

Attachment 1: Description of Sign, Required Variances and Conditions

Sign Description:

One third party electronic ground sign described as follows:

- a) having a height of 9.14 metres;
- b) may be illuminated;
- c) located no closer than 4.5 metres from The Queensway Street line of the premises;
- d) located no closer than 2.5 metres from east property line of the premises;
- d) contains one sign face in an approximate south-west orientation, placed at a 45-degree angle
- e) the sign face shall comply with the following:
 - i) have a maximum centre line of 6.10 metres
 - ii) have a maximum bisecting line of 3.05 metres
 - iii) have a maximum sign face area of no greater than 18.60 square metres;
 - iv) may display static, or electronic static sign copy, but not both;

Required Variances:

1. The requirement contained at §694-24A (1), which states that a third party sign shall not be erected or displayed, or caused to be erected or displayed, in whole or in part, within 400 metres of any limit of the F.G. Gardiner Expressway from Highway 427 to the Humber River, be varied to allow the Proposed Sign to be erected approximately 268 metres of the F.G. Gardiner Expressway from Highway 427 to the Humber River, subject to conditions 1, 2, 3, and 4 listed below;
2. The requirement contained at §694-25(C)(2)(e), which states a third party electronic ground sign is permitted, provided the sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district, be varied to allow the Proposed Sign to be located within approximately 2.5 metres from a CR Sign District, and 28 metres from an R Sign District subject to conditions 1, 2, 3, and 4 listed below listed below;
3. The requirement contained at §694-25(C)(2)(g)(1), which states that a third party electronic ground sign is permitted, provided the sign shall be located a minimum of 500 metres from any other third party electronic sign located on: [1] the same street; or [2] on a street which forms an intersection with the street on which the sign is located, be varied to allow the Proposed Sign to be located within 268 metres from another third party electronic sign located on the same street on which the Proposed Sign would be located; subject to conditions 1, 2, 3, and 4 listed below listed below; and,

4. The requirement contained at §694-25(C)(2)(f) which states that a third party electronic ground sign is permitted, provided where it is located within 250 metres of an R, RA, CR, I or OS Sign District, be varied to allow the Proposed Sign to face a CR Sign District 58 metres away.

Conditions:

Condition 1. Any and all existing third party signs located at 150 The Queensway shall be removed and all associated permits revoked prior to the construction the Proposed Sign.

Condition 2. In addition to the requirements of 694-18.E(5), the illumination of the Proposed Sign shall not exceed 150 nits during the period between sunset and sunrise.

Condition 3. The Proposed Sign shall contain sufficient physical barriers on the sign face minimizing visibility of the sign copy from the R Sign Districts to the north and north-west on Stephen Drive to the satisfaction of the Chief Building Official acting reasonably.

Condition 4. The Proposed Sign's sign face shall be:

- orientated in a south-westerly direction; and
- be oriented so that a projection of the centre line of the sign face shall form an approximate 45-degree angle to the frontage of 150 The Queensway; and,
- shall face The Queensway.

Attachment 2: Illustration of Sign View Mapping



Attachment 3: 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
150	The Queensway		
Describe the variance(s) being applied for: Please see attached letter.			
If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:			
Existing Sign Dimensions		Location	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):			

Property Owner Information

First Name		Last Name	
Orest		Cariati	
Company Name (if applicable)		Telephone Number	
Caliber Auto		(416) 259-9889	
Street Number	Street Name	Suite/Unit Number	Mobile Number
156	The Queensway		
City/Town	Province	Postal Code	Fax Number
Etobicoke	ON	M8Y 1J1	
Email			
caliberauto@hotmail.com			

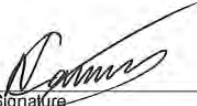
Attachment Required

- 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

Application
Sign Variance

Applicant Information and Declaration

First Name I, Nicholas		Last Name Campney	
Company Name Pattison Outdoor Advertising L.P.			Telephone Number (905) 282-6853
Street Number of 2700	Street Name Matheson Boulevard East	Suite/Unit Number 500	Mobile Number
City/Town Mississauga	Province ON	Postal Code M4T 1B8	Fax Number
Email ncampney@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 _____, 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		Nicholas Campney Print Name (First, Last)	2018-10-10 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, 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.



Data Sheet
Sign Variance

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

Project Information

Street Number	Street Name	Lot Number	Plan Number
150	The Queensway		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
1,898m ²		
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
1		
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
15'	1	
Building Uses(s)		
Exotic Car Dealership		

Site Context

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

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) Please see attached letter.
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February 24, 2021

Attn: Ted Van Vliet, Manager, Sign By-law Unit
City of Toronto Sign Bylaw Unit
100 Queen Street W., Floor 1 E
Toronto, Ontario
M5H 2N2

Revised Rationale for Sign By-law Variance – 150 The Queensway, Etobicoke

Please accept this letter as a supplementary rationale to our original application for four variances from the City's Sign By-law respecting 150 The Queensway (the subject premises) in Etobicoke, which is designated as an Employment (E) Sign District and may contain a third party electronic ground sign.

This application is seeking variance approval to permit a new single-sided third party electronic ground sign, displaying electronic static copy. The sign would have one sign face measuring 6.10 metres horizontally by 3.05 metres vertically (10' x 20'), with a height of 9.14 metres (the Proposed Sign). The single sign face will be oriented in a south-westerly direction, to be viewed by east-bound traffic traveling along The Queensway. It will be oriented at an approximate 45-degree angle to The Queensway, to direct the sign copy away from the residential uses to the north-west on Stephen Drive.

We are proposing three conditions of approval: First, that the existing third party ground sign, with two sign faces directed east and west, each measuring 6.10 metres horizontally by 3.05 metres vertically (10' x 20'), be removed, along with the associated above-grade sign structure. Second, that the maximum brightness be reduced to 150 nits between sunset and sunrise. Third, that SiteLine technology be installed on the sign face to minimize any visibility of the sign copy from the R Sign Districts to the north and north-west on Stephen Drive.

If the required variances are approved, the existing sign would be removed and any associated permits revoked, prior to the issuance of a Sign Permit for the proposed sign.

The four variances related to the proposed sign are:

- (i) **694-24(A)(1)** - A third party sign shall not be erected or displayed, or caused to be erected or displayed, in whole or in part, within 400 metres of any limit of the F.G. Gardiner Expressway from Highway 427 to the Humber River (The proposed sign is approximately 365 metres from the Gardiner Expressway);
- (ii) **694-25(C)(2)(g)(1)** - An E – Employment Sign District may contain a third party electronic ground sign, provided the sign be located a minimum of 500 metres from any other third party electronic sign located on the same street (There is one third party electronic ground signs within 500 metres on the same street, approximately 268 metres away);

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- (iii) **694-25(C)(2)(e)** - An E – Employment Sign District may contain a third party electronic ground sign, provided the sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district (The proposed sign is approximately 5 metres from a CR Sign District, and 28 metres from an R Sign District); and
- (iv) **694-25(C)(2)(f)** - 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 premise in the R, RA, CR, I or OS sign district (The proposed sign is facing a CR Sign District 58 metres away).

Site-Specific Factors to be considered:

Although a variance is required for being located within 400 metres of the Gardiner Expressway, we believe this variance can be granted because the proposed sign only has a single sign face directed south-west, which would not be visible from the Gardiner Expressway. Visibility of the proposed sign from this section of the Gardiner Expressway is further obstructed by the built form of the Ontario Food Terminal (see Figure 1).

Figure 1 – Looking north towards 150 The Queensway, from the Gardiner Expressway



The proposed sign also requires a variance for being within 500 metres of another third party electronic sign on the same street. This sign is located along the southern border of the Ontario Food Terminal (See

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Figure 2 below), directly adjacent to the Gardiner Expressway, and the sign faces are directed towards traffic travelling east and west along this highway. The proposed sign will not be visible from or have any impact on traffic travelling along the Gardiner Expressway.

We believe this variance can be granted because this other third party electronic sign is not within the same line of sight along The Queensway, and the sign copy is only visible to and intended for distinctly different traffic / viewers. The sign copy on these two signs can never be seen at the same time, therefore having the proposed sign within this setback will not result in any of the outcomes this requirement is intended to restrict.

Figure 2 – Existing third party electronic signs near 150 The Queensway



We do not believe the proposed sign requires a variance for more than one ground sign or electronic ground sign on the property, because as a condition of approval, Pattison will remove the existing ground sign from the subject premises, which maintains only one third party ground sign at this property. These conditions of approval allow the nine criteria to be achieved, and support one of the key objectives of the Sign By-law: minimizing sign clutter at the property and surrounding area.

The three proposed conditions of approval help ensure that the proposed sign meets all of the nine criteria set out in the Sign By-law, which are required to be established before an approval can be granted. They are discussed in further detail below.

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Establishing that each of the nine criteria outlined in 694-30(A) are 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 in an E Sign District. As third party signs are permitted in E Sign Districts, we believe this criteria has been met.

(2) In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located.

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

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

Most of the buildings surrounding the subject premises along The Queensway are consistent with the subject property, in that they are similar in height (one or two storeys) with light industrial, employment and / or commercial uses (ie. Shoppers Drug Mart, Sobeys, TD Bank and the Ontario Food Terminal).

Signage within the immediate area of the premises, although predominantly first party, is of equivalent size and scale. The ground sign for the Ontario Food Terminal along The Queensway would be taller than the proposed sign. At a height of 9.14 metres, no building or structure along The Queensway would be overshadowed by the presence of the proposed sign. Many of the ground signs in the surrounding area are taller than the one-storey buildings located in close proximity. Several wall signs for businesses are located on the parapet walls, and extend above the roof line (See Figures 3 and 4 on the next page).

If the requested variances are approved, the existing sign will be removed and the permit revoked. The foundation for the proposed sign will then be moved approximately 8 metres east of the current location, in order to create separation from the building wall and minimize any resemblance to a roof sign. This separation helps the proposed sign be compatible with the development of the premises and surrounding area as it will be easily and distinctly recognizable as an electronic ground sign, which is permitted in this E Sign District.

While the proposed sign will be visible above the roof line of the existing one-storey building from certain angles, moving the location of the foundation and proposed sign will increase its compatibility with the property when compared to the existing sign.

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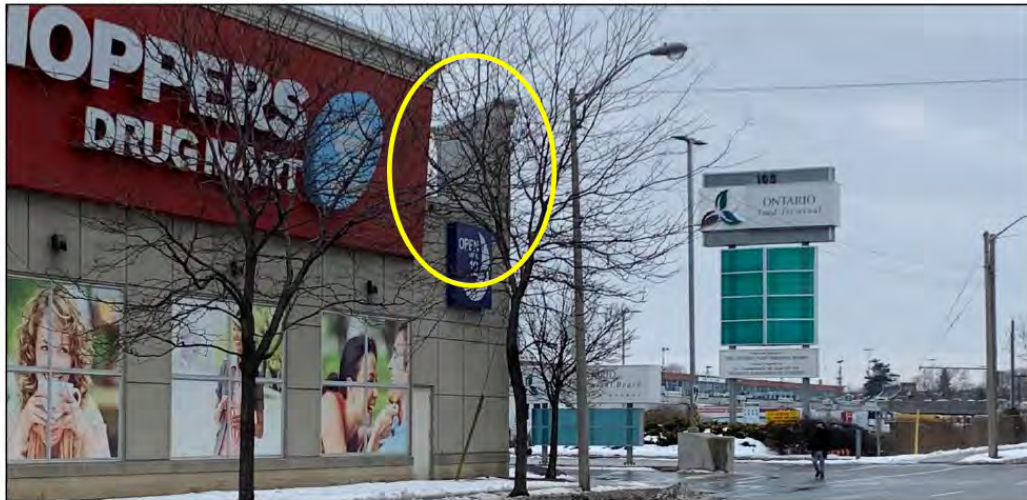


The proposed sign will not exceed the maximum height for electronic ground signs in E Sign Districts, in order to keep it in scale with the surrounding area and the requirements for E Sign Districts. No variance is required for the proposed sign at a height of 9.14 metres.

Figure 3 – Existing first party ground signs just west of 150 The Queensway



Figure 4 – Existing first party wall signs just east of 150 The Queensway



Two existing third party ground signs have been in place at the subject premises for many years (one of which was removed in 2020), and the proposed sign is a sign type which is permitted in all E Sign Districts. We believe the historic presence of existing third party signs at this property and in the

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surrounding area, and the fact that the proposed sign is a sign type permitted in an E Sign District, further establishes compatibility with the development of the subject premises.

We also believe the conditions of approval proposed by Pattison further establishes compatibility because granting the required variances would not result in an increase to the number of ground signs. The total sign face area at this location also would be maintained at 18.6 square metres. Minimizing sign clutter is a key objective of the Sign By-law, and the conditions of approval help achieve that objective.

In order to be compatible with the residential uses to the north, Pattison will install SiteLine technology into the single sign face, and direct the sign face south-west at an approximate 45-degree angle to The Queensway, to essentially eliminate any visibility of the sign copy from the Residential Sign Districts located on Stephen Drive. The existing sign is up-lit by an external light source, and is illuminated throughout the night. This makes the existing sign copy easily visible to the Residential Sign Districts located on Stephen Drive. This existing sign and the associated lighting would be removed as a condition of approval.

The proposed single sign face would be directed south-west, away from these residential uses, and the SiteLine technology being installed will eliminate the visibility of the sign copy from these Residential Sign Districts. SiteLine is a permanent solution which prevents visibility at certain angles, so there is no opportunity for this preventative measure to malfunction.

The proposed sign would also be turned off completely between 11:00 p.m. and 7:00 a.m. Figure 5 below shows the current view from residential uses on Stephen Drive, looking towards the existing third party ground sign currently in place at the subject premises.

Figure 5 – Looking south-east from R Sign Districts on Stephen Drive, towards existing signs



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

The subject premises is designated as a *Mixed Use Area* in the Official Plan. These areas are intended to achieve a multitude of planning objectives by combining a broad array of residential uses, offices, retail and services, institutions, entertainment, recreation and cultural activities, parks and open spaces.

This designation envisions that Torontonians will be able to live, work, and shop in the same area, or even the same building, giving people an opportunity to depend less on their cars, and create districts along transit routes that are animated, attractive and safe at all hours of the day and night.

Mixed Use Areas will absorb most of the anticipated increase in retail, office and service employment in Toronto in the coming decades. The proportion of commercial and residential uses will vary widely among *Mixed Use Areas*. This is the case with the subject premises and surrounding area, which has a variety of employment, industrial and commercial uses located along the Queensway, and residential neighborhoods located further north of The Queensway (see Figure 6).

Figure 6 – Official Plan Map showing the subject premises and surrounding designations



While this *Mixed Use Area* contains a residential neighborhood north of the subject premises, we have taken appropriate measures to ensure the sign does not impact these residents by orienting the sign at an approximate 45-degree angle to The Queensway (away from the residential uses), by installing SiteLine technology on the LEDs within the sign face, and by reducing the night-time brightness maximum to 150 nits. Adding in the five-year permit expiry which the proposed sign would be subject to ensures that the sign will remain compatible with the *Mixed Use Area* going forward.

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We believe the proposed sign will also help support the Official Plan objectives by contributing to a healthy and vibrant economy, and providing a medium for local and national businesses to promote themselves and advertise their goods and services. This contributes to current and future economic growth. In order to facilitate this growth, we believe the City should consider granting variances which allow property owners to replace outdated, existing third party signs with static copy, with similar electronic signs, under certain circumstances.

We believe that these circumstances exist in this specific E Sign District, and that similar opportunities were supported when the Sign By-law was amended in 2015 to allow third party electronic ground signs in E Sign Districts as-of-right, subject to other provisions.

Research data show that businesses prefer to promote their products on electronic signs, and allowing for signs which adapt to the needs of businesses and improvements in technology that have been achieved since the inception of the Sign By-law is in line with the objectives set out in the Official Plan.

The Official Plan also identifies climate change as one of the biggest challenges facing our planet, and City Council has committed to addressing this challenge in order to provide a sustainable future for all Torontonians. The proposed sign supports the Official Plan's objectives regarding climate change by removing two existing signs which require considerable maintenance and materials (ie. changes to sign copy), and replaces them with one single-sided electronic ground sign powered by renewable energy via Bullfrog Power.

One important benefit to displaying electronic copy, compared to signs which display static copy, is that the messages are capable of being changed remotely. This minimizes 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 objectives outlined in the Official Plan.

The Sign By-law incorporates the objectives of the Official Plan into its regulations, and has designated Employment Sign Districts (such as the subject premises) as being suitable for third party electronic ground signs. Because of this, along with the reasons stated above and by imposing the conditions of approval, we believe this criteria has been met.

(5) Not adversely affect adjacent premises.

The subject premises is located in an E Sign District. To the immediate north and north-west, there are several R Sign Districts; to the west is a CR Sign District; to the south are several E Sign Districts, and to the east are a CR Sign District and an OS Sign District (see Figure 7 below for an aerial map of the Sign District designations for the subject premises and surrounding area).

While the Sign By-law Provisions do not allow third party electronic ground signs to be located within 60 metres of R, RA, CR, I or OS Sign Districts, or to face any premises within R, RA, CR, I or OS Sign Districts

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within 250 metres, we believe the conditions of approval that will be implemented allow the proposed sign to achieve the criteria of not adversely affecting adjacent premises.

Figure 7 – Sign District Map showing the subject premises and surrounding designations



First, the existing third party ground sign has two sign faces directed east and west, visible from the nearby residential uses and illuminated throughout the night, which will be removed as a condition of approval if the requested variances are granted (See Figure 8).

Removing this sign and installing a single-sided electronic ground sign directed south-west will eliminate visibility of any sign copy or lighting from the CR and OS Sign Districts to the east of the subject premises, and from the Residential Sign Districts to the north and north-west of the proposed sign. The proposed sign will also be subject to the illumination provisions outlined in the Sign By-law, which include being turned off completely between 11:00 p.m. and 7:00 a.m.

To further ensure that no light from the proposed sign will adversely affect any adjacent premises, we have proposed a condition of approval to reduce the maximum brightness between sunset and sunrise to 150 nits, which is 50% lower than the maximum set out for third party electronic ground signs in E Sign Districts. We expect this condition to further ensure no adjacent premises are adversely affected.

A study confirming the mitigated impacts of this reduced brightness by lowering the maximum brightness to 150 nits after sunset, as well as installing SiteLine technology, has been prepared by Media Resources and is attached hereto as Schedule "A".

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Figure 8 – Existing third party sign at 150 The Queensway, to be removed as condition of approval



There is a Commercial Residential (CR) Sign District immediately west of the subject premises, from which the electronic static copy displayed on the proposed sign will be visible. However, there are no residential uses within this CR Sign District that would be impacted by the proposed sign. This property currently contains a Kentucky Fried Chicken restaurant, Humber dry cleaners, a variety store, and Wok Terminal restaurant (See Figure 9 below).

Figure 9 – CR Sign District immediately west of 150 The Queensway (no residential uses)



To the east is another CR Sign District, but the proposed sign will have no negative impacts on this property as it will only contain a single sign face directed south-west. No copy will be visible from this property. Immediately south are several other E Sign Districts, containing Shoppers Drug Mart, TD Bank,

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Sobeys, other commercial / retail uses such as restaurants, and the Ontario Food Terminal, which also has a third party electronic ground sign directed towards the Gardiner Expressway located approximately 268 metres away (See Figure 10 below).

Figure 10 – E Sign Districts immediately south of 150 The Queensway (no residential uses)



Lastly, Pattison will install SiteLine technology, developed and perfected by Media Resources, which incorporates light-shielding louver technology into the electronic sign face as a method of eliminating visibility of the sign copy from certain angles (in this case, from the residential uses located north-west of the proposed sign).

This technology has been installed successfully in other electronic signs near residential or sensitive uses. Working examples can be found throughout the City of Toronto, and are best demonstrated by the third party electronic ground signs located at 9 Hanna Avenue and 1950 Wilson Avenue. With these mitigating measures in place, Pattison is confident that the proposed sign will not have any adverse effects on adjacent premises, and that this criteria has been achieved.

(6) Not adversely affect public safety.

Because the proposed sign will be set back approximately 10 metres from the travelled portion of The Queensway and 40 metres from the intersection of Stephen Drive and The Queensway, it does not present any of the safety concerns of a ground sign located within a visibility zone, or within the minimum separation requirements from signalized intersections.

As part of the *Electronic and Illuminated Sign Study* conducted by the City of Toronto in 2015, the Transportation Services division completed a review of electronic signs and their impacts on traffic safety, comprised mainly of two elements. The first element was a literature review of studies that had been completed on the topic; the second element was a statistical analysis of locations in Toronto where electronic signs have been installed, in an effort to determine whether there has been an increase in traffic collisions.

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Transportation Services conducted a statistical analysis of collisions before and after electronic signs were installed using the methodology outlined in the *American Association of State Highway Traffic Officials Highway Safety Manual*, which included more than six years of data.

A total of 1,727 collisions at 11 separate locations along the Gardiner Expressway and Highway 27 were analyzed for this review. The results indicated there was a four per cent decrease in the number of collisions after the electronic signs were installed, which is considered to be statistically insignificant. The main conclusion of this study by Transportation Services was they were unable to identify any statistically significant effect on collisions where electronic signs had been installed.

With electronic signs that change from one message to the next, 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 it for a longer duration. In order to further reduce the potential for driver distraction, the Proposed Sign will comply with the Sign By-law provisions for a message duration of 10 seconds between changes in copy.

The Proposed Sign will transition between messages instantaneously, and will not include any visual effects between one message and the next, such as flashing, blinking or movement, to further minimize potential driver distraction.

The proposed sign will also be professionally 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) Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B.

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

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

We believe that the character of the area is, in part, established by the two existing third party ground signs which existed at the subject premises since 1996. The proposed sign would be located approximately 6 metres east of the existing ground sign, with one sign face directed away from the Residential Sign Districts to the north and north-west.

Third party ground signs with static, mechanical and electronic copy have been a fixture along The Queensway for several decades, and the commercial, employment and industrial uses along The Queensway are supported by the advertising opportunities which these third party signs provide.

In addition, the proposed sign will be turned off between 11:00 p.m. and 7:00 a.m., whereas the sign permit for the existing up-lit third party ground sign was issued under a previous sign by-law, and is

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permitted to be illuminated 24 hours per day. We believe granting the required variances with the proposed conditions of approval will result in an improvement for the subject premises and surrounding area, and will not alter the character of the property or surrounding area.

The SiteLine shielding technology that will be permanently installed into the electronic sign face will eliminate visibility from the residential uses to the north-west, and the brightness will not exceed a maximum of 150 nits between sunset and sunrise – half of the maximum brightness otherwise permitted for electronic static copy in E Sign Districts during this night-time period – in a further effort not to alter the character of the property or surrounding area.

Another factor which supports the proposed sign not altering the character of the area is that the associated sign permit for the proposed sign will have a five-year expiry, compared to the existing sign which has no expiry. This will allow City staff the opportunity to reconsider the compatibility of the proposed sign with surrounding uses if any development occurs which would result in new variances being required.

We believe these factors help to establish that the proposed sign will not alter the character of the premises or surrounding area in a negative way, and that this criteria has been established.

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

One factor by which the proposed sign could be considered contrary to the public interest is the potential impact on surrounding sensitive lands, specifically the CR and R Sign Districts located near the subject premises.

We believe that the proposed sign will not be contrary to the public interest, because the sign copy will be directed away from the residential uses, and because the brightness will be reduced to half the maximum permitted levels after sunset and be turned off completely between 11:00 p.m. and 7:00 a.m. Furthermore, the use of SiteLine technology will essentially eliminate visibility of sign copy from these residential uses, compared with the existing sign copy that is visible and illuminated through the night.

The condition of approval that the existing sign be removed will ensure that the CR and OS Sign Districts to the east will no longer have any visibility of sign copy or lighting, as the single sign face directed south-west will not be visible from these properties to the east.

Another factor which supports the proposed sign not being contrary to the public interest is that the associated sign permit for the proposed sign will have a five-year expiry, compared to the existing sign which has no expiry. This will allow City staff the opportunity to reconsider the compatibility of the proposed sign with surrounding uses if any development occurs which would result in new variances being required.

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The public interest is in part established by the Sign By-law, and the proposed sign complies with most of the provisions required of third party electronic ground signs in an E Sign District. It is in line with the requirements for size (20m² permitted; 18.6 m² proposed), height (10m permitted; 9.14 m proposed), setback from an intersection (30m permitted; appx. 40m proposed), setback from the street line, number of signs per property and method of copy displayed.

We believe that the variance for setback from the Gardiner Expressway (400m required; appx 365m proposed) can be granted, due to the distance from this highway to the proposed sign and the physical built-form of the Ontario Food Terminal located between the subject premises and this highway, resulting in the proposed sign not having any impact on traffic travelling on the Gardiner Expressway.

While a variance is required for the setback to an existing third party electronic sign, the proposed sign is located 268 metres away, on a portion of the Ontario Food Terminal property which abuts the Gardiner Expressway, and its sign copy is directed entirely towards Gardiner Expressway traffic. This sign is not visible to traffic travelling along The Queensway, therefore we believe this variance can be granted without being contrary to the public interest.

The measures we have taken to a) remove the existing sign (including the sign copy and lighting which is currently directed towards and visible from Stephen Drive and the CR and OS Sign Districts to the east), b) install SiteLine and orient the single sign face to the south-west, away from the residential uses on Stephen Drive, as well as c) reducing the maximum brightness between sunset and sunrise by 50% to 150 nits, and d) confirming there are no residential uses in the adjacent CR Sign District that could be impacted by the proposed sign, ensures that the required variances can be granted without being contrary to the public interest, if the proposed conditions of approval are included.

For these reasons, we believe that all nine of the required criteria have been established by the proposed sign, subject to the proposed conditions of approval, and we kindly request your support for this application. Thank you for your time and consideration, and please contact me with any questions or concerns.

Sincerely,

A handwritten signature in blue ink, appearing to read "Nicholas Campney", with a stylized flourish at the end.

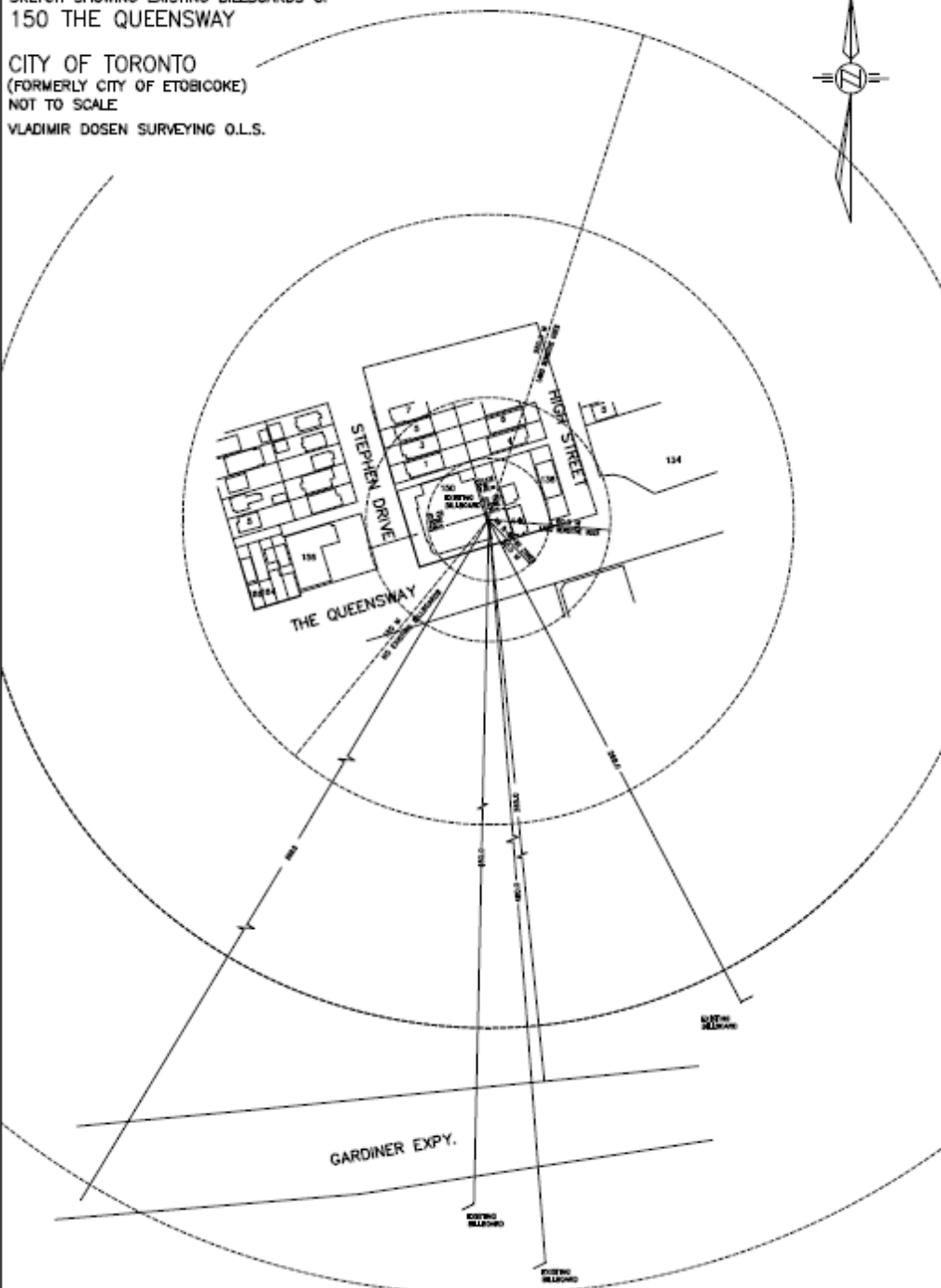
Nicholas Campney
Director, Leasing and Legislation
Pattison Outdoor Advertising

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SKETCH SHOWING EXISTING BILLBOARDS OF
150 THE QUEENSWAY

CITY OF TORONTO
(FORMERLY CITY OF ETOBICOKE)
NOT TO SCALE
VLADIMIR DOSEN SURVEYING O.L.S.



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

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
12th DAY OF MAY 2018.

MAY 23, 2018

DATE

VLADIMIR DOSEN, B.Sc.
ONTARIO LAND SURVEYOR

VLADIMIR DOSEN SURVEYING ONTARIO LAND SURVEYORS

555 DAVISVILLE AVENUE
TORONTO, ONTARIO M4S 1J2

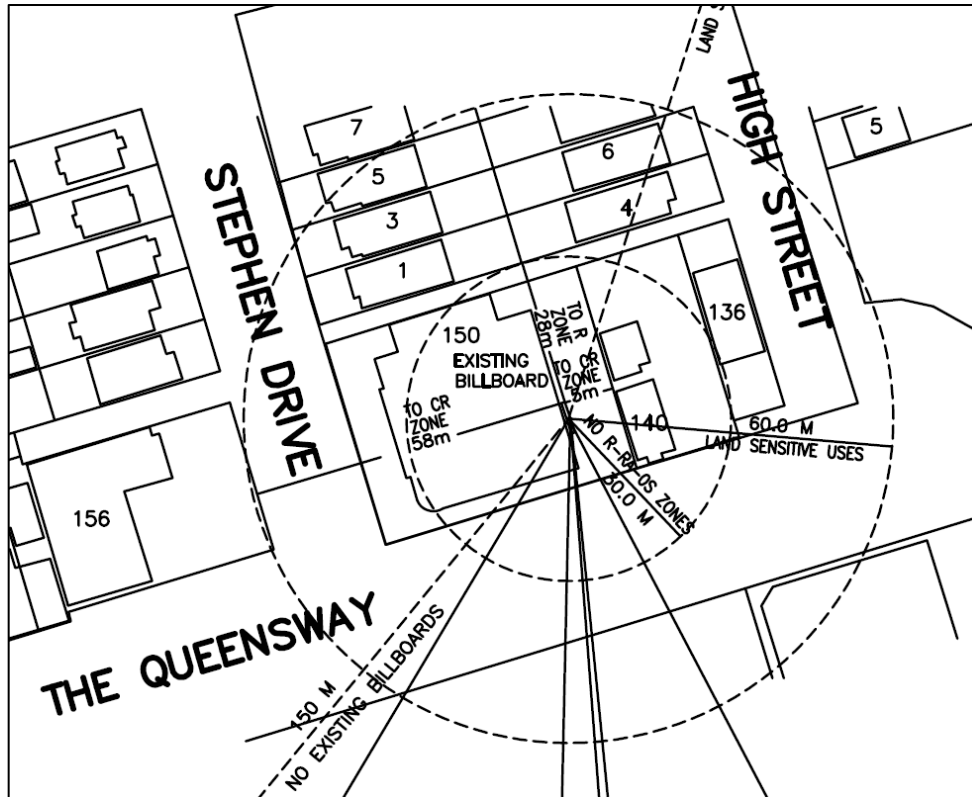
PHONE: (416) 527-0408 EMAIL: vldosen@rogers.com

DRAWN BY: VO

CHECKED BY: VO

SAC FILED USE OTHER BOX
FILE: 18-061
JOB No : 18137

Close-up of Survey

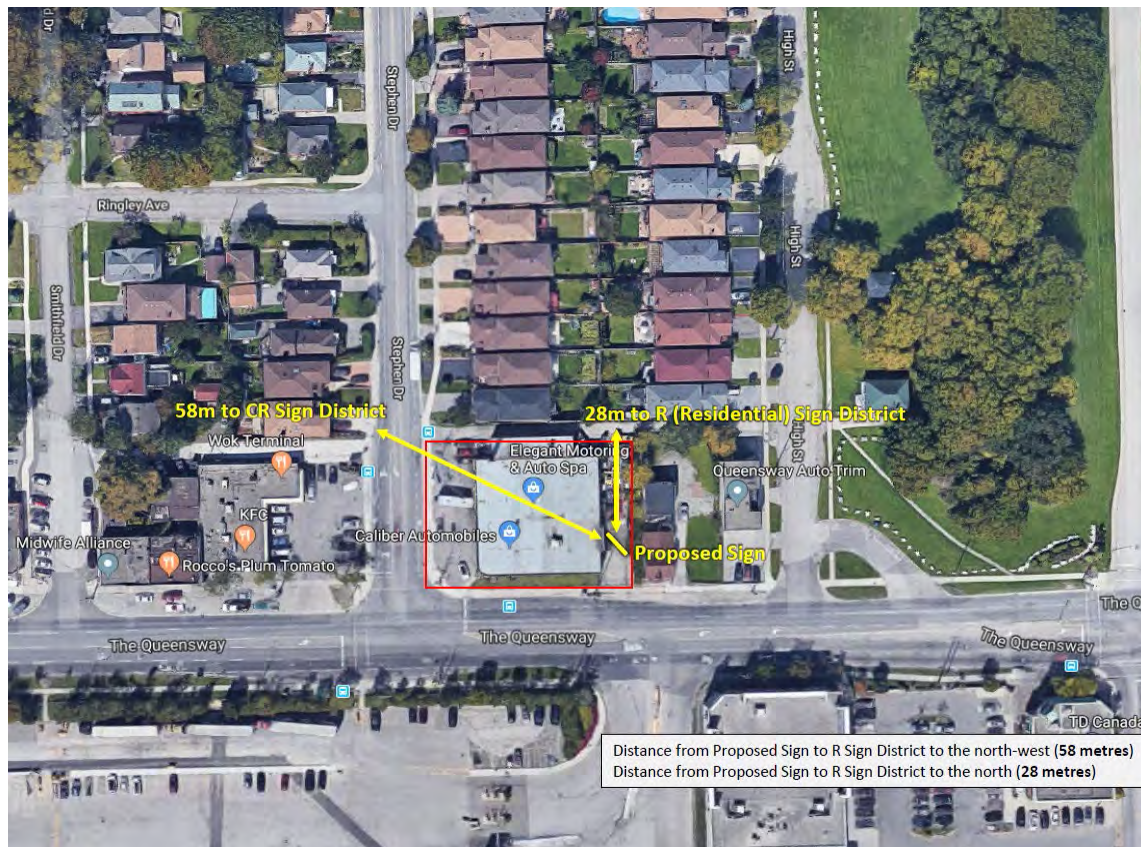


150 The Queensway – Sign Variance Application

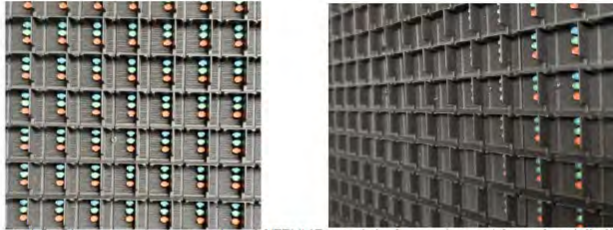
Pattison is seeking variance approval to build a new electronic ground sign with one sign face, directed south-west towards The Queensway and away from the residential homes.

This new sign would replace an existing double-sided ground sign with static copy which has been in place since 1996. This existing sign is illuminated throughout the night, and visible to nearby residents on Stephen Drive and High Street. If the variances are granted, Pattison would remove this existing sign.

To further reduce the impact on the nearby residents, Pattison will lower the brightness after sunset to half the required level. We will also install “SiteLine” technology on the sign face to restrict visibility from the left side of the sign, and it will be shut off completely over night.



SiteLine Demonstration



Figures 4 and 5. Close up photographs of SITELINE module face viewed from front (left) and from side (right). Note the red, green and blue diode lenses are directly visible from front direction but are obscured behind baffles viewed from the side.

As you can see above, the greater the angle of the viewer of the sign face, the less light is visible. Eventually, the sign becomes virtually invisible from certain angles, which can protect residential uses.

Comparison Analysis

Existing Sign

- 2 sign faces (facing east and west)
- Illuminated all night
- Brightness never changes
- Permit does not expire
- Sign Copy is visible to nearby residents

Proposed Sign

- 1 sign face (facing south-west)
- Shut off at 11:00 p.m.
- Brightness reduces at sunset
- Permit expires in 5 years
- Sign Copy will not be visible to nearby residents

Existing Sign from nearest home on Stephen Drive



Proposed Sign from nearest home on Stephen Drive



Existing Sign from nearest home on Stephen Drive



Proposed Sign from nearest home on Stephen Drive

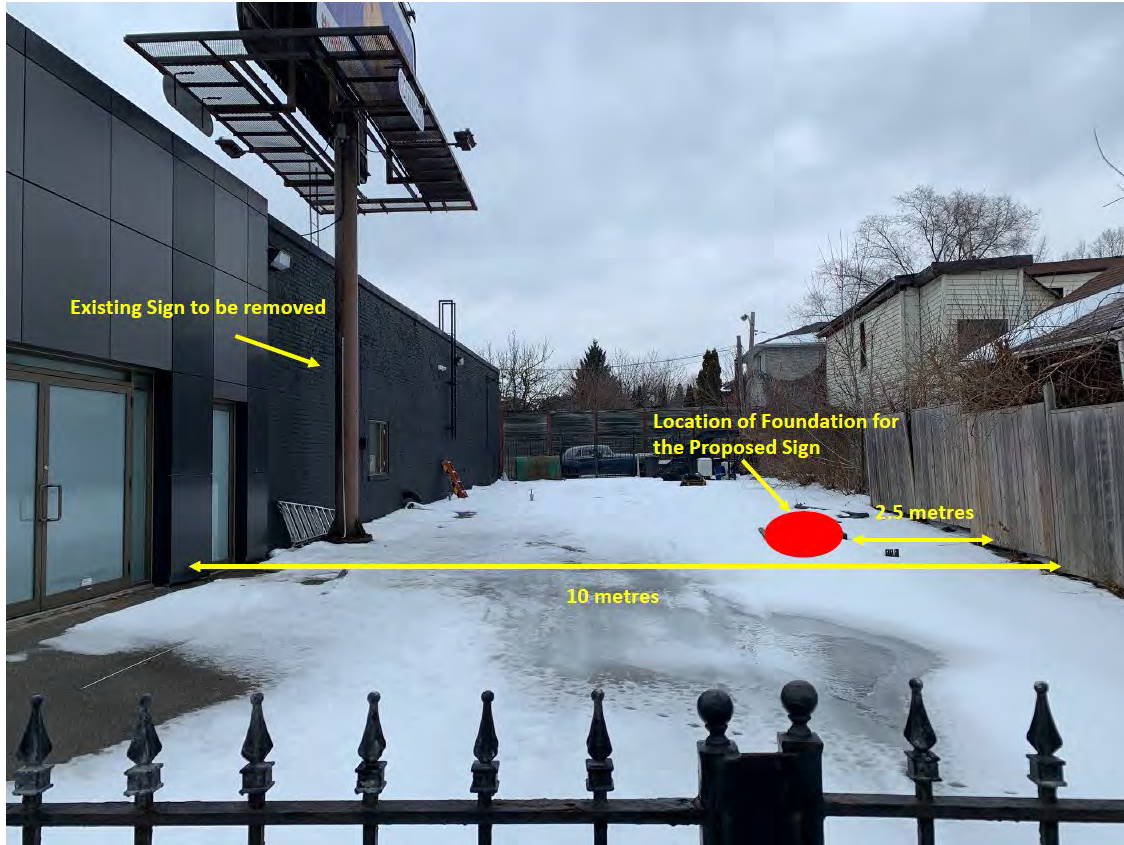


Existing Sign from nearest home on High Street



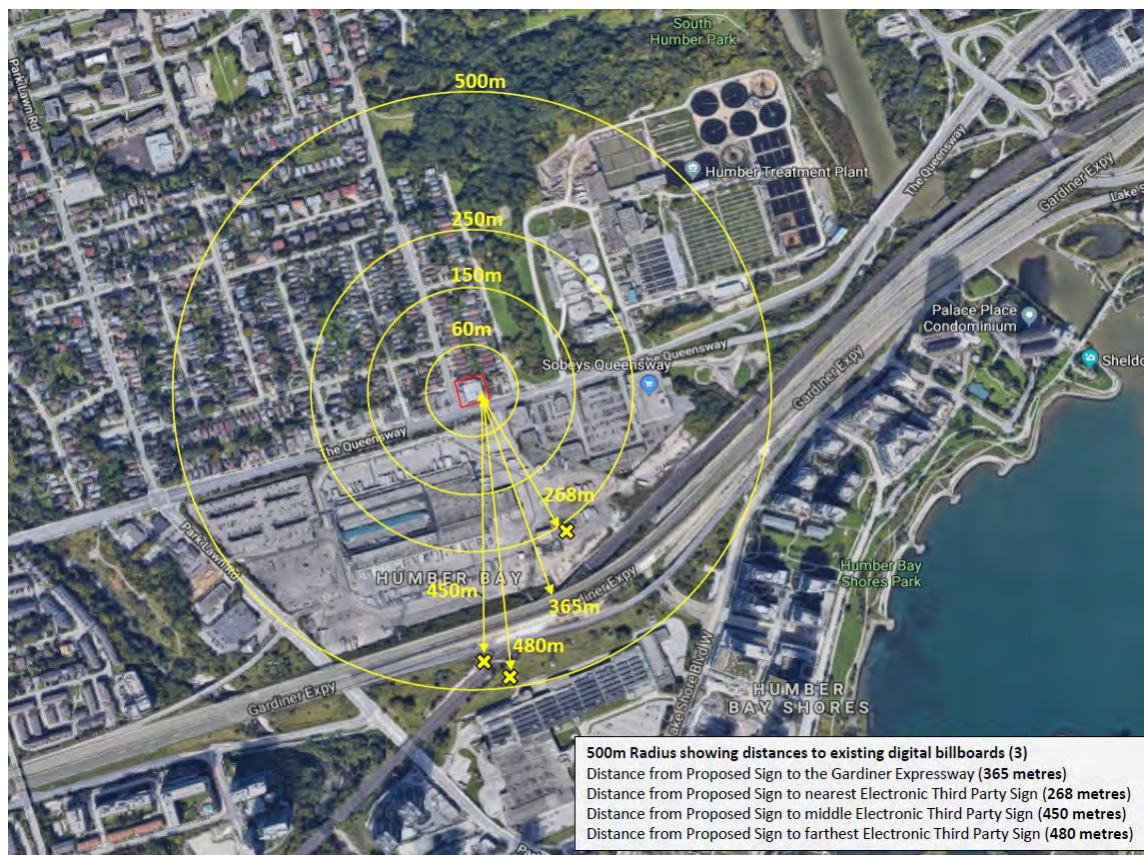
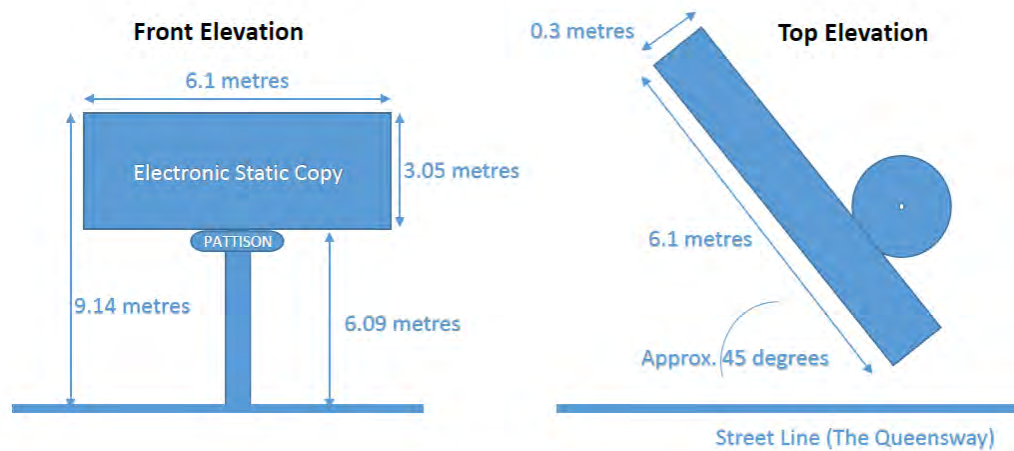
Proposed Sign from nearest home on High Street







Elevation Drawings of the Proposed Sign



Attachment 4 – Lighting Analysis of the Proposed Sign at 150 The Queensway



November 6th, 2019

Lighting Impact Analysis: 150 The Queensway, Toronto ON

The proposed 10' x 20' electronic ground sign is located east of the intersection of The Queensway with Stephen Drive in Etobicoke, Ontario [150 The Queensway]. Specifically, the proposed sign is 38.7 meters east of Stephen Drive, and 4.9 meters north of The Queensway.

More importantly, the proposed sign is approximately 68 meters east-southeast of a cluster of residential houses located on the west side of Stephen Drive. Concerns regarding the light pollution emanating from the proposed sign and experienced by residents of these houses have necessitated the conduction of a Lighting Impact Analysis.

Calculations were performed and it was concluded that the lighting impact on the residents is negligible. With the proposed sign operating at 150 NITS between sunset and sunrise, and by incorporating a 'Left-Blocking Silteline Louver' product, and re-orienting the sign to be directed to the south-west (away from the residents), no property on Stephen Drive will experience illumination values in excess of 0.000 foot candles (virtually invisible).

The blocking louvers establish a cut-off angle, beyond which the sign copy being displayed is essentially invisible. Had the operating brightness been set to 300 NITS (standard maximum level during this period set out in the Toronto Sign By-law), as opposed to 150 NITS, the lighting impact would have doubled for all locations shown in Figure 1 below.

Figure 1 – Overhead view of proposed sign and the lighting impacts on surrounding properties





Note that the presence of trees and other obstacles subdues the light pollution even further, but the calculations conservatively assumed worst-case scenarios (certain trees shed their leaves in the winter months).

Besides the residents of Stephen Drive, no other residential uses will experience any significant light pollution as a result of the proposed sign. This is because other residences are either further away (bearing in mind that light pollution drops exponentially with increased distance from the sign), or are obstructed from viewing the proposed sign by commercial buildings.

The image in Figure 1 above summarizes the findings on an overhead map of the location. In red, a juxtaposing calculation was made for a *non-residential property* to elucidate the efficacy of the Left-Blocking SiteLine Louvers. The light impact on this property was nonetheless negligible, but not to the extent of invisibility.

In conclusion, with the proposed sign operating at 150 NITS between sunset and sunrise, and incorporating the Left-Blocking SiteLine Louvers, we do not foresee the proposed electronic ground sign at 150 The Queensway as having any significant lighting impacts on the residential uses located nearby, or specifically to the north-west along Stephen Drive.

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