

Application by Outfront Media for One Third Party Electronic Ground Sign at 400 Eastern Avenue

Date: November 14, 2019

To: Sign Variance Committee

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

Wards: Toronto-Danforth (14)

SUMMARY

This report reviews a proposal by Outfront Media, on behalf of the property owner (the "Applicant"), to seek four variances, each subject to specified condition(s), required 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 along the south frontage of the property municipally known as 400 Eastern Avenue (the "Subject Premises"), which contains a two storey building intended for office and retail use. The Proposed Sign would have a height of 7.33 metres from grade, and contain two sign faces in a v-shape configuration, with a sign face area of 19.99 square metres on each side.

Only the west-facing sign face would display electronic static copy; the east-facing sign face would display static copy. The Proposed Sign is intended to capture the attention of traffic travelling along Eastern Avenue. The Proposed Sign would be erected and displayed in approximately the same location as an existing third party sign ("Existing Mechanical Sign"), the removal of which along with the revocation of all associated permits concerning this existing third party sign is a condition for the four requested variances.

The Subject Premises is designated as an E-Employment 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. However, the Proposed Sign is located in close proximity to sensitive land uses and oriented in a v-shape configuration.

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, subject to the specified condition(s), required to allow the Applicant to obtain a permit for the erection and display of one third party electronic ground sign at 400 Eastern Avenue, as described in Attachment 1 of this report.

FINANCIAL IMPACT

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

DECISION HISTORY

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

ISSUE BACKGROUND

Required Variances

Table 1 below shows a summary of the requested variances for the Proposed Sign.

Table 1: Summary of Requested Variances

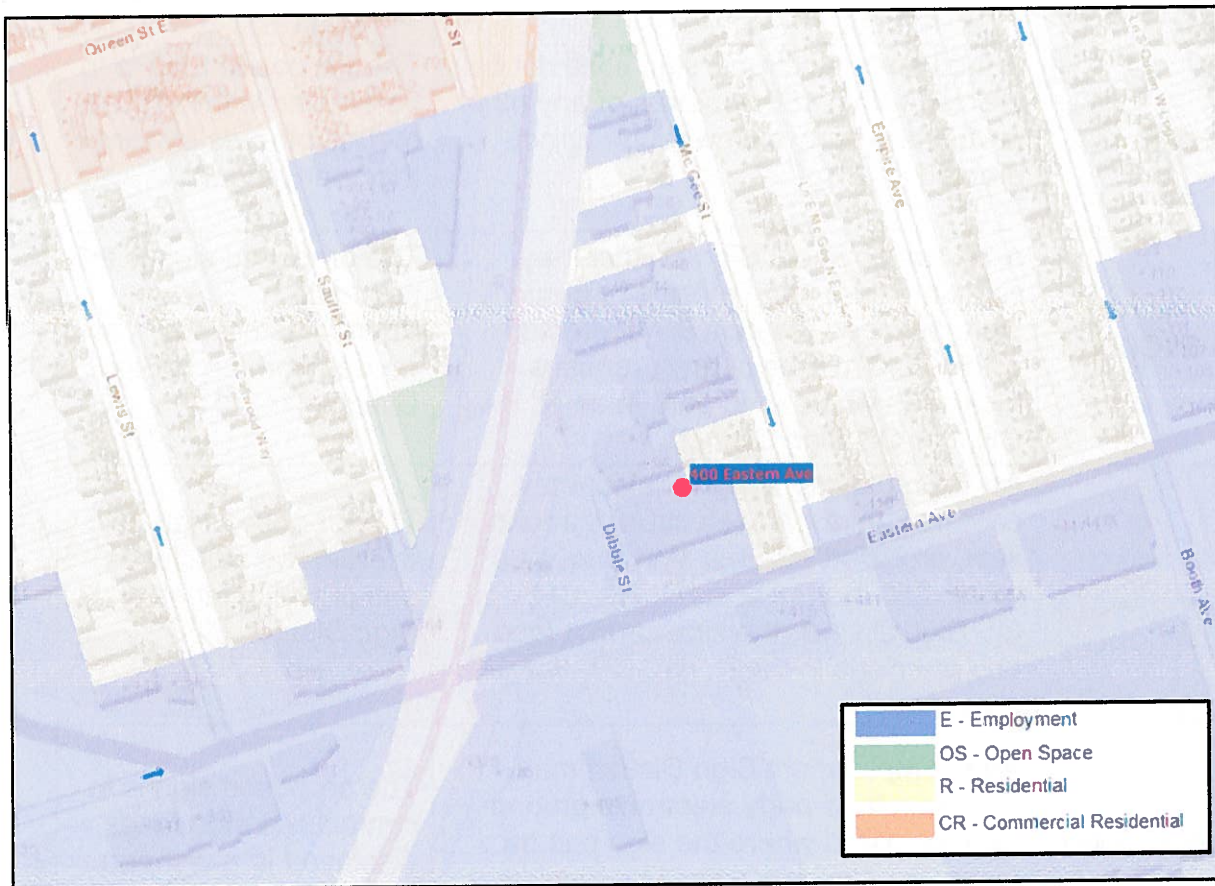
Section	Requirement	Proposal
694-22E	A third party electronic sign shall not be erected within 150.0 metres of any other lawful third party sign whether or not erected.	The Proposed Sign is to be erected within 150.0 metres of three existing third party signs.
694-25C(2)(e)	An E-Employment Sign District may contain a third party electronic ground sign, provided the sign is not erected within 60.0 metres of any premises located in whole or in part, in an R, RA, CR, I or OS Sign District.	The proposed sign is to be located approximately 30 metres from an R Sign District.
694-25C(2)(e)	An E-Employment Sign District may contain a third party electronic ground sign, provided where a sign is located within 250 metres of an R, RA, CR, I or OS Sign District, the sign cannot face any premises in the R, RA, CR, I or OS sign district.	The proposed sign is to contain two sign faces, one of which faces an R Sign District.
694-25C(2)(k)	An E-Employment Sign District may contain a third party electronic ground sign, provided where the sign has two faces, the sign faces shall be displayed back to back.	The proposed sign is to contain two sign faces, displayed in a v-shape configuration.

Site Context

The Subject Premises is designated as an E-Employment Sign District, located in Ward 14 (Toronto-Danforth). It contains a two-storey multi-tenant office and retail building. In addition, the Subject Premises contains the Existing Mechanical Sign containing two sign faces, displaying mechanical (trivision) copy. The removal of the Existing Mechanical Sign, and revocation of any associated permits, are condition(s). It is proposed that the Proposed Sign be erected and displayed in approximately the same location within the Subject Premises as the Existing Mechanical Sign.

The properties directly south and west of the Subject Premises are designated E Sign District, consisting of a parking lot and one-storey commercial and light industrial use buildings. To the north, the properties are designated E Sign District, consisting of a car dealership and garage. To the east, the properties are designated R-Residential Sign District, consisting of two storey residential houses. Please see Figure 1 below for a sign district map of the Subject Premises and surrounding area.

Figure 1: Sign District Map Excerpt - 400 Eastern Avenue



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.

The CBO has determined that not all of the nine required criteria have been established for a variance approval to be granted for 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 - Riverdale Branch, the evening of October 30, 2019. The CBO received ten letters in opposition to the Proposed Sign and two members of the community attended the 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 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

The Proposed Sign is located within the Toronto and Region Conservation Authority ("TRCA") regulation limit. The Applicant has provided confirmation from TRCA that the extent of the proposal does not render a TRCA permit, and that there are no objections. However, there are additional considerations in determining the compatibility of the Proposed Sign than just TRCA approval.

The Sign By-law allows for third party electronic ground signs in E Sign Districts, one of the few Sign Districts where this sign type is permitted. Although the Proposed Sign complies with the size and height regulations, it does require variances for configuration and separation from sensitive land uses. The Subject Premises and the properties immediately north, west and south are designated E Sign District. Immediately to the east and the properties in the further surrounding areas are designated R Sign District, consisting mainly of two storey residential houses. Through the extensive consultation and research conducted to establishing the provisions for electronic signs, it was found that people do not want these types of signs to be where they live. The main concerns regarding the Proposed Sign that staff received were related to the proximity of an electronic sign to their residential homes, light pollution and how the sign will change the neighbourhood feel of the area.

Given the proximity of the Proposed Sign to the residential areas (the nearest adjacent residential properties to be approximately 30 metres away), and based on the correspondences received, the Applicant has not provided sufficient information to show how the Proposed Sign would be compatible with the surrounding area. Therefore, the CBO is of the opinion 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 Subject Premises is designated as *General Employment Areas* in the Official Plan. For Employment areas, the Official Plan policies aim to create a high quality public realm, connected network of public streets and to promote pedestrian/transit use to attract new businesses. It also indicates where sensitive land uses are in close proximity to Employment Areas, they should be designed and constructed to prevent residents from being negatively affected by the development.

The City encourages applicants to collaboratively work together on compatibility and mitigation studies in order to address land use compatibility and to implement measures to prevent any negative impacts. As the Applicant's rationale did not address the Official Plan or provide any compatibility or mitigation studies, to show the Proposed Sign meets the Official Plan objectives, the CBO is of the opinion that this criteria has not been established.

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

The Proposed Sign contains one sign face displaying electronic static copy that will be facing west, away from the adjacent residential houses to the east. This sign face does not appear to be visible to the sensitive land uses to the west due to the railway overpass. The sign face facing east will contain only static copy, and is approximately 30 metres from the adjacent residential areas. Where the Sign By-law permits a third party sign displaying static copy in an E Sign District, the required separation distance from sensitive land uses is 30 metres, which would be in-line with the static sign face of the Proposed Sign. The Applicant also indicated in their submission materials that the Proposed Sign is to be in a v-shape configuration, so as to be oriented away from the residential areas and to implement shielding to prevent light spill.

Given the distance of the static sign face from R Sign Districts, the configuration of the sign, and the shielding elements to prevent light spill onto neighbouring properties, it would appear the Applicant has provided sufficient information to establish this criteria has been met.

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

The Proposed Sign does not require any variances for being located within a visibility zone. The Proposed Sign also meets the separation distance requirements from signalized intersections and highways set out in the Sign By-law. It will also comply with the Sign By-law requirements for message transition of electronic static copy. There is nothing unique about the Proposed Sign or Subject Premises that would require additional provisions over and above those normally put into place for third party ground signs.

As the Proposed Sign will comply with the visibility zone, separation distance from an intersection and highways, and message transition, the CBO does not believe it will have any adverse impacts on traffic and pedestrian safety. Furthermore, as the CBO does not believe that any other issues related to public safety are currently foreseeable, it appears that this criteria has been met.

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

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

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

The nearby premises at 415 Eastern Avenue and 433 Eastern Avenue, southeast of the Proposed Sign are listed as heritage properties. The Applicant has indicated in their rationale that the static sign face of the Proposed Sign will be directed towards the heritage buildings and that the electronic sign face will not, as it will be directed west. However, the Applicant has not addressed the potential impacts and affects the presence of an electronic sign may have on the heritage character of this portion of Eastern Avenue.

The Applicant has also indicated in their rationale that two of the three third party ground signs would be removed if the Proposed Sign is approved. It should be noted that these two third party ground signs along the railway overpass intersecting with Eastern Avenue (located west of the Proposed Sign) are already in the process of being removed as part of a Site-Specific amendment for the erection and display of another third party sign located in ward 1 (as per Chapter 694, Schedule B, Subsection 2T of the Sign By-law). The area is evolving to be less cluttered with third party signs, and becoming more suitable with the adjacent residential neighbourhoods. The Applicant has not addressed how the addition of the Proposed Sign fits with the character of the surrounding area.

The correspondences received from area residents also expressed concerns on the impact the Proposed Sign will have on the residential look and feel of the area. The Sign By-law purposely contains provisions that limit the distance of third party signs from sensitive land areas to reduce negative impacts and to ensure signage is appropriate for the surrounding areas. Given its proximity to the residential neighbourhoods, and as the Applicant has not provided sufficient information to address how the Proposed Sign would not alter the residential, and heritage character of the surrounding area, the CBO is of the opinion that this criteria has not been met.

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

Based on the Applicant's submission materials, the Applicant has not addressed how the proximity of the Proposed Sign to sensitive land uses are compatible and will not alter the surrounding area, or meet the Official Plan objectives. The goals and objectives of the Official Plan are implemented based on a variety of policies and guidelines, and represents the public interest. It also provides guidance for municipal approvals, such as the Sign By-law. As the Applicant has not provided compelling information on how the variances sought are minor and within the objectives of the Official Plan, the CBO is not convinced this criteria has been met.

CONCLUSION

E Sign Districts contemplates third party electronic ground signs, provided they are not located in close proximity to sensitive land uses. Considering the materials submitted by the Applicant and the correspondences and comments received from the public, the CBO has determined that not all of the nine criteria listed in §694-30A has been established. As the Applicant has not convincingly demonstrated how the Proposed Sign is compatible with the surrounding area, meets the Official Plan objectives, would not alter the surrounding area, and are not contrary to the public interest, the CBO does not support the Sign Variance Committee granting the variances requested by the Applicant.

CONTACT

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

SIGNATURE



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

ATTACHMENTS

Attachment 1: Description of the Proposed Sign and Required Variances
Attachment 2: Applicant's Submission Package
Attachment 3: Correspondences Received

Attachment 1: Description of the Proposed Sign and Required Variances

Sign Description:

One third party electronic ground sign, with two sign faces in a v-shape configuration, to be located along the south frontage of the premises municipally known as 400 Eastern Avenue, containing:

(a) One sign face described as follows:

- (i) In the shape of a rectangle;
- (ii) Having an area of 19.99 square metres;
- (iii) Having a horizontal measurement of 8.69 metres;
- (iv) Having a vertical measurement of 2.30 metres;
- (v) Having a height of 7.33 metres;
- (vi) Displaying static copy only;
- (vii) Illuminated; and
- (viii) Oriented in an easterly direction.

(b) One sign face described as follows:

- (i) In the shape of a rectangle;
- (ii) Having an area of 19.99 square metres;
- (iii) Having a horizontal measurement of 8.69 metres;
- (iv) Having a vertical measurement of 2.30 metres;
- (v) Having a height of 7.33 metres;
- (vi) Displaying electronic static copy only;
- (vii) Illuminated; and
- (viii) Oriented in a westerly direction.

Required Variances:

1. The requirement contained at §694-22E, which states that a third party 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 for the erection and display of the Proposed Sign, which is to be located within 150.0 metres of three existing third party signs.

2. The requirement contained at §694-25C(2)(e), which states that the sign shall not be erected within 60.0 metre of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district, be varied to allow for the erection and display of the Proposed Sign, which is to be located approximately 30 metres from an R sign district.

3. The requirement contained at §694-25C(2)(f), which states that where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district, be varied to allow for the erection

and display of the Proposed Sign, which one of the sign faces are to be facing an R sign district.

4. The requirement contained at §694-25C(2)(k), which states that where a sign has two sign faces, the sign faces shall be back to back, be varied to allow for the erection and display of the Proposed Sign, which has two sign faces displayed in a v-shape configuration.

Condition(s):

1. The third party ground sign currently located at 400 Eastern Avenue be removed, and all associated permits revoked prior to the issuance of a Sign Permit for the Proposed Sign.

Attachment 2: Applicant's Submission Package



Application Sign Variance

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

Street Number	Street Name	Lot Number	Plan Number
400	Eastern Avenue		
Describe the variance(s) being applied for: Please see attached PPR notice			
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	
10' x 20'		400 Eastern Avenue	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): Please see attached rationale			

Property Owner Information

First Name		Last Name	
Company Name (if applicable)		Telephone Number	
Tawse Realco			
Street Number	Street Name	Suite/Unit Number	Mobile Number
400	Eastern Avenue		
City/Town	Province	Postal Code	Fax Number
Toronto	ON		
Email swelte@sitelinegroup.com			

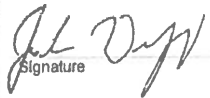
Attachment Required

- 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

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Application
Sign Variance

Applicant Information and Declaration

First Name Justin		Last Name Dempsey	
Company Name OUTFRONT Media			Telephone Number (416) 521-6430
Street Number 377	Street Name Horner Avenue	Suite/Unit Number	Mobile Number
City/Town Toronto	Province ON	Postal Code M8W 1Z8	Fax Number
Email Justin.dempsey@outfrontmedia.ca			
Do hereby declare the following:			
- That I am ☐ the Property Owner as stated above ☐ the owner's authorized agent. ☐ an officer/employee of _____ which is an authorized agent of the owner. ☒ an officer/employee of <u>OUTFRONT Media</u> 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		Justin, Dempsey Print Name (First, Last)	2019-07-31 Date (yyyy-mm-dd)

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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, 136(c) 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.

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

Project Information

Street Number 400	Street Name Eastern Avenue	Lot Number	Plan Number
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Site and Building Data

Lot Area	Lot Frontage	Lot Depth
Number of Building(s) on the lot 1	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s) 9m	Number of Storeys 2	Building(s) Gross Floor Area
Building Uses(s) Commercial/Industrial- Equipment rental facility		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)
North E-Employment - Car Rental
South E-Employment- Embridge Gas Facility
East R-Residential
West E-Employment - Car Rental

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) Outfront Media wishes to make application for a Sign Variance to the City's Sign Bylaw for the installation of a third party ground sign containing one electronic LED face, and one static face, at 400 Eastern Avenue located in Ward 14 (Toronto-Danforth). Currently, Outfront Media operates one third party ground sign, which is a back-to-back mechanical trivision, with two sign faces, facing East and West, each respectively measuring 3.05 meters vertically by 8.10 meters horizontally. Outfront Media has operated third party signage on the premises since the late 90's, and the current mechanical trivision structure has been in operation since 2008. Outfront Media L.P. is seeking to keep the existing foundation and pole structure in place, but update the west sign face with a rectangular electronic LED third party sign face, and the East face with one rectangular non-mechanical static third party sign face, facing East. The signs will be arranged back-to-back in a slight v-shape configuration (per the attached engineered drawings). Each of the new respective sign faces will measure 2.28 meters vertically and 6.88 meters horizontally, which has a very similar aggregate surface area to the mechanical trivision sign structure currently in operation. The sign structure will be located along the southerly frontage of the premises and will be orientated perpendicular to Eastern Avenue to be viewed by vehicular traffic travelling both eastbound and westbound. The proposed sign will have an overall height of 7.5 meters, whereas the height of the current sign structure is approximately 9.0m.
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Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

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

Please see attached rationale document

1. At structural steel rolled sections and plates all $\frac{1}{4}$ " A500W plate and comply with the requirements of CSA Specification CAN5-G40.20 / CAN21.1 (N O).
2. Structural hollow steel sections any W shape sections shall be A500W (steel empty with the requirements of CSA specification CAN5-G40.20 / CAN21.1 (N O)).
3. All structural bolts, nuts and washers used in connections, shall be high strength to ASTM standard A325 and all to be torqued in accordance with table 12 of CSA specification 318.
4. All welding shall comply with the requirements of CSA specifications W59, weld of steel construction (metal arc weld) / Use E70xx (E60xx) electrodes. All welding to be performed by a certified CWB welder.
5. Where members are welded together the welds shall develop the full capacity of the members in bending and shear. Use low hydrogen welding processes.
6. Anchor bolts and bolts use a high hydrogen welding process.
7. At structural connections to be 3/4" A14-A325 Bolts (N O) and all digital board connections also to be 3/4" A14-A325 Bolts (N O).
8. All open ends of hollow structural sections (HSS) are to be closed and steel welded with steel for hollow structural sections, columns, etc. that is closed at the ends are to have minimum (2) 1/4" dia. webs along the underside of top and bottom.
9. Design weld pressure to be based on HEB supplement
 Normal: $F_t = 1.25 \times 0.5 \times 2 \times 1.2 \times 2 \times 1.2 \times 2 \times 0.69$
 $= 31.64 \text{ MPa (unfactored)}$
10. At structural steel sections, plates and hollow steel sections (HSS) are to be painted with 2 coats RED OXIDE (Primer and 2 coats of ALYCO (Oil) exterior paint) (Besaq).
11. The Design Engineer (Sean Reid, P. Eng., C. ALC 209 008-1) is to be notified in writing (9 P.M.A.T)@HPC@CA 48 hours prior to commencing construction to verify design confirmation or else The Engineer will not be responsible for any aspect of the construction. The notification is to include 20 sheets of work, materials, any plans, and design of particular design structure.
12. All structural bolts, nuts and washers used in connections shall be high strength to ASTM standard A325 and all to be pre-tensioned in accordance with Table 7 of CSA specification 318 as follows:

Minimum Bolt Tension	AS25	Hole Size
53 (15.03)	5/8"	9/16"
55 (15.13)	1/2"	107 (24.07)
125 (32.13)	1 1/2"	137 (30.24)
125 (32.13)	1 1/2"	157 (35.32)
125 (32.13)	1 1/2"	177 (40.40)
227 (63.09)	2 1/2"	205 (46.12)
227 (63.09)	2 1/2"	235 (52.11)
249 (69.02)	3"	255 (56.12)
249 (69.02)	3"	355 (78.13)
318 (88.06)	3 1/2"	375 (83.05)
318 (88.06)	3 1/2"	425 (94.05)
458 (126.09)	4"	555 (123.05)
13. All bolts are to be installed by "Direct Tension Indicator" method. In accordance with CAN/CSA S16.1 below part of grade on structural steel.
14. Use dry sand epoxy self priming mastic No. 5256/5237 (or approved equal) to 1/2" above and below part of grade on structural steel.
15. All exterior surfaces of rolled steel are to have all scale thoroughly cleaned or the blast clean with a Class A surface coating applied as per CAN/CSA S16.1.

19. Use No. 11 product mixed with 50% solvent No.5086 on top of concrete substrate.
20. Provide min. 2% slope away from base of staircase junction.
21. As concrete is to have a compressive strength of 30MPa at 28 days. Use 5% air entrainment. Medium aggregate max is 10mm.
22. Footings are designed for a firm, non-sinking dry or sandy clay.
23. Top 6" over footing is to be composed of free draining granular fill. (If top of footing is to be covered).
24. A building permit is to be obtained prior to commencing any construction.
25. The Contractor is to protect adjacent properties and verify all utility locations prior to installing foundations.
26. The Contractor is 100% responsible for maintaining safety on site during construction per Ministry of Labour and Offshore Media standards.
27. Municipal By-law compliance is to be as per City of Hamilton and Ontario Health and Safety Act.

MINI-MAX

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| All aluminum extruded sections used for Type 8081 comply with the requirements of CSA Specification #15-706 or #157-1768 | |
| All aluminum plate sections shall be Type 6061-T6 or 6061-T3 | |
| All aluminum plate sections shall be Type 6061-T6 or 6061-T3 and comply with the requirements of CSA Specification #5-157-1157-1506 | |
| All welding shall comply with the requirements of CSA Specification A562.2-A1901 (240303). All welding to be performed by a certified CSA welder (W47.2) | |
| Only Low Carbon or No Carbon stainless steel or galvanized steel may be certified with the Aluminum Corrosion and Plateau, unless noted otherwise. | |
| Aluminum not coated with steel screws must use galvanized screws or stainless steel screws (No Carbon) | |
| Aluminum not coated with structural steel must be isolated from the steel using Neoprene washers. | |

Ball Diameter	Minimum Ball Tension UN & (N) $\times 10^3$	Minimum Ball Tension A325	Minimum Ball Tension A490	Hole Size
1/8"	55 (11.93)	67 (14.07)	70 (15.47)	7/8"
3/16"	85 (19.13)	107 (23.67)	110 (24.45)	1"
1/4"	125 (28.13)	157 (35.32)	160 (35.92)	1 1/8"
5/16"	174 (39.13)	218 (49.03)	220 (49.63)	1 1/4"
3/8"	229 (51.03)	285 (64.13)	290 (65.13)	1 3/8"
7/16"	279 (62.03)	345 (77.13)	350 (78.13)	1 1/2"
1/2"	319 (71.03)	404 (90.13)	410 (91.13)	1 3/4"
5/8"	378 (85.03)	468 (104.03)	475 (106.03)	2"
3/4"	458 (103.03)	558 (125.03)	565 (126.03)	2 1/4"
7/8"	538 (121.03)	658 (147.03)	665 (148.03)	2 3/4"
1"	618 (139.03)	758 (169.03)	765 (170.03)	3"

13. All bolts are to be installed by "Direct Tension Indicator" method, in accordance with CAN/CSA S16.1
14. Use grid guard epoxy self-priming mastic No. 5265237 (or approved equal) to 1" above and below top of grade on structural steel.
15. All contact surfaces of bolted parts are to have mill scale thoroughly cleaned or shot blast clean with a Class "A" coating applied as per CAN/CSA S16.1

0	ISSUED FOR BUILDING PERMIT	06/14/2019
REV	DESCRIPTION	DATE

OUTFRONT

HORNER AVE. TORONTO, ON TEL. 416 255 1332 FAX 416 255 8279
PROJECT NAME TEL. 617 734-0161 ADVERTISING DISPLAY

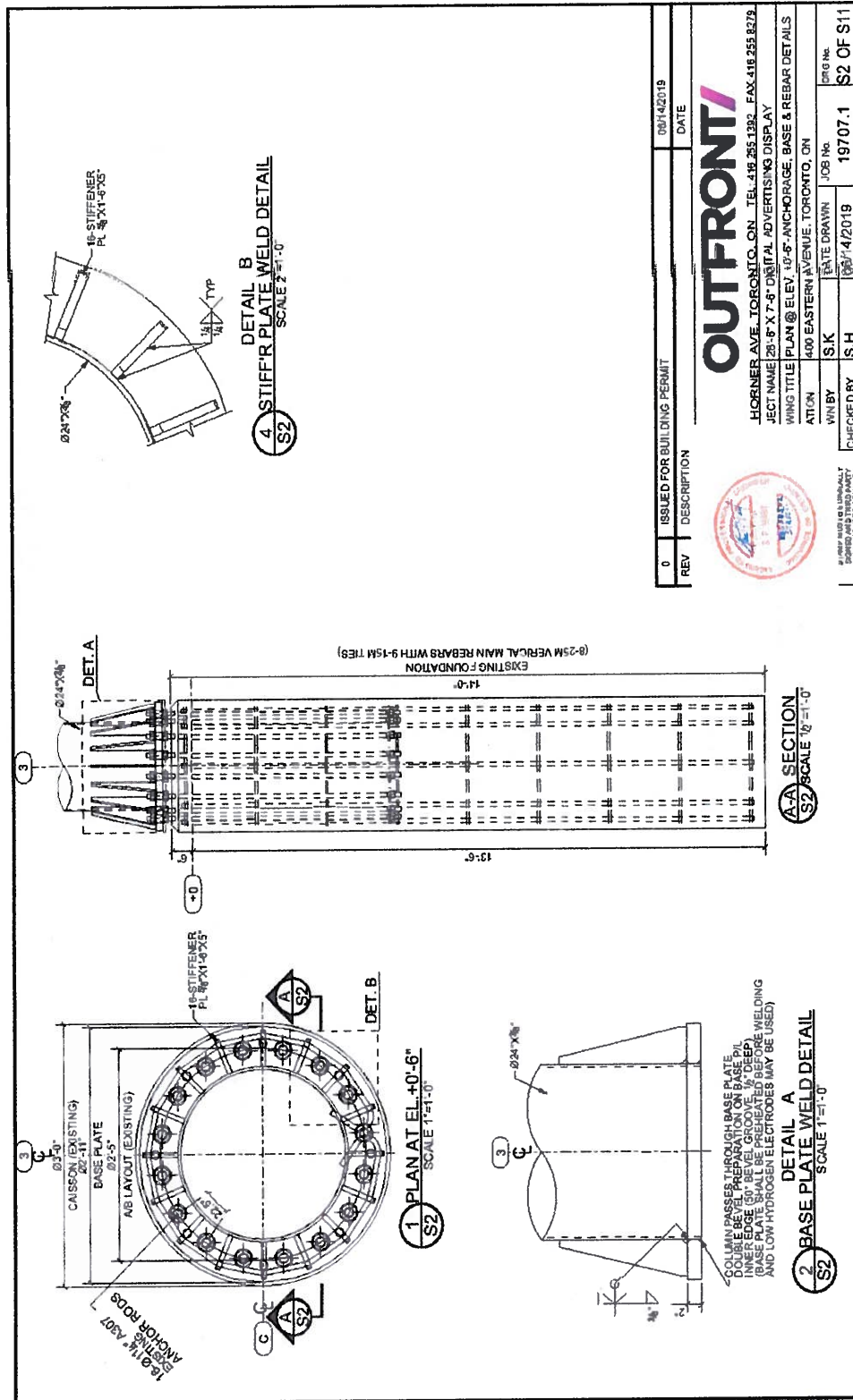
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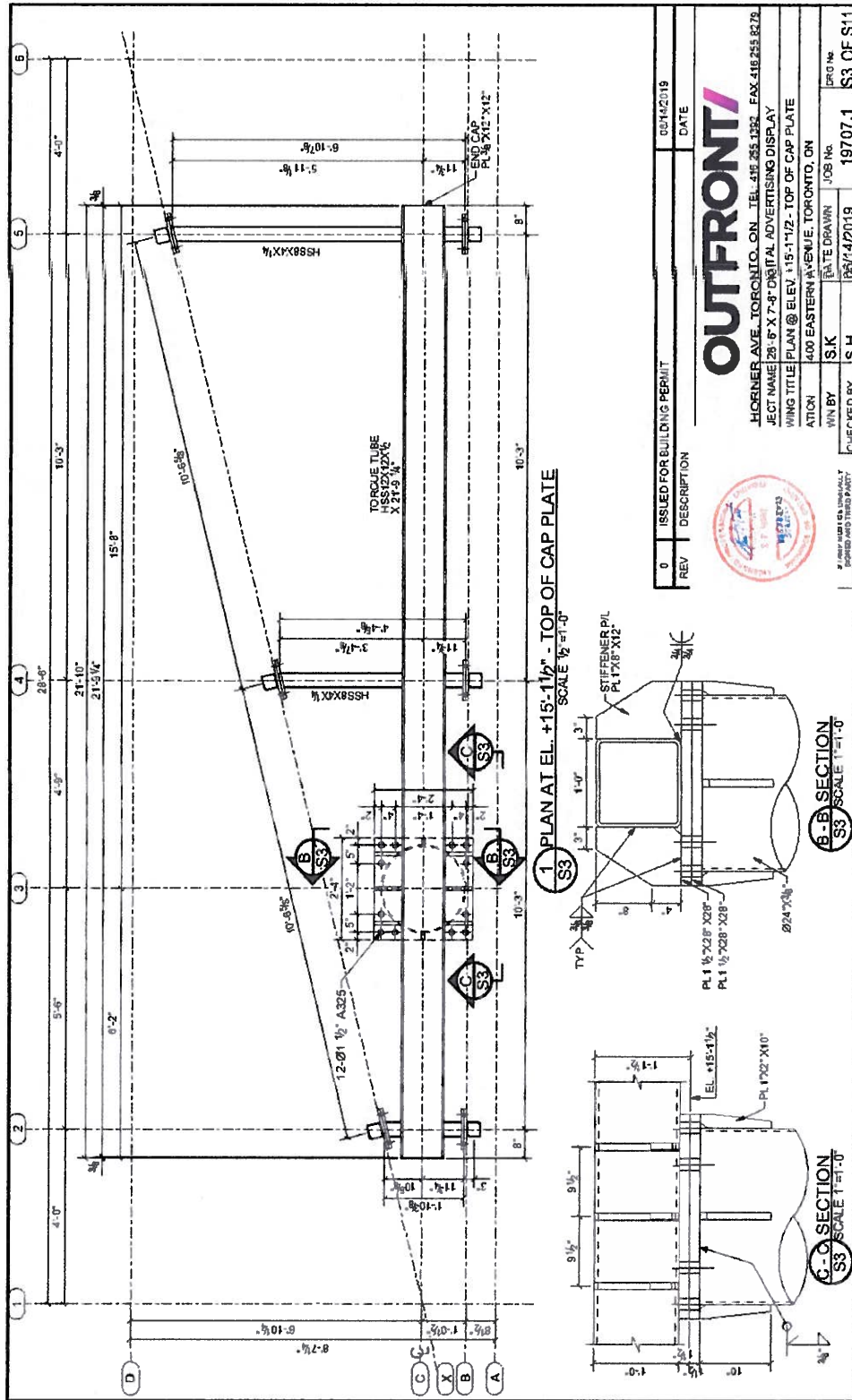
400 EASTERN AVENUE TORONTO ON	
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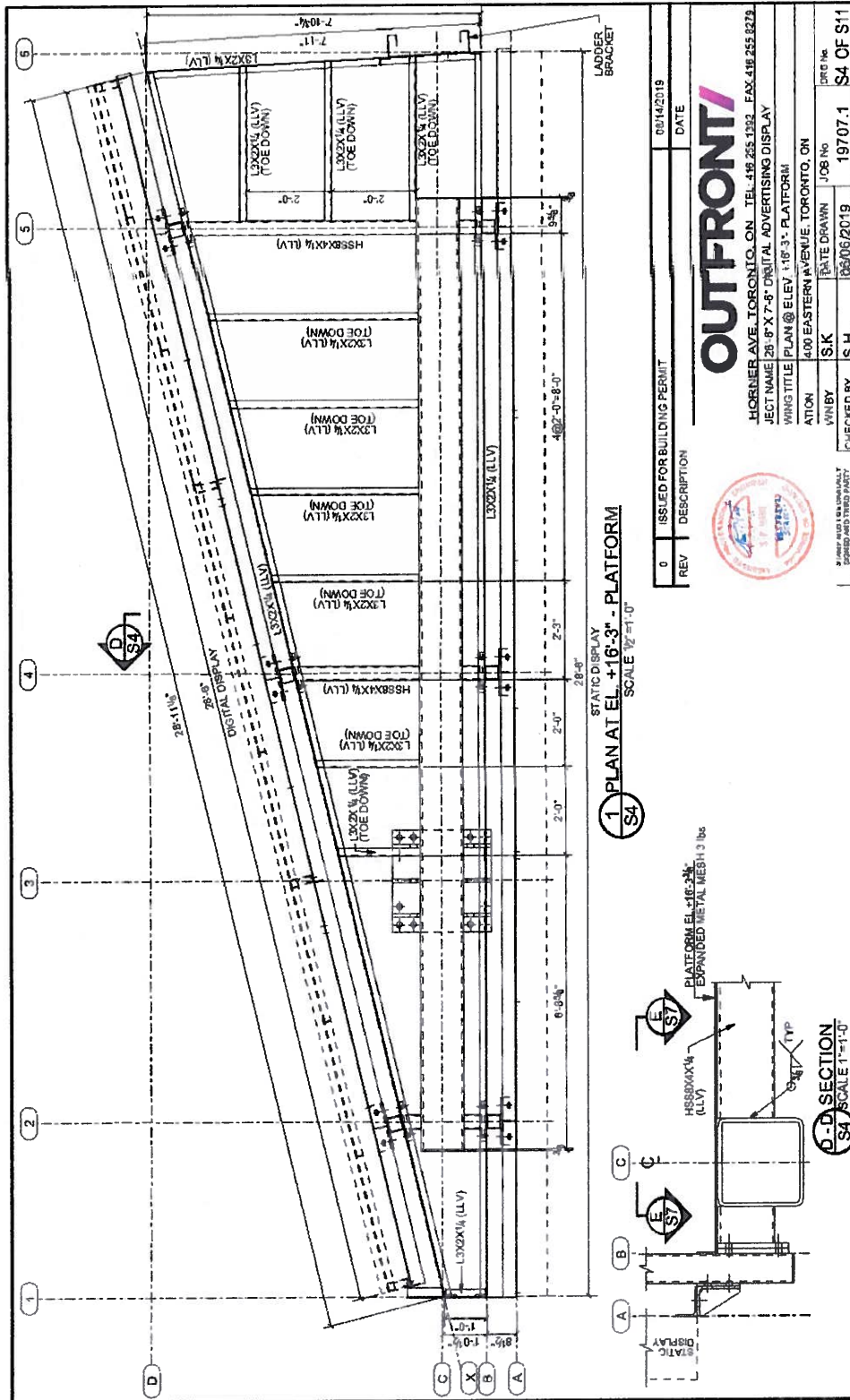
DATE DRAWN	JOB No	CRD No.
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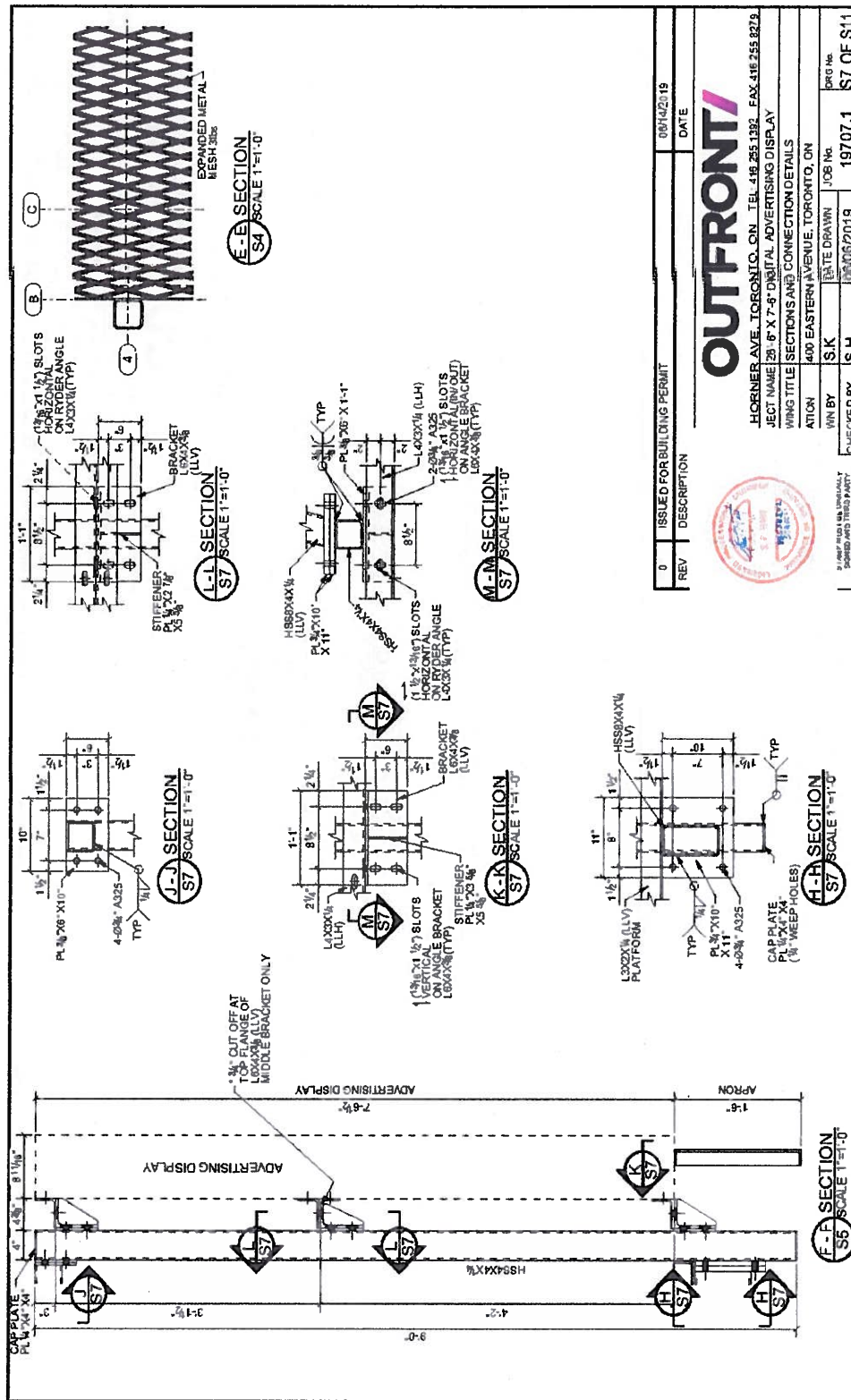
CHECKED BY	S.H	05/14/2019	19707.1	S1 OF S11
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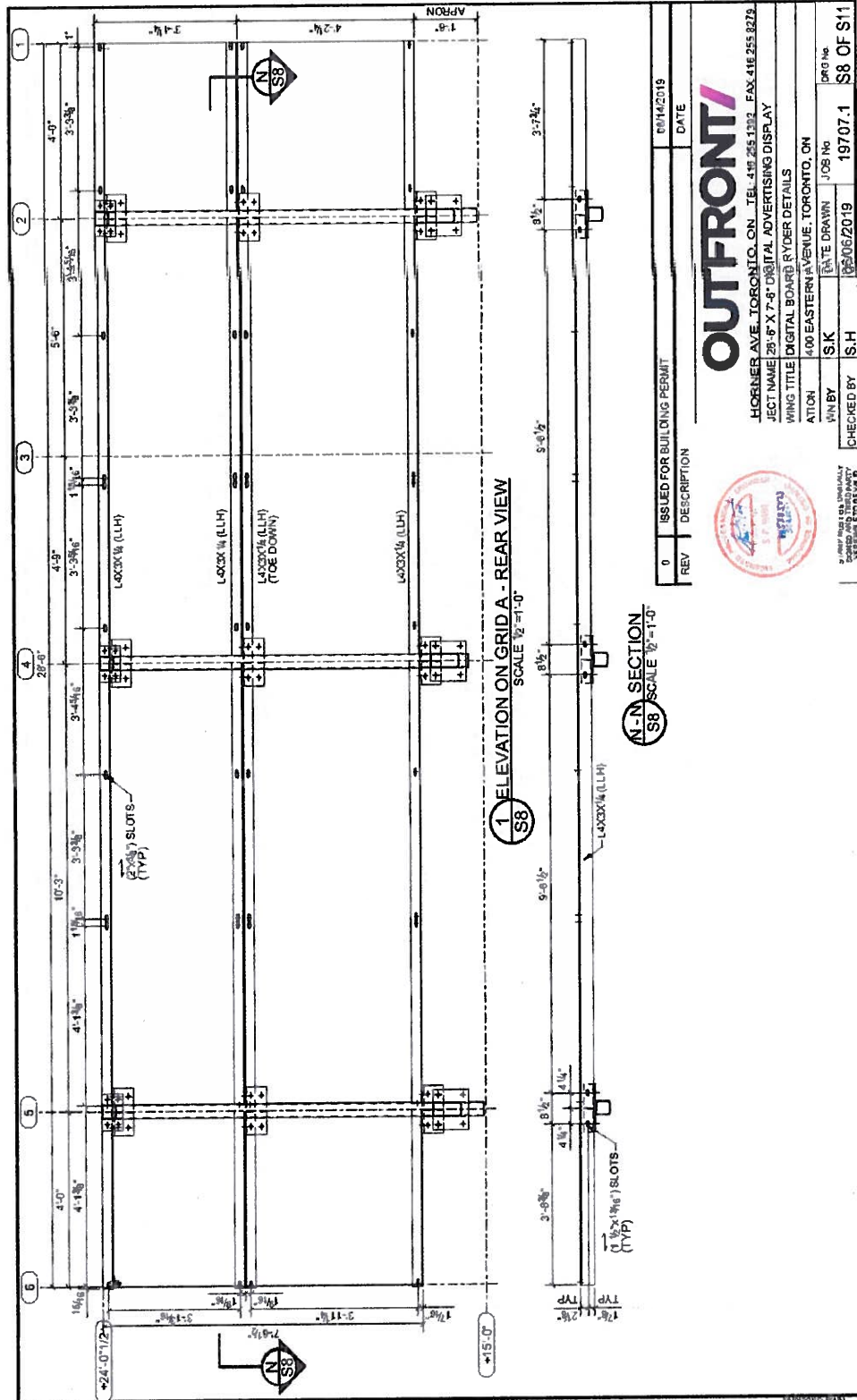
BY ANY MEANS UNLAWFULLY
SIGNED AND THIRD PARTY

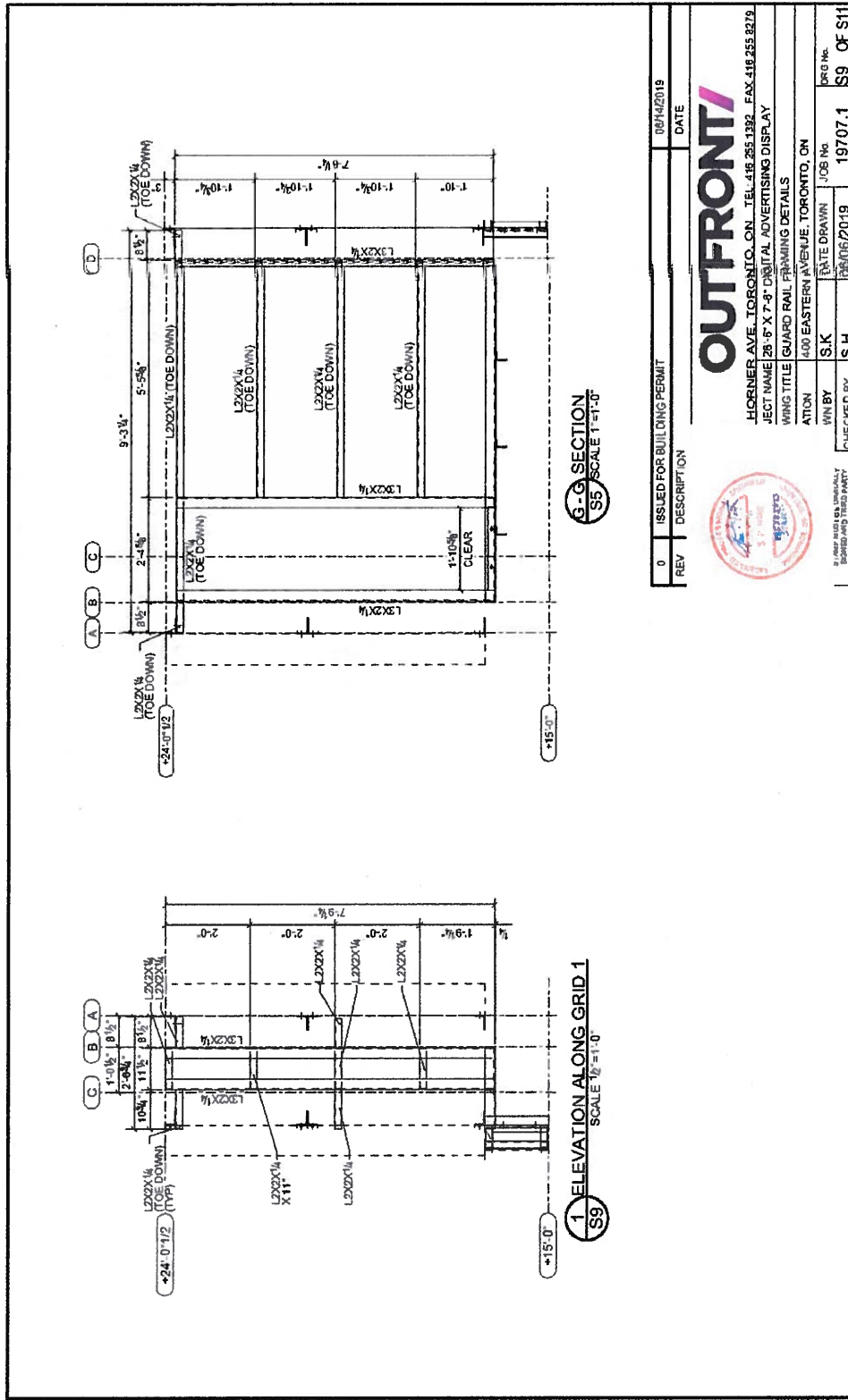








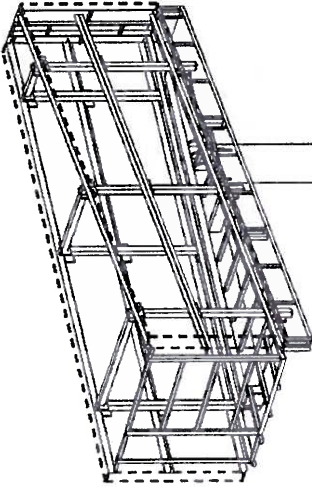




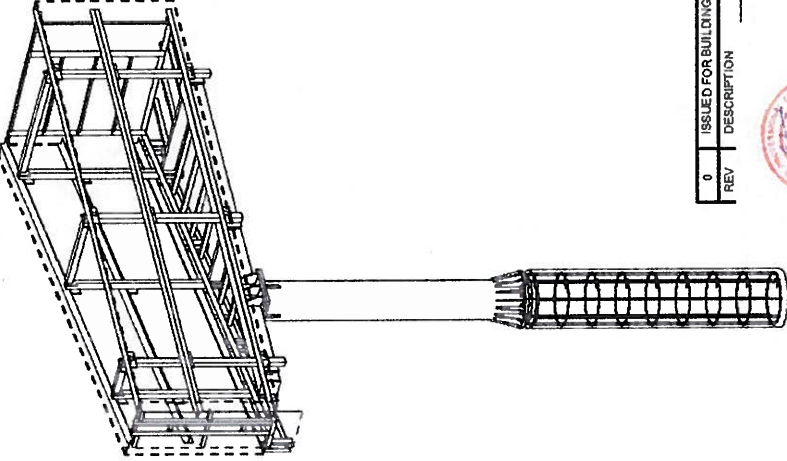
0	ISSUED FOR BUILDING PERMIT	DATE	08/14/2019
REV	DESCRIPTION		

OUTFRONT

HORNER AVE. TORONTO, ON. TEL. 416.255.1392 FAX 416.255.8279
 PROJECT NAME 26'-6" X 7'-8" DIGITAL ADVERTISING DISPLAY
 WORK TITLE GUARD RAIL FRAMING DETAILS
 LOCATION 400 EASTERN AVENUE, TORONTO, ON
 DRAWN BY S.K. DATE DRAWN 08/06/2019
 CHECKED BY S.H. DATE CHECKED 08/06/2019
 JOB No. 19707.1
 SHEET No. S9 OF S11



3D VIEW 1



3D VIEW 2

REV	DESCRIPTION	DATE
0	ISSUED FOR BUILDING PERMIT	08/14/2019

OUTFRONT

HORNER AVE. TORONTO, ON TEL: 416.255.1392 FAX: 416.255.8379

PROJECT NAME: 28'-6" X 7'-8" DIGITAL ADVERTISING DISPLAY

WING TITLE: 3D VIEW

ATTOR: 400 EASTERN AVENUE, TORONTO, ON

WIN BY: S.K. DATE DRAWN: 08/14/2019 JOB No: 19707.1

CHECKED BY: S.H. **\$10 OF \$11**

* PLATFORM MESH AND BOLTS ARE NOT SHOWN FOR CLARITY

123456

28' 6"4' 10 1/8"5' 7 1/8"3' 10 3/8"

LED DIGITAL ADVERTISING DISPLAYLED DIGITAL ADVERTISING DISPLAYLED DIGITAL ADVERTISING DISPLAYLED DIGITAL ADVERTISING DISPLAY

3' 8 1/8"10' 6 1/8"5' 7 1/8"3' 10 3/8"

24' 0" 1/213' 0"

APRON7' 8 1/2"1' 6"

LED DIGITAL ADVERTISING DISPLAYLED DIGITAL ADVERTISING DISPLAYLED DIGITAL ADVERTISING DISPLAY

OUTFRONTOUTFRONTOUTFRONT

1' 6"7' 8 1/2"1' 6"

* LOGO SHOULD BE PLACED ON THE ROAD SIDE

1 DISPLAY VIEW
SCALE 1/2" = 1'-0"

REV	DESCRIPTION	DATE
0	ISSUED FOR BUILDING PERMIT	06/14/2019

OUTFRONT

HORNER AVE. TORONTO, ON TEL: 416.255.1202 FAX: 416.255.8279

PROJECT NAME: 28' X 7' 8" DIGITAL ADVERTISING DISPLAY

WING TITLE: DISPLAY VIEW

LOCATION: 400 EASTERN AVENUE, TORONTO, ON

WIN BY: S.K. DATE DRAWN: 06/06/2019 JOB No. 19707.1

CHECKED BY: S.H. \$11 OF \$11



SCHAEFFER DZALDOV BENNETT LTD.
Ontario Land Surveyors

Ophir N. Dzaldov,
B. Sc., O.L.S., O.L.I.P.

Dan Dzaldov,
B. Sc., O.L.S., O.L.I.P.

Tom Kristjanson,
B. Sc., O.L.S., O.L.I.P.

Robert Fulton,
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W. M. Fenton,
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Richard A. Preiss,
B. Sc., O.L.S., O.L.I.P. Ret.

Fred Schaeffer,
B. Sc., P. Eng., O.L.S. Ret.

Wm. E. Bennett,
O.L.S., O.L.I.P. Ret.

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SINCE 1850s of:**

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BROWN, CAVELL & JACKSON
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SCHAEFFER & DZALDOV
SCHAEFFER & REINTHALER
WILDMAN HALDFIELD STEWART
WILSON & BUNNELL
W.M. FENTON

June 3, 2019

City of Toronto
2 Civic Centre Court
3rd Floor
Toronto, Ontario
M9C 5A3

Attention: Mr. Robert Bader

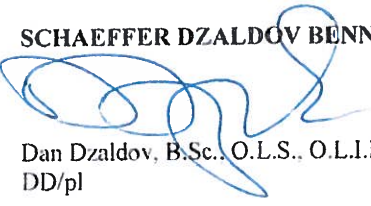
Re: 400 Eastern Avenue
City of Toronto – Our Job No. 19-119-00

The attached sketch dated May 31, 2019 was prepared by my office based on Registry records and field verification and is correct as of the date shown. This sketch is prepared to illustrate the locations as they relate to the regulations outlined in Chapter 694, Signs, General, of the City of Toronto Municipal Code.

If further information is required, please contact the undersigned.

Yours truly,

SCHAEFFER DZALDOV BENNETT LTD.


Dan Dzaldov, B.Sc., O.L.S., O.L.I.P.
DD/pl

Submitted by: Justin Dempsey Outfront Media

I hereby certify the accuracy of the attached Sketch submitted herewith

64 Jardin Drive, Unit 1, Concord, Ontario L4K 3P3 Tel: (905) 761-0101 Fax: (905) 761-0119

Bancroft: (613) 332-3237 Beeton: (905) 729-2689 Uxbridge: (905) 852-1033 Toronto: (416) 987-0101 E-mail: office@surveyontario.com



July 31st, 2019

Mr. Brody Paul

City Of Toronto Sign Bylaw Unit
100 Queen Street West, Floor 1E
Toronto, ON M5H 2N2

Re: Sign By-Law Amendment, 400 Eastern Avenue, Toronto, ON

Mr. Paul,

Outfront Media wishes to make application for a Sign Variance to the City's Sign Bylaw for the installation of a third party ground sign containing one electronic LED face, and one static face, at 400 Eastern Avenue located in Ward 14 (Toronto-Danforth).

Currently, Outfront Media operates one third party ground sign, which is a back-to-back mechanical trivision, with two sign faces, facing East and West, each respectively measuring 3.05 meters vertically by 6.10 meters horizontally. Outfront Media has operated third party signage on the premises since the late 90's, and the current mechanical trivision structure has been in operation since 2008. Outfront Media L.P. is seeking to keep the existing foundation and pole structure in place, but update the west sign face with a rectangular electronic LED third party sign face, and the East face with one rectangular non-mechanical static third party sign face, facing East. The signs will be arranged back-to-back in a slight v-shape configuration (per the attached engineered drawings). Each of the new respective sign faces will measure 2.26 meters vertically and 8.68 meters horizontally, which has a very similar aggregate surface area to the mechanical trivision sign structure currently in operation. The sign structure will be located along the southerly frontage of the premises and will be orientated perpendicular to Eastern Avenue to be viewed by vehicular traffic travelling both eastbound and westbound. The proposed sign will have an overall height of 7.5 meters, whereas the height of the current sign structure is approximately 9.0m.

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Image #1: A Mock Up Of The Proposed West Facing Electronic Third Party Sign Face`



Rationale For Granting A Permit

The proposed sign belongs to a sign class permitted in the sign district where the premises is located:

The property at 400 Eastern Avenue is zoned E-Employment District, which permits the installation of third party ground signs with static copy and digital LED electronic copy. The total sign face area of our sign does not exceed the 20 square meter surface area allowance dictated under the City Sign Bylaw. Moreover, the total sign height does not exceed the 10 meter height allowance dictated under the City Sign Bylaw. As such, the proposed size type and format is appropriate for the sign district where the premises is located.

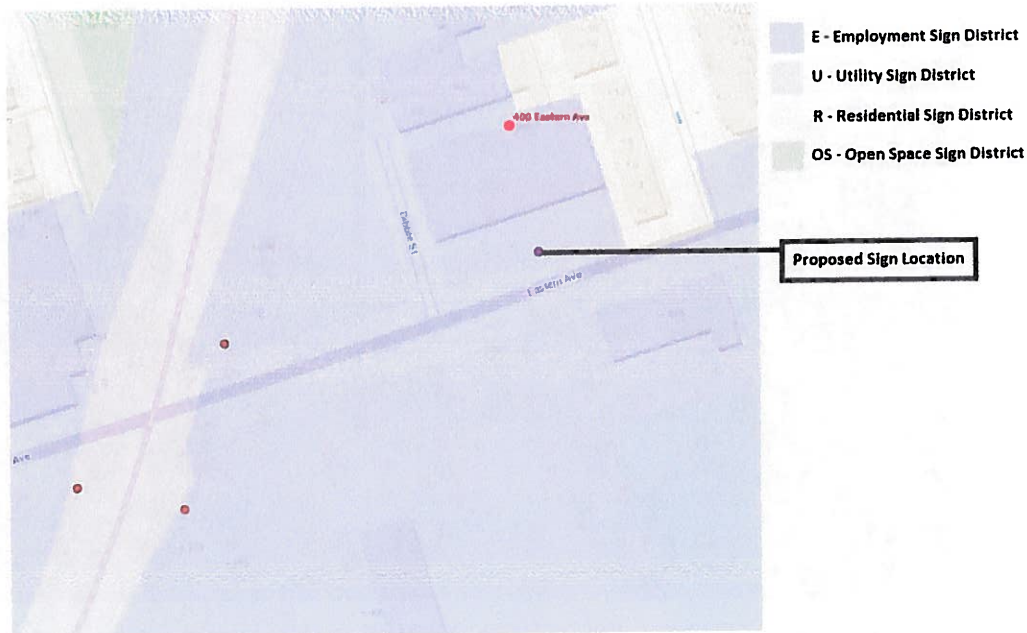
The proposed sign is compatible with the development of the premises and surrounding area and will not adversely affect adjacent premises:

Many of the buildings in the general vicinity are consistent to that of the subject site, measuring 1-2 stories and are light industrial and/or commercial buildings. Neighboring properties include businesses such as: Enbridge Gas Maintenance Facility, PractiCar Auto Rentals, Avenue Road Furniture Store, City Of

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Toronto Office Facility, and Hamad Auto Repairs Garage. The majority of the zoning of the properties in the surrounding area is also designated as E-Employment Sign Districts or U-Utility Sign Districts (reference Image #2). Both are zoning designations that permit third party signs under the City Sign By-Law. This includes all properties to the South, West, and North of the subject premises.

Image #2: Sign District Zoning Map Of Local Area



There is a smaller strip of neighboring property to the East which is a designated R-Residential District. The proposed sign structure would be located approximately 31m away from said neighboring property. The Sign By-law requires that third party static signage have a 30m setback from R-Residential District zones. For this reason, we chose to make the East sign face a static (non-mechanical, non-digital LED) sign face (reference Images #3 and #4 for a before and after comparison). By converting the current mechanical trivision face to a non-mechanical static face, we will reduce any associated noise with the movement of the mechanical trivision components. We will also aim to reduce both the level of illumination and hours of operation of this particular static face. Currently, the east facing sign is illuminated with 400 watt halophane lighting. We will be reducing this to 200 watt halophane lighting. Also, the current mechanical east facing sign is illuminated 24 hours per day, whereas we will now be offering to reduce hours of operation of the new static face to be between 7am to 11pm (14 hours total). We believe this will make the sign more compatible with the adjacent property to the East, and will be a noted improvement to what is in current operation.

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Image #3: The East Face of The Mechanical Trivision Sign Structure Currently In Operation. To Be Converted To A Static (Non-Mechanical) sign face With Reduced Level Of Illumination and Reduced Hours Of Operation.

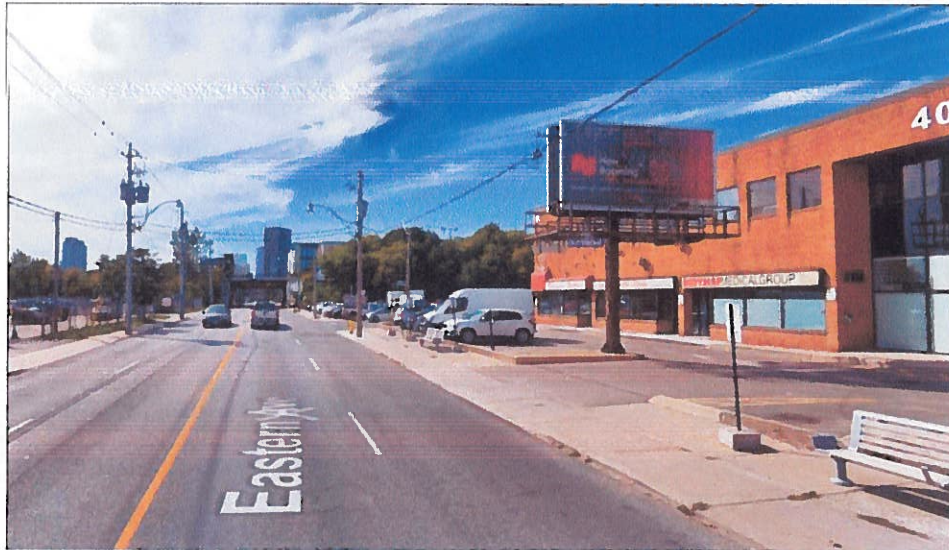
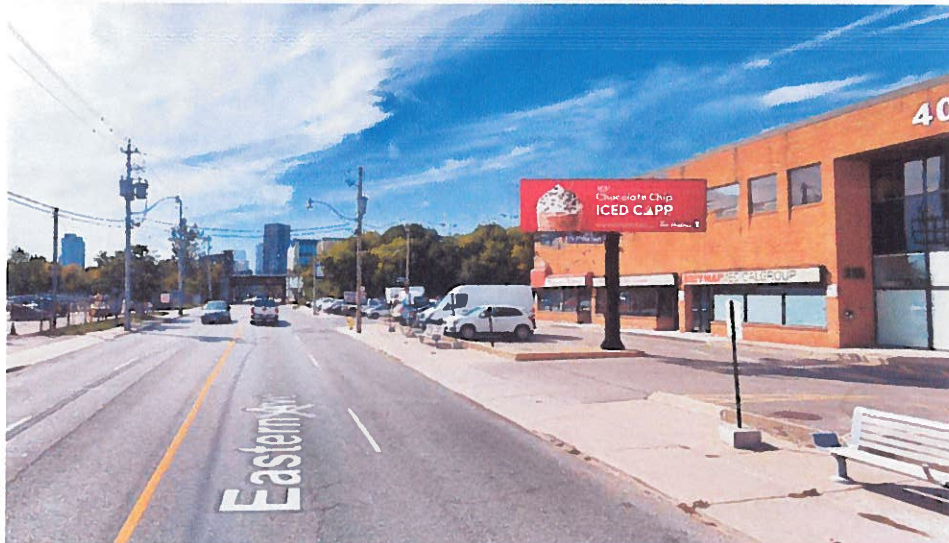


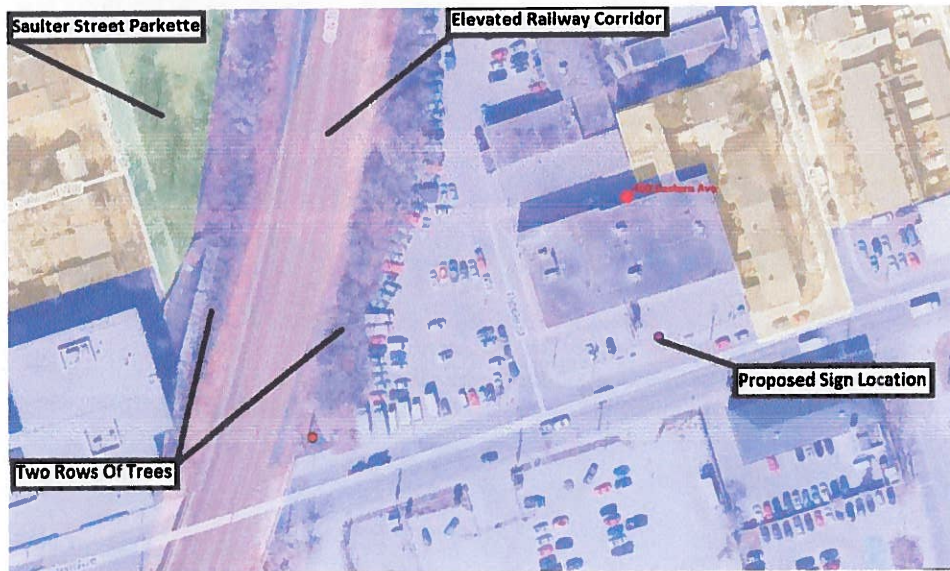
Image #4: What The East Face Will Look Like Once Converted To A Static (Non-Mechanical) Sign Face. This Demonstrates Both A Functional and Esthetic Improvement To The Site.



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Conversely, the proposed digital LED face, facing East, will not face toward any residential dwellings. In fact, to the East, there is a large railway overpass and thick line of trees, which will prevent majority of the sign illumination from travelling more than 100m West. This includes any ability for light trespass to enter into the Open Space zone, known as the Saulter Street Parkette, shown on the North West corner of the map in Image #5. It should be noted that Saulter Street Parkette is located on Saulter Street Road, which is not physically visible or accessible from Eastern Avenue (reference Images #5 & #6).

Image #5: The Elevated Railway Corridor Flanked By Two Rows Of Trees Acts As A Natural Barrier To Prevent Any Light Trespass From The Proposed Sign From Entering The Saulter Street Parkette.



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Image #6: The Saulter Street Parkette Cannot Be Seen From Behind The Natural Tree Barriers. Nor Is The Saulter Street Parkette Visible Or Accessible From Any Portion Of Eastern Avenue.



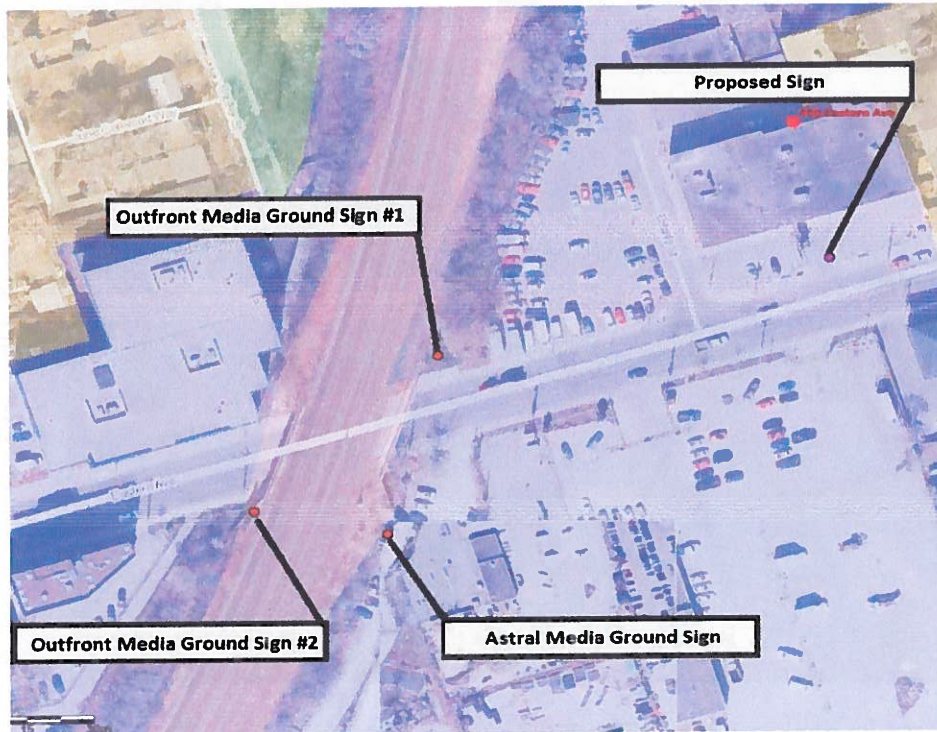
Furthermore, we intend to place illumination shielding around the perimeter of the West facing digital LED face to prevent illumination from travelling East (the opposite direction).

With respect to signage on other premises in the surrounding area, there are a variety of ground signs that are located along Eastern Avenue. They include three other third party signs located within a 150 meter radius to the West of 400 Eastern Avenue (reference Image #7). We have confirmed that the sign operated by Astral Media, a single sided ground sign to the East of the Railway tracks, is scheduled to be taken down. All advertising content has already been removed by Astral Media and they are currently awaiting construction approval from Metrolinx (the landowner) to remove said structure. The other two signs are single sided ground signs, both operated by Outfront Media - one on the North East side of the railway tracks and the other on the South West side of the railway tracks. Outfront Media will agree to

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remove both sign structures and revoke each of the associated third party sign permits if the proposed sign at 400 Eastern is approved (reference Images #8 & #9). This will result in Outfront Media reducing its overall third party sign density in the area from three sign structures to one sign structure (the proposed sign). We believe this will provide a net benefit to the local area. This will also help to ensure the proposed sign meets the Sign By-Law requirement of having 150 meter setback from all other third party sign structures within the immediate area.

Image #7: Location Of Other Third Party Signs Within 150 Meter Radius Of Proposed Sign



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Image #8: Outfront Media Ground Sign #1, Eastern Avenue W/O Dibble St, NS, (Panel #1972), To Be Removed If Proposed Sign Is Approved.



Image #9: Outfront Media Ground Sign #2, Eastern Avenue E/O Broadview Avenue, SS, (Panel #1967), To Be Removed If Proposed Sign Is Approved.



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We also recognize that the proposed sign at 400 Eastern is located within the Northern border of the local Toronto Regional Conservation Authority (TRCA) Limit (reference Image #10). As such, we reached out directly to the TRCA to advise them of our proposed signage project and inquired whether there would be any issues or concerns. After having one of their Senior Planners review the details of our proposed sign, they have concluded that they have no issues with the project and have provided their approval for Outfront Media to proceed forward. The approval granted by the TRCA has been attached in Outfront Media's application package for easy reference.

Image #10: Map Of Local Area With Regulated TRCA Limit Indicated By Green Shading

The proposed sign will not alter the character of the premise or the surrounding area.

The premise at 400 Eastern Avenue has recently been occupied by a new anchor tenant, Stephenson's Rental Services, who provide construction equipment for rent. There is also a new smaller tenant that has moved into the site, known as the Beer Store. We have spoken with the owners of 400 Eastern avenue, and they have indicated that they have no intention of redeveloping the property over the course of the next 10 years. Also mentioned above, many of the neighboring properties are commercial or industrial in nature.

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It has been brought to Outfront Media's attention that the premise identified as 415 Eastern Avenue, currently used as a retail furniture store, to the South East of 400 Eastern Avenue, is noted as a Heritage Building. The current sign face, facing East toward this building, is a mechanical trivision face that consistently turns and is illuminated by 400 Wattage lighting that operates 24 hours per day. Through our application, we are looking to convert this face to a static (non-mechanical) sign face that operates at lower illumination (200 Watts) with reduced operating hours from 7am to 11pm (reference Images #3 & #4). Moreover, the proposed digital LED face, shall face West, away from 415 Eastern Avenue, and have its sign face perimeter flanked with shielding that will prevent its illumination from trespassing East. As such, we believe that the proposed sign conversion will not have any negative effects on the heritage premise identified as 415 Eastern Avenue. In fact, the items noted above are improvements. Moreover, because Outfront Media is offering removing two other third party sign structures as part of this sign variance application, this project will act to improve the character of the immediate surrounding area by decreasing the overall third party sign density.

Image #11: Color Rendering of 400 Eastern Avenue Sign Proposal, In A Public Realm Context:



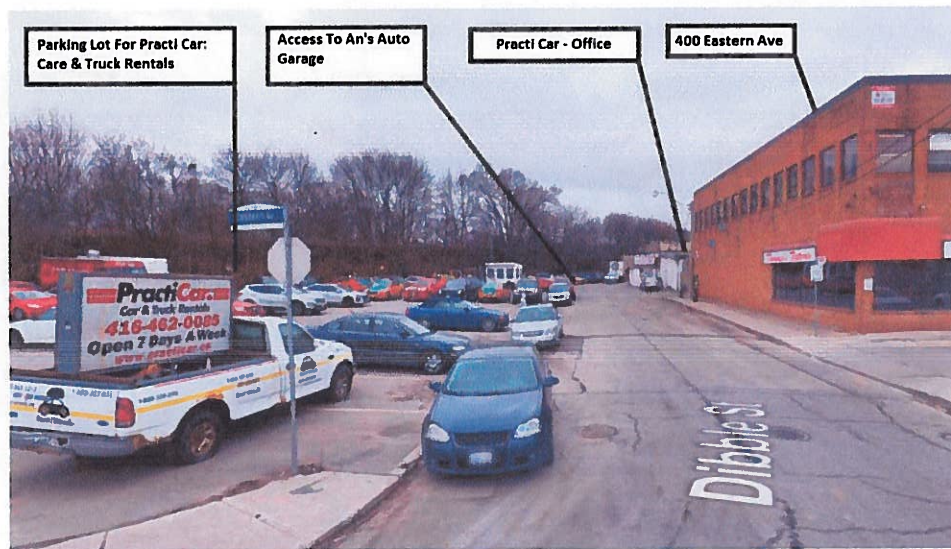
The proposed sign will not adversely affect public safety:

Per the designated location of the digital LED sign identified on the enclosed site map, the sign shall not interfere or obstruct the visibility of vehicular traffic along Eastern Avenue. The location is not near a traffic light controlled intersection and the proposed sign does not obstruct a sight triangle for vehicular traffic.

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There is a 4 way intersection (non-traffic light controlled) to the East of the premises, where Eastern Avenue and McGee Street intersect. However, the proposed sign is located 45.4 meters from said intersection, where as the City Sign By-Law only requires third party signs maintain a setback of 30.0 meters. In addition, to the West of the premises, Eastern Avenue intersects with Dibble Street, which is positioned 21.1 meters from the proposed sign. Dibble Street is only 55 meters in length, and by nature, acts as more of a drive way than a street, providing access to a single parcel of land located directly behind 400 Eastern Avenue (reference Image #12). As such, we do not believe the proposed sign's proximity to Dibble Street poses any safety concerns to ongoing traffic. The current mechanical trivision sign structure has been operating at the same location for many years and there have been no complaints related to safety.

Image #12: A Picture Of Dibble Street, Which By Nature, Acts As A Driveway For Three Small Businesses.



We are also aware that our proposed sign will be located adjacent to an "Accessible Parking Spot" in the parking lot of 400 Eastern Avenue. It is our understanding that the building code requires our sign support column to be setback 0.3 meters from said parking spot to avoid obstruction. Per the picture below, we have measured that our support column will be setback approximately 19 inches (0.48 meters) from the edge of the adjacent parking spot. As such, there are no concerns over blocking parking accessibility.

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Image #13: A Picture of “Accessible Parking Spot” Relative To Our Sign Support Column.



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Image #14: A Picture Of The Measured 19 Inches (0.48 meter) Setback From The "Accessible Parking Spot"



Thank you for your time in considering our application for sign variance at 400 Eastern Avenue. We would like to reiterate that we feel our proposed sign is appropriate for the area and that several components of this application will bring forward a net benefit for the local area, both esthetically and functionally. Please feel free to reach out if there are any further questions regarding this application.

A handwritten signature in black ink, appearing to read 'Justin Dempsey'.

Justin Dempsey MBA CAPM

Manager, Real Estate Development

Email: Justin.Dempsey@OUTFRONTmedia.ca

Phone: 416-521-6430

Fax: 416-255-2063

377 Horner Avenue, Toronto, ON, M8W 1Z6
T. 416.255.1392 W. outfrontmedia.ca

Redekopp, Nicholas

From: Mark Rapus <Mark.Rapus@trca.ca>
Sent: Wednesday, May 15, 2019 11:43 AM
To: Redekopp, Nicholas
Cc: Anna Lim
Subject: RE: 400 Eastern Avenue - Third Party Sign Structure Variance

To clarify, TRCA staff have NO objections to the application.

Regards,
Mark Rapus
Senior Planner
Development Planning and Permits | Development and Engineering Services

T: [\(416\) 661-6600](tel:416-661-6600) ext. 5259
C: [\(416\) 660-4498](tel:416-660-4498)
E: mark.rapus@trca.ca
A: [101 Exchange Avenue, Vaughan, ON, L4K 5R6](https://www.trca.ca/101-Exchange-Avenue-Vaughan-ON-L4K-5R6) | [trca.ca](https://www.trca.ca)



From: Redekopp, Nicholas <nicholas.redekopp@outfrontmedia.ca>
Sent: Wednesday, May 15, 2019 11:36 AM
To: Mark Rapus <Mark.Rapus@trca.ca>
Cc: Anna Lim <Anna.Lim@trca.ca>
Subject: RE: 400 Eastern Avenue - Third Party Sign Structure Variance

Good Morning Mark,

Thank you for the prompt response.

After reading the two sentences below it may appear that there was a typo in the first sentence. For clarity, may you kindly confirm that the TRCA staff does not have any objections to the application –as you have pointed out that no permit is required?

Thank you again for your time on this.

Nick Redekopp
Real Estate Representative
Direct: 416-521-6412
377 Horner Ave, Toronto ON, M8W 1Z6

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From: Mark Rapus <Mark.Rapus@trca.ca>
Sent: Wednesday, May 15, 2019 11:22 AM
To: Redekopp, Nicholas <nicholas.redekopp@outfrontmedia.ca>
Cc: Anna Lim <Anna.Lim@trca.ca>
Subject: RE: 400 Eastern Avenue - Third Party Sign Structure Variance

Hi Nicholas,

TRCA staff have objections to the sign variance application. Please be advise that based on the description of the proposed changes a TRCA permit is not required.

Regards,

Mark Rapus
Senior Planner
Development Planning and Permits | Development and Engineering Services

T: [\(416\) 661-6600](tel:(416)661-6600) ext. 5259
C: [\(416\) 660-4498](tel:(416)660-4498)
E: mark.rapus@trca.ca
A: [101 Exchange Avenue, Vaughan, ON, L4K 5R6](https://www.trca.ca/101-Exchange-Avenue-Vaughan-ON-L4K-5R6) | [trca.ca](https://www.trca.ca)



From: Redekopp, Nicholas <nicholas.redekopp@outfrontmedia.ca>
Sent: Tuesday, May 14, 2019 10:16 AM
To: Mark Rapus <Mark.Rapus@trca.ca>
Subject: 400 Eastern Avenue - Third Party Sign Structure Variance

Good Morning Mark,

My name is Nick Redekopp and I am reaching out on behalf of OUTFRONT Media. I've received your contact information from our Stephen McGregor, whom I believe you have dealt with in the past regarding a sign we modified on Black Creek Drive.

As with the Black Creek project, the issuance of a building permit for the subject location at 400 Eastern Avenue requires an approval from TRCA. The location of the sign is within the border edge of a TRCA regulation limit, as depicted in above "TRCA Regulation Limit".

There are many similarities between this and the Black Creek project; the most salient perhaps being that we will not be "breaking ground" with this project – we are looking to utilize our present structure, and modify one of its sign faces to accommodate LED sign copy. The new sign face would be of nearly identical size as the present one.

The property is within an Employment Zone district, which complies with the Toronto Sign Bylaw for third party LED signage. The application, however, will require approval from the city for a few variances.

The first of which would be proximity to other third party signage as the bylaw requires a separation distance of 150m. There are currently 3 sign structures that fall within this limitation; two of our own static sign posters and one of our competitors. As part of this application, we will be proposing to remove the two structures that are owned by OUTFRONT. It is also our understanding that our competitors sign is currently under removal order, thus fully alleviating the variance in question.

The next variance would be proximity to residential zoning – our current structure is approximately 30 meters to the West of this. The proposed application would consider a static East facing sign which regularly would comply with the bylaw (30m setback from residential), however, because we wish to erect an LED on the West face, this requirement now extends to 60m. The purpose of this regulation is to help prevent light trespass into nearby residential premises. For this reason, we opted to make the East facing sign static (not digital). Moreover, with our new application, we are looking to reduce the overall wattage (intensity) of the lights, while simultaneously reducing the hours of illumination of the east panel from 24 hours to only being operated between the hours of 7am and 11pm. These alterations would result in an overall net improvement to the lighting situation of the current structure and any potential impacts of light trespass into the adjacent residential property.

Finally, the last variance we will be seeking is proximity to an Open Space district as we are within the required 250m radial setback. Specifically, the Open Space zone in question is the Saultier Street Parkette to the North-West of the proposed project. As evidenced from the photos attached, the treeline to the East and West of the railway completely block out any potential light-shed from the sign structure.

There are a few key components to this application which I believe may be relevant for TRCA's consideration:

- We re-iterate that we will be using the existing sign structure and foundation. No underground work or disturbance is to take place.
- The West face LED will only be in operation between the hours of 7AM-11PM. The current structure is illuminated 24/7.
- Through this application we would be reducing sign density in the immediate area

Please find attached some supporting photographs which help illustrate a few of the topics I've touched on above.

We would greatly appreciate the TRCA's approval on this proposed application. We believe that your emailed response would be sufficient.

Please let me know if I can be of any assistance with any questions you may have.

Thank you for your consideration.

Nick Redekopp
Real Estate Representative
Direct: 416-521-6412
377 Horner Ave, Toronto ON, M8W 1Z6

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Attachment 3: Correspondences Received

RE 400 Eastern Ave (19-201635) Sign Application - 10 McGee Resident Comments.txt
Subject: RE: 400 Eastern Ave (19-201635) Sign Application - 10 McGee
Resident Comments

From: ANDREW CHONG [mailto:andrewchong@rogers.com]
Sent: November 2, 2019 4:01 PM
To: signbylawunit <signbylawunit@toronto.ca>
Cc: Councillor Fletcher <councillor.fletcher@toronto.ca>
Subject: 400 Eastern Ave (19-201635) Sign Application - 10 McGee Resident Comments

To Whom it may concern,

I am the resident of 10 McGee Street, and have received notice of the above third party sign variance located at 400 Eastern. Please note that while I attended the presentation by the city and the applicant, I still maintain the following concerns regarding the the proposed variance:

1. Noise: While the sign by law doesn't regulate noise, I remain unconvinced that noise concerns pertaining to the sign have been addressed. While the proposal is to remove the mechanical sign within the area, I would expect that some conditions would be set forth where a 30M variance for position next to residential use is being asked.

2. Change in Character of the Neighbourhood: However, my main concern is specific to the usage of digital signage and its impact on the character of the neighbourhood. The area is becoming more and more congested with traffic during all hours (including on weekends). I believe Eastern should be designed in such a way that users see it as the southern edge of a residential neighbourhood. Digital signage, such as the type proposed, fits more naturally in the city's more dense environments (along the Gardiner, Yonge/Dundas square) where its proximity to neighbourhood residential units is removed and / or remote. My fear is that drivers might associate digital signage with roads meant for higher speeds / different uses.

Thank you for reaching out to me, and for considering my opinions on this.

Kind regards,
Andrew

Letter of Opposition - Bonnie Webb.txt
Subject: RE: 400 Eastern Ave. 19-201635

From: Bonnie Webb [mailto:bmwebb47@gmail.com]
Sent: November-07-19 12:50 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: 400 Eastern Ave. 19-201635

As a homeowner on Booth Ave., I strongly object to this huge electronic sign in our neighbourhood. It will annoy adjacent homes and lower property values. Please oppose it.
Thank you,
Bonnie Webb, 157 Booth Ave.

Letter of Opposition - Bruno Soucy.txt

Sent: November-12-19 12:23 PM
Subject: RE: Third Party Sign Variance - 400 Eastern Avenue (19-201635)

From: Bruno Soucy [mailto:bpsoucy@hotmail.com]
Sent: November-09-19 3:50 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: Third Party Sign Variance - 400 Eastern Avenue (19-201635)

Giant signs like these are eyesores and should not be located near low density neighbourhoods. I note that the sign will project directly into the rear of two residences. The fact that it is electronic will make it even more intrusive and will create a perpetual nuisance for the neighbouring residents who will be continuously be faced with an electronic sign which could possibly have animation and/or endless ad sequences. I used to have an office overlooking Dundas square and the electronic signs located there were unpleasant and distracting to say the least. I could not even imagine having to deal with this when at home.

Giant signs like these are a relic of the past and no accommodations whatsoever should be provided.

Please send me a copy of the decision.

Thank you.
Bruno

Letter of Opposition - Carmen Benoit.txt
From: signbylawunit
Sent: October-28-19 2:08 PM
To: Brody Paul
Subject: FW: 400 Eastern Ave (19-201635)

-----Original Message-----

From: Carmen Benoit [mailto:benoit.carmen331@gmail.com]
Sent: October-27-19 2:20 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: 400 Eastern Ave (19-201635)

Hello,
I live at 4 McGee and the back of my home faces the parking lot. I am very concerned about the impact of a larger, electronic, most likely much brighter and noisy sign! My bedroom window faces that sign. I am requesting that the bigger sign not be approved as it will impact my sleeping and it will be so bright and noisy at the back of my home.
Thank you for hearing my concerns.

Carmen Benoit

Sent from my iPhone

Letter of Opposition - Dean Taylor.txt

From: signbylawunit
Sent: October-18-19 4:12 PM
To: Brody Paul
Subject: Member of the Public comment FW: 400 Eastern Avenue (19-201635)

Michele Blackwood (she, her pronouns)
Toronto Building, Sign Bylaw Unit
Toronto City Hall
100 Queen St W, Ground Floor East Tower
Toronto, ON M5H 2N2
416-392-4231
Michele.Blackwood@toronto.ca

From: Dean Taylor [mailto:Dean.Taylor@economical.com]
Sent: October-15-19 9:08 AM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: 400 Eastern Avenue (19-201635)

Hello,

I'm writing to oppose the proposal of an illuminated electronic ground sign at 400 Eastern Avenue. While this area is mixed use, it is largely residential. I want to maintain the residential nature of the neighbourhood and feel that this sign would take away from that. It sets a precedent for the rest of the area and with the significant development already on-going in the area it will further take away from the neighbourhood feel that the area currently has.

Please keep me informed of this proposal and I hope you do take into account the feelings of the people that live in the area.

Regards

Dean

Dean Taylor
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Page 1

Letter of Opposition - Etrnkus.txt
From: signbylawunit
Sent: October-18-19 4:12 PM
To: Brody Paul
Subject: Member of the Public comment FW: 400 Eastern Avenue (19-201635)

Michele Blackwood (she, her pronouns)
Toronto Building, Sign Bylaw Unit
Toronto City Hall
100 Queen St W, Ground Floor East Tower
Toronto, ON M5H 2N2
416-392-4231
Michele.Blackwood@toronto.ca

-----Original Message-----
From: etrnkus@gmail.com [mailto:etrnkus@gmail.com]
Sent: October-14-19 7:25 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: 400 Eastern Avenue (19-201635)

Hello,

I'm writing to oppose the proposal of an illuminated electronic ground sign at 400 Eastern Avenue. While this area is mixed use, it is largely residential. I want to maintain the residential nature of the neighbourhood and feel that this sign would take away from that. It sets a precedent for the rest of the area. Eastern Avenue is already very busy with cars often not obeying traffic laws. I worry this sign will distract drivers and could cause accidents.

Please keep me informed of this proposal.

Sent from my iPhone

Letter of Opposition - Greg and Ceara Boutin.txt
From: signbylawunit
Sent: October-18-19 4:10 PM
To: Brody Paul
Subject: Member of the Public comment FW: 400 Eastern Ave (19-201635)

Michele Blackwood (she, her pronouns)
Toronto Building, Sign Bylaw Unit
Toronto City Hall
100 Queen St W, Ground Floor East Tower
Toronto, ON M5H 2N2
416-392-4231
Michele.Blackwood@toronto.ca

From: Greg Boutin [mailto:gregboutin@gmail.com]
Sent: October-13-19 5:18 PM
To: signbylawunit <signbylawunit@toronto.ca>
Cc: cearascullion@hotmail.com
Subject: 400 Eastern Ave (19-201635)

Please find our comments on your notice regarding the erection and display of an illuminated 3rd party electronic ground sign.

We're not quite clear how this consultation process actually impacts the decision of one city chief, but here is our opinion on this signage: We believe it goes completely against the fight against climate change and plastic pollution, and is therefore contrary to public interest. The proposed sign is illuminated, requiring power to run, which as we all know is a major source of pollution (or accidents, in the case of nuclear power). The largest advertisers on those signs tend to be major plastic polluters, as exemplified by Tim Hortons being used as the example on your notice. Tim Hortons just ranked again as highest plastic polluter in Canada, along with Nestle. In addition, our area has generally been free of such signs, and although Eastern is a little different, it is becoming less industrial and this is going in the wrong direction.

Lastly, our kids unfortunately can't see many stars in our city, due to light pollution. This will further add to it.

We'd like to understand how such a sign contributes to making our society more resilient to climate change, and tackles other environmental emergencies.

Thanks for your consideration

Greg & Ceara
89 Empire Ave.
Toronto

Letter of Opposition - Rae Brager.txt

From: signbylawunit
Sent: October-28-19 2:11 PM
To: Brody Paul
Subject: FW: Third party sign variance application at 400 Eastern Ave.

From: Rae Brager [mailto:raebrager@gmail.com]
Sent: October-28-19 1:45 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: Third party sign variance application at 400 Eastern Ave.

Hello,

I am a resident within 250 metres of this proposed variance. I strongly oppose this application. My family and I reside in a neighbourhood where there is rapid encroachment on our community by corporations and developers. Our views are currently interrupted by hideous storage buildings erected as placeholders for eventual mega-development. Our children are bombarded by advertising at every turn. Our community should not be subjected to yet another enormous electronic sign blinking us into corporate oblivion. I hope you will convey my opposition to the committee. I know many of my neighbours on Booth Avenue and surrounding streets share these views.

Please feel free to contact me with any questions.

Sincerely,

Rae Brager, homeowner
130 Booth Ave, Toronto, ON M4M 2M4

Letter of Opposition - Steve Jenkinson.txt
From: signbylawunit
Sent: October-17-19 2:59 PM
To: Brody Paul
Subject: FYI - member of the public feedback re: Sign variance, 400 eastern ave 19-201635

FYI

Michele Blackwood (she, her pronouns)
Toronto Building, Sign Bylaw Unit
Toronto City Hall
100 Queen St W, Ground Floor East Tower
Toronto, ON M5H 2N2
416-392-4231
Michele.Blackwood@toronto.ca

From: Steve Jenkinson [mailto:stevejenkinson@outlook.com]
Sent: October-16-19 3:06 PM
To: signbylawunit <signbylawunit@toronto.ca>
Cc: Councillor Fletcher <councillor_fletcher@toronto.ca>
Subject: Sign variance, 400 eastern ave 19-201635

Hi,
I received a sign variance notice about a potential digital billboard and I'm against this change because I feel the electronic sign will contribute to light pollution in the neighbourhood. It's also too close to residents, (less than 250m) and generally unnecessary on Eastern, it's not like it's Dundas square. It's not that busy at night.

I hope you will take my feedback seriously when considering this application. This change will adversely affect the neighbourhood.

Thanks,
Steve

Letter of Opposition - Tyler Webb.txt

From: signbylawunit
Sent: October-24-19 9:40 AM
To: Brody Paul
Subject: FW: 400 Eastern ave 19-201635

FYI

From: Tyler Webb [mailto:tylerevanwebb@gmail.com]
Sent: October 20, 2019 1:31 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: 400 Eastern ave 19-201635

The sign proposed is absolutely disgusting. Way oversized, lit on both sides will create terrible light pollution to the area. The house prices in this area reflect a neighborhood that is becoming more gentrified all the time and this proposed sign will not only hurt realty prices but it makes the area look like trash. ABSOLUTELY NOT. I will be present at both meetings.

I did not spend over a million dollars on my house to live with an eye sore like that!

