

Application by Pattison Outdoor for One Third Party Electronic Ground Sign at 115 City View Drive

Date: June 18, 2019

To: Sign Variance Committee

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

Wards: Etobicoke North (Ward 1)

SUMMARY

This report reviews and makes recommendations to the Sign Variance Committee regarding a proposal by Pattison Outdoor, on behalf of the property owner (the Applicant), to allow for one third party electronic ground sign displaying electronic static copy (the Proposed Sign), as described in further detail in Attachment 1.

The Proposed Sign would be located at the south-west corner of the property municipally known as 115 City View Drive (the Subject Premises), which contains a one-storey building intended for light industrial use. The Proposed Sign would have a height of 9.14 metres from grade, and contain two sign faces in a back-to-back configuration with a sign face area of 18.6 square metres on each side.

The Subject Premises is designated as an E Sign District, which allows third party electronic ground signs, and the proposed height and sign face area are in-line with the Sign By-law requirements for third party electronic ground signs in an E Sign District.

Only the south-facing sign face would display electronic static copy; the north sign face would display static copy. The Proposed Sign is intended to capture the attention of traffic travelling along City View Drive and, further west, Highway 27.

The Subject Premises is located in two overlapping area-specific restrictions specified by the Sign By-law, where third party signs shall not be erected. It would be located within 400 metres of the northern limit of Highway 409, and within 400 metres of the eastern limit of Highway 27.

The Chief Building Official and Executive Director, Toronto Building (the CBO), has determined that the Applicant has not provided sufficient information to establish that the Proposed Sign meets all nine of the criteria set out in §694-30A of the Sign By-law, which are required for a variance approval to be granted.

Specifically, the Applicant has not provided sufficient information to allow the CBO to determine that the Proposed Sign is compatible with the development of the premises and surrounding area, supports the Official Plan objectives for the premises and surrounding area, does not alter the character of the premises or surrounding area, and is not contrary to the public interest.

RECOMMENDATIONS

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

1. The Sign Variance Committee refuse the requested variances required to allow the Applicant to obtain a permit for the erection and display of one third party electronic ground sign at 115 City View Drive, 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

At its meeting on July 18, 2018 meeting, the Sign Variance Committee refused to grant the required variances to allow for one third party electronic ground sign at the property municipally known as 115 City View Drive.

Item EY35.50 - Sign Variance Report - 115 City View Drive
(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.SB26.3>)

ISSUE BACKGROUND

Required Variances

Table 1: Summary of Requested Variances

Section	Requirement	Proposal
694-24A(10)	A third party sign shall not be erected and displayed, in whole or in part, within 400 metres of any limit of Highway 27 from Highway 401 to Steeles Avenue.	The Proposed Sign is to be located approximately 25 metres from Highway 27.

694-24A(16)	A third party sign shall not be erected and displayed, in whole or in part, within 400 metres of any limit of Highway 409.	The Proposed Sign is to be located approximately 325 metres from Highway 409.
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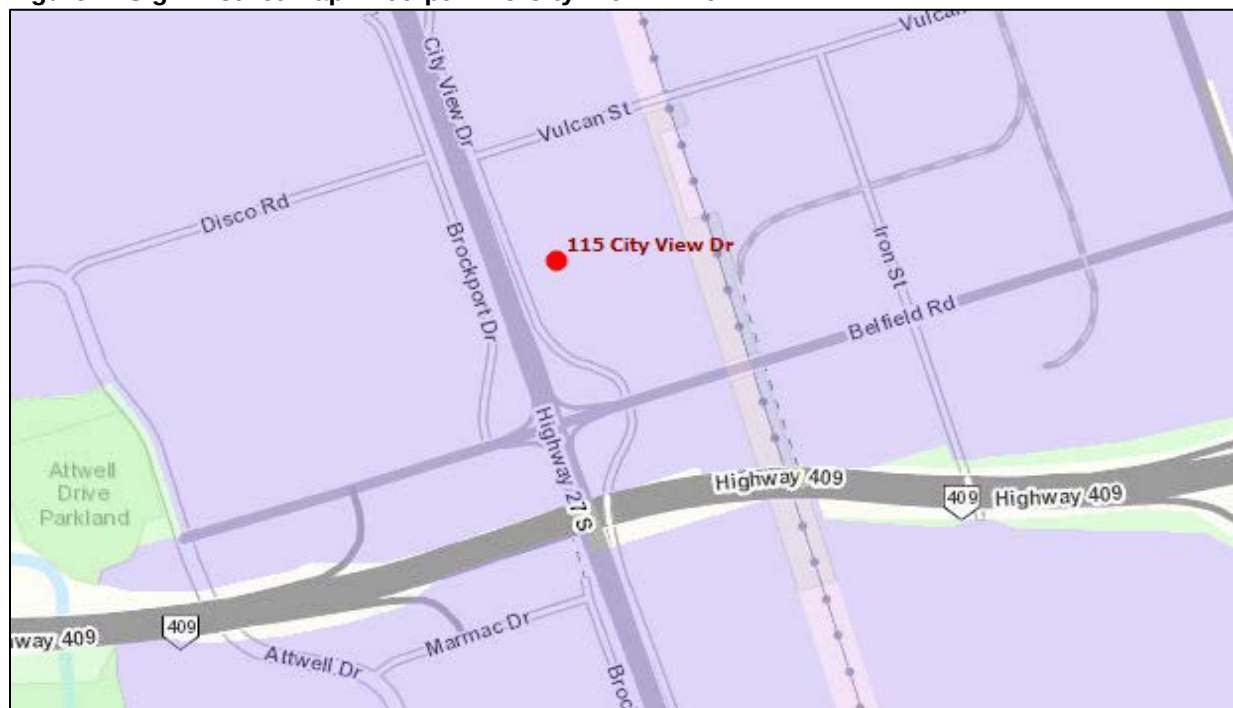
Sign Attributes and Site Context

The Subject Premises is designated as an E-Employment Sign District, located in Ward 2 (Etobicoke North). It contains a single-storey industrial building. Across City View Drive to the west, the subject premises abuts Highway 27.

The Subject Premises is located in two overlapping area-specific restrictions specified by the Sign By-law, where third party signs shall not be erected. It would be located within 400 metres of the northern limit of Highway 409, and within 400 metres of the eastern limit of Highway 27.

The properties directly north and south of 115 City View Drive are similar one- and two-storey industrial buildings, along with trailer storage and other employment-type uses. All properties surrounding the subject premises are industrial in nature, and are designated as E Sign Districts (See Figure 1 below).

Figure 1: Sign District Map Excerpt - 115 City View Drive



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(s) meets each of the nine established criteria.

The CBO has determined that not all of the nine required criteria have been established, and recommend that the Sign Variance Committee refuse the requested variances which would be required for the Applicant to be able to obtain 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, the CBO is of the opinion 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, which are permitted in an E Sign District. Therefore, the CBO is of the opinion that this criteria has been established.

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

While there are no other third party electronic ground signs in the immediate area, E Sign Districts do allow this sign type. The Applicant is not requesting variances for the size or height of the Proposed Sign, but instead for the setback from Highway 27 to the west, and from Highway 409 to the south.

The Proposed Sign also complies with all other regulations respecting third party electronic signs, including separation from sensitive land uses, facing sensitive land uses, separation from other third party signs and separation from other third party electronic signs.

However, The Subject Premises is located within two of the many areas specifically designated by the Sign By-law as area-specific restrictions, where third party signs are not suitable to be located in whole or in part. The section of Highway 27 located between Highway 401 and Steeles Avenue is a controlled arterial road, and in enacting the Sign By-law City Council determined specifically that the installation of third party

signs are not suitable in this area. The Applicant has not provided a compelling basis as to why the boundaries of this area-specific restriction should be radically redrawn to exclude the Subject Premises from the restriction on third party signs.

The Applicant submits that "Highway 27 between Highway 401 and Steeles Avenue is a controlled arterial road under the jurisdiction of the City of Toronto. The posted limit is 70 KM/Hour. City View Drive is separated from Highway 27 by means of a chain-link fence. The Proposed Sign is approximately 25 metres from the easterly limit of Highway 27, and is approximately 220 metres north of a controlled intersection at Belfield and Highway 27."

"Third party signs have had a long history along similar road allowances with no adverse effect on traffic. Currently there are three existing legal third party signs within the limit of 401 and Steeles Avenue. Highway 27 controls traffic speed by means of controlled intersections and traffic enforcement."

"The area is almost fully developed, thus no concerns that the development of these lands would be hindered with the presence of third party signs."

The relationship of the Subject Premises and the area-specific restriction preventing any third party signs within 400 meters of the northern limit of highway 409 is different, and so, a modification to the northern boundary of could be justified without changing the character of the roads within this as there are barriers and distance which prevent the Proposed Sign from being viewed from Highway 409. As such, the CBO has determined that this criteria has not been established.

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

The Official Plan designates the Subject Premises as an *Employment Area*. In some instances, *Employment Areas* can include commercial and retail businesses within or adjacent to highways and other uses.

However, there is nothing in the Applicant's submission materials that speaks directly to how the Proposed Sign supports the Official Plan objectives for the Premises and surrounding area, or to how signage which does not comply with the Sign By-law supports the Official Plan objectives for *Employment Areas*. As such, it appears this criteria has not been established.

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

The Applicant has stated that there are only two premises that are affected by this application - those to the immediate north and south of the Subject Premises. The Applicant additionally states that, given the separation of the Subject Premises from Highway 27 by City View Drive, the highway itself would not be adversely affected.

With the generous setbacks provided for the buildings on the immediately adjacent premises, any potential or perceived impacts of the Proposed Sign will be mitigated. It is

also of value to note that, save and except for the distance to Highway 27 and Highway 409, the Proposed Sign complies with all of the regulations respecting third party electronic ground signs in an E Sign District.

As the Proposed Sign will be required to comply with the time-of-day operation and illumination levels prescribed by the Sign By-law, and there are no sensitive land uses that could be impacted by the presence of a large electronic ground sign, the CBO has determined that the Proposed Sign will not adversely affect adjacent premises, and that this criteria has been established.

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

The section of Highway 27 located between Highway 401 and Steeles Avenue is a controlled arterial road, with a posted speed limit of 70 kilometers per hour. The Proposed Sign is approximately 25 metres from the easterly limit of the travelled portion of Highway 27, and is approximately 220 metres north of a controlled intersection at Belfield and Highway 27.

This information presented by the Applicant helps to demonstrate that the intended audience would be travelling at a lower speed, and not have to make any decisions based on directions from a signalized intersection.

The Proposed Sign is not located within a visibility zone, or within the minimum separation requirements from signalized intersections. The Applicant also submits that third party signs have had a long history along similar roads with no adverse impacts on traffic. To date, the CBO has not been provided any indisputable evidence that third party electronic signs directly result in unsafe conditions for drivers or pedestrians.

As the Proposed Sign would be designed and installed in accordance with the Ontario Building Code as required, the CBO does not believe that any other issues related to public safety are currently foreseeable. As such, the Applicant has provided sufficient information to establish that 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

A review of the third party signs located along Highway 27 between Highway 401 and Steeles Avenue reveals that, of the 13 third party signs in existence when the current Sign By-law came into effect in 2010 (including three electronic signs), only three signs remain in place, which are allowed under a permit issued under a previous sign by-law.

The Applicant submits that the Subject Premises and surrounding area is almost fully developed, which reduces the concern that there could be significant residential development of these lands which may be impacted by the Proposed Sign.

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. It is the expectation that such signs are consistent with the character of the surrounding area. The Proposed Sign is at a scale and nature that is consistent with the surrounding built form.

However, the Subject Premises and surrounding area are within have been determined by City Council to be one of the specific areas where third party signs are not suitable to be located. The intended character of this area would be marked by an absence of third party signs. The Applicant has provided no reason as to how the Subject Premises or Proposed Sign is unique as to provide a basis that the erection and display of the Proposed Sign would not change the character of the area. Therefore, it appears that this criteria has not been established.

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

Notice of the application was posted on the property for 30 days prior to the Hearing. In addition, a written notice of the proposal was mailed out to the local Ward Councillor and to all properties within a 250-metre radius of 115 City View Drive. To date, the City has not received any communications from the public or from the local Councillor in regards to the Applicant's proposal.

In addition, because the Proposed Sign is located within 400 metres of Highway 409, the Applicant is required to obtain approval from the Ministry of Transportation (MTO) before a permit can be issued. The Applicant has already contacted the MTO for review and comments, and has provided the CBO with an email from MTO staff stating that no MTO permit is required in this instance. This is likely due to the lack of visibility of the Proposed Sign from Highway 409.

The distance to and limited visibility from Highway 409 help to satisfy the CBO that the Proposed Sign will have little to no impact on this highway, or the nature, character, development or use of premises within 400 meters of Highway 409.

However, the Applicant has not convincingly demonstrated why the variance for locating the Proposed Sign within the area-specific restriction for this section of Highway 27 should be granted. As such, it does not appear that this criteria has been established.

CONCLUSION

The regulations in the Sign By-law serve to minimize sign clutter and enhance the public streetscape by encouraging a consistent approach to signage. The Sign By-law regulations also establish specific areas of the City, where it has been determined that

the character and development of the area is not consistent with the presence of third party signs.

As the Applicant has not convincingly demonstrated how the Proposed Sign is not contrary to the public interest and supports the Official Plan objectives, or locating the Proposed Sign in an area where third party signs are specifically not permitted, is in keeping with the character or intended development of the area, the CBO does not support granting the variances requested by the Applicant.

CONTACT

Nathan Jankowski
Acting Supervisor, Tax, Variance & Permits, 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 9.14 metres, with two sign faces in a back-to-back configuration, to be located near the south-west corner of the premises municipally known as 115 City View Drive, containing:

(a) One sign face 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 static copy only;
- (vi) Illuminated; and
- (vii) Oriented in a northerly direction, perpendicular to City View Drive.

(b) One sign face 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; and
- (vii) Oriented in a southerly direction, perpendicular to City View Drive.

Required Variance:

1. The requirement contained at §694-24A(10), which states that a third party sign shall not be erected and displayed in whole or in part within 400 metres of any limit of Highway 27 from Highway 401 to Steeles Avenue, be varied to allow for the erection and display of the Proposed Sign which is to be located within 400 metres of Highway 27; and,

2. The requirement contained at §694-24A(16), which states that a third party sign shall not be erected and displayed in whole or in part within 400 metres of any limit of Highway 409, be varied to allow for the erection and display of the Proposed Sign which is to be located within 400 metres of Highway 409.

Attachment 2: Applicant's Submission Package

		Sign Variance Application	
For Enquiries Dial 311 From Outside the City of Toronto (416) 392-CITY (2489)		Request Date 29 May 2018	Folder No.
Sign Location			
Street No. 115	Street Name City View Drive	Lot No.	Plan No.
Describe the variance being applied for: THE LOCATION OF THE PROPOSED SIGN IS WITHIN 400 METRES OF HWY 27			
If it is an application for a variance for the issuance of a permit required for the modification or restoration of an existing sign, please provide the following: Existing sign dimension: _____ Location: _____			
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):			
Property Owner Information			
Last Name Company Name (if applicable) 10512877 CANADA INC Street No. & Name 147 BELFIELD ROAD City TORONTO E-mail address		First Name ABY Area Code and Telephone No. Area Code and Mobile / Pager No. Area Code and Fax No.	
Province ONTARIO		Apt./Unit No. Postal Code M9W 1G8	
Attachments 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			
Applicant's Declaration and Information			
Last Name CATALANO Company Name (if applicable) PATTISON OUTDOOR ADVERTISING LP Street No. and Name 2700 MATHESON BLVD EAST City MISSISSAUGA		First Name SID Area Code and Telephone No. (905) 282-6846 Area Code and Mobile / Pager No. (416) 839-5911 Area Code and Fax No. (905) 282-9698	
E-mail address scatalano@pattisonoutdoor.com		Province ONTARIO	
Postal Code L4W 4V9		Apt./Unit No. 500	
do hereby declare the following:			
That I am ☐ the Property Owner as stated above ☐ an officer/employee of _____, which is an authorized agent of the owner. ☒ the owner's authorized agent ☐ 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. • 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.			
		SID CATALANO	May 29, 2018
Applicant's Signature		Print Name	Date
The personal information on this form is collected under the authority of ss. 8 and 110 of the City of Toronto Act, 2006, and Chapter 694, Signs, General, of the City of Toronto Municipal Code, and will be used specifically for the purpose of creating and maintaining a record available to the general public concerning signs and permit information, evaluation of applications made under Chapter 694, Signs, General, issuance, denial and revocation of permits under Chapter 694, Signs, General, processing applications for variances from and amendments to Chapter 694, Signs, General, creating aggregate statistical reports, enforcement of 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 contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the Manager, Sign By-law Unit, at Toronto, Building, City Hall, 100 Queen St W, 12th Floor, East Tower, Toronto, ON M5H 2N2, Telephone: 416-392-8090			

December 24, 2010

For Enquiries Dial 311
From Outside the City of Toronto (416) 392-CITY (2489)

Request Date: 29 May 5 2018
Folder No.

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

Sign Location

Street No. 115 Street Name City View Drive Lot No. Plan No.

Site and Building Data

Lot Area: Lot Frontage: Lot Depth:
Number of Buildings on the lot ONE Date of Construction of Building(s) if known:
Building Height(s): 5m Number of Storeys: 1 Building(s) Gross Floor Area:
Building Use(s): LIGHT INDUSTRIAL USE

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary):

North: LIGHT INDUSTRIAL
South: LIGHT INDUSTRIAL
East: LIGHT INDUSTRIAL
West: LIGHT INDUSTRIAL

Proposal

Please describe in detail what is being proposed (use additional pages if necessary):

TO ERECT ONE BACK TO BACK V SHAPED THIRD PARTY ADVERTISING GROUND SIGNS HAVING SIGN FACE DIMENSIONS OF 6.1 METRES BY 3.1 METRES.
AT THE SAME TIME THE EXISTING 10 BY 35 THIRD PARTY GROUND SIGN AT 10 MARWAC WILL BE REMOVED IN FAVOUR OF THE SMALLER PROPOSED SIGN
THE SOUTH FACE WILL BE ELECTRONIC CHANGING COPY (LED) WHILE THE NORTH FACE WILL BE STATIC COPY- (REDUCTION IN SIGN FACE OF 75%)

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. The criteria are that the variance:

- is warranted based on physical circumstances applicable to the property or premises;
- is consistent with the architecture of the building or development of the property;
- is consistent with buildings and other features of properties or premises within 120 metres of the location of the proposed sign;
- Will not alter the essential character of the area;
- Will not adversely affect adjacent properties;
- Will not adversely affect public safety;
- is, in the opinion of the decision maker, not contrary to the public interest;
- is of a sign class or a sign type that is permitted in the sign district where the premises is located; and,
- is not expressly prohibited by Subsection 094-15B.

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

PLEASE SEE ATTACHED LETTER



May 28, 2018

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

RE: Sign Bylaw Variance – 115 City View Drive

Mr. Bader,

By way of this letter, I am making application for a minor variance to the City's Sign By-law respecting 115 City View in Etobicoke.

The property is located on the east side of City View Drive, which parallels Highway 27, and will be located approximately 350 metres north of the Hwy 409 underpass.

This application seeks to do two actions; firstly seeking approval to install a similar like billboard ground sign having smaller dimensions, measuring 10 by 20, which will contain both electronic changing copy and static copy. Secondly, remove the existing 10 by 35 ground sign at 10 Marmac Drive, which contains an electronic change copy sign/static sign on the property and thereby reducing the overall signage area by 42%.

The existing sign at 10 Marmac Drive issued a sign permit as of right in 2008. It was determined recently that the existing sign did not meet the requirements of MTO. The fact the sign fronted onto Hwy 27, which is situated roughly 20 to 30 feet above the travelled portion of Hwy 409 and in our opinion not visible to the 409, although MTO has a differing opinion.

The variance we are seeking is the proposed sign is within 400 metres of Hwy 27, as per the City's Sign bylaw.

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, promoted, or directs attention to businesses, goods, services, matters, or activities that are not available or related to the premises where the sign is located.

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(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 is defined as a third party ground sign, which is a permitted sign type 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 surrounded by other Employment Sign Districts to the north and south, mainly light industrial uses. The use of this property as a light industrial/commercial use.

The proposed sign on this property would be similar in height to the existing structures on the premises and surrounding area, specifically 10 Marmac Drive to the south. However, the proposed sign will be significantly smaller than the sign at 10 Marmac Drive in sign area, but not in height. The location of the proposed sign will have no adverse impacts on the streetscape.

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

The subject premises has been 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.

Given the fact that the proposed sign is located on City View Drive, which runs north south and is parallel and setback from Highway 27 to the east, the proposed sign should not affect adjacent properties or in this case Highway 27. With respect to the existing properties both north and south of the subject property, all have generous setbacks from City View Dr., therefore installing a billboard sign at the location should not impact those neighboring properties.

(6) Not adversely affect public safety.

The proposed sign, containing electronic static copy only, will not adversely affect public safety. Being located on City View Dr., which runs parallel to Hwy. 27 and setback will not interfere with or obstruct the visibility of vehicular traffic along Highway 27.

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(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.

There is (1) existing third party signs of a larger size located to the south of the subject property and will be removed in favor of the proposed location. The existing sign at 10 Marmac has been in existence since 2008. There has been no issues regarding the sign save and except that fact, it is in close proximity to the Highway 409 underpass.

The proposed sign is also consistent with the scale and nature of the built-form at the subject premises. The existing building on the property is a one storey industrial building, roughly 5 metres in height. Functionally, this sign can be accommodated on the property due to the scale and layout of the property. This combined with the fact that the proposed sign is located away from the main building of the property and surrounding uses. The presence of a third party sign will not offend the character of this property, or the surrounding area.

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

In Pattison's opinion, the proposed billboard is not contrary to the public interest. The subject premises is within a transient area that contains existing third party ground signs north and south of the proposed location. An existing billboard, larger than what is being proposed has been in existence for 10 years and has not been contrary to the public interest. Therefore, by introducing a smaller sized sign, this should be more in keeping with the surrounding areas.

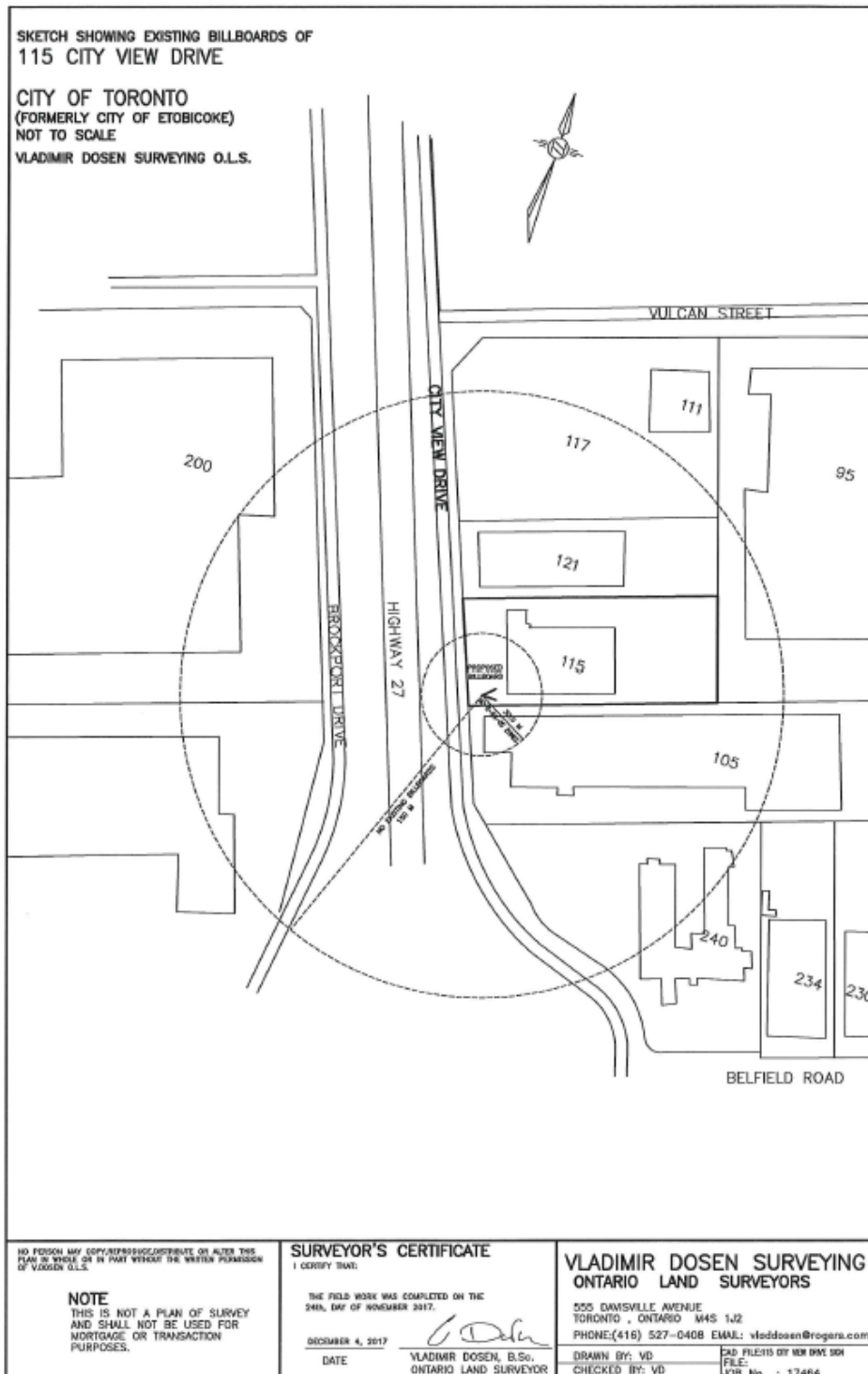
Should you have any questions regarding this application, please do not hesitate to contact me.

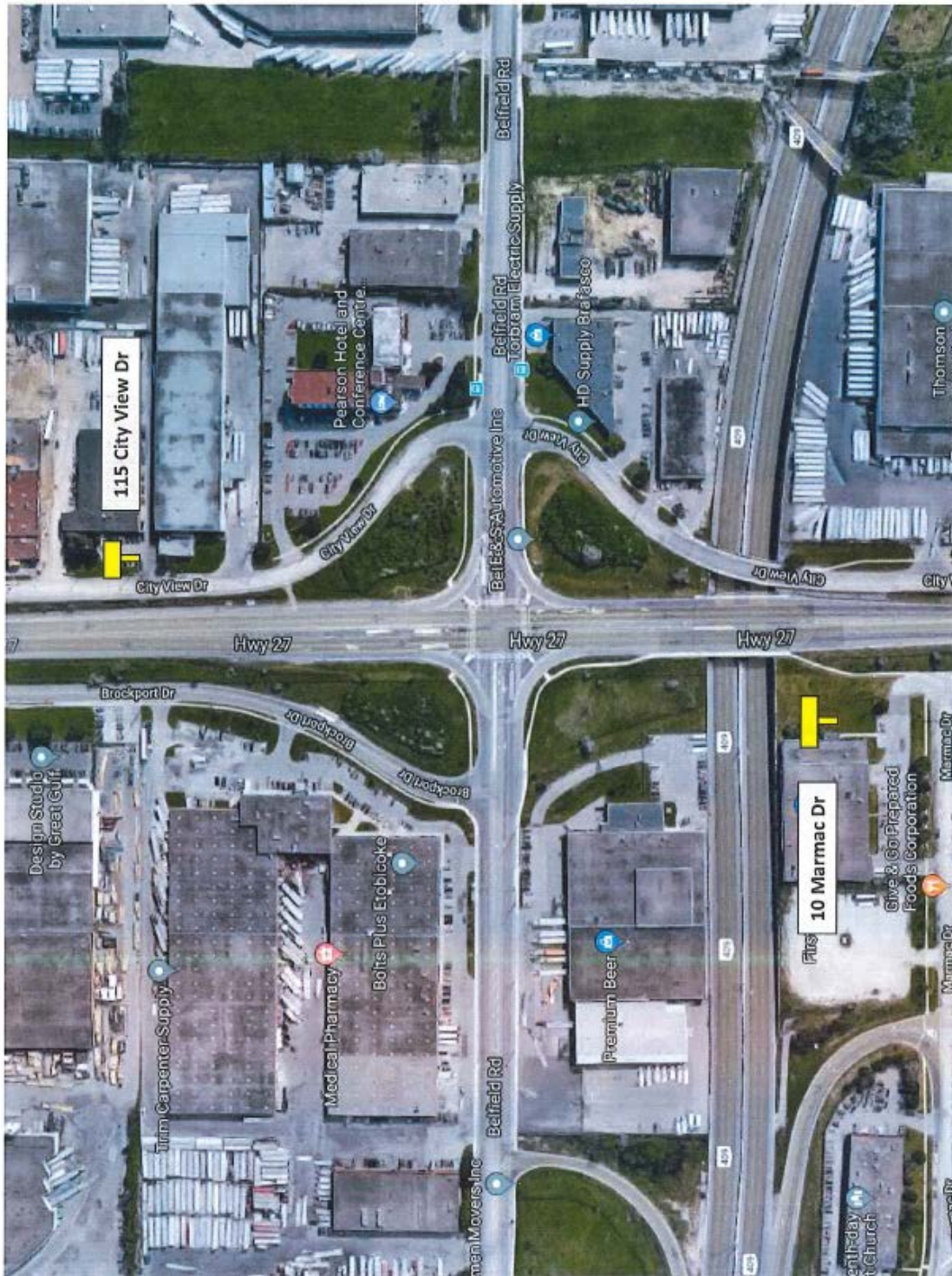
Yours Truly,

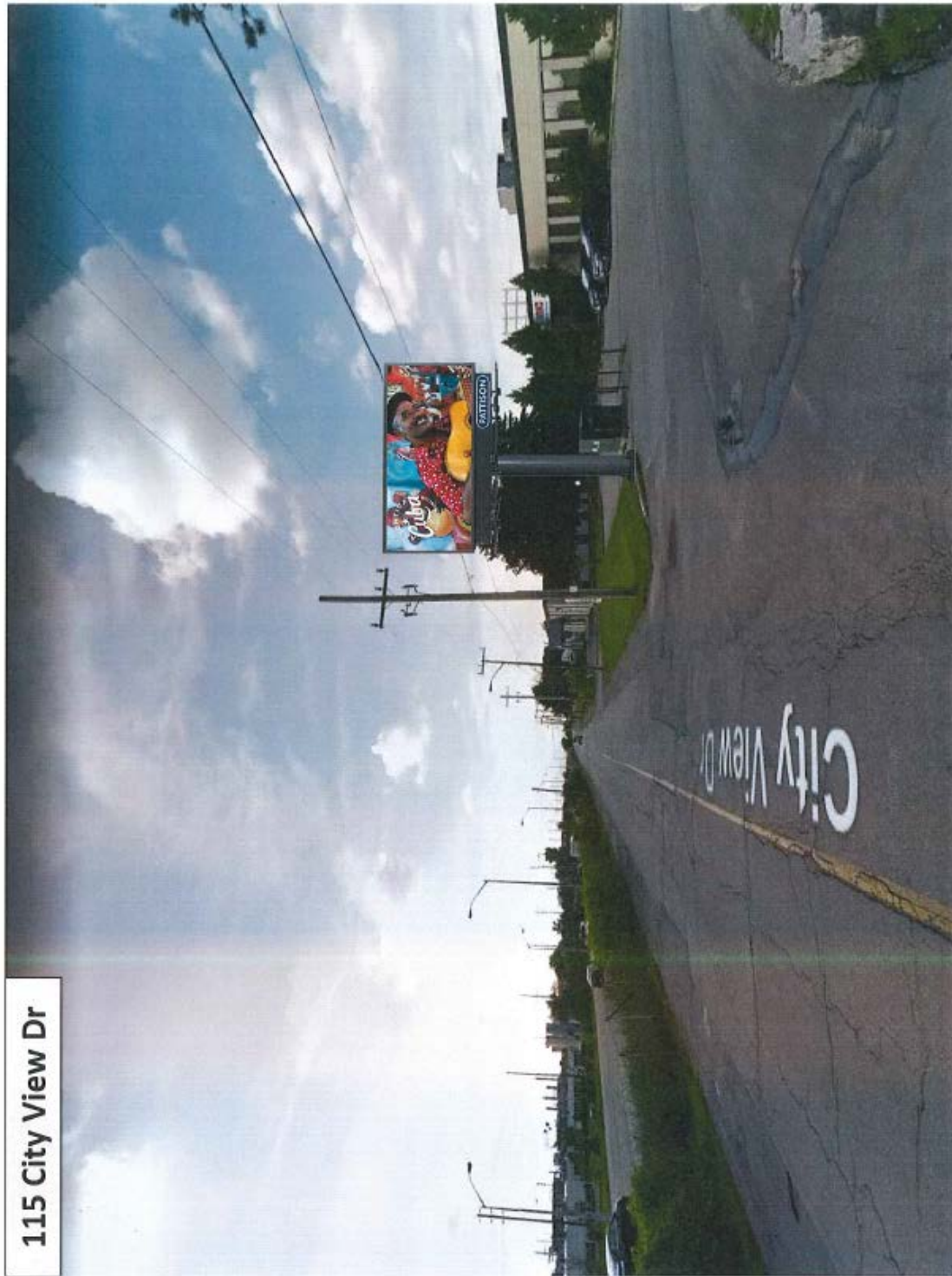
Sid Catalano
Pattison Outdoor Advertising

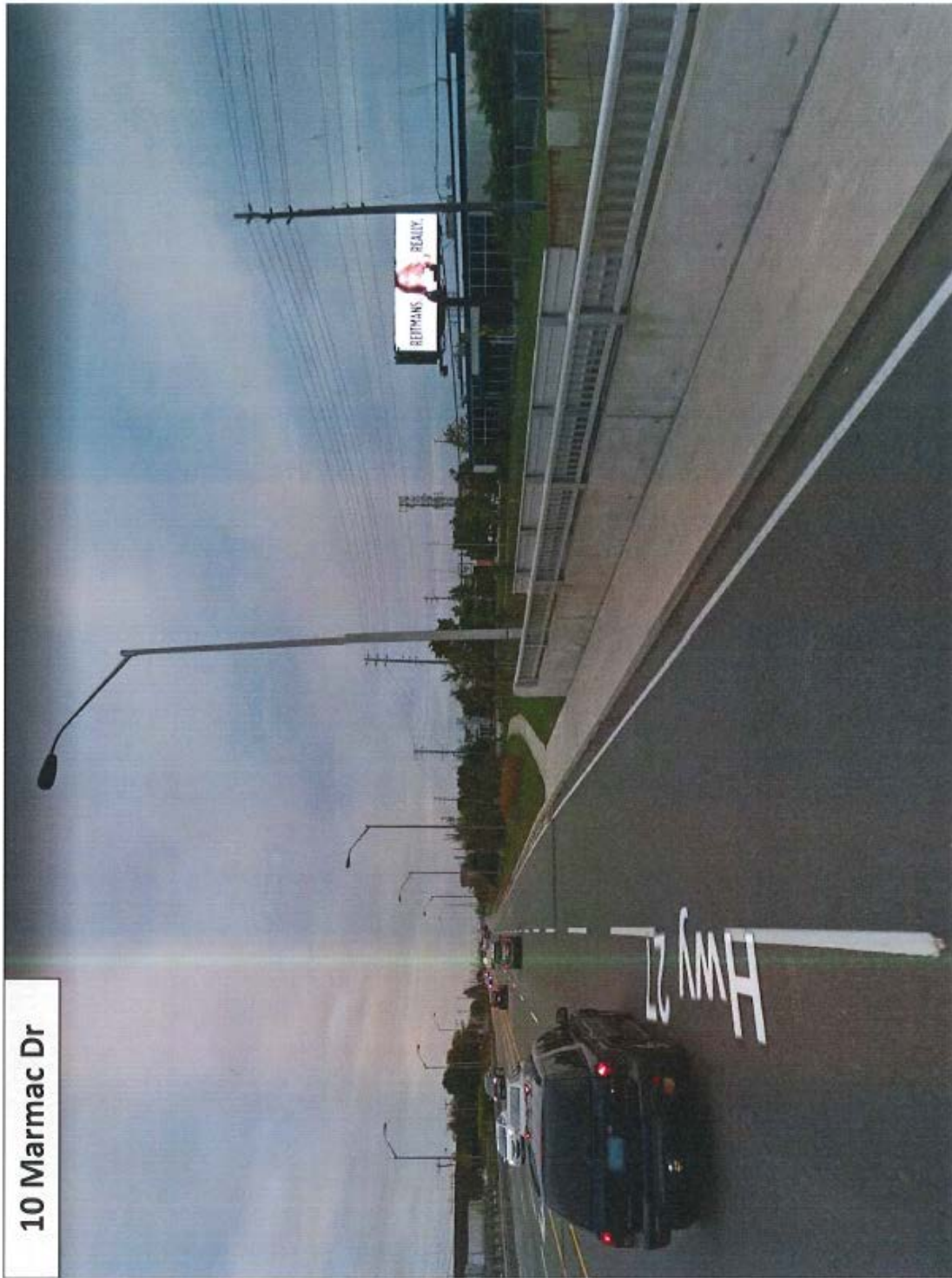
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Supplementary Information re: Sign Variance required 115 CITY VIEW DRIVE

Section 694-24A (10) A Third party sign shall not be displayed in whole and in part within 400 metres of any limit of Highway 27 from Highway 401 to Steeles Avenue.

The area-specific restriction along this portion of Highway 27 was based on two factors:

1. The City had concerns that large third party signs were not positive impacts on traffic, even more so in the case of higher-speed roads.
2. There were also concerns that third party signs could "tie-up" lands near major roadways and potentially hinder developments of these sites, due to the visibility these roads give the signs and the value they provide to property owners.

Rational for allowing the digital sign:

Highway 27 became a limited-access arterial road in 1972 when the 427 Highway was constructed.

The proposed sign is located at 115 City View Drive, which is a small service road for industrial buildings located to the east of the road allowance and Highway 27.

Highway 27 between Highway 401 and Steeles Avenue is a controlled arterial road under the jurisdiction of the City of Toronto. The posted limit is 70 KM/Hour. City View Drive is separated from Highway 27 by means of a chain-link fence. The proposed sign is approximately 25 metres from the easterly limit of Highway 27 and is approximately 220 metres north of a controlled intersection at Belfield and Highway 27.

Third party signs have had a long history along similar road allowance with no adverse effect on traffic. Currently there are 3 existing legal third part signs within the limit of 401 and Steeles Avenue. Highway 27 controls traffic speed by means of controlled intersections and traffic enforcement.

The area is almost fully developed thus no concerns that the development of these lands would be hindered with the presence of third part signs.

Conclusion:

There may be places within these area-specific restrictions where it does not make as much sense as others. We can use 115 City View Drive as an example. The Proposed Sign and Subject Premises is less than 400 metres from Highway 409, but is separated by grade differences, lack of access, etc., in a way that the CBO can confirm that what happens on the Subject Premises, in terms of erecting and displaying the Proposed Sign, is entirely divorced from the presence of Highway 409.

The proposed sign is less than 400 metres from Highway 27. Highway 27 has ceased to be a Limited access class A Highway and the proposed Third part sign is not within 400 metres of highway 427 the replacement for Highway 27.