

Application for Variances Respecting One Third Party Electronic Ground Sign - 2 Atlantic Avenue

Date: November 15, 2019

To: Sign Variance Committee

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

Wards: Spadina-Fort York (10)

SUMMARY

This report reviews an application for six variances, subject to specific conditions, made 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") at the property municipally known as 2 Atlantic Avenue (the "Subject Premises"), described in greater detail in Attachment 1.

The Proposed Sign would be located along the southerly frontage of the Subject Premises, which contains a two-storey office building, an associated surface-level parking lot and an existing third party ground sign. The Proposed Sign is intended to be erected and displayed be erected and displayed, after the removal of the existing third party sign, in the same location at the Subject Premises. The Proposed Sign would seek to capture the attention of traffic travelling along the Gardiner Expressway.

The Subject Premises has a "C" designation the Gardiner Gateway Special Sign District ("GG-SSD"). Third party electronic wall signs and third party electronic ground signs are permitted on premises with a C designation within the GG-SSD. The Proposed Sign would have a height of 24.38 metres, and contain two sign faces displayed in a "v-shape" configuration, each with a sign face area of 83.30 square metres.

The six variances are each subject to the following conditions: a) the existing third party ground sign to be removed from the Subject Premises, and the associated permits revoked prior to the issuance of a permit for the Proposed Sign; b) an existing third party roof sign located at 7 Fraser Avenue, a nearby premises 350 metres away to the west, be removed and the associated permits revoked prior to the issuance of a permit for the Proposed Sign; and c) an existing third party roof sign also located at 7 Fraser Avenue be removed and the associated permits revoked prior to the issuance of a permit for the Proposed Sign.

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, subject to the specific conditions.

RECOMMENDATIONS

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

1. The Sign Variance Committee grant the six requested variances to sections 694-22E, 694-26I(a), 694-26I(4)(a), 694-25C(2)(d), 694-26I(4)(d) and 694-26I(4)(g), each subject to the specified conditions, required to allow the Applicant to obtain a permit for the erection and display of one third party electronic ground sign at 2 Atlantic Avenue as described in greater detail in Attachment 1 to this report.

FINANCIAL IMPACT

There is no financial impact resulting from adopting 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
694-22E	A third party electronic sign, as permitted by Subsections 694-25A(2), C92), D(3), D(4) 694-26I(1), (2), and (3), shall not be erected within 150.0 metres of any other lawful third party sign whether or not erected.	The Proposed Sign is to be located within 150 metres of six existing third party signs.
694-26I(a)	The GG-SSD may contain any third party sign that complies with the provisions of 694-25A of this chapter where erected on a property designated "C" within the GG-SSD.	Third party wall signs and electronic wall signs are permitted on premises designated "C", whereas the proposed sign is an electronic ground sign.

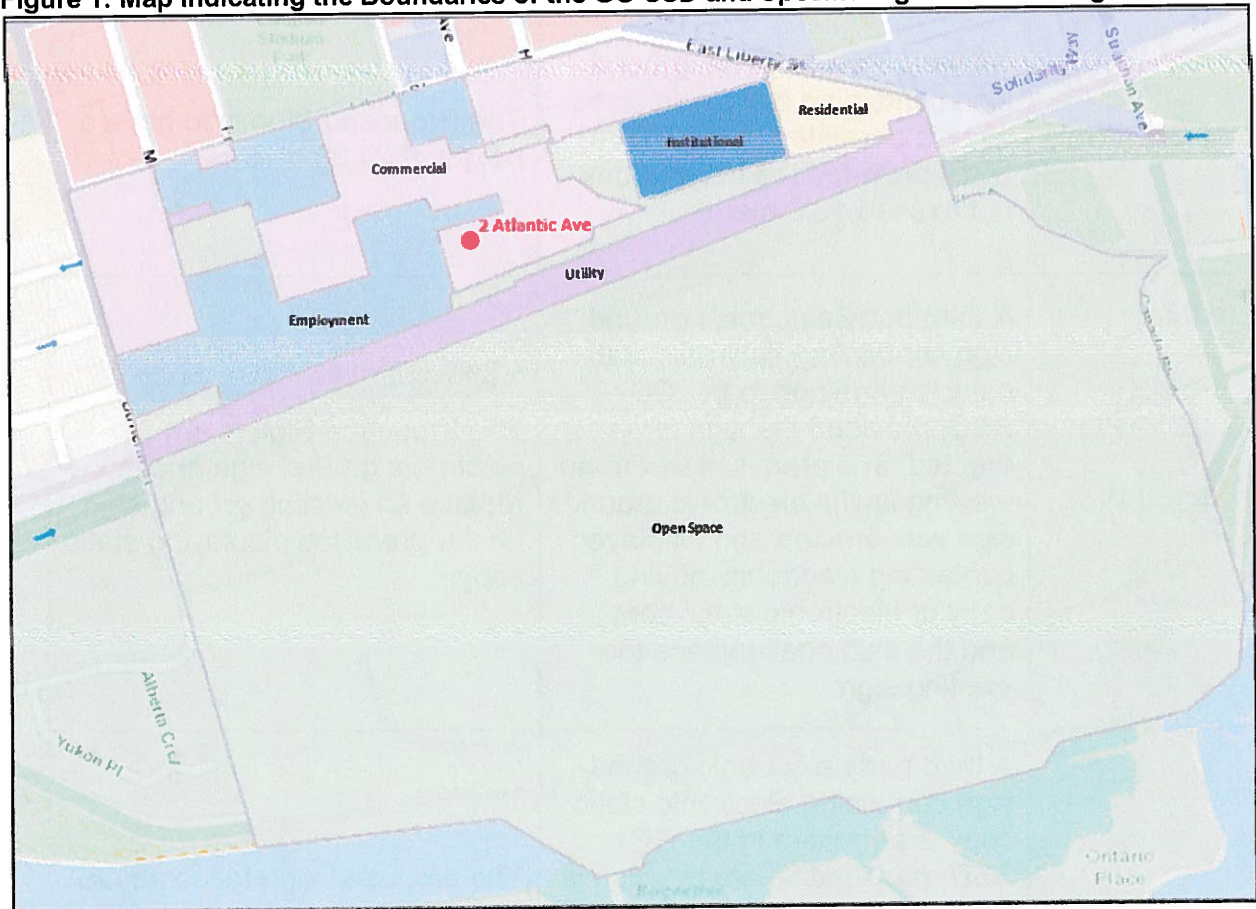
694-26I(4)(a)	A third party electronic ground sign containing electronic static copy is permitted in the GG-SSD, provided the sign face does not exceed 50.0 square metres.	The Proposed Sign is to have a sign face area of 83.30 square metres.
694-26I(4)(b)	A third party electronic ground sign containing electronic static copy is permitted in the GG-SSD, provided the height does not exceed 15.0 metres.	The Proposed Sign is to have a height of 24.38 metres.
694-26I(4)(d)	A third party electronic ground sign containing electronic static copy is permitted in the GG-SSD, provided the sign is erected on a premises where an existing lawful electronic ground sign was erected and displayed containing electronic moving copy or electronic static copy, and the sign shall replace the existing sign.	The Proposed Sign is an electronic ground sign and is to replace an existing ground sign on the premises displaying static copy.
694-26I(4)(g)	A third party electronic ground sign containing electronic static copy is permitted in the GG-SSD, provided where the sign is located within 250 metres of an R, RA, CR, I or OS Sign District, the sign shall not face any premises in a R, RA, CR, I or OS Sign District.	The proposed sign faces an OS Sign District located within 250 metres.

Site Context

The Subject Premises is located within the Gardiner Gateway Special Sign District ("GG-SSD") and is located in Ward 10 (Spadina-Fort York). Each premises located within the GG-SSD contains a specific sign district designation, with the Subject Premises being further designated as a Commercial ("C") Sign District. The Subject Premises currently contains a two-storey "Joe Fresh" location and an associated surface-level parking lot, as well as an existing third party ground sign located on the southerly property frontage.

The surrounding premises are also located within the GG-SSD, with properties to the north and west being further designated as Employment ("E") Sign Districts. Properties to the east are further designated as Open Space ("OS") Sign Districts and as Institutional ("I") Sign Districts, while properties to the south are further designated as OS Sign Districts and Utility ("U") Sign Districts. There is a Residential ("R") Sign District further to the north and east of the Subject Premises (See Figure 1 below).

Figure 1: Map Indicating the Boundaries of the GG-SSD and Specific Sign District Designations



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 variances meets all nine of the mandatory criteria, based on 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.

A Notice of the Application was posted on the property for 30 days prior to the Hearing, and a written notice of the proposal was mailed to the local Ward Councillor and all properties within a 250-metre radius of the Subject Premises. Staff from the Sign By-law Unit held a public consultation concerning the Proposed Sign at the Toronto Public Library - Parkdale Branch, the evening of October 29, 2019. The CBO received no comments about the Proposed Sign during this public consultation session.

Applying the Established Criteria

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

The Subject Premises is located within Gardiner Gateway Special Sign District and is further designated as a C Sign District. Third party electronic ground signs are permitted in the GG-SSD. The CBO has confirmed that 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. The CBO has confirmed that electronic ground signs are permitted in the GG-SSD, therefore it appears 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

As the Applicant noted in their submission, the Subject Premises is located within the GG-SSD, which is a sign district where signs of this type are allowed and encouraged. There are currently eleven electronic third party signs in the surrounding area, ranging in size from approximately 62 square metres to 160 square metres. These signs help to establish the character of the area. The Proposed Sign, with a sign face area of 83 square metres, is within the range of other third party electronic signs in the area, and is consistent with other third party signs in the area.

The Subject Premises currently contains a two-storey "Joe Fresh" location, an associated surface-level parking lot and an existing third party ground sign. The Proposed Sign is to replace the existing ground sign and is to be erected at approximately the same location on the premises. The existing ground sign contains two sign faces, displaying static copy, each with a sign face area of 167.17 square metres, whereas the Proposed Sign is to contain two sign faces, displaying electronic static copy, each with a sign face area 83.08 square metres. The Proposed Sign would also have a similar height as the existing sign.

The area surrounding the Subject Premises is composed largely of employment type uses, with the F.G. Gardiner Expressway, Exhibition Place and a railway corridor located to the south. To the west of the Subject Premises is Jefferson Avenue with low-

rise buildings containing industrial and employment uses. To the east is Atlantic Avenue, followed by low-rise buildings, also containing industrial and employment uses. The CBO received two letters of opposition in response to the public circulation of the application, both of which expressed concern with light pollution and the impact of the sign on adjacent residential buildings. A high-rise residential building is located approximately 175 metres to the northeast of the Proposed Sign. The Proposed Sign, is to contain two sign faces each of which are to be directed southeasterly and southwesterly, and should not have an impact on residents of this building.

The CBO believes the Proposed Sign is compatible with other third party signs in the area, with the existing office use on the Subject Premises, as well as the employment type uses in the surrounding area. The CBO also believes the Proposed Sign is also more consistent with the existing permissions for third party ground signs in the GG-SSD than the existing ground sign on the Subject Premises. Therefore it appears this criteria has been established.

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

The Subject Premises is designated as a *Core Employment Area* in the Official Plan, as are properties to the north, east and west. To the south is the Gardiner Expressway, followed by properties that are designated as *Regeneration Areas*. As the Applicant noted in their submission, *Core Employment Areas* are places of business and economic activity and consist of a wide array of uses including manufacturing, warehousing, distribution, research and development, utilities, media facilities, parks hotels, retail outlets, restaurants and small-scale store and services that service these businesses. A review of development on the Subject Premises and in the surrounding area demonstrates that the Proposed Sign is compatible with the existing uses in the area, and would not contravene Official Plan objectives related to *Core Employment Areas* or *Regeneration Areas*.

The Sign By-law is a tool used to implement the goals and objectives of the Official Plan, and it is the expectation that the Sign By-law conform to the policies of the Official Plan. The conditions that would be imposed if the requested variances are granted would include the removal of two existing third party ground signs, and one existing third party roof sign. Third party roof signs are a sign type prohibited by the Sign By-law. The imposed conditions would help implement the general goals and objectives of the Sign By-law by reducing sign clutter, and seeing the removal of a prohibited sign type.

The Sign By-law contemplates large-format third party electronic ground signs, such as the Proposed Sign, on properties located within the GG-SSD, but does not permit third party signs on listed or designated heritage building. The removal of a third party roof sign from the listed building at 7 Fraser Avenue, would further achieve the goals and objectives of the Sign By-law, and would support Official Plan policies related to heritage conservation.

Based on the information provided by the Applicant, the CBO believes it has been established that the Proposed Sign would support the general objectives for *Core Employment Areas*, and the policies related to heritage conservation established by the

Official Plan, as well as the general objectives of the Sign By-law. As such, it appears this criteria has been established.

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

A review of the Proposed Sign and the surrounding area, demonstrates that the Proposed Sign should not have an adverse affect on adjacent premises. As mentioned previously, properties within the immediate surrounding area consist mainly of employment and light industrial uses that should not be adversely impacted by the Proposed Sign.

The CBO received two letters of opposition in response to the public circulation of the application, both of which expressed concern with light pollution and the impact of the sign on adjacent residential buildings. As the Applicant noted in their submission, although there is a high-rise residential building to the northeast of the Proposed Sign, this building is approximately 175 metres away from the proposed location of the sign. The Proposed sign would also be oriented in a southerly direction, directed towards the F.G. Gardiner Expressway and should not be visible to residents of this building. The Applicant also noted that although the property immediately to the south is designated as an OS Sign District, the property only contains a surface level parking lot and various landscaping elements, and should not be adversely affected by the Proposed Sign

Based on the information provided by the Applicant, the CBO believes that it has been established that the Proposed Sign will not adversely affect adjacent premises.

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

Although the Proposed Sign is intended to be visible to traffic travelling on the H.G. Gardiner Expressway, the GG-SSD is an area of the city that encourages large-format third party electronic ground signs such as that being proposed. The Proposed Sign, which is to display electronic static copy, will be required to comply with the Sign By-law requirements for message transition and duration. The Proposed Sign does not require any variances for being located within a visibility zone.

As there has been a third party ground sign in place at the Subject Premises for many years without incident, and because large-format electronic signs are permitted at this location subject to the duration and transition provisions established by the Sign By-law, the CBO does not believe the Proposed Sign will have any adverse impacts on traffic safety. Furthermore, the construction of the sign will need to be reviewed by an architect or professional engineer, and satisfy all Ontario Building Code regulations. As such, the CBO does not believe that any other issues related to pedestrian safety are foreseeable. 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 that the Proposed Sign is not a sign that is prohibited by §694-15B of the Sign By-law. The CBO has confirmed this to be the case, and therefore 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

Large-format third party electronic ground signs are permitted in the GG-SSD, and it is the expectation that such signs are consistent with the character of the surrounding area. There are currently eleven electronic third party signs in the surrounding area, ranging in size from approximately 62 square metres to 160 square metres. These signs help to establish the character of the area, and the Proposed Sign, with a sign face area of 83 square metres, is within the range of other third party electronic signs in the area.

As stated by the Applicant in their submission materials, the Proposed Sign is replacing an existing third party ground sign located at approximately the same location on the Subject Premises, that helps to establish the character of the premises. The existing ground sign contains two sign faces each with a sign face area of 167.17 square metres, whereas the Proposed Sign is to contain two sign faces, each with a sign face area 83.08 square metres. Although the Proposed Sign is to be erected at a height greater than what is permitted, the additional height requested is to allow the sign to be visible to traffic travelling on the elevated portion of the Gardiner Expressway. The Proposed Sign would also have a similar height as the existing sign.

As the Proposed Sign is consistent with other third party electronic ground signs in the area, and is replacing an existing third party ground sign on the premises, the CBO believe it has been established that the Proposed Sign does not alter the character of the premises or surrounding area, and that this criteria has been established.

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

As the Applicant indicated in their submission, the Proposed Sign will be located in the GG-SSD, which has been designated by the Sign By-law to include large-format third party electronic ground signs. Although the Proposed Sign is to be larger and erected at a height greater than what is permitted, the Proposed Sign is consistent with other third party electronic ground signs in the area. Given the nature of surrounding uses, the Proposed Sign will not have an adverse impact on any adjacent properties. As such, the CBO is of the opinion that the Proposed Sign is not contrary to the public interest, and that this criteria has been established.

CONCLUSION

The GG-SSD contemplates large scale third party electronic ground signs, such as the Proposed Sign. Although the Proposed Sign is larger and erected at a height greater

than that permitted by the Sign By-law, the Applicant has sufficiently demonstrated a basis that the Proposed Sign, if subject to the specific conditions, would establish the nine mandatory conditions. As such, the CBO is supportive of the Sign Variance Committee granting the requested variances.

CONTACT

Cindy Long
Sign Building Code Examiner Inspector, Sign By-law Unit
E-mail: bpaul@toronto.ca; Tel: 416-392-4238

SIGNATURE



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

ATTACHMENTS

Attachment 1 – Description of Sign and Required Variances
Attachment 2 – Applicant's Submission Package
Attachment 3 – Letters of Opposition

Attachment 1: Description of Sign and Required Variance

Sign Description:

Proposed Sign - One third party electronic ground sign to be located at the premises municipally known as 2 Atlantic Avenue, described more fully as follows:

- (a) having a maximum height of 24.38 metres,
- (b) being illuminated,
- (c) being located in the immediate proximity of the frontage of the premises abutting Markham Road;
- (d) containing two sign faces in a "v-shape" configuration,
- (e) one sign face to be oriented in a southeasterly facing direction;
- (f) one sign face to be oriented in a southwesterly facing direction; and,
- (g) each sign face to have the following attributes:
 - 1. be in the shape of a rectangle;
 - 2. have a sign face area of not more than 83.30 square metres;
 - 3. have a maximum centre line of not more than 17.07 metres;
 - 4. have a maximum bisecting line of not more than 4.88 metres; and,
 - 6. only display electronic static copy.

Required Variances:

1. The requirement contained at §694-22E, which states that a third party electronic sign, as permitted by Subsections 694-25A(2), C(2), D(3), D(4), 694-26I(1), (2) and (3) shall not be erected within 150.0 metres of any other lawful third party sign whether or not erected, be varied to allow the Proposed Sign to be erected and displayed within 150 metres of six existing third party signs, subject to the specified conditions;
2. The requirement contained in §694-26I(1) which states that the GG-SSD may contain any third party sign that complies with the provisions of 694-25A of this chapter where erected on a property designated "C" within the GG-SSD, which permits third party wall signs and third party electronic wall signs, be varied to allow the Proposed Sign which is to be an electronic ground sign, subject to the specified conditions;
3. The requirement contained at §694-25I(4)(a), which states that a third party electronic ground sign containing electronic static copy is permitted in the GG-SSD, provided the sign face does not exceed 50.0 square metres, be varied to allow the erection and display of the Proposed Sign which is to have a sign face area of 83.30 square metres, subject to the specified conditions;
4. The requirement contained at §694-26I(4)(b), which states that a third party electronic ground sign containing electronic static copy is permitted in the GG-SSD, provided the height does not exceed 15.0 metres, be varied to allow the erection and display of the Proposed Sign which is to have a height of 24.38 metres, subject to the specified conditions;

5. The requirement contained at §694-261(4)(d), which states that a third party electronic ground sign containing electronic static copy is permitted in the GG-SSD, provided the sign is erected on a premises where an existing lawful electronic ground sign was erected and displayed containing electronic moving copy or electronic static copy, and the sign shall replace the existing sign, be varied as the Proposed Sign is an electronic ground sign and is to replace an existing ground sign on the premises displaying static copy, subject to the specified conditions; and,

6. The requirement contained at §694-261(4)(g), which states that a third party electronic ground sign containing electronic static copy is permitted in the GG-SSD, provided where the sign is located within 250 metres of an R, RA, CR, I or OS Sign District, the sign shall not face any premises in a R, RA, CR, I or OS Sign District, be varied to allow the Proposed Sign to face an OS Sign District located within 250 metres.

Conditions:

1. The third party ground sign currently located at 2 Atlantic Avenue be removed, and all associated permits revoked prior to any application for a Sign Permit being submitted for the Proposed Sign.

2. The third party ground sign currently located at 7 Fraser Avenue be removed, and all associated permits revoked prior to any application for a Sign Permit being submitted for the Proposed Sign.

3. The third party roof sign currently located at 7 Fraser Avenue be removed, and all associated permits revoked prior to any application for a Sign Permit being submitted for the Proposed Sign.

Attachment 2: Applicant's Submission Package

[Print](#) [Email](#) [Reset Form](#)



Application Sign Variance

Folder Number	Date (yyyy-mm-dd)
	2019-01-28

Project Information

Street Number	Street Name	Lot Number	Plan Number
2	Atlantic Avenue		

Describe the variance(s) being applied for:
See attached rationale which provides the variances being sought.

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	Location
1 double sided 30' x 80' Backlit	South side of property known as 2 Atlantic Avenue facing the Gardiner Expressway

Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):
Please see attached rationale and supporting documents.

Property Owner Information

First Name		Last Name	
Robert		Eisenberg	
Company Name (if applicable)		Telephone Number	
2450231 ONTARIO LTD.		(416) 484-1250	
Street Number	Street Name	Suite/Unit Number	Mobile Number
87	Mowat Avenue	340	(416) 587-1452
City/Town	Province	Postal Code	Fax Number
Toronto	Ontario	M6K3E3	(416) 484-1257
Email			
bob@yorkheritage.com			

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

14-0043 2016-12



1 of 2

Application
Sign Variance

Applicant Information and Declaration

First Name STEVE		Last Name WOLOWICH	
Company Name PATTISON OUTDOOR			Telephone Number (905) 282-6934
Street Number 2700	Street Name MATHESON BLVD. EAST, WEST TOWER	Suite/Unit Number 500	Mobile Number (416) 628-9696
City/Town TORONTO	Province ONTARIO	Postal Code L4W4V9	Fax Number
Email SWOLOWICH@PATTISONOUTDOOR.COM			
Do hereby declare the following: - That I am ☐ the Property Owner as stated above ☐ the owner's authorized agent. ☒ an officer/employee of PATTISON OUTDO, which is an authorized agent of the owner. ☐ 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.			
 Signature		STEVE WOLOWICH Print Name (First, Last)	2019-01-28 Date (yyyy-mm-dd)

Continue on next page

Toronto Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, 138(e) and the City of Toronto Municipal Code, Chapter 694, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information will be used for processing applications and creating aggregate statistical reports, for enforcement of the 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 for contacting permit holder(s) or authorized agent(s). Questions about this collection can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-392-4235.



Data Sheet
Sign Variance

Folder number	Request Date (yyyy-mm-dd)
---------------	---------------------------

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
2	Atlantic Avenue		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
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 Use(s) Commercial Industrial		

Site Context

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

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)	
Remove existing double sided 30' x 60' back lit static display faces and install double sided 16' x 56' double sided static electronic display faces for the purpose of third party advertising.	

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):

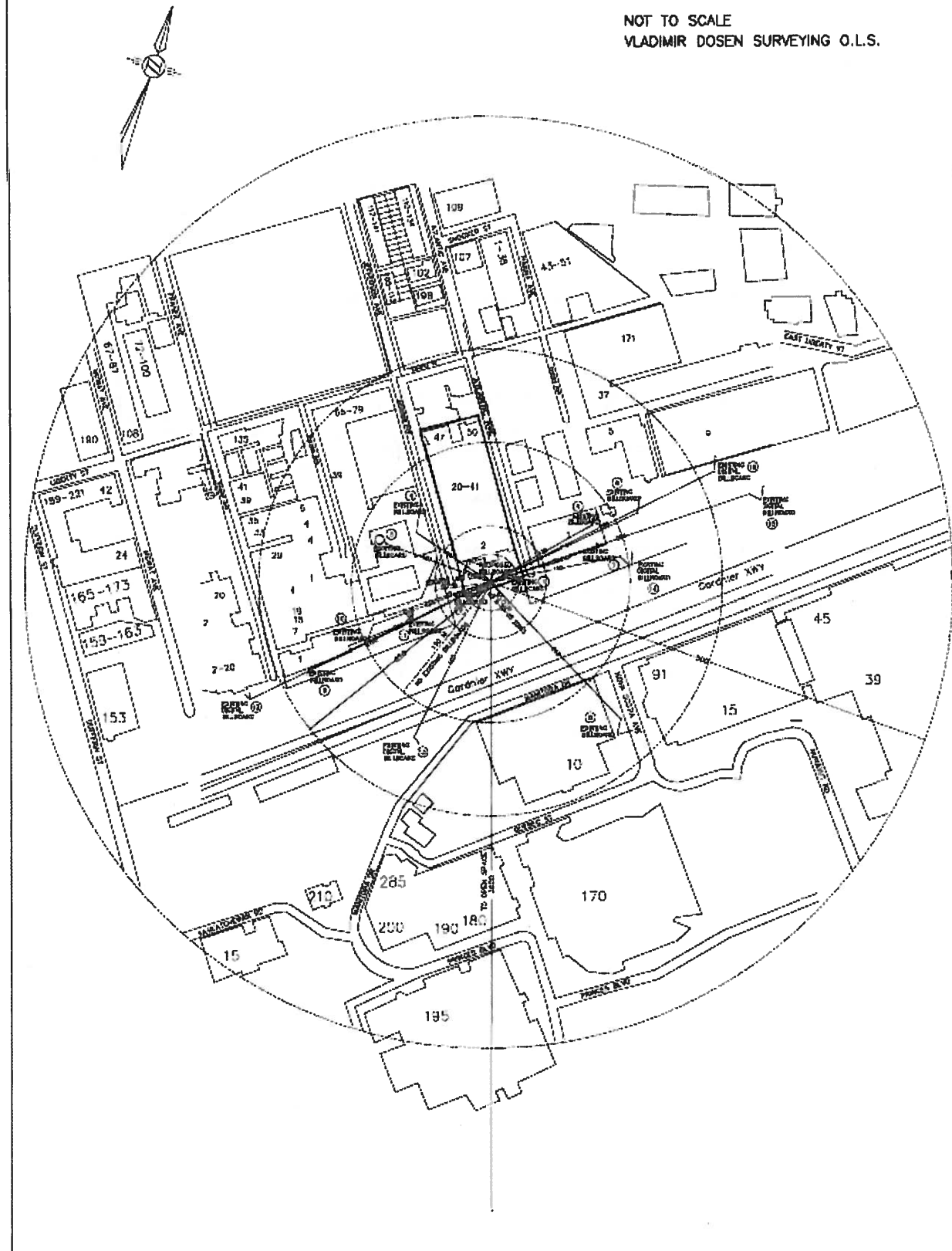
- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official 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)

[See attached rationale and supporting documents](#)

SKETCH SHOWING EXISTING BILLBOARDS OF
2 ATLANTIC AVENUE
CITY OF TORONTO

NOT TO SCALE
VLADIMIR DOSEN SURVEYING O.L.S.



NO PERSON MAY COPY, REPRODUCE, DISTRIBUTE OR ALTER THIS PLAN IN WHOLE OR IN PART WITHOUT THE WRITTEN PERMISSION OF VLADIMIR DOSEN.

NOTE

THIS IS NOT A PLAN OF SURVEY AND SHALL NOT BE USED FOR MORTGAGE OR TRANSACTION PURPOSES.

SURVEYOR'S CERTIFICATE

I CERTIFY THAT:

THE FIELD WORK WAS COMPLETED ON THE 17th DAY OF OCTOBER 2018

OCTOBER 26, 2018

DATE

VLADIMIR DOSEN, B.Sc.

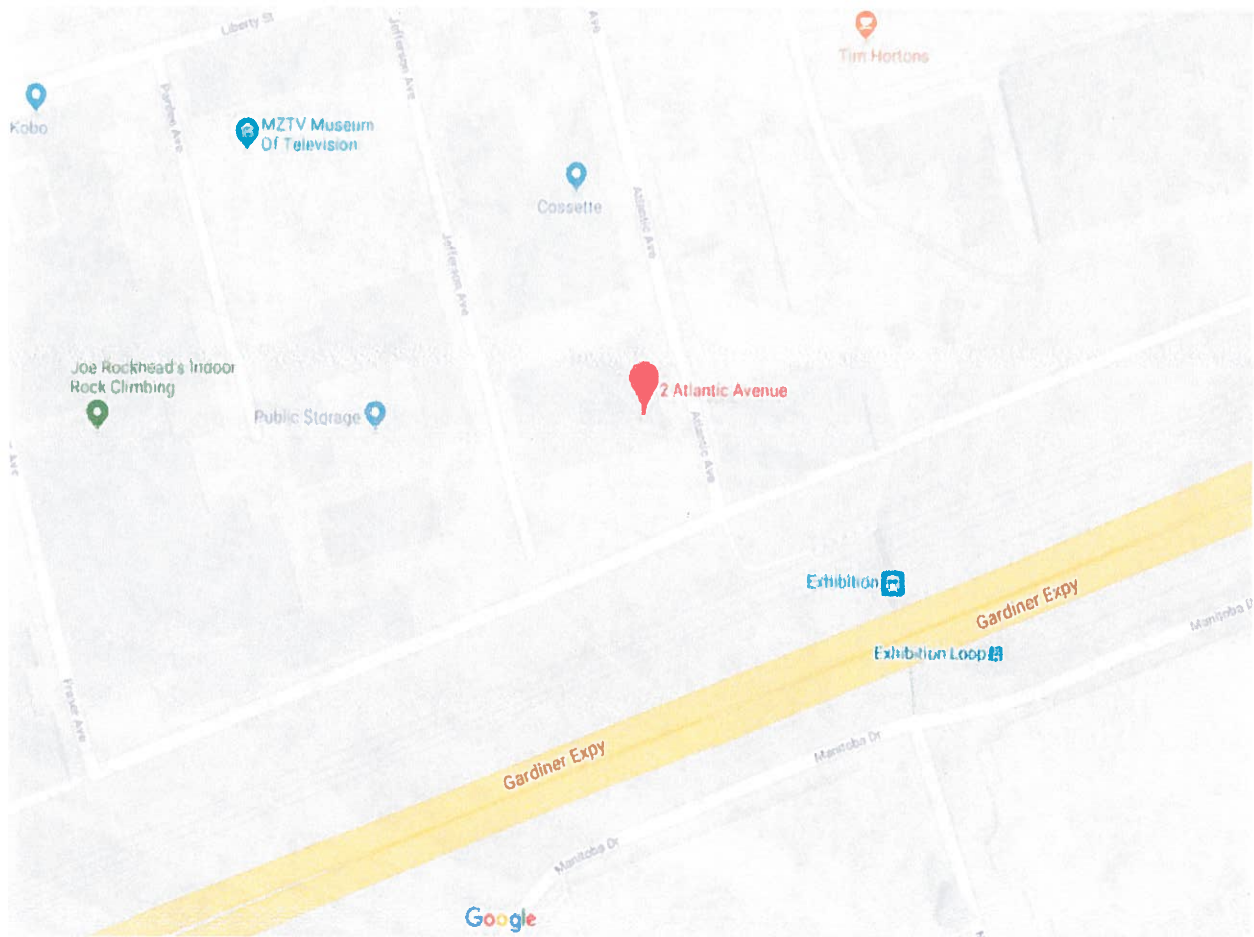
VLADIMIR DOSEN SURVEYING
ONTARIO LAND SURVEYORS

555 DAVISVILLE AVENUE
TORONTO, ONTARIO M4S 1J2

PHONE: (416) 527-0408 EMAIL: vladdosen@rogers.com

DRAWN BY: VD

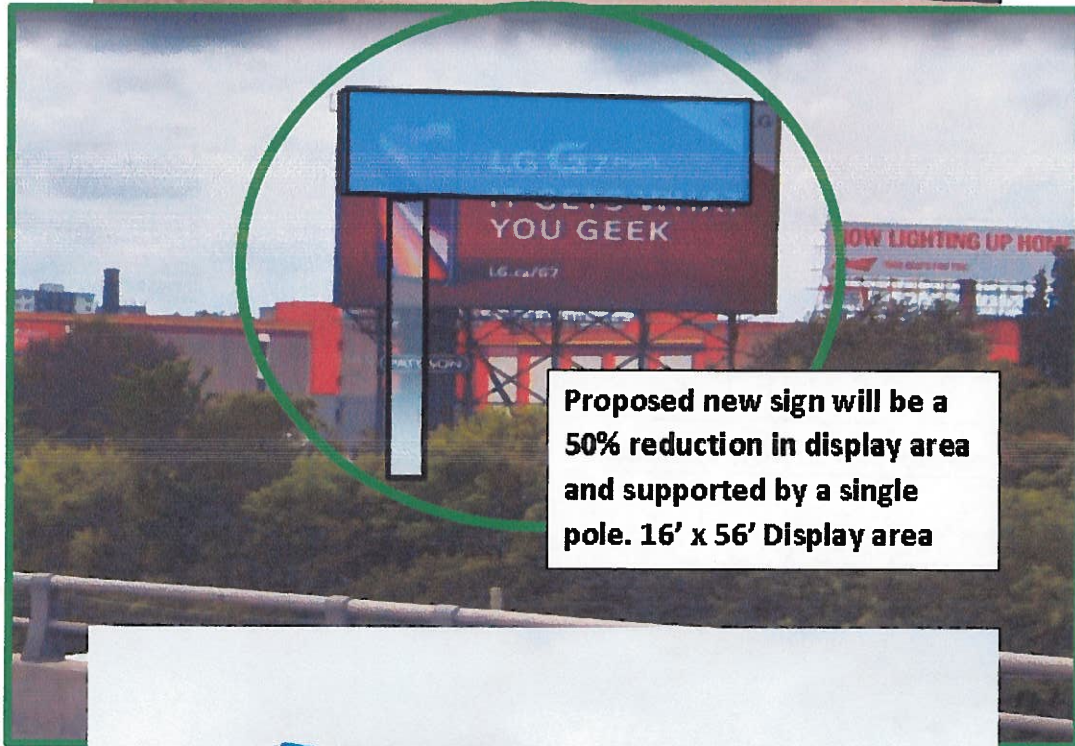
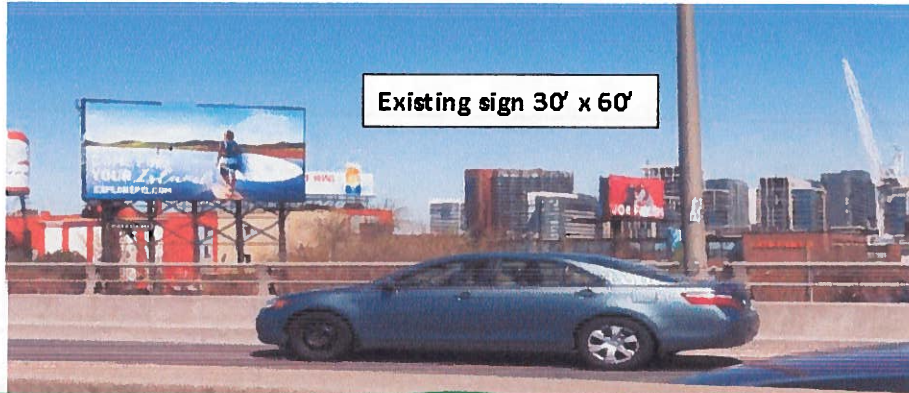
CAD FILE 2 ALPH: ME
FILE: 18-152

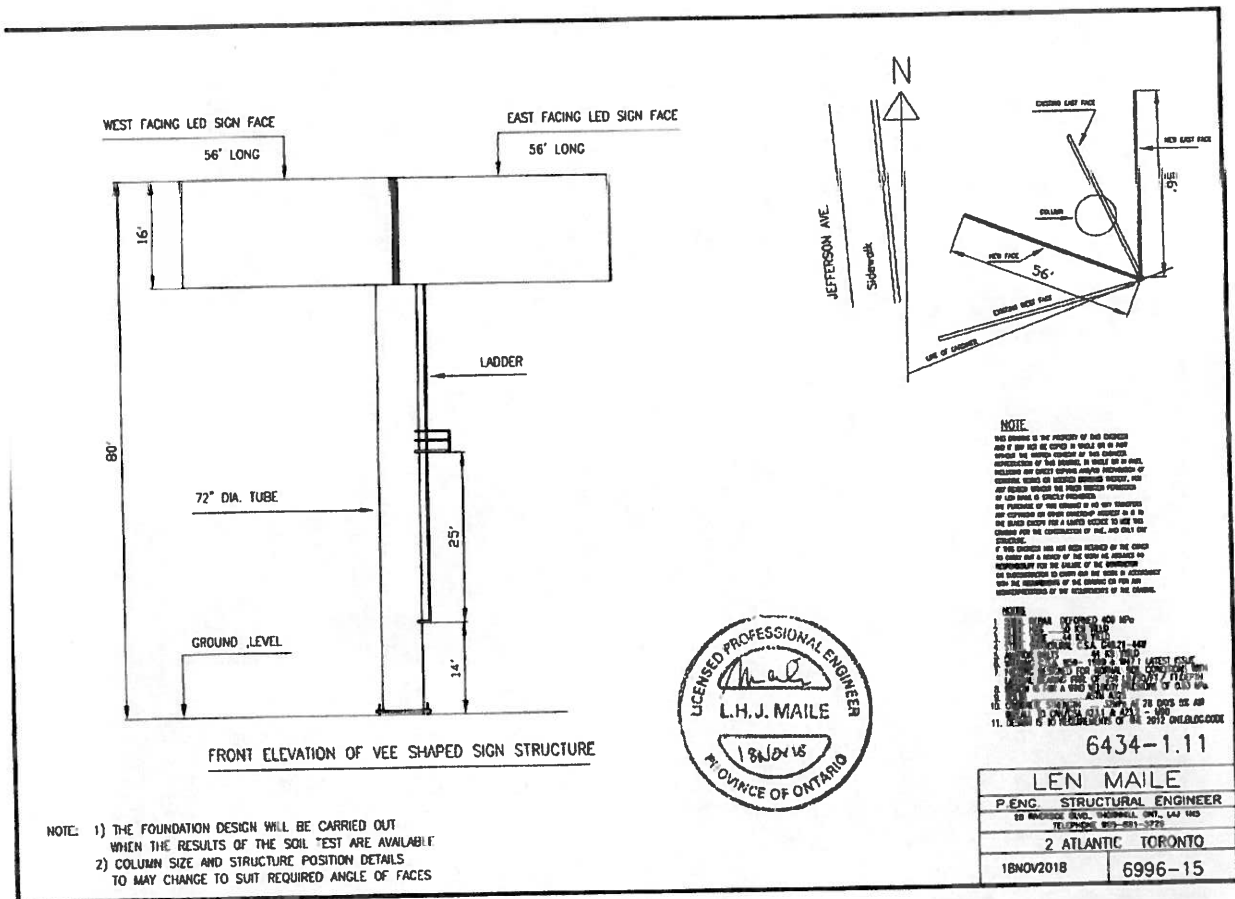


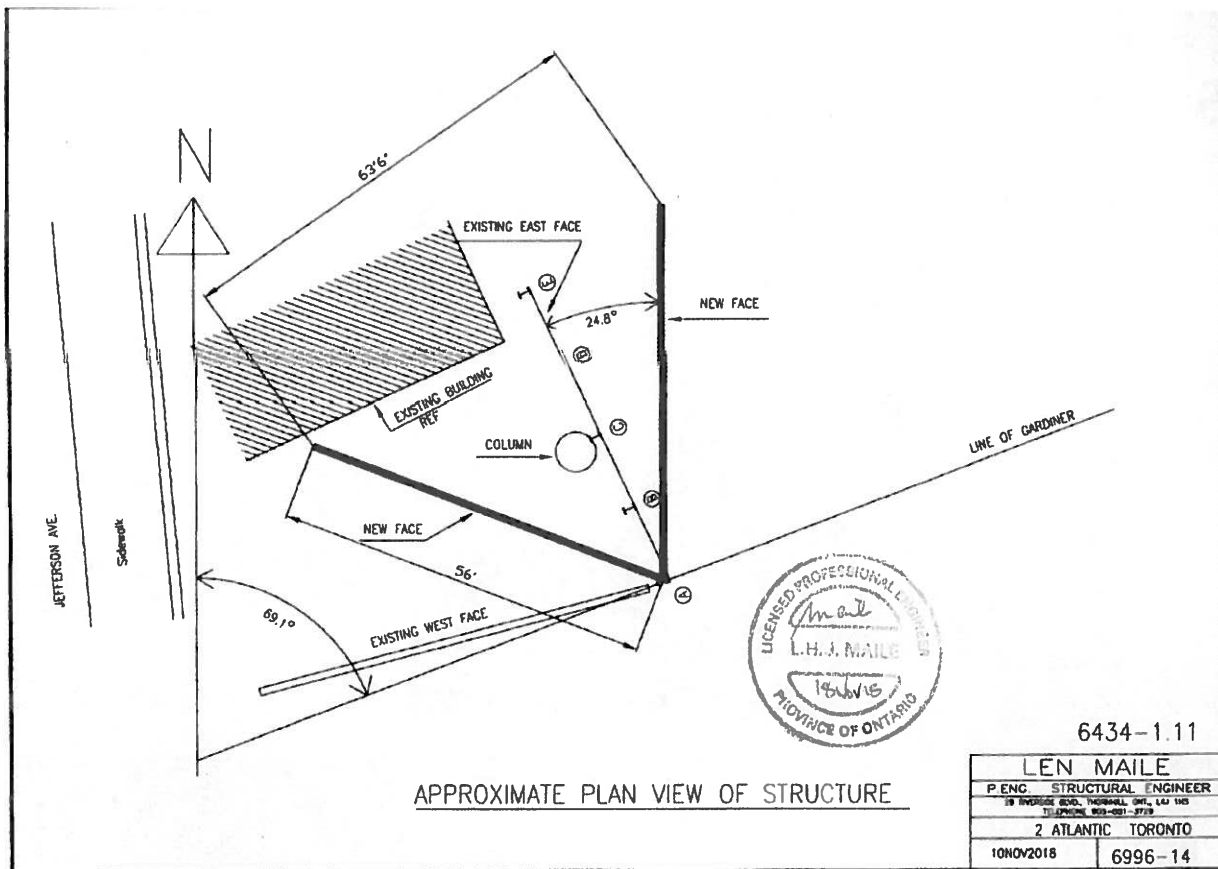








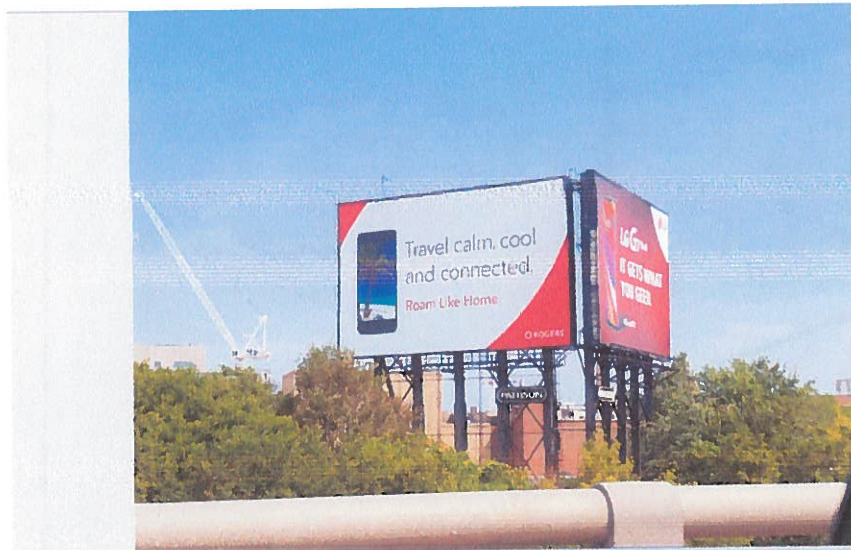




Toronto, Ontario

SuperBoards & Spectaculars

TO09512A



CIRCULATION: 112,001
COMB AUDITED: 12 / 2017

An outstanding Spectacular on the north side of The Gardiner Expressway reaching riders on the way into Toronto. With it's massive 36'x60' canvas, it's a cornerstone to any clients awareness campaign.



pattisonoutdoor.com



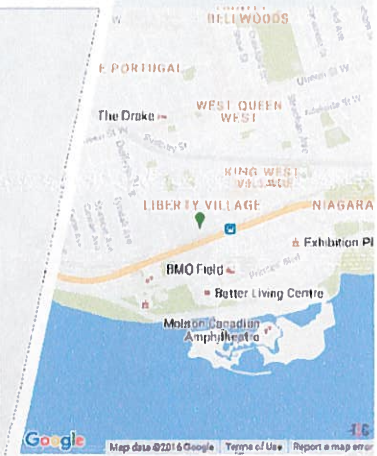
Contact your PATTISON Account Executive for more information.

PATTISON

Toronto, Ontario

SuperBoards & Spectaculars

TO05781A



Location: Gardiner Expy (14x48) 170 ft W/O
Jellison Ave NS F/SW

CIRCULATION: 116,870

COMB AUDITED: 1 / 2018

Facing traffic travelling eastbound. Located on a key commuter route leading into downtown Toronto.

Contact your PATTISON Account Executive for more information.



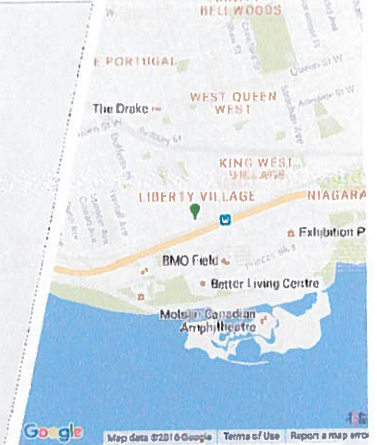
pattisonoutdoor.com

PATTISON

Toronto, Ontario

SuperBoards & Spectaculars

TO05781B



CIRCULATION: 118,211
COMB AUDITED: 1 / 2018

Facing traffic travelling westbound. Located on a key commuter route leading into downtown Toronto.

Contact your PATTISON Account Executive for more information.



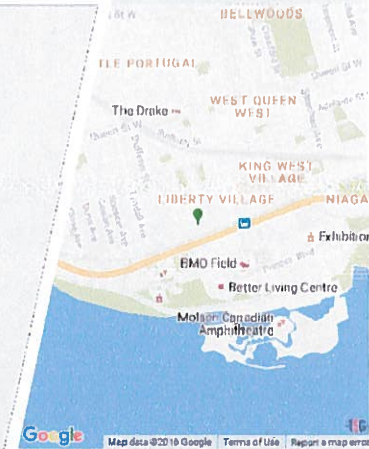
pattisonoutdoor.com

PATTISON

Toronto, Ontario

SuperBoards & Spectaculars

TO06068A



location: 15 Fraser Ave (28x48) 350 ft N/O
Gardiner Expy ES F/S

CIRCULATION: 118,181
COMB AUDITED: 1 / 2018

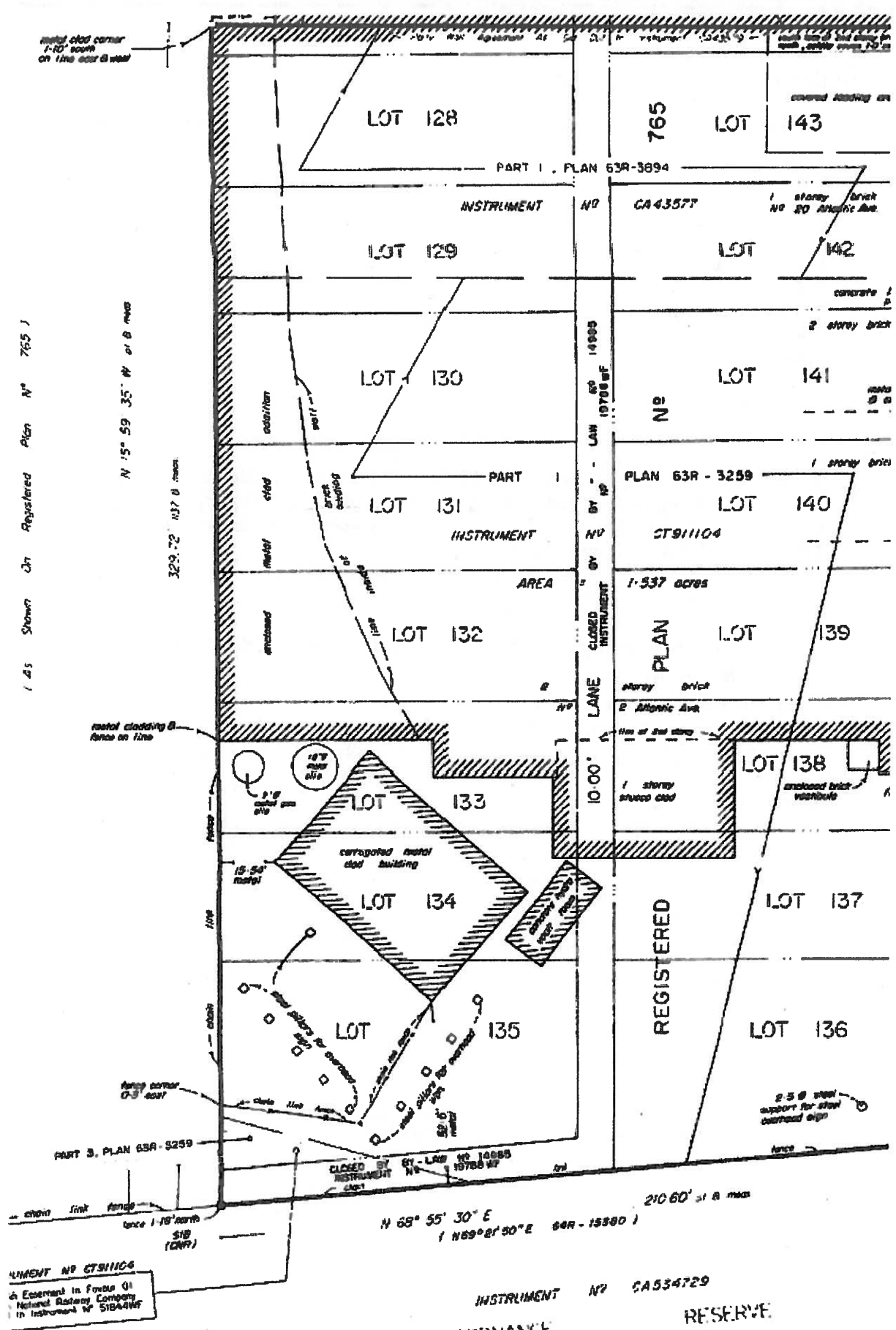
Spectacular view from the Gardiner Expressway,
Facing traffic travelling east and westbound leading in
an out of Toronto.

Contact your PATTISON Account Executive for
more information.



pattisonoutdoor.com

PATTISON



LANDS OF THE CANADIAN NATIONAL RAIL

Vladimir Dosen Surveying Inc.

address 555 Davisville Ave. Toronto, ON M4S 1J2

• office 416-466-0440

• email vladdosen@rogers.com

November 19, 2018

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

Re: 2 Atlantic Avenue
City of Toronto

The attached sketch dated October 26, 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.

Existing billboards:

- 1) Distances to existing static and digital billboards as shown on the attached sketch (16 billboards)
- 2) 250 meters distance to OR zone
455 meters to R(d1.0) (x988) zone
3650 meters Distance to open space

Distances to existing billboards

- | | |
|-----------------------|------|
| 1) Existing Billboard | 24m |
| 2) " " | 17m |
| 3) " " | 120m |
| 4) " " | 96m |
| 5) " " | 125m |
| 6) " " | 174m |
| 7) " " | 142m |
| 8) Existing Billboard | 203m |



Vladimir Dosen Surveying Inc.

address 555 Davisville Ave. Toronto, ON M4S 1J2

office 416-466-0440

email vladdosen@rogers.com

9)	"	"	219m
10)	"	"	134m
11)	"	"	89m
12)	Existing Digital Billboard		288m
13)	"	"	185m
14)	"	"	142m
15)	"	"	294m
16)	"	"	268m

Yours truly,

VLADIMIR DOSEN SURVEYING INC.



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

Submitted by: Brandon Linez, Pattison Outdoor Signs
I hereby certify the accuracy of the attached Sketch submitted herewith.





October 31, 2019

Attn: Mr. Brody Paul
Sign Building Code Examiner
Toronto Building, Sign By-law Unit
City of Toronto
City Hall, Ground Floor, East Tower
100 Queen Street West
Toronto ON, M5H 2N2

RE: Sign Variance Application at 2 Atlantic Avenue – Supplementary Rationale

Mr. Paul,

Please accept this submission and the supplemental rationale included on the following pages as part of our formal application for a variance to the City of Toronto's Sign By-law, respecting one third party electronic ground sign to be located on the property municipally known as 2 Atlantic Avenue.

Should there be any questions regarding this submission, please do not hesitate to contact me directly.

Sincerely,

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

Nicholas Campney
Contract Manager, Leasing and Transit

PATTISON OUTDOOR ADVERTISING

Suite 500 West Tower, 2700 Matheson Blvd East, Mississauga, Ontario L4W 4V9 | Tel : 905-282-6800 Fax : 905-282-9698

2 Atlantic Avenue – Supplementary Rationale

Existing sign at 2 Atlantic Avenue – One third party ground sign with static copy, containing two sign faces, each directed south-west and south-east (Sign ID: 14-059; permit 85-019779). The sign is back-lit and up-lit, and displays static copy on each of the two sign faces, which each measure 9.14 metres in length by 18.29 metres in width. The area of each sign face is currently 167.17 square metres, for a total of 334.34 square metres. This sign has an approval under a previous Sign By-law and is permitted to remain in place indefinitely (see Figure 1).

Figure 1 – Existing third party ground sign at 2 Atlantic Avenue



Proposed Sign – One third party electronic ground sign with electronic static copy, containing two sign faces configured in a v-shaped formation, each directed south-west and south-east. The sign faces would be internally illuminated by LEDs, and the light output would not exceed 300 nits during the period between sunset and sunrise, consistent with the Sign By-law's illumination provisions.

Each of the two sign faces would have a length (vertical dimension) of 4.87 metres and a width (horizontal dimension) of 17.06 metres, for a total sign face area of 83.08 square metres. Imposing the conditions of approval outlined below will result in a reduction in the overall sign face area at 2 Atlantic Avenue (the subject premises) by approximately 50%, and an additional reduction of sign face area at an adjacent properties (7 Fraser Avenue) of 374.52 square metres, which results in a significant reduction in sign clutter and achieves one of the key objectives of the Sign By-law.

The proposed electronic ground sign will be professionally designed and engineered to ensure safety and compliance with all the provisions of the Ontario Building Code, and will be located in the same general area on the property as the existing ground sign at 2 Atlantic Avenue. It will be mounted to a

new sign structure with an updated, modern design containing a single supporting post, which we believe is an upgrade from (and much more esthetically pleasing than) the existing third party ground sign, which uses 10 large metal beams to support its two sign faces.

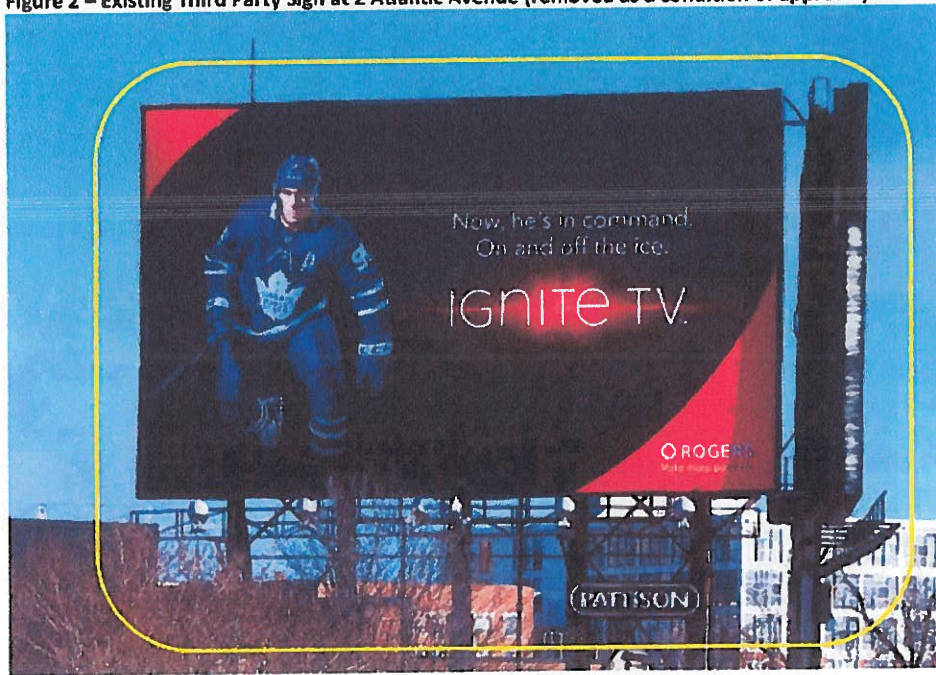
Changing the sign from back-lit and front-lit illumination to internally illuminated LED sign faces will help to reduce the overall impacts on the subject premises and the surrounding area, as the light generated by the existing illuminated ground sign is not regulated by the current Sign By-law, and can therefore produce greater light output than what would be generated by the proposed sign.

Conditions of Approval

Condition #1: Upon granting all of the required variances, that the existing illuminated third party ground sign displaying static copy and its associated sign structure (See Figure 2), located at the subject premises, be removed, and sign permit 00-176344 be revoked prior to a Sign Permit being issued.

This condition contributes to achieving the criteria for compatibility and not being contrary to the public interest (reduction in overall size and lighting output, updated sign and structure, and the proposed sign would have a five-year permit, which would allow for an evaluation of its compatibility based on future development at the subject premises or in the surrounding area).

Figure 2 – Existing Third Party Sign at 2 Atlantic Avenue (removed as a condition of approval)



Condition #2: Upon granting all of the required variances, that the existing illuminated third party roof sign displaying static copy located at 7 Fraser Avenue, and its associated sign structure, be removed, and the associated sign permit be revoked prior to a Sign Permit being issued.

This roof sign has a single sign face directed south-east, with a length of approximately 8.53 metres and a width of approximately 14.63 metres, for an overall sign face area of 124.79 square metres. This roof sign is located approximately 170 metres west of the proposed electronic ground sign.

Third party roof signs are prohibited by the Sign By-law, and are not permitted on listed or designated Heritage buildings and/or properties. This condition results in the removal of an existing third party roof sign from a listed Heritage building (see Figure 3), and would contribute to establishing that the proposed electronic ground sign is not contrary to the public interest and supports objectives outlined in the Official Plan.

Figure 3 – Existing Third Party Roof Sign at 7 Fraser Avenue (removed as a condition of approval)

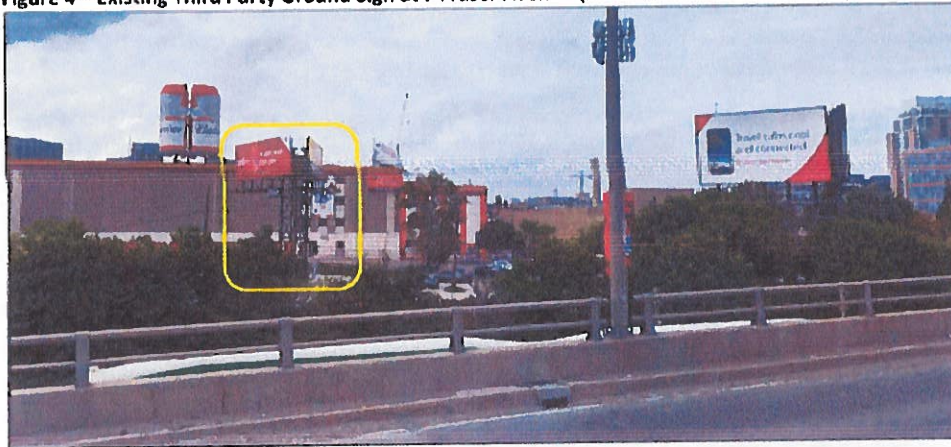


It also helps to achieve two key objectives of the Sign By-law: by reducing sign clutter in the surrounding area; and by eliminating a large third party roof sign, and its associated structure, which sits atop the Heritage-listed building at 7 Fraser Avenue. This third party roof sign has a sign permit issued under a previous sign by-law and is permitted to remain in place indefinitely.

Condition #3: Upon granting all of the required variances, that the existing illuminated third party ground sign located at 7 Fraser Avenue, and its associated sign structure, be removed, and any associated sign permits be revoked prior to a Sign Permit being issued.

This existing ground sign has two sign faces, directed south-east and south-west, each having a length of 4.27 metres and a width of 14.63 metres for a sign face area of 62.47 square metres on each side. It is located approximately 62 metres west of the proposed sign. This third party ground sign has a sign permit issued under a previous sign by-law and is permitted to remain in place indefinitely (see Figure 4 on next page).

Figure 4 – Existing Third Party Ground Sign at 7 Fraser Avenue (removed as a condition of approval)



Required Variances

1. 694-26I(4)(g) - The Gardiner Gateway Special Sign District - GG-SSD - may contain the following third party signs: An electronic ground sign containing electronic static copy, provided where a sign is located within 250 metres of an R, RA, CR, I or OS Sign District, the sign shall not face any premise in a R, RA, CR, I or OS Sign District.

Notes: The proposed sign is facing into two Open Space Sign Districts within 250 metres. There is a small parcel of land designated as an OS Sign District approximately 6 metres south of the proposed sign, located adjacent to the subject premises. This small parcel does not contain any public pathways or park uses, and is currently used as a surface-level parking lot.

There is a single row of trees that provide separation between the subject premises and the GO station platform directly to the south. Based on multiple site inspections, it does not appear that any natural habitats exist within this OS Sign District, and we do not foresee any adverse impacts on this adjacent property.

The proposed sign is also approximately 77 metres from the boundaries of Exhibition Place, which fall within the travelled portion of the Gardiner Expressway, and approximately 130 metres from the nearest building on Exhibition Place grounds. Exhibition Place currently and historically has contained many large-format third party electronic signs, and we do not foresee that the proposed sign will have any adverse impacts on this property or the uses contained within.

2. 694-22E – A third party electronic sign, as permitted by Subsections 694-25A(2), C(2), D(3), D(4), 694-26I(1), (2) and (3) shall not be erected within 150.0 metres of any other lawful third party sign, whether or not erected.

Notes: While the proposed sign does not meet the 150-metre separation requirements between a third party electronic sign and another lawful third party sign, we believe this variance can be granted because the proposed sign is located within the Gardiner Gateway Special Sign District (GG-SSD). There

are currently six third party signs within a 170-metre radius of the proposed sign. Granting the requested variances with the proposed conditions would reduce the number of third party signs within 170 metres from six currently, down to four.

3. 694-261(4)(b) – The Gardiner Gateway Special Sign District - GG-SSD - may contain the following third party signs: An electronic ground sign containing electronic static copy, provided the height shall not exceed 15.0 metres.

Notes: The proposed sign will have a height which will not exceed 24 metres, whereas the maximum permitted height is 15 metres in this Special Sign District. Granting the requested variance for the additional height will allow the proposed sign to be viewed by the intended audience, which is traffic travelling both easterly and westerly along the Gardiner Expressway. Because the Gardiner Expressway is approximately 77 metres away, and is considerably elevated compared to grade at the subject premises, granting this variance will help improve the visibility of the proposed sign by the intended viewers travelling along the Gardiner Expressway (see Figure 5).

Figure 5 – Difference in grade between 2 Atlantic Avenue and the Gardiner Expressway



4. 694-261(4)(a) – The Gardiner Gateway Special Sign District - GG-SSD - may contain the following third party signs: An electronic ground sign containing electronic static copy, provided the sign face area shall not exceed 50.0 square metres.

Notes: The proposed sign will have a sign face area of less than 84 square metres, which exceeds the maximum allowable sign face area of 50 square metres permitted in the GG-SSD. However, the proposed sign will be approximately half the size, in terms of sign face area, of the existing third party ground sign which the proposed sign would essentially replace.

There are many examples of signs within the GG-SSD that have been approved which exceed the 50-square-metre maximum permitted by the Sign By-law (ie. 2 Strachan Avenue, two signs at BMO Field, two roof signs at Coca-Cola Coliseum, 9 Hanna, and 153 Dufferin). Variances and by-law amendments have been granted for similar signs within the GG-SSD that exceed 50 square metres in sign face area and are closer to and facing sensitive land uses.

5. 694-261(4)(d) – The Gardiner Gateway Special Sign District - GG-SSD - may contain the following third party signs: An electronic ground sign containing electronic static copy, provided the sign shall be erected only on a premises where, on the day before this chapter comes into effect, an existing lawful electronic ground sign as defined by this chapter was erected and displayed containing electronic moving copy or electronic static copy, as defined by this chapter, and the sign shall replace the existing sign.

Notes: The proposed sign is a third party electronic ground sign which is replacing an existing third party ground sign with static copy, whereas the Sign By-law provisions for replacing a sign in the GG-SSD with an electronic sign, requires that the existing sign also be an electronic sign. However, the proposed conditions of approval result in an overall reduction in sign face area at the subject premises and in the surrounding area of 417.91 square metres, which helps to achieve the goal of minimizing sign clutter. Also, the proposed sign will be a significant upgrade, esthetically-speaking, from the existing sign and outdated sign structure in place at the subject premises.

Establishing the nine required criteria have been met

1. **Belong to a Sign Class permitted in the Sign District where the premises is located.**

The proposed sign is a third party electronic ground sign, which advertises, promotes, or directs attention to business, goods, services, matters or activities which are not available at or related to the premises where the sign is located. The subject premises is located within the GG-SSD. As third party signs are permitted in the GG-SSD, we believe this criteria has been met.

2. **In the case of a third party sign, the sign type is permitted in the Sign District where the premises is located.**

The proposed sign is a third party electronic ground sign, which is a sign type that is permitted in the GG-SSD where the subject premises is located. Therefore, we believe this criteria has been met.

3. **The Proposed Sign is compatible with the development of the premises and surrounding area.**

The subject premises is located within the GG-SSD, which is an area of the City designated within the Sign By-law to include the presence of large-format third party signs with electronic static copy. We believe these signs, in part, establish the character of the area.

Granting the requested variances with the proposed conditions of the removal of the existing third party ground sign with static copy from the subject premises, and two other existing third party signs located to the west, also helps to increase the compatibility of the Proposed Sign with the premises and surrounding area. The associated Sign Permit for the proposed sign would be subject to a five-year renewal, which would allow the opportunity to re-visit its compatibility based on any future development at the subject premises or within the surrounding area, whereas the three existing signs

are permitted to remain in place indefinitely and do not allow for a similar re-evaluation of their compatibility in five years.

The proposed sign is within 250 metres of two OS-Open Space Sign Districts, located to the south the subject premises. The first is a small parcel located immediately south of the subject premises (approximately 6 metres away), which does not contain any public walkways or parkland uses. It includes a single row of trees that provide separation between the parking lot at the subject premises and the GO Transit Exhibition Station platform directly to the south. Based on multiple site visits, it does not appear that any natural habitats exist within this OS Sign District, nor can the space be used for active or passive recreation, and we do not foresee any adverse impacts on this property.

We also do not believe that GO Transit riders at Exhibition Station will be negatively impacted by the proposed sign, because of the dramatic grade change in relation to the platform at GO Exhibition Station. As well, dense landscaping is provided between the two properties, which would make the proposed sign difficult to see for GO Transit riders.

There are also many other third party signs in the surrounding area that are visible from the platform, and this station contains third party advertising signs, so we believe third party signs are compatible with the adjacent use by GO transit riders.

Further south, across the Gardiner Expressway and approximately 130 metres away, is Exhibition Place, which is also designated as an OS Sign District. We believe that the proposed sign is compatible with this property, as Exhibition Place was specifically included in the boundaries of the GG-SSD, and contains several large-format third party electronic signs, some of which have been in place for many years.

Figure 6 – Looking north-east from Centennial Park towards the Proposed Sign



Centennial Park is located within the Exhibition Place grounds, but it is approximately 365 metres south-west of the proposed sign and meets the separation requirements to this OS Sign District. There are also multiple physical barriers in place (in the form of mature trees and buildings) which reduce the visibility of the proposed sign from this park (see Figure 6 above).

There are several other third party electronic signs which are closer to, and more visible from, Centennial Park than the proposed sign would be.

Third party signs have existed within the boundaries of the GG-SSD, both at the subject premises and in the surrounding area, for decades, and granting the required variances with the proposed conditions would result in an overall reduction in sign face area by approximately 50% at the subject premises, and 417.92 square metres overall in the surrounding area.

The existing sign at the subject premises (which would be removed as a condition of approval if all the requested variances are granted) has a permit issued under a previous Sign By-law, and is not bound to the same illumination restrictions that the proposed sign would be. Granting the required variances would result in lower light levels compared to the existing back-lit sign. For these reasons, we believe that the proposed sign is compatible with the development of the premises and surrounding area, and that this criteria has been met.

4. The Proposed Sign will 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, and falls within the boundaries of the GG-SSD under the Sign By-law – an area specifically established by Council to include large-format third party electronic signs. *Employment Areas* are places of business and economic activity, and include a wide array of uses such as manufacturing, warehousing, distribution, research and development facilities, utilities, media facilities, parks, hotels, retail outlets, restaurants and small-scale stores and services that serve these businesses and workers.

The subject premises is also included in the Garrison Commons North Secondary Plan, which states that *"a healthy and vibrant economic district will be maintained by reinforcing existing economic sectors, encouraging appropriate new economic activities, and establishing an environment conducive to future economic growth."*

"Manufacturing operations, business services, media and communication operations, film, video and recording production, cultural and artistic services, fine art production, live/work units and artists studios are encouraged to locate within this area."

The proposed sign will help to support the secondary plan for a healthy and vibrant economic district by providing a medium for local and national businesses to promote themselves and advertise their goods and services, contributing to future economic growth. We note that there are no residential uses at the subject premises or on adjacent properties which would be affected by the proposed sign.

The Official Plan also provides that *"diverse employment areas can adapt to changing economic trends and are poised to capture new business opportunities."* In order for *Employment Areas* to adapt and grow, we believe the City should recognize the significant benefits of allowing opportunities for property owners to replace existing static signs with similar electronic signs.

There are provisions in the Sign By-law which allow for existing signs in this Special Sign District to be replaced with newer electronic signs, and the Sign By-law was amended in 2015 to allow third party electronic ground signs in Employment Sign Districts throughout the City. Third party electronic ground signs have been permitted within the GG-SSD since the inception of the Sign By-law.

Pattison is aware of trends which demonstrate that businesses prefer to promote their products on electronic signs versus static signs, and we believe that adapting to the changes and improvements in technology that have been achieved since the inception of the Sign By-law is in-line with the objectives laid out in the Official Plan.

We believe the proposed sign also supports the Official Plan objectives by contributing to the viability and continuation of the existing uses carried out at the subject premises. The introduction of the proposed sign as an ancillary use will not compromise or be contrary to the Official Plan objectives for *Employment Areas*, or the *Garrison Commons North Secondary Plan*.

The City of Toronto states in their Official Plan that climate change is one of the biggest challenges facing our planet, and has committed to addressing this challenge in order to provide a sustainable future for all Torontonians.

This application supports the Official Plan's goals regarding climate change by removing three existing signs which require considerable illumination, maintenance and materials, and replacing them with a single electronic ground sign powered by renewable energy via an agreement with Bullfrog Power. While the proposed sign will require more power than the existing sign, it will be "green" power, and contribute to a healthier environment.

One very important benefit to displaying electronic copy, compared to signs which display static copy, is that the messages are capable of being changed remotely. This eliminates the need for maintenance crews to access the site, the travel associated with regular changes to the copy, and the printing and disposal of paper / vinyl copy. This significantly reduces our environmental footprint, and helps the proposed sign further support the Official Plan objectives.

The City of Toronto has plans to develop Liberty New Street, a multi-use pathway that will serve the Liberty Village community, to be located south of the proposed sign. Included as part of this development is the need for a plan to outline the protocol associated with the relocation/removal of existing billboard signs.

The first phase of this development will occur between Dufferin Street and Fraser Avenue. Two of the three existing signs which Pattison will remove as a condition of approval are located within this designated area, at 7 Fraser Avenue. Removing the existing roof sign and ground sign from this property will save the City significant time and cost (estimated at several hundred-thousand dollars), as Pattison will perform all the work required to remove these existing signs and associated structures.

We believe that undertaking the removal of three existing signs from two properties in close proximity to the planned Liberty New Street helps to support the objectives of this initiative, which is integrated into the Official Plan, and therefore helps to further support Official Plan objectives.

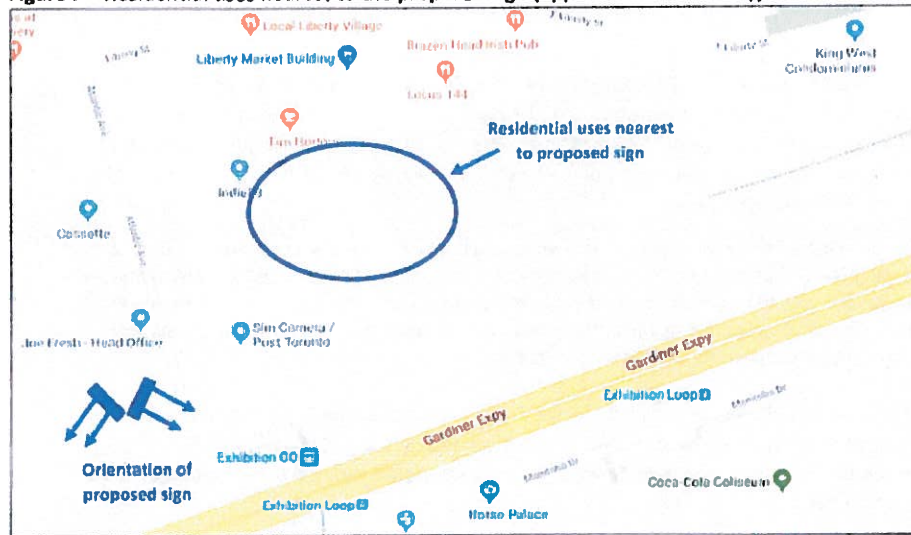
The Sign By-law incorporates the objectives of the Official Plan into its regulations, and has designated this specific area as being suitable for large-format third party electronic signs. Because of this, along with the reasons stated above and by imposing the suggested conditions of approval, we believe this criteria has been met.

5. The Proposed Sign will not adversely affect adjacent premises.

The proposed sign will display electronic static copy, and will comply with the illumination provisions set out in the Sign By-law. During the day, when ambient light levels are bright, the lighting impacts of electronic copy are nominal. After sunset, the proposed sign will not exceed a maximum brightness level of 300 nits (reduced from 500 nits), which has been deemed an acceptable level by the Sign By-law to minimize impacts on adjacent premises.

The proposed sign will contain two sign faces directed south-west and south-east, towards the Gardiner Expressway and away from residential uses to the north-east (see Figure 7).

Figure 7 – Residential uses nearest to the proposed sign (appx. 190 metres away)



The property immediately south is designated as an OS Sign District, but contains only a parking lot adjacent to a small strip of land with a single row of trees that act as a buffer between the subject premises and the GO Transit Exhibition Station platform to the south. We do not believe the proposed sign will have any adverse impacts on this adjacent premises.

To the west is a public storage facility with an associated surface-level parking lot. There is an existing third party ground sign displaying static copy installed at this property, and it contains no residential uses which may be impacted by the proposed sign. We do not believe the proposed sign will have any adverse impacts on this adjacent premise.

To the east is a solar-panel products manufacturer, with surface-level parking. This building contains a third party roof sign, and also contains no residential uses which may be impacted by the proposed sign. We do not believe the proposed sign will have any adverse impacts on this adjacent premises.

Configuring the sign faces in a v-shaped formation will ensure that they are directed towards the intended traffic travelling along the Gardiner Expressway, and away from the nearest residential uses located approximately 220 metres to the north-east. Therefore, we believe this criteria has been met.

6. The Proposed Sign will not adversely affect public safety, including traffic and pedestrian safety.

Because the proposed sign will be set back approximately 80 metres from the travelled portion of the Gardiner Expressway, it does not present any of the safety concerns that certain other ground signs may, such as those located within a visibility zone, or within the minimum separation requirements from signalized intersections.

A report by Dukic et. al. (2012) notes that the Swedish Road Authority stated that a 7-second message duration was established based on a trial-and error method, and to represent a compromise between traffic safety demands and the requests of billboard owners. As can be expected, shorter message duration results in drivers being more likely to observe a change in the message being displayed, which can result in a higher likelihood that a driver will glance at a longer duration. The proposed sign will comply with the Sign By-law provisions for message duration of 10 seconds between changes in copy, in an effort to minimize driver distraction.

An additional traffic study (Watchel, 2009) also recommends that the interval between messages be as short as possible, with instantaneous being the optimal transition speed. The proposed sign will change between message instantaneously, and will not include any visual effects between one message and the next, such as flashing, blinking or movement, in a further effort to reduce driver distraction.

In 2012, the City of Ottawa conducted a pilot study with 4 digital billboards, for the purpose of amending their Sign By-law to allow digital billboards under set regulations. This project included the analysis of collisions in the vicinity of the four pilot digital billboards at three separate intersections, before (for the 10 years between 2001 and 2010) and after (2011) their installation.

At all three locations, the number of collisions were found to be within the historical range. In addition, the number of collisions in 2011 was found to be very similar to the number of collisions in 2010, with fewer collisions at two of the three locations.

The proposed sign will also be designed, engineered and installed in accordance with Ontario Building Code requirements. As such, we do not believe that any issues related to public safety are foreseeable, and that this criteria has been established.

7. The Proposed Sign is not prohibited by Toronto Municipal Code Chapter 694-15B.

The proposed sign is not a prohibited sign listed under §694-15B of the Sign By-law, and therefore this criteria has been established.

8. The Proposed Sign will not alter the character of the premises or surrounding area.

We are confident that the proposed sign will not alter the character of the premises or surrounding area, as the subject premises is located within the GG-SSD. A much larger third party ground sign has existed at this location for decades, which could remain in place indefinitely and displays sign copy

through back-lit illumination; it is not bound by the illumination provisions contained in the Sign By-law, which has more of an impact than the electronic sign faces that would form part of the proposed sign.

If the requested variances are granted, the conditions of approval would include the removal of the existing sign from the subject premises, and two other large third party signs – one of which is a roof sign at a listed/designated (?) Heritage property - located approximately 62 and 170 metres, respectively, to the west of the subject premises.

Removing these three large, outdated sign structures from the subject premises and surrounding area would have a positive impact on the character of the premises and surrounding area, resulting in an overall reduction in sign face area of approximately 417.91 square metres. Allowing the opportunity for the proposed sign to be re-evaluated when the permit expires in five years to determine whether it is still a suitable fit for the subject premises and surrounding area. Therefore, we believe that this criteria has been met.

9. The Proposed Sign will not be, in the opinion of the decision maker, contrary to the public interest.

Not only do we believe that the proposed sign will not be contrary to the public interest, we believe it will provide significant benefits to the subject premises and surrounding area, and to the public. The proposed sign will be located within the GG-SSD, which has been designated by the Sign By-law to include large-format third party electronic signs, and despite requiring variances for size and height, and setback from nearby OS Sign Districts, we believe the size and height will still be compatible with the subject premises and surrounding area. The sign faces on the proposed sign will be directed away from residential uses to the north-east, and towards the intended target, vehicular traffic along the Gardiner Expressway to the south.

Imposing the three conditions of approval will further help to ensure the proposed sign is not contrary to the public interest, because of to the removal of three large existing third party signs with outdated, unsightly sign structures from the subject premises and from nearby properties, including the roof of a listed Heritage building located to the west.

It will also allow the City the opportunity to re-evaluate the compatibility of the proposed sign with the subject premises and surrounding area after the associated sign permit expires in five years, if the future development of the subject premises or surrounding area changes in a way that will no longer allow the subject premises to be a suitable location for such a sign.

In 2014, the Sign By-law Unit was directed by City Council to report back with recommendations on changes to the Gardiner Gateway Special Sign District, including potentially eliminating the GG-SSD altogether. Instead, Staff recommended changes to the boundaries, time-of-day operation, illumination requirements, and to allow for upgrading of existing signs to new electronic signs which would have less impact on the sensitive land uses surrounding this area.

Staff concluded:

Currently, signage is an identifying feature of the area where legally existing third party ground signs containing any electronic static or electronic moving sign copy may be converted or replaced with a sign containing electronic static copy. This authority is intended to allow for the improvement or replacement of existing signs, while also

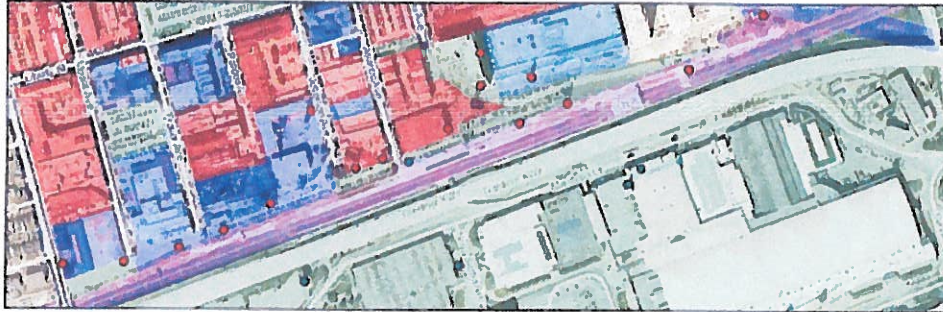
responding to the changing nature of the area as any sign that takes advantage of the conversion regulations would be subject to the regulations of Chapter 694, including a five-year sign permit and a review of the surrounding land uses.

Granting the requested variance for a greater height and a sign face area larger than what is permitted in the GG-SSD can be supported by considering similar approvals granted for existing signage in the surrounding area. There are currently at least 10 third party electronic signs in the area which surrounds the subject premises. The sign face area of these signs ranges from approximately 62 square metres to 160 square metres. As such, the proposed sign, at approximately 83 square metres, falls toward the lower end of the size spectrum, and would therefore have less impact than larger third party electronic signs in the GG-SSD, which are closer to and/or facing residential uses.

Two of the signs at Exhibition Place, located south of the subject premises and directed in a northerly orientation, were approved with sign faces of 167 and 158 square metres, respectively. Another third party electronic sign, located east of the subject premises and closer to residential uses, was approved with a sign face area of 146 square metres.

The proposed sign will not have any adverse impacts on adjacent properties; is not a prohibited sign type under the Sign By-law; and is of a class and type that is contemplated within the GG-SSD. It will not alter the character of this Special Sign District, the subject premises or surrounding area, which have contained third party electronic signs for decades (see Figure 8).

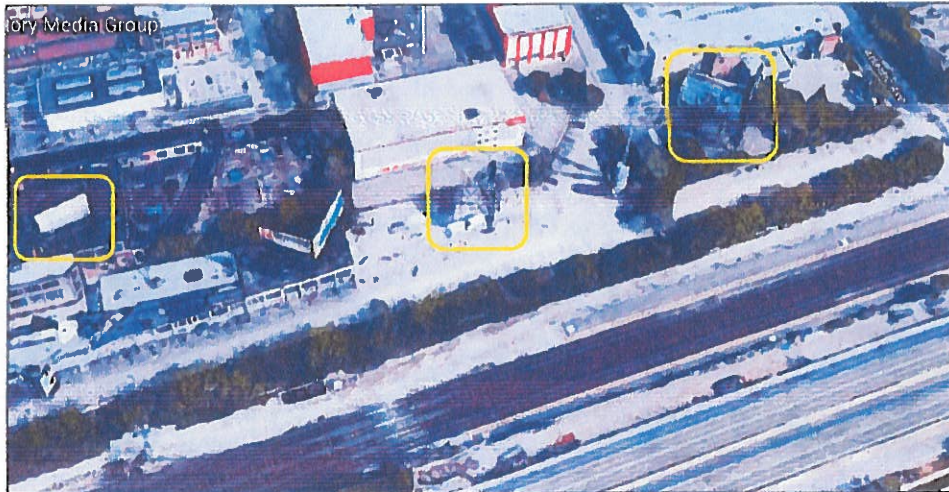
Figure 8 – Sign District Map Excerpt Showing Third Party Signs Within the GG-SSD



Even though the proposed sign is larger and taller than what is permitted in the GG-SSD, we believe that it is not contrary to the public interest, if the proposed conditions of approval are imposed. Third party roof signs are prohibited by the Sign By-law, and third party signs are not permitted on Heritage properties.

The removal of the existing third party roof sign from the listed/designated Heritage property located west of the subject premises would achieve two key objectives of the Sign By-law – reducing sign clutter in the surrounding area and eliminating the existing third party sign and associated structure which sits atop the Heritage-listed building at 7 Fraser Avenue.

Figure 9 –Existing third party signs within 170-metre radius of subject premises. Imposing the conditions of approval would result in the number of signs being reduced from six to four



Based on the details of this application, and the conditions included, we believe this criteria has been met. Pattison would carry out the removal of the existing sign at the subject premises and the existing third party roof sign and ground sign at 7 Fraser Avenue if the requested variances are approved, prior to the issuance of a Sign Permit for the proposed sign.

Attachment 3: Letters of Opposition

From: Thomas Rethazi [<mailto:thomas.rethazi@gmail.com>]

Sent: October-23-19 9:46 AM

To: signbylawunit <signbylawunit@toronto.ca>

Subject: Response to Proposal - 2 Atlantic Ave (19-115266)

Hi there,

I am strongly against the proposal to erect and display an illuminated third party electronic sign. The light that comes from signs like these are intense and can cause enough light pollution to come into the many condo units nearby. I have personally experienced this and it can be very disruptive to sleep. Please don't allow this sign to go up.

Thank you,
Thomas

From: Sabrina T [mailto:s_tessier19@hotmail.com]

Sent: October-14-19 1:11 PM

To: signbylawunit <signbylawunit@toronto.ca>

Subject: 2 Altantic Avenue (19-115266)

Hello,

I am writing to share my feedback on the proposed digital billboard at 2 Altantic Avenue. In my opinion, these signs cause an excessive amount of light pollution. Due to their close proximity to condo dwellings, I oppose this proposal.

I would be open to the proposal if they shut the sign off at 10pm.

Sincerely,
Sabrina