for three sign variances by Pattison Outdoor (the "Applicant"), on behalf of the property owner, to allow for one third party electronic ground sign displaying electronic static copy (the "Proposed Sign") at the property municipally known as 1129 Leslie Street (the "Premises"), described in detail in Attachment 1.

The Proposed Sign would be located along the west frontage of the Premises, which contains a surface-level parking lot and is surrounded by trees. This parking lot is located immediately west of three separate one-storey buildings set back from Leslie Street with office and employment uses. The Proposed Sign is intended to capture the attention of traffic travelling along Leslie Street.

The Proposed Sign would replace an existing third party ground sign which is currently in place at the Premises. It would have a maximum height of 7.5 metres, and contain two sign faces in a "v-shaped" configuration, each with a sign face area of 18.6 square metres. The Premises is designated as an Employment (E) Sign District, which allows third party electronic ground signs. The proposed height and sign face area comply with the Sign By-law requirements for an E Sign District.

While the properties to the north and south are designated as E Sign Districts, nearly the entire west side of Leslie Street between Lawrence Avenue East and Eglinton Avenue East is designated as an Open Space (OS) Sign District, which contains Wilket Creek Park and, further to the west, Sunnybrook Park.

While there are general concerns about electronic signs located in close proximity to OS Sign Districts, and the potential impacts to these areas, the Applicant has undertaken a Natural Heritage Evaluation by WSP Canada Group Ltd., the results of which conclude that the Proposed Sign will not have any adverse impacts on the adjacent OS Sign Districts. Furthermore, the Applicant has also obtained an approval from the Toronto

and Region Conservation Authority (TRCA) for the erection and display of the Proposed Sign, subject to the required approvals and permits being obtained from the City.

The Applicant has also confirmed that the Proposed Sign will operate at only 200 nits between sunset and 11:00 p.m., which is lower than the maximum of 300 nits required by the Sign By-law during this period, in an effort to further reduce the impacts of the Proposed Sign on the adjacent OS Sign District.

Following a review of the Applicant's submission, the Chief Building Official (CBO) has determined that enough information has been provided to confirm that all of the nine established criteria in the Sign By-law have been met. Therefore, the CBO is supportive of the Sign Variance Committee granting the requested variances.

RECOMMENDATIONS

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

1. The Sign Variance Committee grant the requested variances to sections 694-25C(2)(k), 694-25C(2)(e) and 694-25C(2)(f), required to allow the Applicant to obtain a permit for the erection and display of one third party electronic ground sign at 1129 Leslie Street, as described in Attachment 1 to this report.

FINANCIAL IMPACT

There is no financial impact resulting from the adoption of the recommendations in this report.

DECISION HISTORY

This item has not been previously considered by the Sign Variance Committee.

ISSUE BACKGROUND

Required Variances

Table 1: Summary of Requested Variances

Section	Requirement	Proposal
694-25C(2)(k)	A third party electronic ground sign is permitted, provided where the sign has two faces, they shall be in a back-to-back configuration.	The Proposed Sign will have two faces configured in a "v-shaped" formation.

694-25C(2)(e)	A third party electronic ground sign is permitted, provided the sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS Sign District.	The Proposed Sign is located approximately 32 metres from an OS Sign District to the west.
694-25C(2)(f)	A third party electronic ground sign is permitted, provided where a sign is located within 250 metres of an R, RA, CR, I or OS Sign District, the sign cannot face any premise in the R, RA, CR, I or OS Sign District.	The Proposed Sign would face the OS Sign District to the west.

Sign Attributes and Site Context

The Premises is designated as an E Sign District, located in Ward 25 (Don Valley West). It contains a surface-grade parking lot which is surrounded by trees, located immediately west of three separate one-storey buildings further set back from Leslie Street with a variety of office and employment uses.

The properties to the north and south of the Premises include a dental clinic, a car dealership and a financial institution, while the property is flanked to the east by a section of the Don Mills Trail, and to the west by Wilket Creek Park and, beyond that and further west, Sunnybrook Park - both of which are designated as OS Sign Districts (See the Sign District Map Excerpt Figure 1 below).

Figure 1: Sign District Map Excerpt - 1129 Leslie Street



COMMENTS

Criteria Established by §694-30A of The Sign By-law

The Sign By-law contains criteria used to evaluate variance proposals. Specifically, §694-30A states that a variance may only be granted where the Proposed Sign meets each of the nine established criteria.

The Sign Variance Committee is required to conduct an evaluation and determine that the party seeking the proposed variances meets all nine of the mandatory criteria, on the basis of the information presented by the Applicant. It is the CBO's opinion that the Applicant has provided sufficient information to establish that the Proposed Sign meets these nine criteria, and that the Sign Variance Committee should grant the requested variances required to allow the issuance of a Sign Permit to erect and display the Proposed Sign.

Applying the Established Criteria

Section/Criteria Description: §694-30A(1): The Proposed Sign belongs to a sign class permitted in the Sign District

The Premises is designated as an E Sign District, which permits third party electronic ground signs. The Proposed Sign is classified as a third party sign because it advertises, promotes, or directs attention to businesses, goods, services, matters, or activities that are not available at or related to the premises where the sign is located. Therefore, it appears that this criteria has been established.

Section/Criteria Description: §694-30A(2): In the case of a third party sign, the Proposed Sign is of a sign type permitted in the Sign District

The Proposed Sign is defined as a third party electronic ground sign. Electronic ground signs are permitted in E Sign Districts, therefore it appears this criteria has been met.

Section/Criteria Description: §694-30A(3): The Proposed Sign is compatible with the development of the premises and surrounding area

The Proposed Sign would replace an existing third party ground sign displaying static copy at the Premises, which has been in place since 1986 without generating any complaints. The Proposed Sign would be a similar height and size as the existing static ground sign.

While there are no other third party electronic ground signs in the immediate area, this type of sign is permitted in an E Sign District. There is also a first party electronic ground sign located at 1131A Leslie Street, which was approved by the Sign Variance Committee to display electronic copy at the upper portion of the sign faces.

This helps to establish that third party signs, as well as electronic signs, are compatible with the development of the premises and surrounding area. Therefore, it appears that this criteria has been met.

Section/Criteria Description: §694-30A(4): The Proposed Sign supports Official Plan objectives for the property and surrounding area

The Premises is designated as an *Employment Area* in the Official Plan. *Employment Areas* are places of business and economic activity. It appears that the Proposed Sign would not compromise or contradict any of the objectives laid out in the Official Plan for this area, therefore it appears that this criteria has been met.

Section/Criteria Description: 694-30 A(5): The Proposed Sign does not adversely affect adjacent premises

In their submission materials, the Applicant has provided a Natural Heritage Evaluation prepared by WSP Canada Group Ltd., which concluded that, "There are no significant habitats, species, or designated natural areas that will be affected by the proposed works. Potential impacts are considered to be negligible and can be mitigated."

The mitigating factors described in this report include repairing any grass located in the right-of-way due to disturbance by heavy machinery during the installation of the Proposed Sign, and to be aware and mindful of any bird nests located in nearby trees, and that they not be disturbed during the installation of the Proposed Sign.

Because the Premises is located in close proximity to a TRCA-regulated area and within a City of Toronto Ravine and Natural Feature By-law protection area, approval from the TRCA was required, which was obtained by the Applicant and included in the application. This demonstrates that the Proposed Sign does not present a significant concern for the TRCA.

In addition, the Applicant has confirmed that they will reduce the illumination levels (measured in nits) of the Proposed Sign between sunset and 11:00 p.m. The Sign By-law requires electronic signs operate at a maximum of 300 nits during this period. The Proposed Sign will operate at only 200 nits during this time, which should help to further reduce its impact on the nearby OS Sign District.

Based on the Natural Heritage Evaluation provided and the reduced illumination during the evening, the CBO believes that the Proposed Sign will not adversely affect adjacent premises, and that this criteria has been met.

Section/Criteria Description: 694-30 A(6): The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety

The Proposed Sign does not require any variances for setbacks from the property line, or for being located within a visibility zone. The Proposed Sign also meets the separation distance requirements from signalized intersections and highways set out in the Sign Bylaw. In addition, the Proposed Sign will comply the Sign Bylaw requirements around message transition for electronic signs.

As there has been a third party ground sign in place at this Premises for many years without incident, and the fact that the Proposed Sign will comply with the requirements for size and height, separation distances and message transition, the CBO does not believe it will have any adverse impacts on traffic and pedestrian safety.

Furthermore, the CBO does not foresee any other issues related to public safety, as the Applicant has confirmed that Proposed Sign will be designed and installed in accordance with the requirements of the Ontario Building Code. Therefore, it appears that this criteria has been met.

Section/Criteria Description: 694-30A(7): The Proposed Sign is not a sign prohibited by §694-15B

The Applicant's materials establish sufficient information to confirm that the Proposed Sign is not a sign that is prohibited by §694-15B of the Sign By-law, and therefore the CBO has determined that this criteria has been established.

Section/Criteria Description: 694-30A(8): The Proposed Sign does not alter the character of the premises or surrounding area

As a third party sign has existed at the Premises since 1986, and there has been an electronic sign in the immediate area since 2016 without any impacts being reported, it appears the Proposed Sign would not alter the character of the premises or surrounding area.

In addition, as stated by the Applicant in their submission materials, the Proposed Sign is generally in keeping with the regulatory provisions respecting third party electronic ground signs in an E Sign District, and it is the expectation that such signs are consistent with the character of the surrounding area. Therefore, it appears that this criteria has been met.

Section/Criteria Description: 694-30 A(9): The Proposed Sign is not contrary to the public interest

The Applicant has provided sufficient information to demonstrate that the impacts on the surrounding OS Sign Districts are minimal, and can be managed by the Applicant at the installation stage. Operating the Proposed Sign in accordance with the illumination provisions outlined in the Sign By-law, including a reduced level of 200 nits or less from sunset until 11:00 p.m., will also help achieve this criteria.

In addition, Notice of the application was posted on the property for 30 days prior to the Hearing, and written notice of the proposal was mailed out to the local Ward Councillor and to all properties within a 250-metre radius of the Premises. The CBO has not received any communications from the public or from the local Councillor in regards to the Applicant's proposal indicating that the Proposed Sign would be contrary to the public interest.

Staff from the Sign By-law Unit also hosted a public consultation at the Toronto Public Library on the evening of October 11, 2018. There were no attendees at this meeting, which further supports that this criteria has been established.

CONCLUSION

The Applicant has provided sufficient information for the CBO to establish that all nine criteria required to grant an approval for the three requested variances have been met.

As most of the attributes of the Proposed Sign are generally in keeping with the Sign By-law requirements for third party electronic ground signs in an E Sign District, and based on the Natural Heritage Evaluation provided by the Applicant, it appears that the overall impact of the Proposed Sign would be in keeping with the main objectives of the Sign By-law. As such, the CBO is supportive of the Sign Variance Committee granting the requested variances.

CONTACT

Nathan Jankowski
Sign Building Code Examiner Inspector, Sign By-law Unit
E-mail: nathan.jankowski@toronto.ca; Tel: 647-454-5213

SIGNATURE

Ted Van Vliet
Manager, Sign By-law Unit, Toronto Building

ATTACHMENTS

Attachment 1 – Description of Sign and Required Variance
Attachment 2 – Applicant's Submission Package

Attachment 1: Description of Sign and Required Variance

Sign Description:

One third party electronic ground sign at a height of 7.5 metres, with two sign faces in a slight "v-shaped" configuration, to be located along the west frontage of the premises municipally known as 1129 Leslie Street, containing:

(a) Two sign faces, described as follows:

- (i) In the shape of a rectangle;
- (ii) Having an area of 18.6 square metres;
- (iii) Having a horizontal measurement of 6.10 metres;
- (iv) Having a vertical measurement of 3.05 metres;
- (v) Displaying electronic static copy only;
- (vi) Illuminated;
- (vii) Be restricted to a maximum of 200 nits between sunset and 11:00 p.m.; and
- (viii) Oriented in a north / south direction, in a "v-shaped" configuration, perpendicular to Leslie Street.

Required Variance:

1. The requirement contained at §694-25C(2)(k), which states that where a third party electronic ground sign has two sign faces, those sign faces shall be oriented in a "back-to-back" configuration, be varied to allow for the erection and display of the Proposed Sign to have two sign faces in a "v-shaped" configuration;
2. The requirement contained at §694-25C(2)(e), which states that a third party electronic ground sign is permitted, provided the sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS Sign District, be varied to allow for the erection and display of the Proposed Sign to be located approximately 32 metres from an OS Sign District; and,
3. The requirement contained at §694-25C(2)(f), which states that a third party electronic ground sign is permitted, provided where it is located within 250 metres of an R, RA, CR, I or OS Sign District, the sign cannot face any premise in the R, RA, CR, I or OS Sign District, be varied to allow for the erection and display of the Proposed Sign which will partially face an OS Sign District.

Attachment 2: Applicant's Submission Package



Application
Sign Variance

Folder Number	Date (yyyy-mm-dd)
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Project Information

Street Number 1129	Street Name Leslie Street	Lot Number	Plan Number
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Describe the variance(s) being applied for:
Please see attached letter.

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 10' x 20'	Location Leslie Street 815 m north of Eglinton Ave East on the east side of the street.
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Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):
Please see attached letter.

Property Owner Information

First Name Wesley		Last Name Neichenbauer	
Company Name (if applicable) Rowebry Holdings Limited			Telephone Number (416) 285-0070
Street Number 1131A	Street Name Leslie Street	Suite/Unit Number 510	Mobile Number
City/Town Toronto	Province ON	Postal Code M3C 3L8	Fax Number
Email wes@rowntree.ca			


Attachment Required

- 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 Nicholas		Last Name Campney	
Company Name Pattison Outdoor Advertising			Telephone Number (905) 282-8853
Street Number 2700	Street Name Matheson Boulevard East, West Tower	Suite/Unit Number 500	Mobile Number
City/Town Mississauga	Province ON	Postal Code L4W 4V9	Fax Number
Email ncampney@pattisonoutdoor.com			
<p>Do hereby declare the following:</p> <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 type="checkbox"/> an officer/employee of _____, 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. 			
	NicholasCampney	2018-08-17	
Signature	Print Name (Firs, Last)	Date (yyyy-mm-dd)	

Continue on next page



Data Sheet
Sign Variance

Folder number	Request Date (yyyy-mm-dd)
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This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street Number	Street Name	Lot Number	Plan Number
1129	Leslie Street		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
13,192 m2		
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
Building Uses(s)		
Vacant Land		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)
North Employment
South Employment
East Employment
West Open Space

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)
Please see attached letter.

Continue on next page
14-0043 2016-12

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, including traffic and pedestrian 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)

Please see attached letter.

June 21, 2018

Wesley Neichenbauer
Rowbry Holdings Limited
1131A Leslie Street, Suite 510
North York, Ontario
M3C 3L8

Dear Wesley Neichenbauer:

Re: Permit No. C-180561/ROWBRY HOLDINGS LIMITED
Application for permit under Ontario Regulation 166/06 by ROWBRY HOLDINGS LIMITED
for permission to construct, reconstruct, erect or place a building or structure and
temporarily or permanently place, dump or remove any material, originating on the site or
elsewhere on Lot 2, 3, Concession 3, 1125 Leslie Street, in the City of Toronto (North York
Community Council Area), Don River Watershed.

On June 21, 2018, your application 0524/13/TOR, C-180561 for a permit under Ontario Regulation 166/06 was approved. We have enclosed one copy of Permit C-180561, which includes one set of the authorized plans/documents that were approved as part of this Permit. A copy of this cover letter and one set of plans have been submitted to the municipality. Please ensure that the plans approved by the municipality are consistent with the plans approved through this Conservation Authority permit. This Permit has been issued until June 20, 2020.

Please be advised that if revisions to the design of this project are required subsequent to the issuance of this permit, plans/documents reflecting these changes will need to be submitted to this office for further review and approval prior to construction of the redesigned works.

TRCA STAFF LIAISON

- For information regarding revisions, technical or administrative related issues please contact Stephanie Worron, Planner I, extension 5907.
- For site inspections, please contact Christopher Cummings, Enforcement Officer, extension 5294.

Sincerely,



Mark Rapus
Senior Planner, Planning and Development

SW/gc

Encl.

cc: Diane Damiano, Director/Deputy Chief Building Official, City of Toronto (North York Community)
Pattison Outdoor Advertising

PERMIT NO: C-180561

EXECUTIVE MEETING #: 5/18
DATE: July 6, 2018
APPLICATION #: 0524/18/TOR
CFN: 59922

IN ACCORDANCE WITH ONTARIO REGULATION 166/06, PERMISSION IS GRANTED TO:

OWNER

Rowbry Holdings Limited
1131A Leslie Street, Suite 510
North York, Ontario M3C 3L8

PURPOSE IS TO construct a billboard where an existing temporary billboard is currently located at 1125 Leslie Street in the City of Toronto (North York Community Council Area).

ON PROPERTY OWNED BY Rowbry Holdings Limited **AS LOCATED AT** Lot 2, 3, Concession 3 (1125 Leslie Street), in the City of Toronto (North York Community Council Area), Don River Watershed.

FOR THE PERIOD OF June 21, 2018 **TO** June 20, 2020

AND MUST COMPLY WITH THE FOLLOWING STAMPED APPROVED DOCUMENTS AND/OR PLANS:


- Drawing No. 1, Site Plan, prepared by Vladimir Dosen Surveying, dated May 23, 2018, received by TRCA on May 31, 2018;
- Drawing No. 2, Elevations, prepared by Len Maile, stamped and signed by L.H.J Maile, P. Eng., dated May 25, 2018, received by TRCA on May 31, 2018.

AND MUST COMPLY WITH THE FOLLOWING CONDITIONS:

Standard Permit Conditions

1. The Owner shall strictly adhere to the approved TRCA permit, plans, documents and conditions, including TRCA redline revisions, herein referred to as the "works", to the satisfaction of TRCA. The Owner further acknowledges that all proposed revisions to the design of this project that impact TRCA interests must be submitted for review and approval by TRCA prior to implementation of the redesigned works.
2. The Owner shall notify TRCA Enforcement staff 48 hours prior to the commencement of any of the works referred to in this permit and within 48 hours upon completion of the works referred to herein.
3. The Owner shall grant permission for TRCA staff, agents, representatives, or other persons as may be reasonably required by TRCA, in its opinion, to enter the premises without notice at reasonable times, for the purpose of inspecting compliance with the approved works, and the terms and conditions of this permit, and to conduct all required discussions with the Owner, their agents, consultants or representatives with respect to the works.

4. The Owner acknowledges that this permit is non-transferrable and is issued only to the current owner of the property. The Owner further acknowledges that upon transfer of the property into different ownership, this permit shall be terminated and a new permit must be obtained from TRCA by the new owner. In the case of municipal or utility projects, where works may extend beyond lands owned or easements held by the municipality or utility provider, Landowner Authorization is required to the satisfaction of TRCA.
5. This permit is valid for a period of two years from the date of issue unless otherwise specified on the permit. The Owner acknowledges that it is the responsibility of the Owner to ensure a valid permit is in effect at the time works are occurring; and, if it is anticipated that works will not be completed within the allotted time, the Owner shall notify TRCA at least 60 days prior to the expiration date on the permit if an extension will be requested.
6. The Owner shall ensure all excess fill (soil or otherwise) generated from the works will not be stockpiled and/or disposed of within any area regulated by TRCA (on or off-site) pursuant to Ontario Regulation 166/06, as amended, without a permit from TRCA.
7. The Owner shall install effective erosion and sediment control measures prior to the commencement of the approved works and maintain such measures in good working order throughout all phases of the works to the satisfaction of TRCA.
8. The Owner acknowledges that the erosion and sediment control strategies outlined on the approved plans are not static and that the Owner shall upgrade and amend the erosion and sediment control strategies as site conditions change to prevent sediment releases to the natural environment to the satisfaction of TRCA.
9. The Owner shall repair any breaches of the erosion and sediment control measures within 48 hours of the breach to the satisfaction of TRCA.
10. The Owner shall make every reasonable effort to minimize the amount of land disturbed during the works and shall temporarily stabilize disturbed areas within 30 days of the date the areas become inactive to the satisfaction of TRCA.
11. The Owner shall permanently stabilize all disturbed areas immediately following the completion of the works and remove/dispose of sediment controls from the site to the satisfaction of TRCA.
12. The Owner shall arrange a final site inspection of the works with TRCA Enforcement staff prior to the expiration date on the permit to ensure compliance with the terms and conditions of the permit to the satisfaction of TRCA.
13. The Owner shall pay any additional fees required by TRCA in accordance with the TRCA Administrative Fee Schedule for Permitting Services, as may be amended, within 15 days of being advised of such in writing by TRCA for staff time allocated to the project regarding issues of non-compliance and/or additional technical review, consultation and site visits beyond TRCA's standard compliance inspections.

Authorized by:  _____
Enforcement Officer

[Property Details](#) | [Neighbourhood Sales](#) | [Plan List By PIN](#)

1155 LESLIE ST
 NORTH YORK (M3C2J6) ACTIVE | PIN 101380067

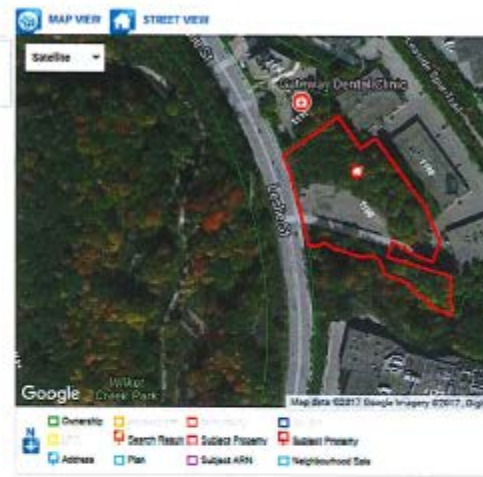
[Search By Block](#) | [Enhanced Report](#) | [GeoWarehouse Store](#)

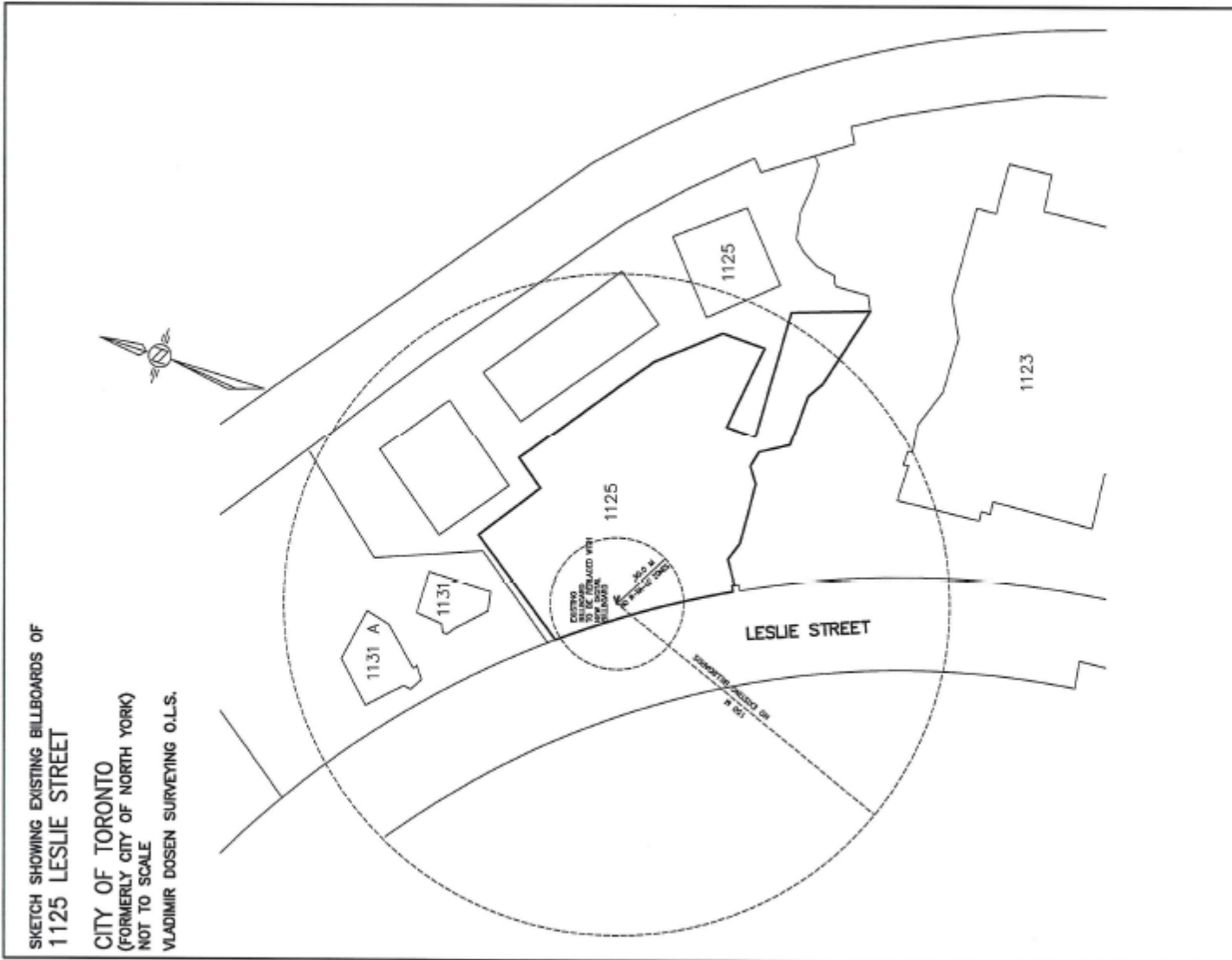
Land Registry Information - PIN 101380067

Address: 1155 LESLIE ST
 Municipality: NORTH YORK IRL: LT Area: 11,191 m2
 Land Registry Status: ACTIVE Registration Type: LT Parcelator: 647 m
 Description: PT LT 2-3 CON 3 BXS TWSR DR YORK PARTS 1, 3, 4 & 7, 649(2389), CITY OF TORONTO
 Party To: ROWBRY HOLDINGS LIMITED

Sales History Information

DATE	TRD	AMOUNT	INSTRUMENT
04/01/2003	T	\$1,300,000	A702999
PARTY TO:	ROWBRY HOLDINGS LIMITED		
08/10/1993	T	\$0	T8161013
PARTY TO:	TRANSNEDCO PROPERTIES LIMITED		





Vladimir Dosen Surveying Inc.

address: 555 Davisville Ave. Toronto, ON M4S 1J2

• office: 416-466-0440

• email: vladdosen@rogers.com

June 1, 2018

City of Toronto
100 Queen Street West
1st Floor, East Tower
Toronto, Ontario
M5N 2H2

**Re: 1125 Leslie Street
City of Toronto (North York)**

The attached sketch dated May 23, 2018 was prepared by my office based on Registry records and field verification and is correct as of the date shown. This sketch is prepared to illustrate the locations as they relate to the regulations outlined in Chapter 694, Signs, General, of the City of Toronto Municipal Code.

If further information is required, please contact the undersigned.

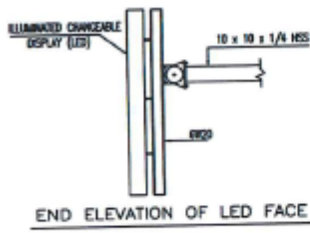
Yours truly,
VLADIMIR DOSEN SURVEYING INC.



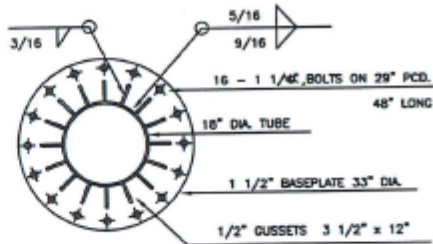
Vladimir Dosen, O.L.S., O.L.I.P.



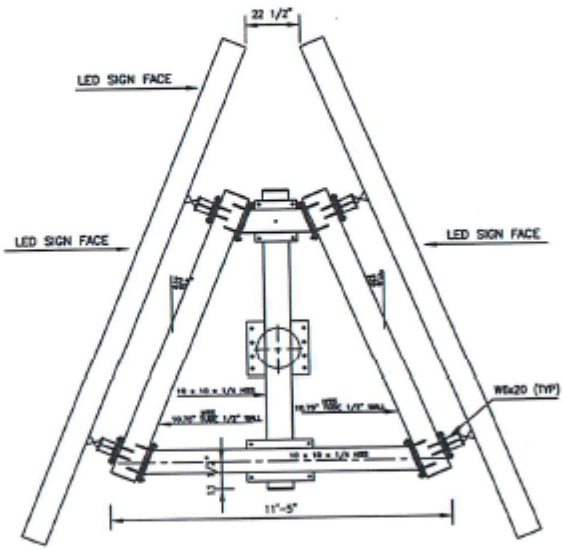
Submitted by: Nicholas Campney, Pattison Outdoor Advertising
I hereby certify the accuracy of the attached Sketch submitted herewith.



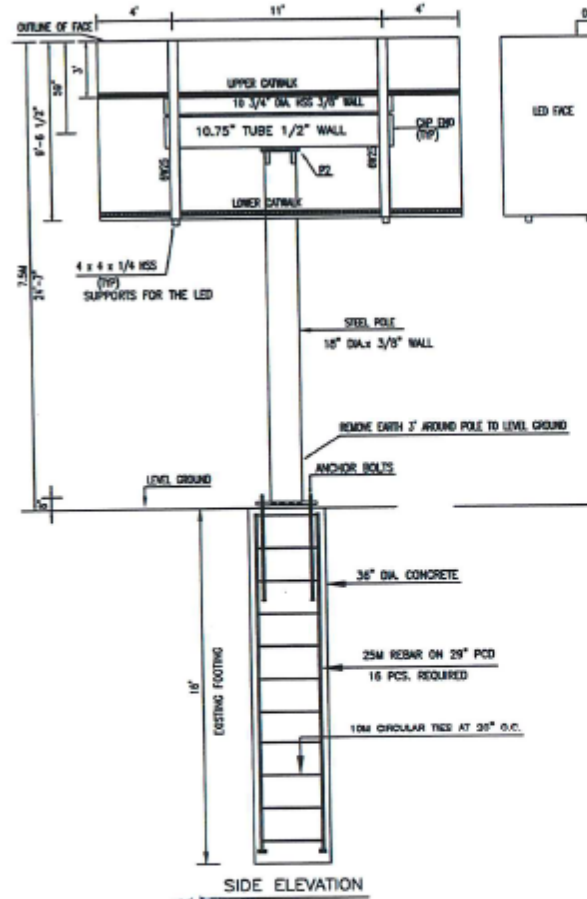
END ELEVATION OF LED FACE



PLAN VIEW OF BASEPLATE



SIGN STRUCTURE WITH LED SIGN FACES



SIDE ELEVATION

NOTES

1. STEEL REBAR DEFORMED 400 MPa
2. STEEL HSS ---50 KSI YIELD
3. STEEL TUBE ---44 KSI YIELD
4. STEEL STRUCTURAL C.S.A. G40.21-44W (LATEST ISSUE)
5. ANCHOR BOLTS 44 KSI YIELD
6. WELDING C.S.A. M59- 1999 & W47.1 LATEST ISSUE
7. FOOTING DESIGNED FOR NORMAL SOIL CONDITIONS WITH LATERAL BEARING PRBL OF 250 LB/50/FT./ FT.DEPTH.
8. DESIGN IS FOR A MINIMUM WIND VELOCITY PRESSURE OF 0.52 MPa.
9. BOLTS ---ASTM A325 OR EQUAL.
10. CONCRETE STRENGTH --- 32MPa AT 28 DAYS 5% AIR
11. INSTALL TO CAN/CSA A23.1 & A23.2 - M90
12. DESIGN IS TO REQUIREMENTS OF THE 212 ONT.BLDG.CODE

NOTE

THIS DRAWING IS THE PROPERTY OF THE ENGINEER AND IT MAY NOT BE COPIED OR REPRODUCED IN ANY MANNER WITHOUT THE WRITTEN CONSENT OF THE ENGINEER. REPRODUCTION OF THIS DRAWING, IN WHOLE OR IN PART, INCLUDING ANY SINGLE COPYING AND/OR PERFORMANCE OF WORKING DRAWINGS OR ANY OTHER DERIVED WORK, FOR ANY REASON WITHOUT THE PRIOR WRITTEN PERMISSION OF THE ENGINEER IS STRICTLY PROHIBITED. THE PURCHASER OF THIS DRAWING IS NOT TO BE RESPONSIBLE FOR ANY CORRECTIONS OR OTHER CORRECTIONS IN IT SO THE ENGINEER ACCEPTS NO LIABILITY TO USE THIS DRAWING FOR THE CONSTRUCTION OF ANY AND ALL OTHER STRUCTURES. IF THIS ENGINEER HAS NOT BEEN ADVISED BY THE OWNER TO CHECK OUT A REVIEW OF THE DRAWING HE ACCEPTS NO RESPONSIBILITY FOR THE VALUE OF THE CONTRACTOR OR SUBCONTRACTOR TO CHECK OUT THE WORK IN ACCORDANCE WITH THE REQUIREMENTS OF THE ENGINEER OR FOR ANY MISINTERPRETATION OF THE REQUIREMENTS OF THE ENGINEER.



LEN
P.ENG
28 RIVERSIDE
TEL: 905-881-
PATTISON SIGN
25MAY2018



TOP DOWN CROSS SECTION OF PYLON SECTION

PATTISON

2 SECONDARY CLADDING THIS SITS BEHIND THE LATTICE WITH BRUSHED ALUMINUM FINISHING

2 IVY

1 CUSTOM PERFORATED LATTICE WITH SEAMLESS LEAF PATTERN

3 LED LIGHTING LEDs ARE LOCATED WITHIN THE METAL LATTICE, ILLUMINATING THE PYLON FROM WITHIN. LIGHT WILL SHINE THROUGH FUTURE IVY GROWTH

3 LARGE STONE FEATURES SET IN FRONT AND TO THE SIDE OF PYLON



10' x 30' HORIZONTAL POSTER
1145 Leslie Street, North York, Ontario
Concept 3 | Version 4

10P02L_S01E_C01E_1145Leslie_v4038



SECONDARY CLADDING FINISHING



SEAMLESS PATTERN



INSPIRATION IVY ON METAL LATTICE



1129 Leslie Street (PIN #101380067)
Approximate Property Line Representation



1129 Leslie Street (PIN #101380067)
Approximate Property Line Representation



1129 Leslie Street (PIN #101380067)
Approximate Property Line Representation



1129 Leslie Street (PIN #101380067)



Existing Paper Posted Billboard
to be Converted to Digital Display

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Existing Paper Posted Billboard
to be Converted to Digital Display



2018-06-22

Nicholas Campney
Pattison Outdoor Advertising
2700 Matheson Blvd. East
West Tower, Suite 500
Mississauga, Ontario
L4W 4V9

Subject: Natural Heritage Evaluation - Billboard Sign Modification at 1125 Leslie Street, Toronto

Dear Mr. Campney:

1.0 INTRODUCTION

WSP Canada Group Limited was retained by Pattison Outdoor Advertising to prepare a Natural Heritage Evaluation (NHE) for the proposed modernization of an existing billboard sign located at 1125 Leslie Street, Toronto. This site is located within the City of Toronto's (the City) Ravine and Natural Feature By-law protection area and is at the edge of the Toronto Region Conservation Authority regulated area (Figure 1)

A small woodland that is part of these regulated areas is located immediately to the north and east of the billboard sign location. This feature is protected under the Ravine and Natural Feature bylaw (Map 20, City of Toronto Official Plan 2015). According to Policy 3.4.3 of the City of Toronto Official Plan (2015), an NHE is required when proposed development is in or near the NHS. The purpose of this evaluation is to assess whether the proposed works will have any significant adverse effects on the NHS. In this letter report we refer to the sign structure and its immediate area as the site.

2.0 PROPOSED WORKS

The proposed project involves modernizing the existing billboard structure by converting the display faces to digital. The sign upgrade will use the existing sign foundation and modernizing will occur to the above grade portion only. As per the requirements of the City's Sign By-law, this sign would display electronic static advertisements, changing every 10 seconds. There is no animation, flashing, or similar effects proposed. This sign is located on a mowed grass lawn, located to the east of Leslie Street and at the north edge of a gravel parking lot.

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WSP Canada Inc.

3.0 STUDY METHODS

A site visit was conducted on June 18, 2018, by a WSP Ecologist to review site conditions at the sign's location and natural environment features within 50 m of the site. Site conditions reviewed included vegetation, wildlife and the presence of any Species at Risk (SAR) and their potential habitat.

4.0 EXISTING CONDITIONS

4.1 DEVELOPED ENVIRONMENT

The sign is currently two billboard panels that are angled towards the south and northbound lanes of Leslie Street, respectively. Both billboard panels are supported on a single pole and are lit by one floodlight on each side. The sign stand is located approximately 12 m east from Leslie Street. In the immediate vicinity of the sign, there is a Dry – Fresh Sugar Maple Deciduous Forest Type (FOD5-1), Manicured Open Space (MOS) (lawn), bus shelter, and a gravel parking lot.

4.2 NATURAL HERITAGE SYSTEM

The FOD5-1 forested feature, located to the north and east of the sign, is part of the larger encompassing NHS, which includes West Don River Valley and Wilket Creek Forest. West Don River Valley makes up the ravine that runs along Wilket Creek on the west side of Leslie Street. This valley also connects to the tributary and forest adjacent to the sign's location, located on the east side of Leslie Street. Wilket Creek Forest, found on the east and west side of Leslie Street, is designated as an Environmentally Sensitive Area on the City of Toronto interactive mapping (Toronto, 2018). A search of the Ministry of Natural Resources and Forestry (MNRF) Natural Heritage Areas mapping and Natural Heritage Information Center (NHIC) database (MNRF, 2018) determined that there are no identified Provincially Significant Wetlands or Areas of Natural and Scientific Interest within several kilometres of the site.

4.3 SPECIES AT RISK

Species at Risk (SAR) are species designated under the provincial Endangered Species Act, 2007 (ESA) or under the federal Species at Risk Act, 2002 (SARA) as either Extirpated (EX), Endangered (END), Threatened (THR) or Special Concern (SC) depending on level of risk. Under Federal and/or Provincial legislation, species and their habitat are required to be protected if classified as END or THR. In Ontario, these species and their habitats are protected under Subsections 9 (1) (species protection) and 10 (1) (habitat protection) of the ESA (2007). There is no legal protection for species ranked as SC or have conservation status ranks by the NHIC including having provincially rare (S-Rank), or regionally/locally rare (L-Rank) designation. However, their preservation, when found, is encouraged to assist with preserving Ontario's biodiversity.

4.3.1 SPECIES AT RISK SCREENING

A preliminary screening for potential SAR was completed using the MNRF Natural Heritage Areas mapping and NHIC database (MNRF, 2018). As a result of the screening, fourteen (14) species have been identified for the general area. These species have been reviewed further to assess their potential to be present at the site. Table 1 denotes the screening results.

Table 1: NHIC Species Recorded for the General Area of the Sign Location

SPECIES	SCIENTIFIC NAME	SRANK	SARO RANK	COSWEIC RANK	DATE LAST OBSERVED
Black Snakemot	<i>Actaea racemosa</i>	S2	n/a	n/a	10/5/1974
Spiny Softshell	<i>Apalone spinifer</i>	S2	END	END	6/11/1982
Snapping Turtle	<i>Chelydra serpentina</i>	S3	SC	SC	7/19/2009
Eastern Wood-pewee	<i>Coelopus virens</i>	S4 Breeding	SC	SC	Unknown
Barn Swallow	<i>Hirundo rustica</i>	S4 Breeding	THR	THR	5/23/2017
Wood Thrush	<i>Hylocichla mustelina</i>	S4 Breeding	SC	THR	Unknown
Butternut	<i>Juglans cinerea</i>	S2 Data insufficient	END	END	8/10/2004
American Burying Beetle	<i>Nicrophorus americanus</i>	EXP	EXP	EXP	5/23/1896
Old-field Toadflax	<i>Nuttallanthus canadensis</i>	S1	n/a	n/a	Unknown
Giant Lacewing	<i>Polystachotes punctata</i>	SH	n/a	n/a	0/8/1934
Queensnake	<i>Regina septemvittata</i>	S2	END	END	1858
Little Brown Bat	<i>Myotis lucifugus</i>	S4	END	END	Unknown
Northern Myotis/Long-eared bat	<i>Myotis septentrionalis</i>	S3	END	END	Unknown
Tri-coloured Bat	<i>Perimyotis subflavus</i>	S3 Data insufficient	END	END	Unknown

Of the fourteen (14) species, American Burying Beetle (*Nicrophorus americanus*) has been extirpated from the area, and five (5) observations recorded were considered historical records with observations dating from 1858 to 1982. Of the remaining species, suitable habitat and species that may be within 50 m of the site. The following is a review of each species likelihood to occur within the vicinity of the site and be affected by the proposed works.

SNAPPING TURTLE

Habitat suitability for this species is low in the vicinity of the site. Snapping Turtles may cross into the proposed work area of the gravel parking lot in search of nesting locations. However, the likelihood of this occurrence is low as this site is a frequently used parking lot, and more natural and higher quality habitats are available outside the site, such as along Wilket Creek Tributary.

WOOD THRUSH

The forest adjacent to the site location has low habitat suitability of this species given its small size. Wood Thrush requires large forest patches to nest therefore the forest adjacent to the site being used as a nest site is low. There are also larger forest habitats available that would better attract Wood Thrush, such as Wilket Creek Forest. These forests are found well beyond the proposed work area.

BUTTERNUT

This species was not observed in the vegetation types adjacent to the site and therefore there is no risk to this species in relation to the proposed works.

OLD-FIELD TOADFLAX

This species was not observed in the vegetation types adjacent to the site and therefore there is no risk to this species in relation to the proposed works.

LITTLE BROWN BAT, NORTHERN MYOTIS/LONG-EARED BAT, AND TRI-COLOURED BAT

Habitat suitability for this species is low in the vicinity of the site. Bats use mature cavity trees to roost that are adjacent to open areas such as the parking lot. However, the likelihood of bats using the forest adjacent to the site is low, as the trees are young and in good health (i.e. low chance of cavities). There is also more natural habitats that would better attract bats, such as along West Don River Valley, on the west side of Leslie Street, which is well beyond the proposed work area.

4.4 VEGETATION

Vegetation at the site includes deciduous forest, cultural woodlands and Manicured Open Spaces (MOS). A description of these vegetation types is presented below and their location is shown in Figure 1.

DRY-FRESH SUGAR MAPLE DECIDUOUS FOREST TYPE (FOD5-1)

This forest is found in four locations within 50 m of the site. The forest is found on the east side of Leslie Street adjacent to the north and east side of the site, and beyond the south side of gravel parking lot along a Wilket Creek tributary. A large section of forest is also found west of Leslie Street as part of the Wilket Creek Forest Park and trail system. The canopy is composed of Sugar Maple (*Acer saccharum*) with the occasional American Basswood (*Tilia americana*) and Staghorn Sumac (*Rhus typhina*). There are sparse occurrences of American Elm (*Ulmus americana*), Black Locust (*Robinia pseudoacacia*), and Tree-of-heaven (*Ailanthus altissima*). The understory consists of an abundance of Common Buckthorn (*Rhamnus cathartica*), with the occasional occurrence of Green Ash (*Fraxinus pennsylvanica*), Riverbank Grape (*Vitis riparia*), and the sparse occurrence of young Black Cherry (*Prunus serotina*), Northern Red Oak (*Quercus rubra*) and Bitternut Hickory (*Carya cordiformis*). Along the edge of the community are a few Canada Poplar (*Populus x canadensis*), honeysuckle species (*Lonicera sp.*), and Common Juniper (*Juniperus communis*). The ground cover consists of the non-native invasive species European Swallow-wort (*Viola canadensis*) with pockets of Garlic Mustard (*Alisma petiolata*) and Catnip (*Nepeta cataria*), as well as species typical for this type of woodland such as, Blue Cohosh (*Caulophyllum thalictroides*), Bloodroot (*Sanguinaria canadensis*), and Common St. John's-wort (*Hypericum perforatum*).

Eastern Hemlock (*Tsuga canadensis*) and White Spruce (*Picea glauca*) were occasionally found in the forest of the west side of Leslie Street.

MINERAL CULTURAL WOODLAND ECOSITE (CUW)

A cultural woodland is located along the Leslie Street right of way (ROW) on the west side, and borders Wilket Creek Forest Park. This woodland consists of planted young Eastern Red Cedar (*Juniperus virginiana*), Northern Red Oak, Bur Oak (*Quercus macrocarpa*), and White Spruce. The occasional mature Sugar Maple, Little-leaf Linden (*Tilia cordata*), and Russian Olive (*Elaeagnus angustifolia*) were also present. The understory consisted of the occasional Pin Cherry (*Prunus pennsylvanica*), serviceberry species (*Amelanchier sp.*), and honeysuckle species (*Lonicera sp.*), with a sparse amount of Siberian Peashrub (*Caragana arborescens*). The ground cover consisted of European Swallow-wort, Tufted Vetch (*Vicia cracca*), and multiple goldenrod species (*Solidago sp.*)

MANICURED OPEN SPACE WITH MOWED LAWN (MOS – L)

A mowed lawn section is found bordering the gravel parking lot and running along the ROW on the east side Leslie Street ROW. This community is in the direct vicinity of the site. This vegetation type consists of Kentucky Bluegrass (*Poa pratensis ssp. pratensis*), with a few clumps of White Clover (*Trifolium repens*), Common Dandelion (*Taraxacum officinale*), Black Medic (*Medicago lupulina*), and Chicory (*Cichorium intybus*).

This vegetation type also borders FOD5-1, at the east side of the parking lot. In this section vegetation species include Garlic Mustard, Catnip, Moth Mullein (*Verbascum blattaria*), Canada Thistle (*Cirsium arvense*), Prickly Lettuce (*Lactuca scariola*), Wild Carrot (*Daucus carota*), Common Mullein (*Verbascum thapsus*), dock (*Rumex sp.*), Oxeye Daisy (*Leucanthemum vulgare*), Canada Goldenrod (*Solidago canadensis var. canadensis*), and Annual Fleabane (*Erigeron annuus*).

MANICURED OPEN SPACE WITH PLANTED TREES (MOS – T)

This vegetation type is found between the commercial properties to the east and the FOD5-1 unit. It is a landscaped area made up of mature Sugar Maple, American Beech (*Fagus grandifolia*) and Black Cherry, with mowed lawn underneath the trees.

4.5 WILDLIFE

The forested NHS provides habitat for birds that occupy areas of natural cover in urban environments. Birds observed in the valley corridor include American Robin (*Turdus migratorius*), Blue Jay (*Cyanocitta cristata*) and Northern Cardinal (*Cardinalis cardinalis*).

One bird nest was observed on the sign, behind the south face billboard, in the supporting beams. This nest was identified to be Common Grackle (*Quiscalus quiscula*) (Photo Plate 1), which is a common species for this area, and is not protected under the Migratory Birds Convention Act, 1994.

One small tree with loose bark was identified facing the parking lot and within 10m of the site location (Waypoint: 17T 063009, 4342656). This snag is considered poor bat habitat due to its small size (< 15 diameter at breast height (DBH)) and advanced state of decay.

A few small mammal dens were also found in FOD5-1 during the survey.

4.6 SPECIES AT RISK

Species at Risk screened in Section 4.3.1 were found to have a low probability of being present in the vicinity of the proposed works.

No rare flora/fauna or significant wildlife habitat were identified during the field visit within 50 m of the site. Flora species including Butternut and Old-Field Toadflax were not observed during the survey, and habitat that could support these species is not present adjacent to the site.

Fauna species including Snapping Turtle, Wood Thrush, the three SAR bats and their habitat were not observed during the survey in the vicinity of the site. However, connective travel corridors are present and the Snapping Turtle may enter the parking lot in search of a nest site. This occurrence is expected to be low as there is a higher likelihood that this species will use the more natural sites available, which will not be impacted by the proposed works. Significant fauna habitat that could support these species is not present in the immediate area of the site.

5.0 ASSESSMENT OF IMPACTS

There are no significant habitats, species, or designated natural areas that will be affected by the proposed works. Potential impacts are considered to be negligible and can be mitigated. The identified potential impacts related to the damage of vegetation and potential impacts on migrating birds. It is also anticipated that electrical servicing to the site will be serviced by existing infrastructure and no new servicing construction is required.

5.1 VEGETATION

The primary impact from the replacement of the sign is related to disturbance of grassy MOS vegetation along the ROW, such as the compaction/removal of vegetation by heavy machinery/equipment. This community is heavily influenced by anthropogenic activities (i.e. mowed lawn), and is not considered significant wildlife habitat or contains species of conservation concern. Mitigation measures post-impact are sufficient to restore existing conditions and are described in the mitigation section below.

Some minor limbing of trees may be required. This activity is expected to have minimal impacts to forest community FOD5-1 as the edge trees adjacent to the site are introduced and invasive species of Common Buckthorn (Photo Plate 2). There are higher quality trees (e.g. Sugar Maple, Northern Red Oak with a diameter of breast height (DBH) > 10 cm) within ~ 6 m to the sign. Anticipated activities are not expected to impact these trees.

5.2 WILDLIFE

An awareness should be maintained regarding nests in adjacent trees and the sign structure. Active bird nests should not be disturbed. If vegetation or sign alteration occurs during the period when most birds in the area breed (April 1 to August 31), birds that are nesting would be impacted. The nests and nesting activities of most bird species are protected under the federal MBCA, 1994.

5.3 SPECIES AT RISK

No rare flora/fauna or significant wildlife habitat were identified during the field visit within 50 m of the site. This includes the presence of snags that would have the potential for bat habitat. One snag tree was located within 10 m of the site, however, this tree did not contain suitable bat habitat features (i.e. DBH > 25 cm, the presence of cavities and a decaying class of less than 3). Due to the presence of young healthy trees within the vicinity of the site, potential for bat habitat is low. Impacts to bat habitat are also low as tree/snag removal is not expected.

6.0 MITIGATION

The following are mitigation measures that will minimize the impacts to vegetation and wildlife noted previously.

6.1 VEGETATION

- Areas disturbed from site access and installation work should be stabilized including restoration of any rutting and exposed soil.
- Areas that are disturbed and where vegetation is removed should be revegetated using appropriate species for the setting.

6.2 WILDLIFE

- Removal of vegetation shall be minimized to reduce the impact on wildlife dependent on this vegetation.
- The Contractor shall implement timing constraints on clearing activities in the event that construction works are required during the breeding bird season (April 1 to August 31). The Contractor shall be made aware that occasionally bird species will precede or exceed the approximate breeding bird season window.
- Use of tree protection fencing is recommended prior to works if vegetation removal occurs.
- If a nesting bird is identified within or adjacent to the construction site and the construction activities are such that continuing construction in that area would result in a contravention of the MBCA, all activities will stop and Environment Canada is contacted for direction.
- No work is permitted to proceed that would result in the destruction of active nests (i.e., nests with eggs or young birds), or the wounding or killing of bird species protected under the MBCA and/or Regulations under that Act.
- Any wildlife encountered during construction will not be knowingly harmed. Animals within the construction zone will be allowed to move away from the area on their own and if they do not, the Contract Administrator shall be notified.

6.3 SPECIES AT RISK

- In the event that a possible SAR is encountered within or immediately adjacent billboards, the Contractor will contact Aurora District MNRF.
- If construction activities are such that continuing construction in that area would result in a contravention of the ESA, all activities will stop and the Aurora District MNRF SAR Biologist is to be contacted to discuss mitigation options. SAR or potential SAR will not be handled prior to consulting with the MNRF SAR Biologist unless the handler has SAR training.

7.0 CONCLUSION

The proposed modernization of the existing billboard structure will involve the converting the display faces to digital and will take place on the current sign footprint. The site is currently located within a component of the City of Toronto's NHS and required an NHE to determine impact to the surrounding environment based on the proposed works. There are no significant habitats, SAR, or designated natural areas that will be affected by the proposed works. Potential impacts relate to nesting migrating birds since a possible active nest was found on the billboard structure. These impacts are considered low and can be mitigated by limiting vegetation removal and following appropriate breeding bird timing windows when performing work activities.

Should you have any questions, please do not hesitate to contact the undersigned.

Yours truly,



Shannon Ritchie, M.Sc.
Terrestrial Ecologist

SR/tah

WSP ref: 18M-01079-00



Site Photos



Plate 1: Common Grackle (*Quiscalus quiscula*) nest behind south facing billboard.



Plate 2: Edge of Dry-Fresh Sugar Maple Deciduous Forest Type (FODS-1) in relation to sign.



August 17, 2018

City of Toronto Sign Bylaw Unit
100 Queen Street W., Floor 1 E
Toronto, Ontario
M5H 2N2

RE: Sign Variance Application – 1129 Leslie Street, North York

Mr. Bader,

By way of this letter, I am making application for a minor variance to the City's Sign By-law respecting 1129 Leslie Street in North York.

This application is seeking to convert one existing paper posted third-party ground sign containing two rectangular shaped sign faces aligned in a "V" shaped configuration, each measuring 6.10 metres horizontally by 3.05 metres vertically (10' x 20'), with same static digital display. The current sign has been in existence since 1997 and is located on the east side of Leslie Street, north of Eglinton and directly across from Wilket Creek Park.

The variances that pertain to this application are:

- (i) The proposed signs proximity within 60 metres of an Open Space Sign District, whereas the proposed sign is 52 metres to the property line of the Open Space Sign District;
- (ii) The proposed sign partially faces an Open Space Sign District within 250 metres;
- (iii) The proposed sign is to be aligned in a "V" shaped configuration opposed to back-to-back.

Why should these variances be granted?

(1) Belong to a sign class permitted in the sign district where the premises is located.

The proposed sign is classified as a third-party sign class because it advertises, promotes, or directs attention to businesses, goods, services, matters, or activities that are not available or related to the premises where the sign is located. 1129 Leslie Street is designated as an Employment Sign District and third-party signs are permitted in Employment Sign Districts.



(2) 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.

The proposed sign by definition is a third-party ground sign, of which is a sign type, permitted in an Employment Sign District.

(3) Be compatible with the development of the premises and surrounding area.

The subject premises is an Employment Sign District and is surrounded by other Employment Sign Districts to the north, south and east. The use of this property is vacant land, which serves as a parking area for the commercial tenants in the area.

Although the proposed sign partially faces an Open Space Sign District, a significant tree line along the westerly edge of Leslie Street, creates both a physical and visual barrier between the proposed sign and Wilket Creek Park.

Billboard signs located within an Employment Sign District are required to have a minimum separation distance of 60 metres from an Open Space Sign District. These provisions are established to protect the sensitive nature and uses occurring within parks and intend to mitigate the visual impacts from electronic signs. The distance from the existing sign measures 23 metres to the boundary of the Open Space Sign district (middle of Leslie Street) and 52 metres to the property line (Wilket Park Trail).

As a matter of due diligence, the Toronto and Region Conservation Authority (TRCA) was consulted regarding the proposed sign modernization. Following a detailed review of the submission, the TRCA concluded that the proposed would not contravene any TRCA programs or policies within the area. As such, a permit approving the proposed works was issued by the TRCA. (See attached)

In addition, the services of WSP Group Canada Limited were retained to prepare a Natural Heritage Evaluation for the proposed modernization of our existing billboard at 1129 Leslie Street. The review considered the existing site conditions such as the: developed environment, natural heritage system, species at risk, vegetation and wildlife, followed by an assessment of impacts and recommendations. (See attached).

The report concluded, "there are no significant habitats, species at risk, or designated natural areas that will be affected by the proposed works." To that end and based on professional opinion, the application before you will be compatible with the surrounding area.

(4) Support the Official Plan objectives for the subject premises and surrounding area.

The subject premises is designated as an Employment Area in the Official Plan. Employment Areas are places of business and economic activity. There are no Official Plan objectives that would compromise or contradict the proposed sign on the subject property.

(5) Not adversely affect adjacent premises.

There is a significant tree line running along the westerly edge of Leslie Street, which creates both a physical and visual buffer between the proposed sign and the perimeter of Wilket Creek Park. The proposed sign is directed towards vehicular traffic travelling in both directions along Leslie Street. Furthermore, the proposed sign is substantially setback and separated from adjacent land uses in either direction.

I reiterate in consultation with the TRCA and WSP Group Canada Limited, their findings concluded that the proposed modernization of our sign, would not contravene any programs or policies for the area and that "there are no significant habitats, species at risk, or designated natural areas that will be affected by the proposed works."

(6) Not adversely affect public safety.

The proposed sign, containing electronic static copy only, will not adversely affect public safety. The proposed sign location is not located near a controlled intersection and faces no visibility triangle concerns. All operational requirements for electronic signs as defined in the City's Sign By-law will also be satisfied by this proposal. It should also be noted that upon inquiring with City Staff that the existing sign, which was erected in 1997, has no recorded history of concern from the public.

(7) Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B.

This is not a prohibited sign under 694-15B

(8) Not alter the character of the premises or surrounding area.

The proposed sign is to replace an existing third-party ground sign of equal size and height located at the same location on the premises. The character of the area is in part already established by the existence of the third-party ground sign on the premises since 1997.

Again, the report prepared by WPS Group Canada Limited and the review as conducted by the TRCA restate that the modernization of the existing ground sign will have no significant impact both to the premises and the surrounding area.

(9) Not be, in the opinion of the decision maker, contrary to the public interest.

There has been no recorded history of concern respecting the existing sign on the property. The professional input received concludes that the proposed modernization of this sign will not contravene any programs or policies for the area and that "there are no significant habitats, species at risk, or designated natural areas that will be affected by the proposed works". Therefore, it is Pattison's opinion



that the proposed works not contrary to the public interest, and are in keeping with the general intent and purpose of the City's Sign By-law and we ask the Sign Variance Committee approve this application.

Should you have any questions regarding this application, please do not hesitate to contact me.

Yours Truly,

A handwritten signature in black ink, appearing to read "Nicholas Campney".

Nicholas Campney,
Pattison Outdoor Advertising

