

ISLINGTON NURSERY

DIGITAL SIGNAGE RATIONALE

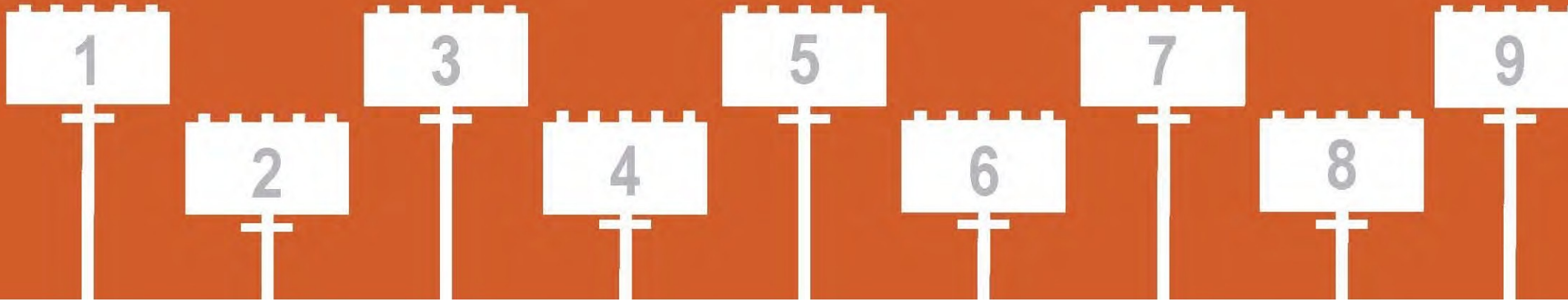
ISLINGTON NURSERIES

(270 Evans Avenue)

- **ISLINGTON NURSERIES** ERECTED A LEGAL STATIC BILLBOARD AT 270 EVANS AVENUE, FACING THE GARDINER EXPRESSWAY IN 2009. [This application represents a **CONVERSION** of an **EXISTING BILLBOARD**.]
- THE SIGN WAS A V-SHAPED BILLBOARD WITH A DISPLAY AREA OF **1200 SQUARE FEET PER SIGN** (30' X 40'). We are proposing to reduce the sign face to 14' x 48' **672 SQUARE FEET PER SIGN**
- THE ISLINGTON NURSERIES SIGN WAS THE FIRST LARGE FORMAT SIGN ERECTED ON THE WESTERN GARDINER EXPRESSWAY FOLLOWING A LONG MORATORIUM ON SIGNAGE

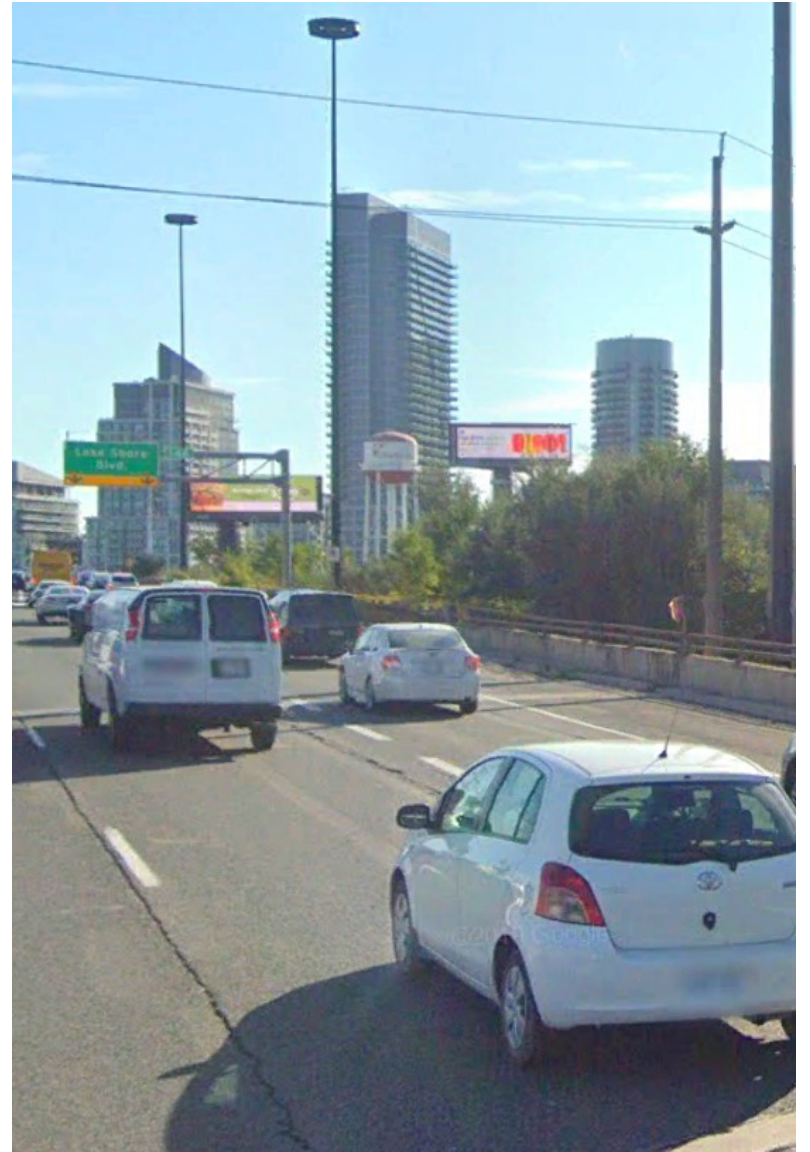
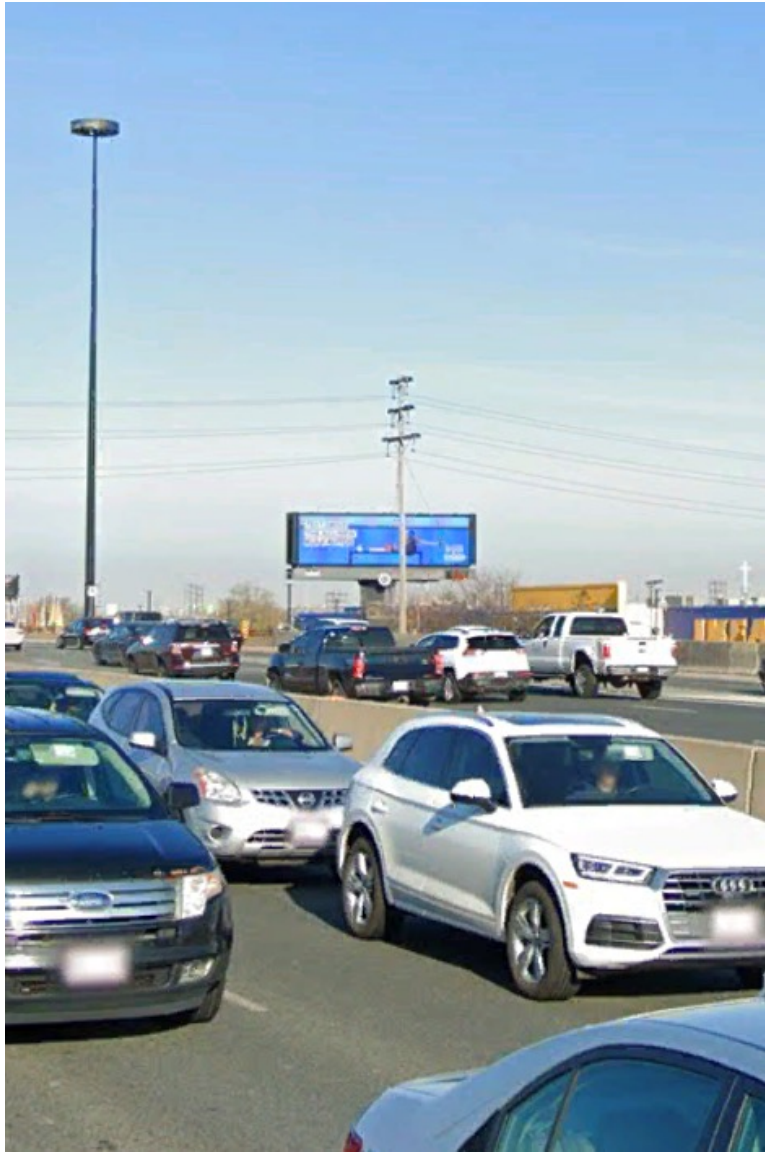


THE ISLINGTON NURSERIES SIGN
(TODAY)



SINCE THEN, THE CITY HAS PERMITTED OR CONSENTED TO THE INSTALLATION OF LEAST **9 DOUBLE OR SINGLE-SIDED DIGITAL BILLBOARDS** (14' X 48') ON THE WESTERN PORTION OF THE GARDINER EXPRESSWAY (FROM HUMBER BAY TO 427)

Our formal submission includes design and planning rationale.



Competitor OOH existing
Digital Displays



COMPETITOR BOARDS

ISLINGTON NURSERIES WISHES TO CHANGE THE ATTRIBUTES OF THE EXISTING BILLBOARD TO CONFORM TO THE AESTHETICS OF THE GARDINER EXPRESSWAY TODAY:

We would reduce the size of the signs to **14' x 48'** (reducing size to 56% of current installed size)

The signs would be **back-to-back** instead of v-shaped (Do not face residential communities)

The signs would be static **digital** (no motion)



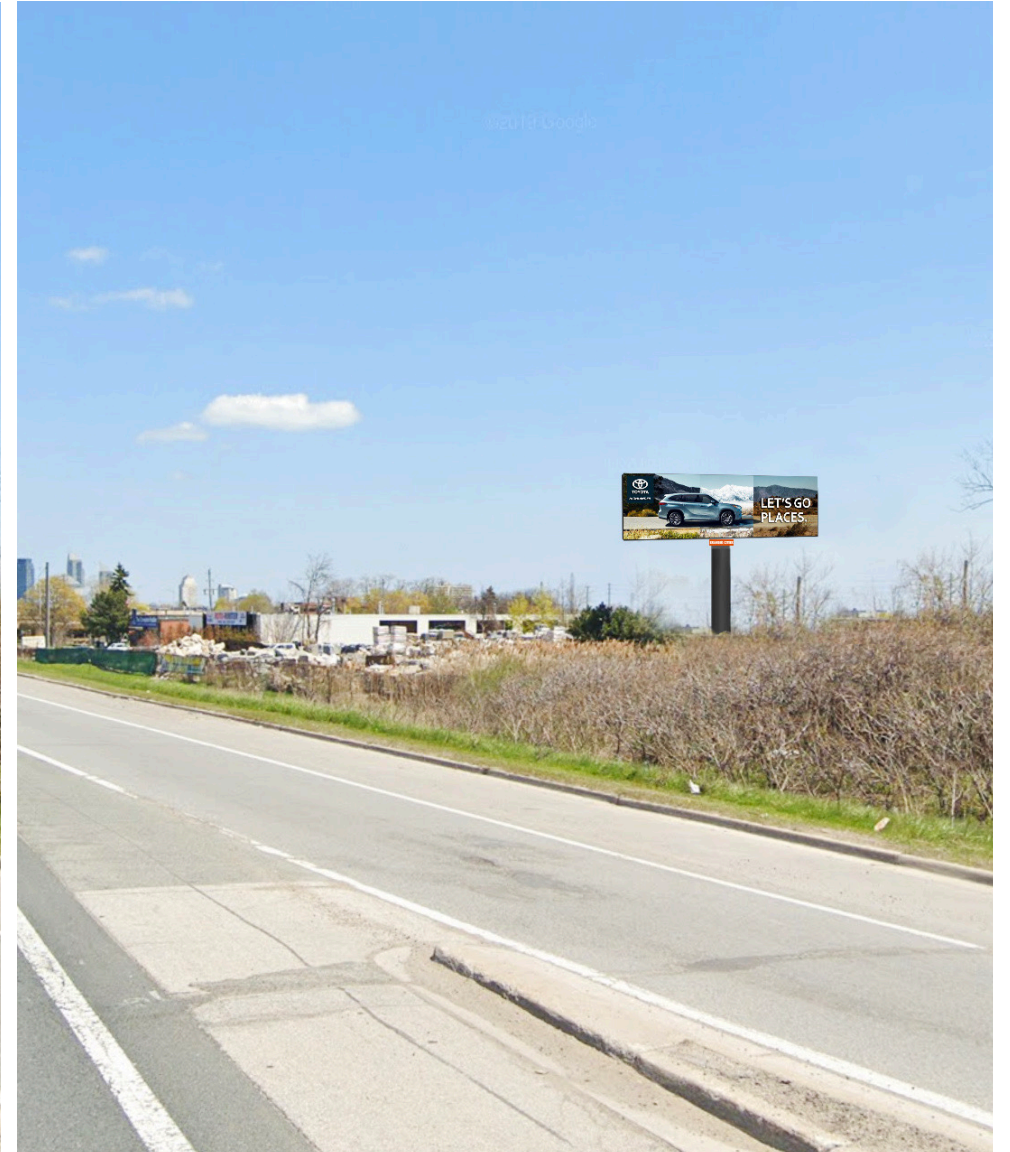
NEW ISLINGTON BOARD
(Proposed)



Comparison to represent
size reduction.



CURRENT ISLINGTON BOARD



NEW PROPOSED
ISLINGTON BOARD

RATIONALE

- The Islington Billboard is not viewable by any residential property in any direction
- The Islington Billboard is hidden from the on-ramp to Gardiner by the immediate adjacent western extensive, mature tree line. The Islington Billboard has been in place longer than any other spectacular board on the western Gardiner. The Islington Billboard is not visible from other billboards, nor does it obstruct any line-of-site. The Islington Billboard DOES NOT face any residential community.
- There is no risk to transportation safety
- The agreement with the Islington Nurseries allows for the option of removal for bona fide redevelopment of the property, should that be a future option for the property owner
- The city's community meeting regarding the application had no attendees other than the applicant and its representatives (there were no objections written or verbally articulated)
- The proposal to reduce the sign and convert it to digital is completely consistent with the City's approach to all new billboards on the western Gardiner and aligns the aesthetics

RATIONALE

cont.

The 10-year requested permit allows for capitalization of the infrastructure and is consistent with all other signs on the Gardiner Expressway

The Sign Bylaw group states there is a community to the northwest which is deceiving. The Islington billboard does not view to any residential community

The Sign Bylaw group states that it would be too close to other signs yet, only recently approved a competitor sign currently installed within a fraction of the distance from a neighboring digital billboard (Outfront & Astral). Further, the City allowed a competitor (Pattison) sign to be erected within the contested distance AFTER the Islington Sign was built- meaning, the City allowed a competitor sign to be erected too close to Islington now suggests Islington is too close. There is not reasonable consistency in the Sign Bylaw groups methodology. It should be further noted that the tree line prevents any visibility of these signs collectively. (see next slide)



Competitor boards approved by the City in immediate proximity



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LET'S GO PLACES.

A white rectangular sign is mounted on a light-colored wooden post. The sign is held in place by five white rectangular fasteners along its top edge. The background is a solid, vibrant orange color. The text 'THANK YOU!' is written in a bold, orange, sans-serif font, centered on the white sign.

THANK YOU!