

Attachment 1: Description of Sign and Required Variance and Conditions

Sign Description:

The Proposed Sign which is one third party electronic ground sign further described as follows:

- a) having a maximum height of 8.0 metres;
- b) may be illuminated;
- c) located no closer than 0.5 metres from the southern property line of the premises;
- d) contains two sign faces in an approximate east and west orientation, placed in a “v-shaped” configuration
- e) each sign face shall comply with the following:
 - i. have a maximum bisecting line of no greater than 2.30 metres;
 - ii. have a maximum centre line of no greater than 8.69 metres;
 - iii. have a maximum sign face area of no greater than 19.99 square metres;
 - iv. may display static, or electronic static sign copy, but not both;

Required Variances:

1. The requirement contained at §694-25(C)(2)(e), which states that E Employment Sign District may contain a third party electronic ground sign, provided the sign shall not be erected within 60 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 erected 27.8 metres from an Residential Sign District to the north.
2. The requirement contained at §694-25(C)(2)(f), which states that E Employment Sign District may contain a third party electronic ground sign, provided where the sign is located within 250 metres of an R, RA, CR, I, or OS Sign District, the sign cannot face any premises in that district, be varied to allow the Proposed Sign to face into a R, CR and OS Sign District within 250 metres of the Proposed Sign.
3. The requirement contained at §694-25(C)(2)(k), which states that E Employment Sign District may contain a third party electronic ground sign, provided where there are two sign faces, the sign faces shall be back-to-back, be varied to allow the Proposed Sign to have two sign faces in a “v-shaped” configuration.

Each of the three requested variances would be subject to the following four conditions:

1. 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;
2. The Proposed Sign shall contain sufficient physical barriers on the sign face to minimize to the satisfaction of the Chief Building Official acting reasonably the visibility of the sign copy from the R Sign Districts to the north and north-west on

of the Proposed Sign located on Palestine Street, Batavia Avenue, or Mariposa Avenue;

3. The Proposed Sign's sign faces shall have an interior angle of not less than 45 degrees; and
4. The Proposed Sign's sign faces shall be orientated in a south-westerly and south-easterly direction towards St. Clair Avenue West.

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
2568	St Clair Ave W.		
Describe the variance(s) being applied for: 1) Located >60.0m away from premises zoned R, RA, CR, I, or OS Sign District. 2) Faces onto premises zoned R, RA, CR, I, or OS Sign District >250M away. 3) The sign faces are in a v-shape configuration, not back-to-back.			
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	
N/A		N/A	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): N/A			

Property Owner Information

First Name		Last Name	
ONKAR		MANN	
Company Name (if applicable)		Telephone Number	
1369182 ONTARIO INC.		(416) 521-6430	
Street Number	Street Name	Suite/Unit Number	Mobile Number
2568	ST. CLAIR AVE W		
City/Town	Province	Postal Code	Fax Number
TORONTO	ON	M6N1L8	
Email ONKARMANN5@GMAIL.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 MICHELE		Last Name ERSKINE	
Company Name OUTFRONT MEDIA			Telephone Number (416) 521-5485
Street Number of 377	Street Name HORNER AVENUE	Suite/Unit Number	Mobile Number (416) 970-8438
City/Town TORONTO	Province ON	Postal Code M8W1Z6	Fax Number (416) 255-2063
Email MICHELE.ERSKINE@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 <u>OUTFRONT MEDIA</u>, 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		MICHELE ERSKINE Print Name (First, Last)	
		2020-02-25 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.

14-0043 2016-12

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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
2568	ST. CLAIR AVENUE WEST		

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) 3.9 Meters	Number of Storeys 1	Building(s) Gross Floor Area 97 Sq M
Building Uses(s) Auto Repair Shop		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)
North (Backyard) Residential Dwellings
South Commercial Retail Shops - Smart Centre (Tim Hortons, Walmart, TD Bank, Subway, Dollaram, etc.)
East Commercial Retail - Pharmacy, Spa, Dry Cleaner, and Industrial - Auto Repair Shop
West Commercial Retails - DHL Post Office, New Generation Pizza, AIndustrial - Auto Repair Shop, Dr. Rooter

Proposal

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

OUTFRONT MEDIA IS PROPOSING TO BUILD AN ELECTRONIC THIRD PARTY SIGN. THE TOTAL SIGN STRUCTURE WILL BE 8.0M HIGH MEASURED FROM GRADE AND CONTAIN TWO SIGN FACES, EACH MEASURING 2.26 METERS VERTICALLY BY 8.68 METERS HORIZONTALLY. THE SIGN WILL FACE EAST AND WEST ALONG ST. CLAIR AVENUE WEST.

PLEASE REFER TO THE ENCLOSED RATIONAL REPORT BY OUTFRONT MEDIA (10 PAGES) AND SIGN VARIANCE JUSTIFICATION REPORT BY WSP (23 PAGES) FOR FURTHER DETAIL.

Continue on next page

14-0043 2016-12

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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)

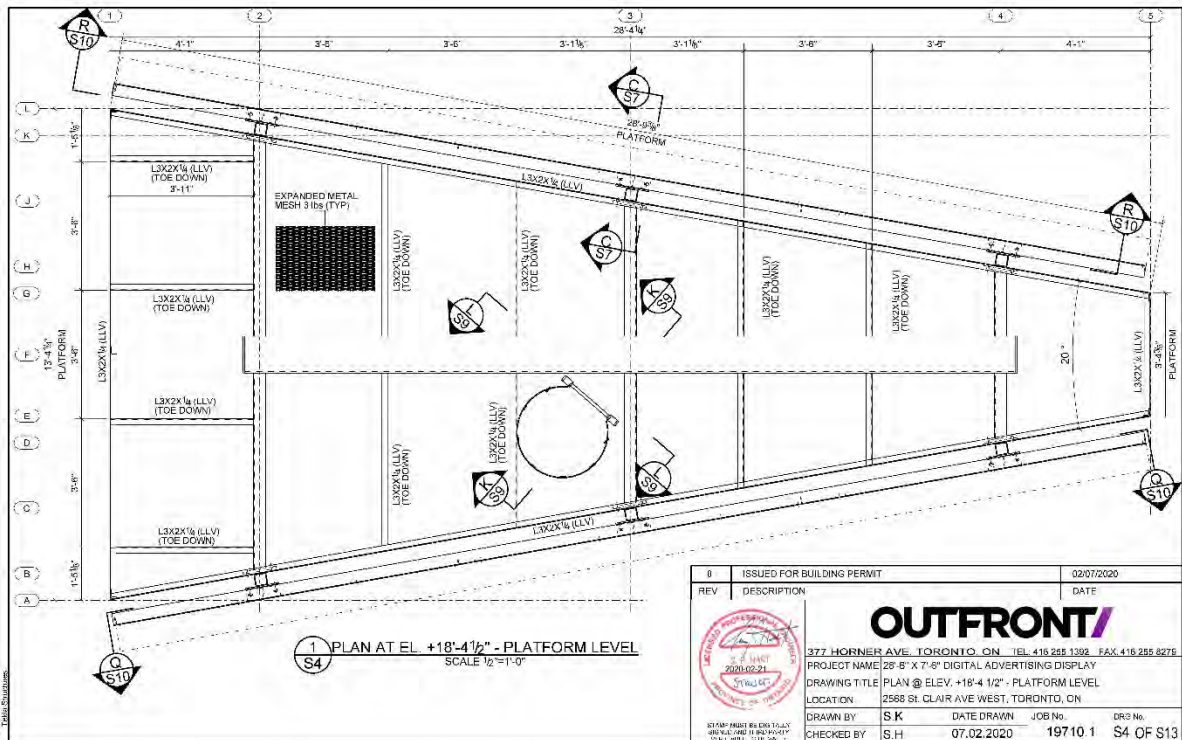
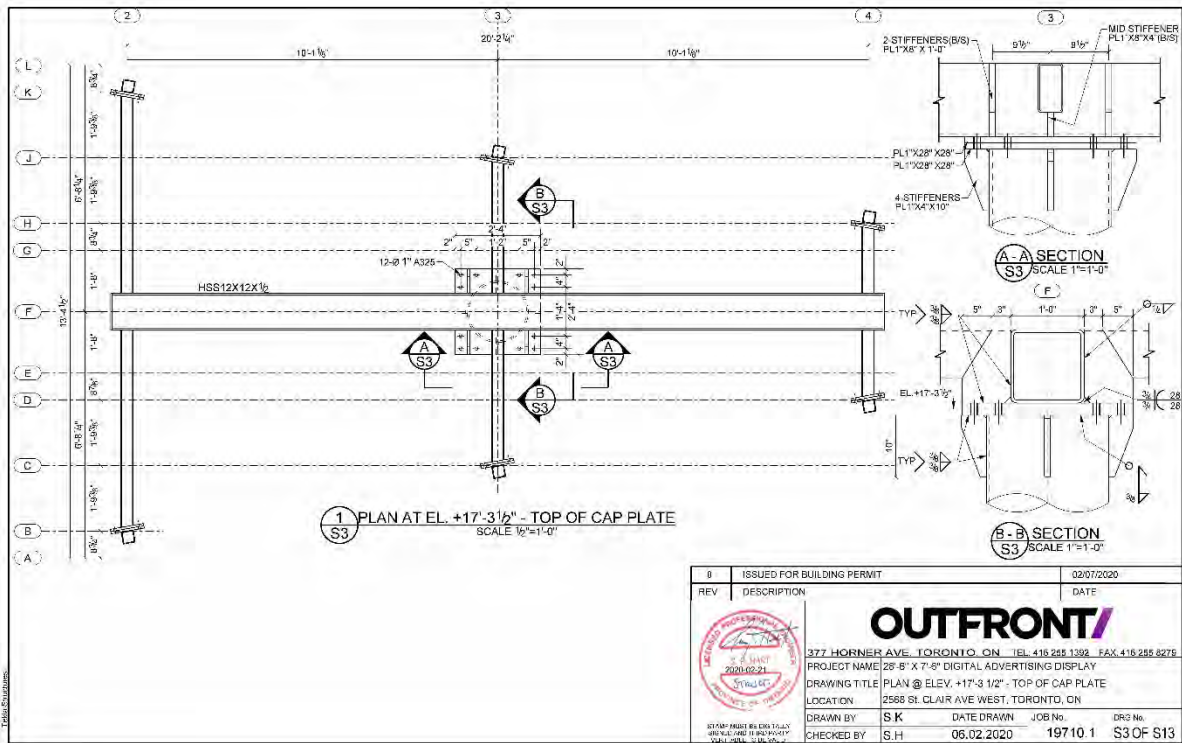
PLEASE REFER TO THE ENCLOSED RATIONAL REPORT BY OUTFRONT MEDIA (10 PAGES) AND SIGN VARIANCE JUSTIFICATION REPORT BY WSP (23 PAGES) FOR FURTHER DETAIL.

15. All contact surfaces of bolted parts are to have mill scale thoroughly cleaned or else blast clean with a Class "A" coating applied as per CAN/CSA - S16.1

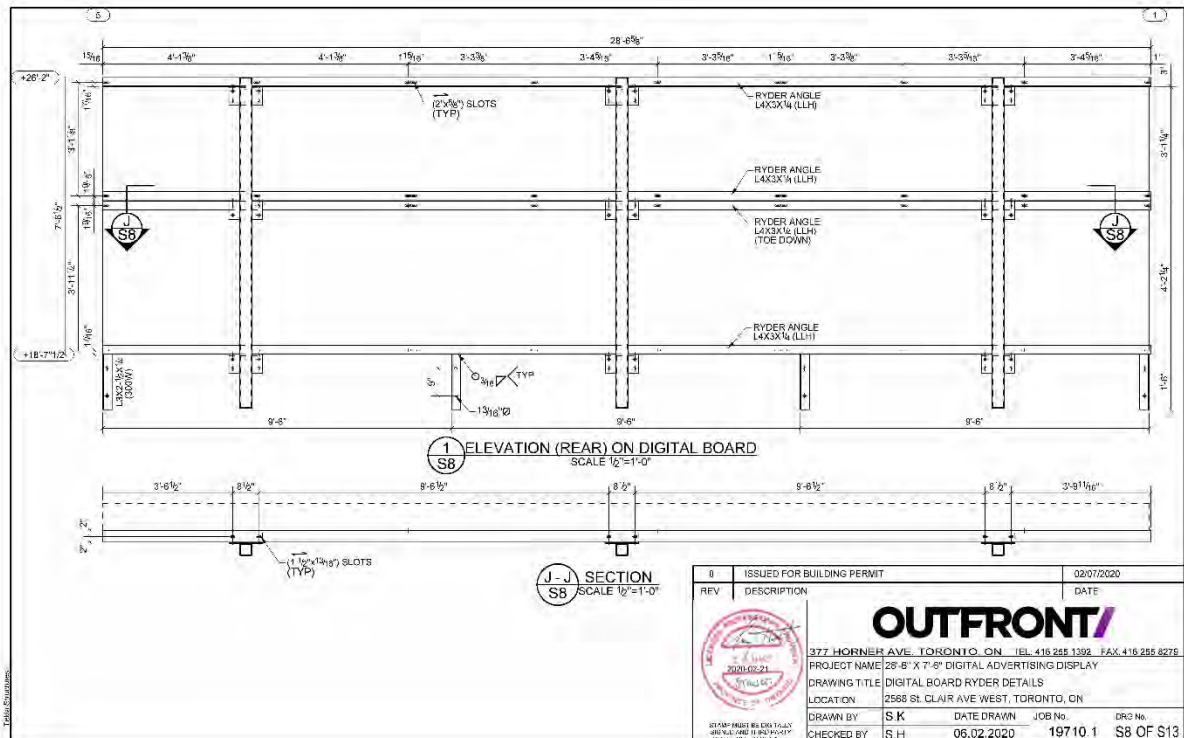
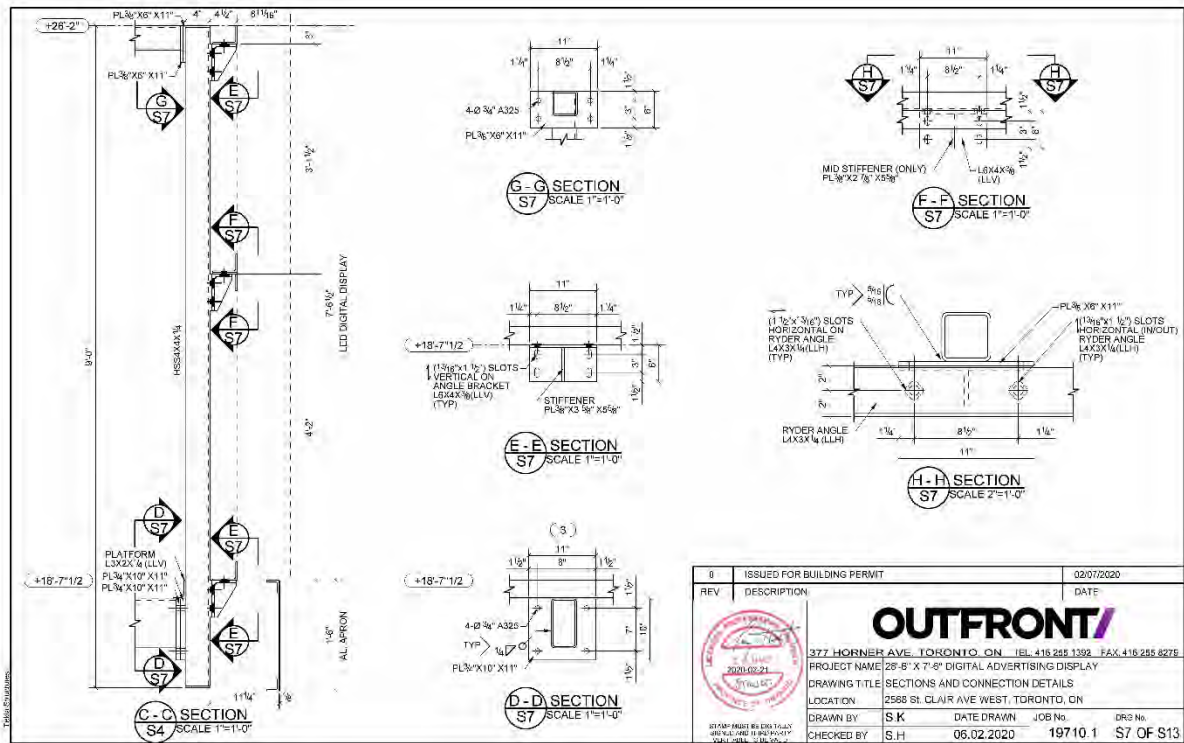
- 2. All aluminum in extended sections shall be Type 304 or 316 with the requirements:
 - a. All aluminum plate thicknesses shall be Type 304304 or 316316 and comply with the requirements of CSA Specification S 157 05 / S157 1 C5.
- 3. All welding shall comply with the following:
 - a. All welding shall be done by a certified welder (W42) in accordance with the requirements of CSA Specification W592.2 / M1161 (2006).
- 4. Only Low Carbon or No Carbon stainless steel or galvanized steel may be in contact with the aluminum sections or plates. (Please note this is wise.)
- 5. Aluminum in contact with plate, achieve metal-to-galvanized screws or stainless steel anchors (no carbon).
- 6. Aluminum in contact with structural steel must be isolated from the steel using Neoprene anchors.

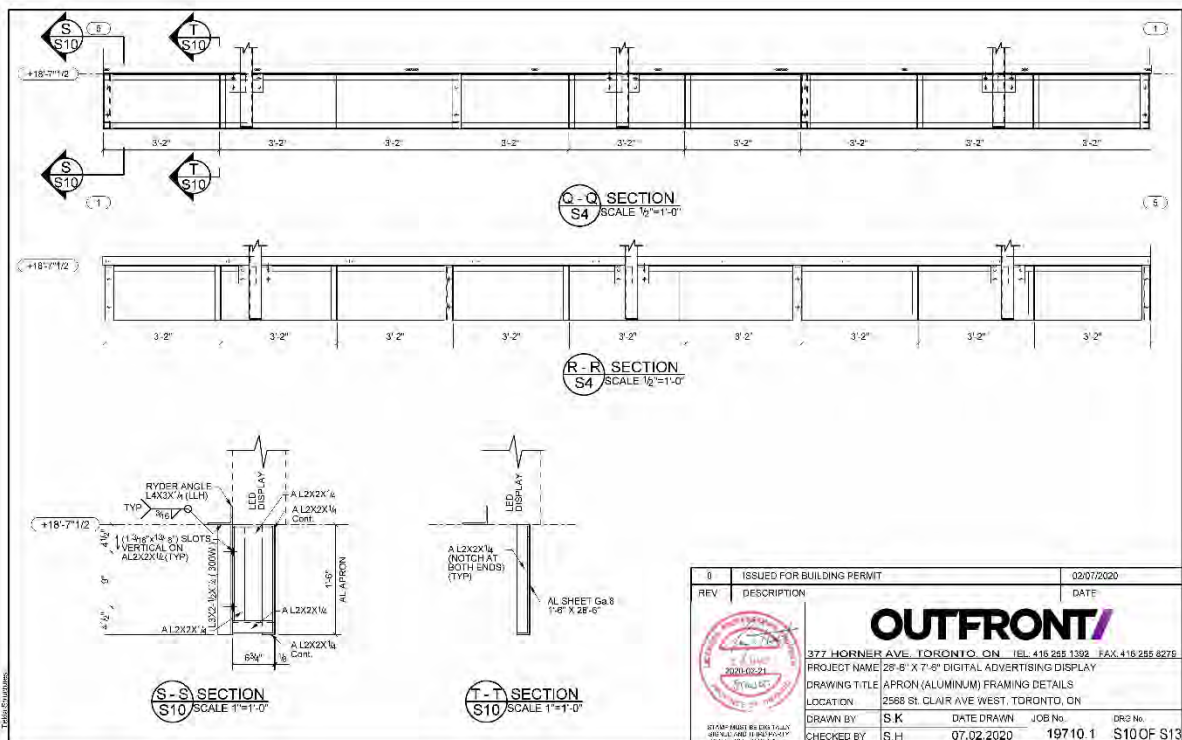
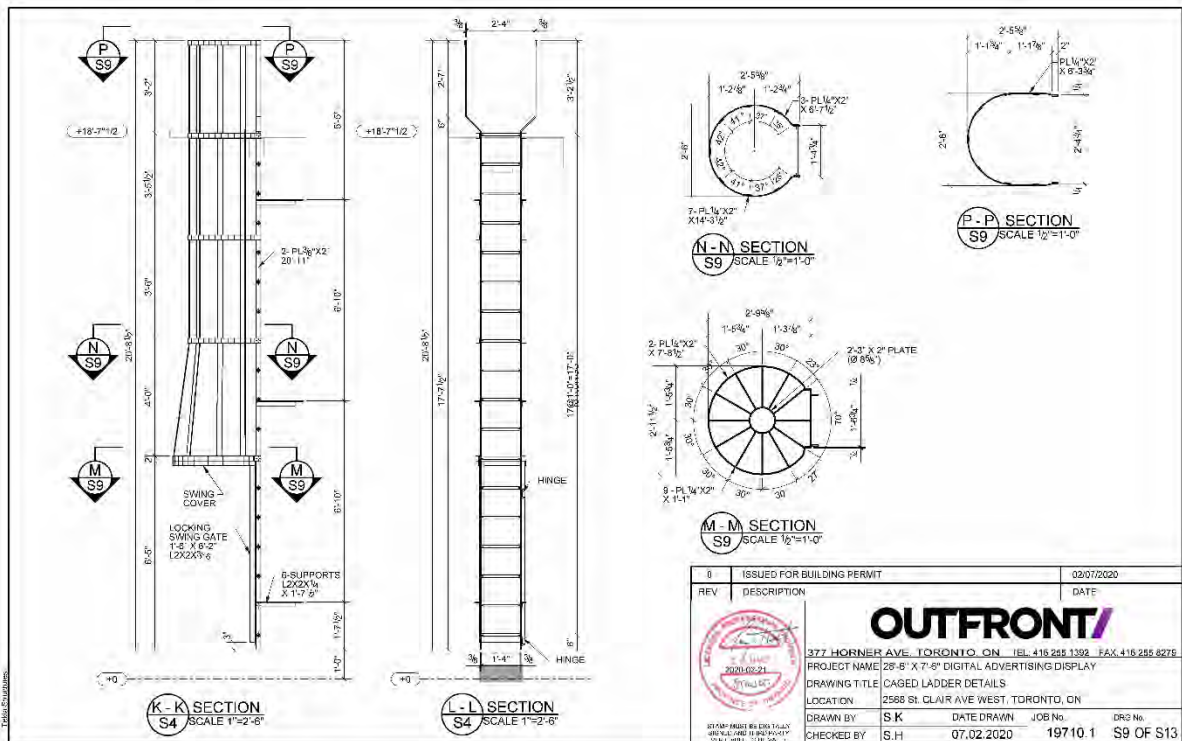
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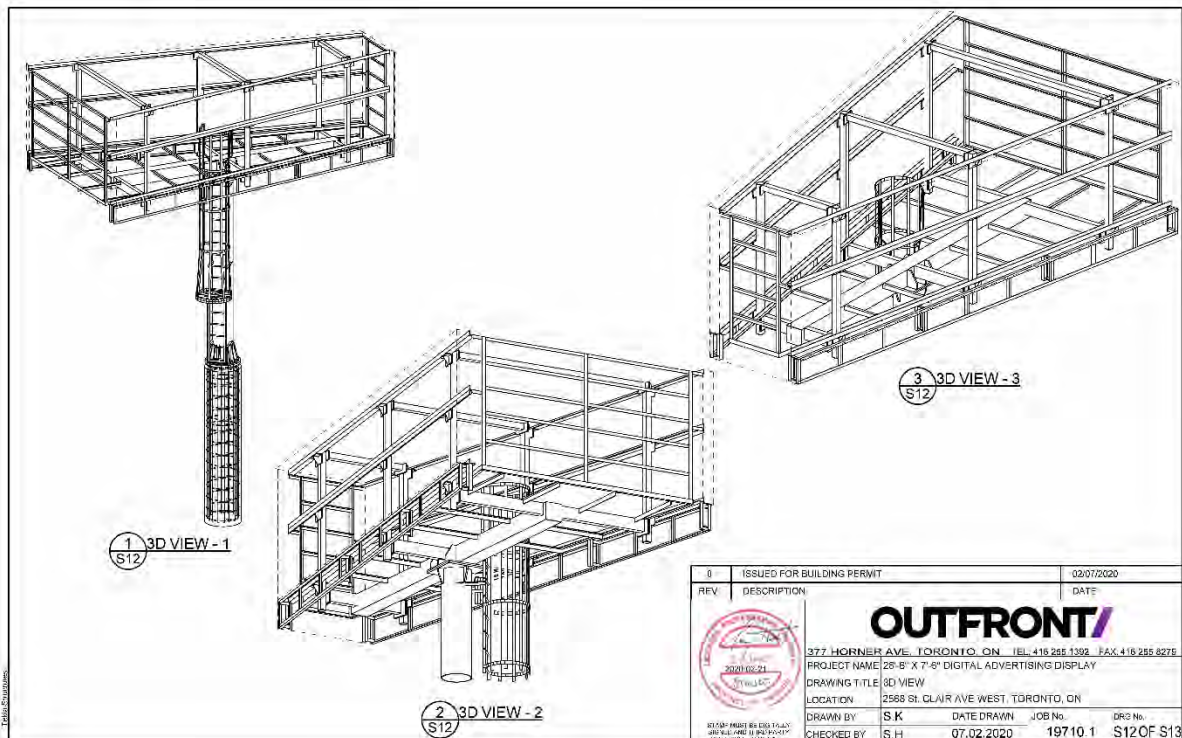
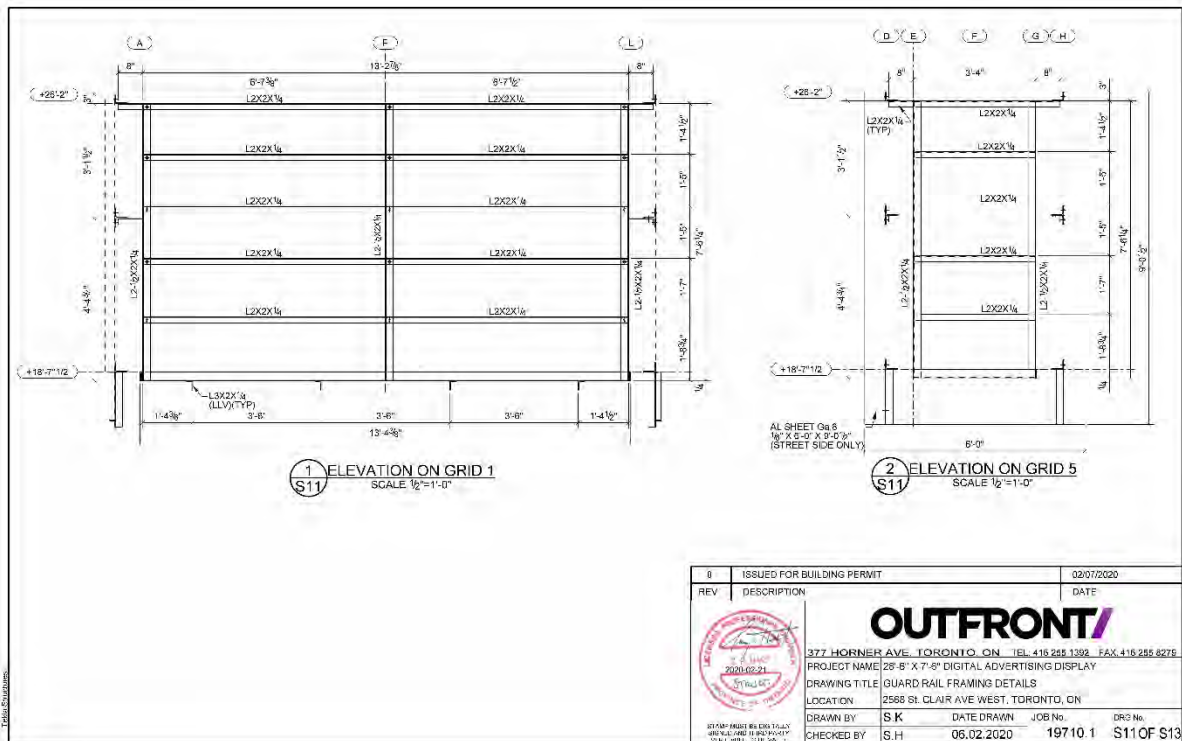


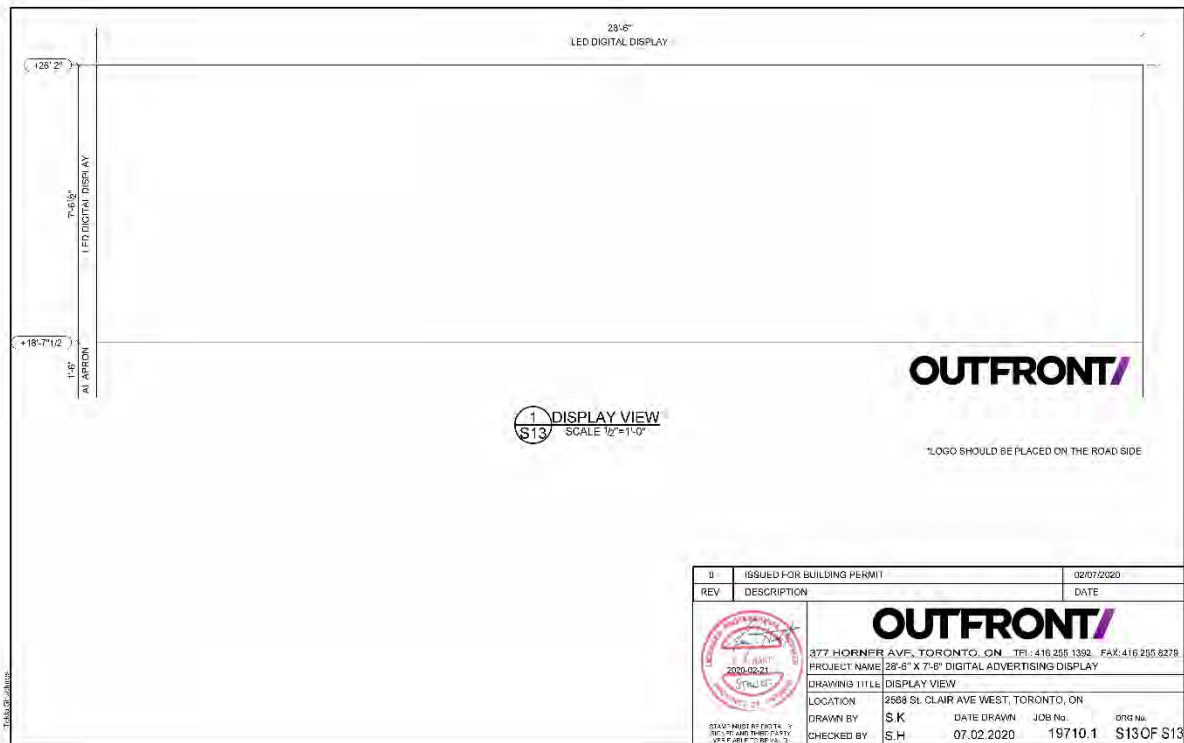


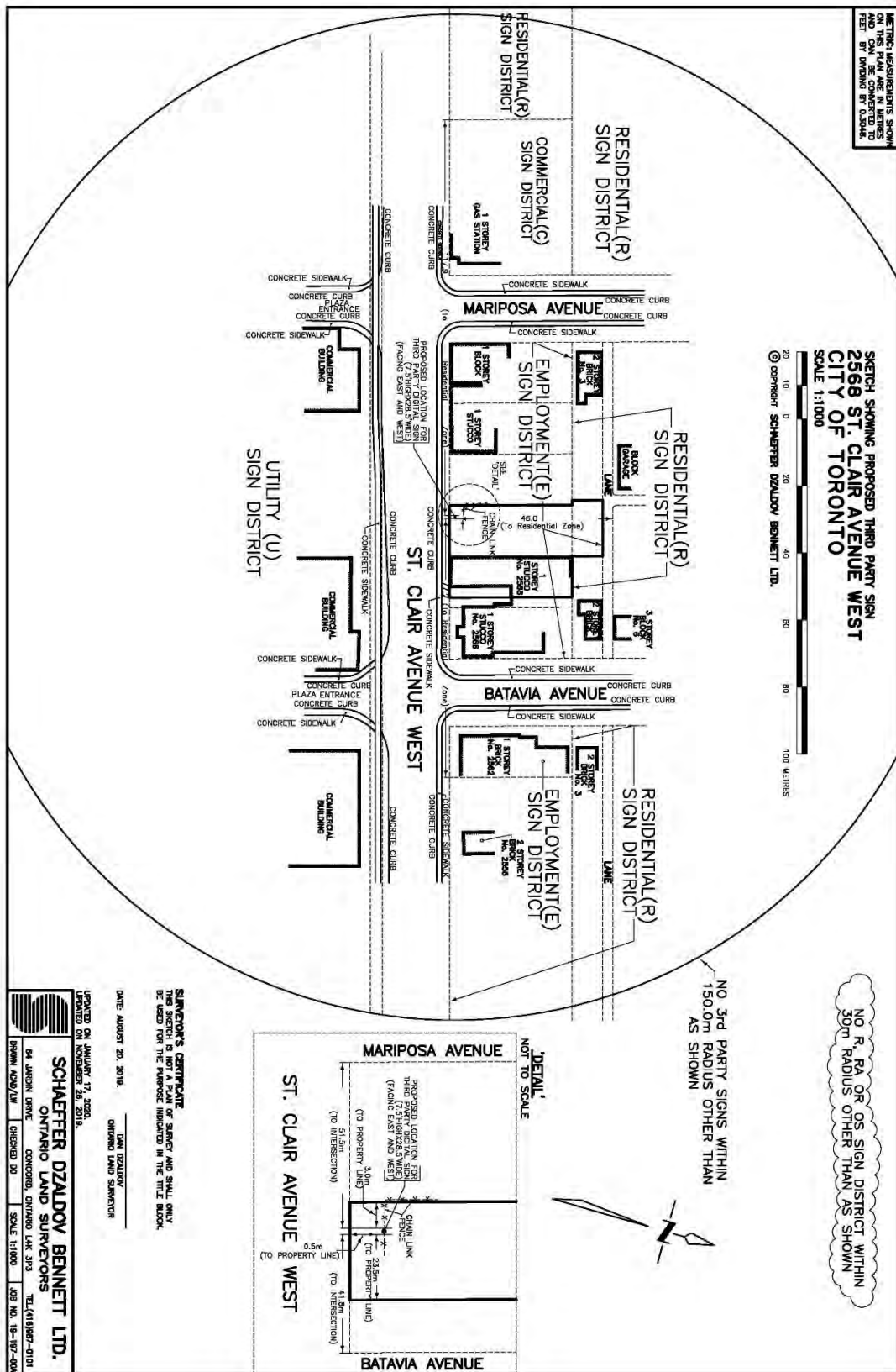












April 7th, 2021

Mr. Ted Van Vliet
City of Toronto Sign Bylaw Unit
100 Queen Street West, Floor 1E
Toronto, ON M5H 2N2

Re: Third Party Advertising Sign Application, 2568 St Clair, Toronto, ON

OUTFRONT Media Canada (OFM) is applying to construct a third party advertising ground structure located at 2568 St Clair Avenue, Toronto, ON. The proposed structure would contain two sign faces, each measuring 2.26 meters vertically and 8.68 meters horizontally, oriented with a slight v-shape configuration. The total height of this sign will be 8.0 meters and the sign would be situated 0.5 meters from the southern property line.

Image #1: A Mock Up of the Proposed East Facing Electronic Third Party Sign Face



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Image #2: A Mock Up Of The Proposed West Facing Electronic Third Party Sign Face



Image #3: Picture of the Southern Frontage of the Property with an Arrow Indicating the Positioning Of the Proposed Sign.

The sign will be located behind the front metal gate shown below and as indicated by the arrow, the sign will be located on the west side of the building on the premise. The foundation will be located behind the front fence, an area of the property used for storage. There are no formally designated parking spots that would be obstructed. Also, the site would not block an ingress or egress to the property, as you can see the gate to the storage yard is to the East of the proposed sign.

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

The property at 2568 St Clair Avenue is zoned E-Employment District, which permits the installation of third party ground signs with static electronic copy. Section 4.6.1 of the Official Plan Policy describes Employment Areas as places of business and economic activity, which house buildings and facilities for uses such as offices, manufacturing, warehousing, distribution, research and development facilities, utilities, restaurants, small scale stores, etc.

The total sign face area of our sign is less than the 20 square meter surface area allowance required under the City Sign Bylaw. As such, the proposed size type and format is also appropriate for the sign district where the premises is located.

Image #4: *Sign District Zoning Map Of Local Area. The Color Purple Denotes E-Employment Zoning, Which Is Appropriate For Digital Signage.*

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The proposed sign is compatible with the development of the premises and surrounding area:

The subject property is utilized as an auto garage and has no residential use. The majority of the other buildings in the immediate area are 1-2 story and are utilized for commercial and/or retail purposes.

The proposed sign is located directly across the street from a large retail SmartCentre plaza which has been newly erected in 2019. The property has 700m of frontage and contains 6 commercial retail buildings, collectively containing over 30 different retailers featuring stores such as Walmart, the Dollar Store, Starbucks, and Tim Hortons. The SmartCentre property is zoned utility and is located adjacent to a railway corridor. We have reviewed the Official Plan Amendment/Rezoning Applications (City File No. 06 199631 WET 11 OZ) for this larger commercial property across the street and have confirmed that there are no current or future plans for the construction of residential dwellings. As you will further see below, similar to the Smart Center plaza, the surrounding premises on St. Clair Avenue West are very commercial in nature, making third party digital signage compatible with the character of the local area.

Image #5: *A Picture of the New Large Retail Development Located Directly Across the Street*

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The adjacent neighboring properties directly to the East of 2568 St Clair Avenue W include a pharmacy, dry cleaner, spa, a computer repair shop, and an auto repair shop – all very commercial in nature (reference Image #6 below). The adjacent properties directly to the West of 2568 St Clair Avenue W include a DHL Postal Office, an autopart store, a pizza shop, a Mr. Rooter plumbing services, and a Race Trac gas station – again all very commercial in nature (reference Image # 7 below). This clearly demonstrates that all neighboring properties directly adjacent to the subject property, with frontage onto St. Clair Avenue W, are utilized for commercial purposes, which speaks to the character of the area. The current land owner of 2568 St Clair owns the property directly next door to the west and has indicated that he has no long term plans to redevelop the property. The subject property is not located within a TRCA regulation limit or within a heritage district. As such, the installation of a third party static electronic sign at 2568 St Clair Avenue is compatible with the area, which is very commercial in nature and would not adversely affect the adjacent premises.

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Image #6: A Picture Of The Immediate Adjacent Neighboring Properties To The East – Commercial In Nature.

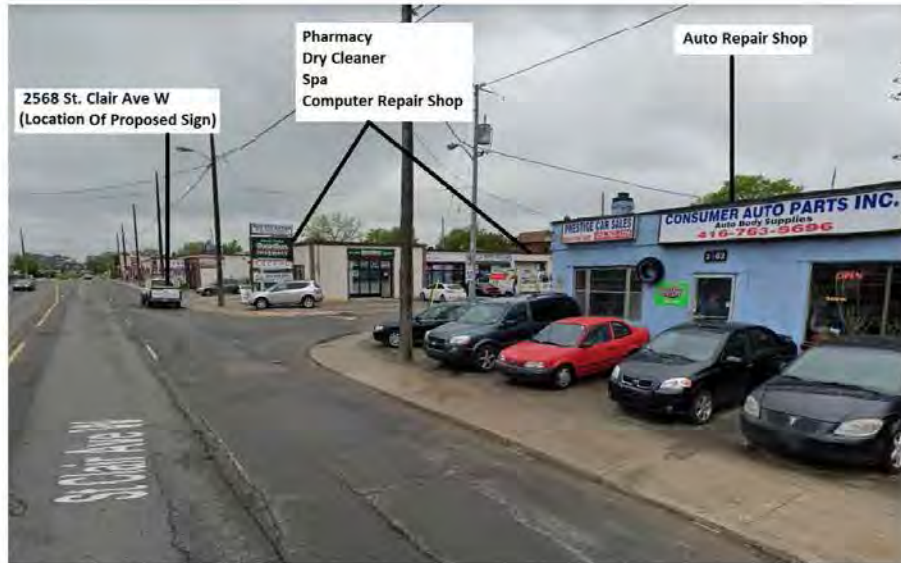


Image #7: A Picture Of The Immediate Adjacent Neighboring Properties To The West – Commercial In Nature.



There are a few small pockets of residential zone properties <250M to the east and west of the proposed sign structure. These residential pockets have little to no windows that would be directly

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exposed to the proposed sign and are surrounded by natural barriers that would inhibit light trespass. Image #8 below depicts three small houses located 80M to the East (two-one story homes and one-three story house). There are large natural trees around the premises as well as a commercial auto mechanic shop (2562 St. Clair Avenue W) that would inhibit light from entering any of the windows of the one story homes. Only two small windows in the attic of the 3 story house would have the potential to be impacted by light trespass. Image #9 below depicts the houses located 120M to the West. There is a large commercial-residential grey building (2588 St. Clair Avenue West) blocking the view to the proposed sign, acting as a natural barrier to light trespass for any residential dwellings located West of said grey building. In regards to the residential dwellings located on the second floor of 2588 St. Clair Avenue West itself, per Image #10, the canopy of the neighboring RaceTrac Gas Station acts as a natural barrier that would inhibit any potential for light trespass to enter through the windows. This has been confirmed by visual impact 3-D rendered modelling that was conducted by a third party professional urban planning report carried out by WSP (the report is enclosed with this application). In fact, due to the findings of this visual impact study/report, Outfront Media deliberately reduced the original planned height of for the sign from 10m to 8m, to ensure any windows of 2588 St. Clair Avenue W, were blocked from being exposed to the proposed sign.

Image #8: House 80M East Of 2568 St. Clair Avenue West. The Trees along the Side and Frontages of the Properties Along With the Blue Auto Mechanic Shop Act As Natural Barriers to Light Trespass



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Image #9: Houses 120M West of 2568 St. Clair Avenue West. The Large Commercially Zoned Grey Building (2588 St. Clair Avenue West) Would Act As A Natural Barrier to Light Trespass For Any House Located West Of The Proposed Sign Structure.



Image #10: Race Trace Gas Station Canopy Acting As A Natural Barrier To Light Trespass For Residential Dwellings located on the second story of 2588 St. Clair Avenue West.



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We are also aware of a couple properties in the backyard of 2568 St. Clair Avenue, to the North, that are zoned R-Residential. However, there is a fence and a dense tree line that would act to reduce light trespass. In addition, Outfront Media plans to build the sign in a 20 degree v-shape formation, facing toward St. Clair Avenue West, which will angle the light away from the North R-Residential zoned properties. Outfront Media also plans to place light shielding around the perimeter of the sign faces to prevent light from spilling backward to the North.

Image #11: Two Pictures of the Dense Natural Tree Barrier on the North Side of the Property



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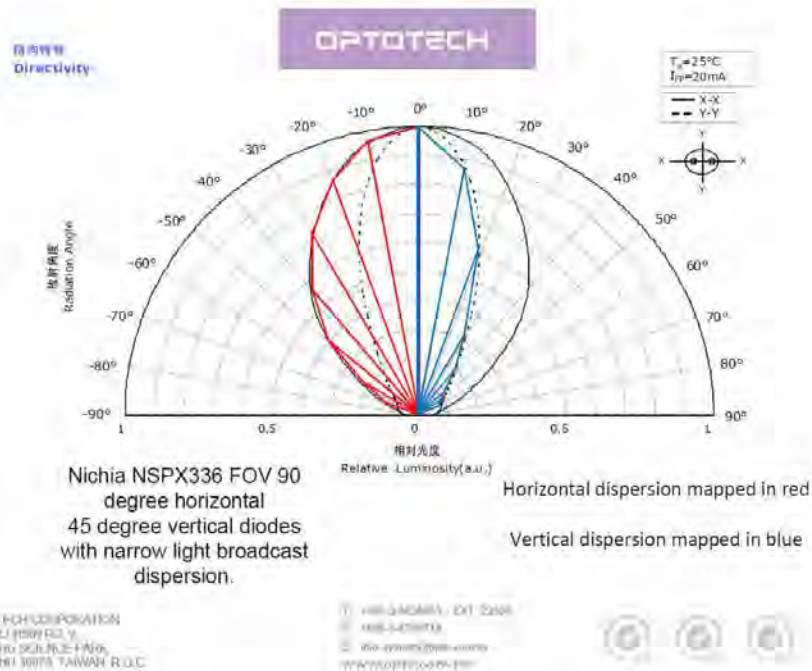
Image #12: A Picture Of The Proposed Sign In A V-Shape Formation, Containing Sign Faces That Are Directed Away From Residential Properties To The North (Denoted By Yellow Coloring). These Mitigative Measures Further Alleviate Any Light Shed Concerns Facing Into R-Residential zones.



We have also included light shed diagrams, directly from our electronic sign manufacturer Optotech, which illustrates how light is horizontally dispersed from the proposed digital display faces which would be installed. The perimeter of the red polygon shapes that are shown in the diagrams demonstrate that the distance of light dispersed decreases dramatically when measuring light distance travelled laterally (when looking at from the side edges of the display faces, examples 30 degrees, 60 degrees, 90 degrees) compared to measuring light distance travelled when looking at the display face dead-on (0 degrees). Light is not dispersed equally in a perfect radial circle (360 degrees), rather, there is directional cone of light emitted that looks more like an oval shaped tear drop as shown in Image #13 below.

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Image #13: The Polygon Shape Indicates The Perimeter Of Light Shed That Would Be Emitted From One Of Our Digital Display Faces. Light Travels The Furthest Distance At 0 Degrees (Looking Directly Perpendicular At Our Display Face). The Distance That Light Travels Drastically Decreases When Measured At Various Lateral Angles, Relative To The Display Face. The 90 Degree Angle Would Equate To Viewing The Display Face Directly At The Side Edge.



Our goal with this project, was to ensure that the residential properties to the North were not negatively impacted by the light dispersed from proposed sign. It is a common understanding that when the intensity of light emitted from a source reaches a measurement of 0.028 Foot Candles (or 0.3 Lux), that said light level equates to an intensity of illumination emitted from a full moon, setting a threshold of when emitted light is considered negligible. If we were to operate the proposed sign at a light level of no more than 300 nits at night (in accordance with the Sign By-law), the perimeter of dispersed light, where the intensity would equate to 0.28 Foot Candles (negligible levels), would look like what is shown in Image #14 below. When looking at the sign directly perpendicular to the sign face (0 degrees), the light would travel a maximum distance of 480.5ft before dissipating to a 0.028fc level of intensity. Conversely, that same dissipation of light intensity is reached at 420.0ft at 20 degrees of lateral dispersion, 276.0ft at 40 degrees of lateral dispersion, 197ft at 60 degrees of lateral dispersion, with the remaining light intensity dropping rapidly toward zero light emission as we approach 90 degrees of lateral dispersion.

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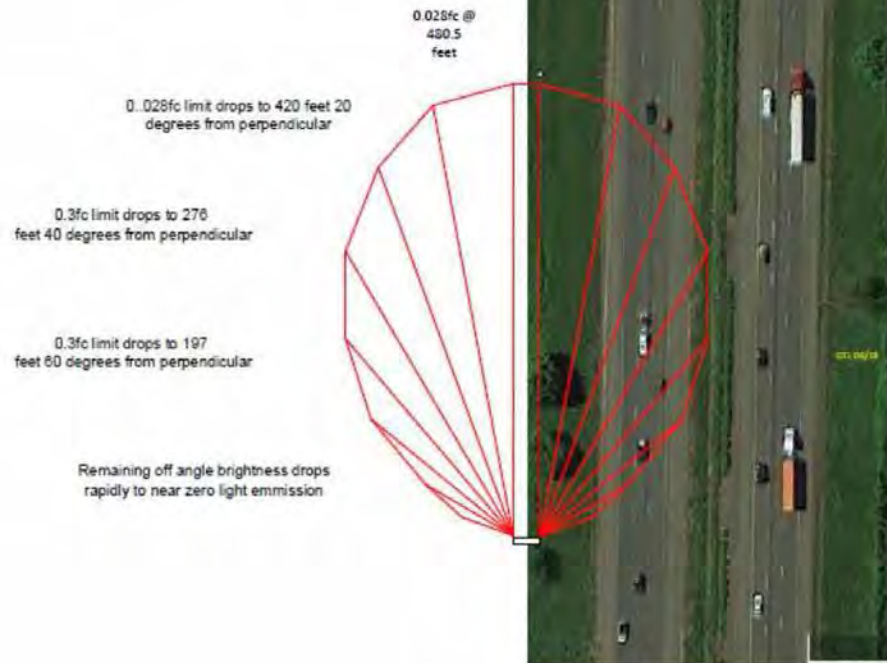
Image #14: The Red Polygon Shape Denotes Horizontal Dispersion Of Light Shed Emitted From Our Digital Signs. The Perimeter of the Polygon Illustrates When the Intensity of Light Becomes Negligible at 0.028 Foot Candles (or 0.3 Lux) When Operated At 300 Nits (The Maximum Nit Level Allowed After Sunset As Regulated By The Sign By-law)

A 8' x 29' digital display will not increase the ambient lighting by more than 0.028 foot candles at 480.5 feet.

In order to increase the ambient light the full 0.028fc, the display would need to emit a full white frame (copy) at night time brightness settings.

The LEDs are most intense directly perpendicular to their mounted position

The RED boundary shows the distance that the 0.028fc measurement would be obtained with full white copy.



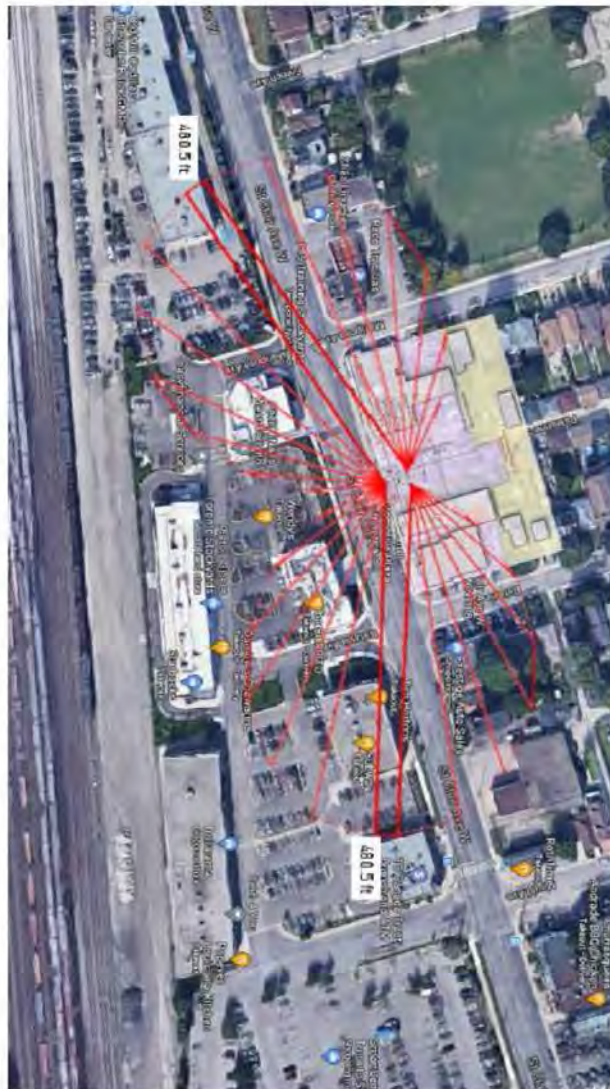
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When we combine this cone of light dispersion/intensity measurement, with the deliberate 20 degree v-shaped angling of our proposed sign structure and overlay that directly on to satellite imagery, we can observe that there would be no negative/harmful light trespass that would breach the back-yard area of any residential properties directly to the North, as illustrated in Image #15 below. When we combine this with the natural tree line and natural physical barriers of adjacent commercial buildings, as indicated above, we are confident that those neighboring properties will be sufficiently shielded.

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Image #15: Horizontal Dispersion Of Lightshed Emitted From Proposed Digital Sign. The Perimeter Of The Red Polygon Shapes, Overlaid Over Satellite Imagery Denotes Where Light Shed Become Negligible (Equal To Or Less Than Light Emitted From A Full Moon At 0.028 Foot Candles (or 0.3 Lux). Residential Properties Located To The North Are Indicated By The Yellow Shaded Area.



Horizontal Dispersion Of Lightshed Emitted From Proposed Digital: The perimeter of the red polygon shapes, overlaid over satellite imagery below, denotes where light shed becomes negligible (equal to or less than light emitted from a full moon at 0.3 lux or 0.028 foot candles).

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There is also an OS zone approximately 125M to the east of the proposed sign structure (2546-2544 St. Clair Ave W). This lot has been vacant for the past decade and is not utilized as actual park space or an environmental sensitive land use. Historically, it has been used as a storage yard by the neighboring business as depicted by the pictures below.

Image #16: A Current Picture Of The OS Open-Space Zone Located Approximately. 125M to the East of Proposed Sign



Image #17: Pictures of the Same OS Open-Space Zone When It Has Been Used For Storage



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It should also be noted that third party signage has been present and operational in the local area for many years. There is existing signage approximately 280M West of St. Clair Avenue West – one at 2612 St. Clair Avenue West (North side) and another at 2595 St. Clair Avenue West. This further demonstrates that our proposed third party sign is compatible with the character of the existing area.

Image #18: A Picture Of Third Party Signage Operated At 2612 St. Clair Avenue West (North Side) To The Left And 2595 St. Clair Avenue West (South Side) To The Right.



The height of the proposed sign structure, at 8.0 meters, is 2.0 meters lower than the allowable 10.0 meter height under the sign-by-law and is compatible with area as there are numerous comparable sign structures in close proximity that have an equal or greater height. Examples of these neighboring structures are as follows:

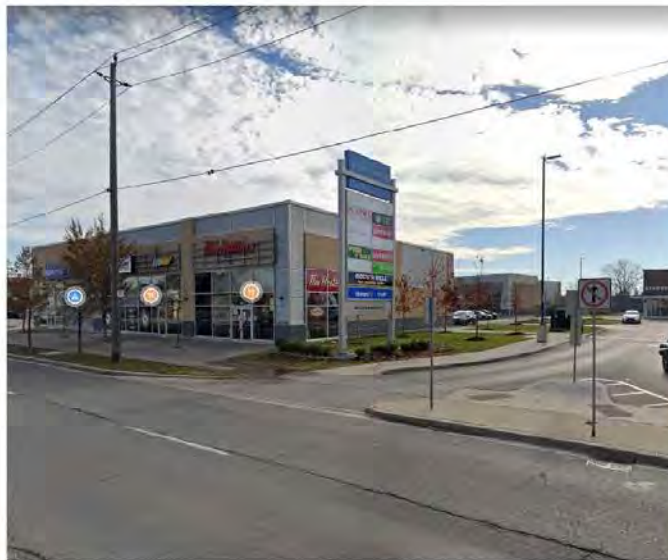
- i)The first party pylon sign structure for the Walmart directly across the street (2525 St. Claire Ave W, approximately 180.0 meters to the East) with a height of 10.0 meters, per Image #19.
- ii)The first party pylon sign structure for the St. Clair Crossings Mall directly across the street (2561 St. Claire Ave W, approximately 70.0 meters to the East) with a height of 9.0 meter, per image #20.
- iii)The first party roof sign structure for the TD Bank directly across the street (2555 St. Claire Ave W, approximately 140.0 meters to the East) with a height of 8.5 meters, per image #21.
- iv)The first party pylon sign structure for the Old Mill Cadillac Car Dealership (2595 St. Clair Ave W, approximately 80.0 meters to the West) with a height of 10.0 meters, per image #22.

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Image #19: First Party Pylon Sign Structure For Walmart, Measuring Approximately 10.0 Meters In Height



Image #20: First Party Pylon Sign Structure For St. Clair Crossings Mall, Measuring Approximately 9.0 Meters In Height



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Image #21: First Party Pylon Sign Structure For The TD Bank, Measuring Approximately 8.5 Meters In Height



Image #22: First Party Pylon Sign Structure For The Old Mill Cadillac Car Dealership, Measuring Approximately 10.0 Meters In Height



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Not adversely affect public safety, including traffic and pedestrian safety:

The proposed sign meets all of the setback requirements outlined in Chapter 694 of the Toronto Municipal Code. 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 the St. Clair Ave W. The location is over 30M away from a traffic controlled intersection, in compliance with the Sign By-Law, and the sign does not obstruct a sight triangle for vehicular traffic. Furthermore, the proposed sign would not interfere or obstruct the visibility of vehicular traffic entering or exiting the Subject site, as it is located the required 3m setback from any ingress/egress into the property.

Not Contrary To Public Interest:

The proposed sign will not have any negative social impacts. The third party advertisements published on the proposed sign will abide by the Canadian Code of Advertising Standards (<https://adstandards.ca/code/the-code-online/>). This will help to ensure that all messaging is appropriate and that the general public is not exposed to any offensive, explicit, or indecent forms of advertising.

The proposed sign will have no negative impacts on the natural environment as it is not proposed on any environmentally sensitive land and is not within the TRCA regulated area. Furthermore, the electricity required to operate the proposed sign shall be provided by and in conjunction with a distributor recognized and licensed by the Ontario Energy Boards and shall be governed by an agreement to purchase renewable energy (Bullfrog Power). A copy of said renewable energy agreement for the proposed site is enclosed with Outfront Media's application.

The proposed sign is also not located within or adjacent to any designated heritage districts and is compatible with City Of Toronto's Official Plan, which designates the local area as a Mixed-Use area, which is typically comprised of a broad range of commercial, residential, employments, and institutional uses in single use or mixed-use buildings. The proposed sign is complimentary to this type of development where people can both work, shop, and live in the same local vicinity. The intention to fully incorporate commercial use as a main component in future development of the area is demonstrated by the new large Smart Centre retail plaza constructed directly across the street in 2019. The sizeable retail plaza has a frontage of 700 meters (2,297 feet) and was approved under the Official Plan Amendment and Zoning By-Law Amendment application (File. No. 06 1999631 WET 11 OZ) and Site Plan application (16 139345 WET 11 SA). This allows for 30+ retail stores to be housed on the premise and is now home to popular retail stores names such as Tim Hortons, Subway, Delux Paints, TD Bank, Walmart, Dollarama, Popeyes Chicken, GNC, Cash 4 You, H&R Block, Starbucks, etc.) There are currently no open applications for residential development in the area that the proposed sign would impose on. Further information regarding the City of Toronto's Official plan, as it relates to Outfront Media's proposed sign structure is more aptly described in the enclosed Urban Planning report conducted by WSP. It should also be noted that if a permit is granted for the proposed sign structure that there is a 5 year sunset provision, which requires for the permit to be renewed every 5 year period. As such, if the

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local area does transition to include more residential developments at a later time, city staff do have the ability to re-evaluate whether the sign is still appropriate for the area.

Regarding illumination, the proposed sign will only be operated between the hours of 7am and 11pm, ensuring the sign is turned off during typical hours of sleep. The illumination shall not exceed illumination levels of 300 nits during the period between sunset and sunrise as required under the illumination regulations listed in the Sign By-Law. In addition, the sign faces themselves are also monitored by camera 24 hours per day to ensure that in the case of display malfunction, any problems are recognized and repaired in short order.

WSP Urban Planning Study (Enclosed With Outfront Media's Application):

Outfront Media has contracted WSP, a third party urban planning consultant, to conduct a thorough urban planning assessment of the subject proposed sign development. A copy of this urban planning study has been enclosed with our application. WSP is a trusted third party consulting company, which has frequently been utilized by multiple departments within the City of Toronto to conduct urban planning, traffic, and environmental studies related to many ongoing municipal planning, development, and infrastructure projects. We trust that the WSP report provides City Staff and the Sign Variance Committee with an in depth examination of why the proposed sign development is appropriate for the surrounding area and is compatible with the inherent intent and regulations set out by the Sign By-Law.

Should you have any questions, please do not hesitate to reach out to us.

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

Nick Redekopp

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OUTFRONT MEDIA INC.

SIGN VARIANCE JUSTIFICATION REPORT 2568 ST. CLAIR AVENUE WEST





**SIGN VARIANCE
JUSTIFICATION REPORT**
2568 ST. CLAIR AVENUE WEST
OUTFRONT MEDIA INC.

PROJECT NO.: M19-01820-00
FEBRUARY 2020

WSP

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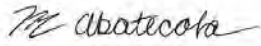
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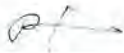
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Date

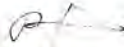


Tunde Páczai
Urban Design Lead

February 3, 2020

Date

APPROVED¹ BY *(must be reviewed for technical accuracy prior to approval)*



Tunde Páczai
Urban Design Lead

February 3, 2020

Date

WSP Canada Group Ltd. prepared this report solely for the use of the intended recipient, OUTFRONT Media Inc., in accordance with the professional services agreement. The intended recipient is solely responsible for the disclosure of any information contained in this report. The content and opinions contained in the present report are based on the observations and/or information available to WSP Canada Group Ltd. at the time of preparation. If a third party makes use of, relies on, or makes decisions in accordance with this report, said third party is solely responsible for such use, reliance or decisions. WSP Canada Group Ltd. does not accept responsibility for damages, if any, suffered by any third party as a result of decisions made or actions taken by said third party based on this report. This limitations statement is considered an integral part of this report. The original of this digital file will be conserved by WSP Canada Group Ltd. for a period of not less than 10 years. As the digital file transmitted to the intended recipient is no longer under the control of WSP Canada Group Ltd., its integrity cannot be assured. As such, WSP Canada Group Ltd. does not guarantee any modifications made to this digital file subsequent to its transmission to the intended recipient.

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A DEMONSTRATION DIAGRAMS

1.0 INTRODUCTION

WSP Canada Group Ltd. ("WSP") was retained by OUTFRONT Media Inc. to pursue professional consulting services to obtain a Sign Variance with respect to a property at 2568 St. Clair Avenue West in the City of Toronto, Ontario ("Subject Site"), as shown in **Figure 1**.



Figure 1: Aerial Image of Subject Site

OUTFRONT Media Inc. is applying to the City of Toronto to construct an illuminated third-party advertising ground structure, displaying electronic static copy located on the south frontage of the Subject Site. The proposed structure would contain two sign faces, each measuring 2.26 meters (7.38 ft.) vertically and 8.68 meters (28.48 ft.) horizontally, oriented with a slight V-shape configuration. The total height of this sign will be 8.0 meters (26.25 ft.) and the sign would be situated 0.5 meters (1.64 ft.) from the southern property line, as shown in **Figure 2**, **Figure 3**, and **Figure 4**.



Figure 2: View of Proposed Sign Placement on Subject Site

The sign will be located behind the front chain link fence, as shown in Figure 3, and the sign will be located on the west side of the building on the premise. The foundation will be located behind the front fence, an area of the Subject Site used for storage. There are no formally designated parking spots that would be obstructed. Also, the location would not block an ingress or egress to the Subject Site, as the sign is located west of the entrance driveway and gate, and behind the chain link fence, as shown below.

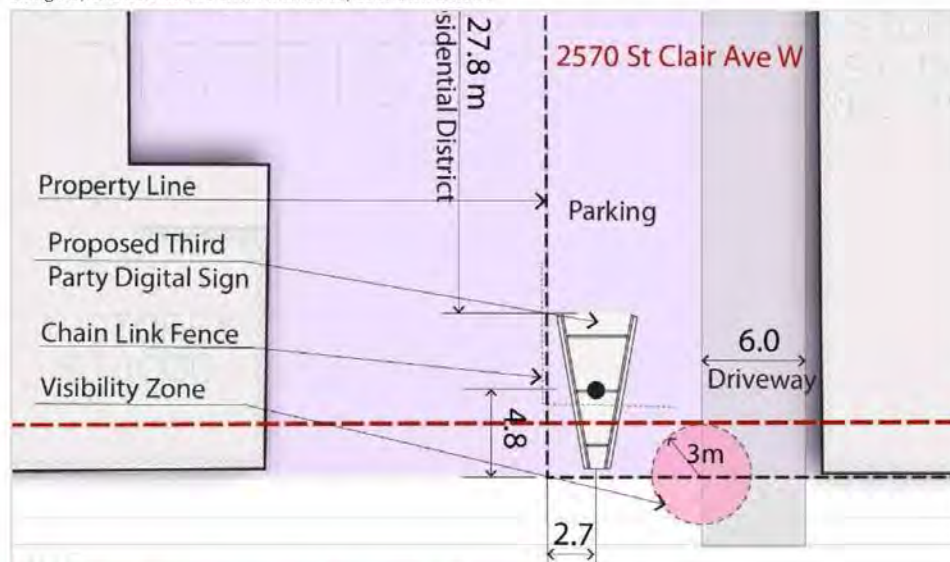


Figure 3: Detail View of Proposed Sign Placement on Subject Site



Figure 4: Demonstration Views of Proposed Sign Placement on Subject Site (Top) and across the street (Bottom)

1.1 E-EMPLOYMENT SIGN DISTRICT

The Subject Site is located in the E-Employment Sign District, as shown in **Figure 5** and is subject to the City's Sign By-law, known as the City of Toronto Municipal Code Chapter 694, Signs, General.



Figure 5: Excerpt from City of Toronto Sign By-law Online Mapping, 2019

Within the City's Sign By-law, as per the District-specific third-party sign regulations (694-25C (2)), an E-Employment Sign District may contain the proposed electronic ground sign provided the sign complies with certain criteria. These criteria and compliance review is provided below in **Table 1**. Provisions that the proposed sign does not comply with and will require variances to are further explained in **Section 1.1.1**.

Table 1: 694-25C (2) Provisions and Compliance Review

694-25C(2) Provision	Compliance	Rationale
a) The sign face area shall not exceed 20.0 square metres;	Yes	The total sign face area of the proposed sign is 8.68 metres by 2.26 metres results in a sign face of 19.62 square metres.
b) The height shall not exceed 10.0 metres;	Yes	The height of the proposed sign is 8.0 metres.
c) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;	Yes	The proposed sign is over 150 metres away from the closest intersection of a major street with any other street (e.g. Jane St and St. Clair Avenue West)
d) The sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law	Yes	The Subject Site is zoned under By-law 1169-2011 as MCR - Main Street Commercial/ Residential zone and Section 16(440)(MCR S16(440)). The minimum building setback for any structure is a maximum of 3 metres from the front lot line (Section 2(8)(a)). The proposed sign pole is setback 4.5 metres.
e) 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;	No	The proposed sign is located within 60.0 metres of an R-sign district to the north, which is not permitted and therefore a variance will be required.
f) 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;	No	The proposed sign is located within 250 metres of the R-sign districts to the east and west and would be facing those sign districts and therefore a variance will be required.
g) The sign 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;	Yes	There are no other third party electronic signs located within 500 metres of the Subject Site on the same street or on a street which forms an intersection with the street on which the proposed sign is to be located.
h) There shall be no more than one ground sign or electronic ground sign erected on the premises;	Yes	There will be not more than one ground sign or electronic ground sign erected on the Subject Site.

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694-25C(2) Provision	Compliance	Rationale
i) The sign shall display static or electronic static copy only	Yes	The proposed sign will display electronic static copy only.
j) The sign shall have no more than two sign faces	Yes	The proposed sign will only have two sign faces.
k) Where the sign has two faces, the sign faces shall be back to back	No	The proposed sign contains two sign faces in a V-shape orientation – not back to back and therefore a variance will be required.

1.1.1 REQUIRED VARIANCES

As per a Preliminary Project Review (PPR) issued by the City of Toronto (File No. 19 222898 ZPR 00 ZR), dated October 27, 2019, a Sign Variance is required to permit the construction of the above-noted sign. The PPR indicated the proposed sign is not in compliance with the regulations of the City's Sign By-law and requires several variances. The required variances are as follows:

- **Visibility Zone.** As per General Regulations (694-14R), "no sign shall be located in a visibility zone".

A visibility zone is the area within 3 metres radius where the vehicular ingress and egress meets the property line. As shown in **Figure 6**, the proposed sign is not located within the visibility zone therefore a variance will not be required.



Figure 6: Visibility Zone shown on Subject Site

- **Location.** As per district-specific third-party sign regulations (694-25C(2)(e)), "an E-Employment Sign District may contain an 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 located within 60 metres of an R-sign district to the north, as shown in **Figure 7**, which is not permitted and therefore a variance will be required.



Figure 7: Excerpt from City of Toronto Sign By-law Online Mapping with Setback Radii

- **Direction of Sign.** As per District-specific third-party sign regulations (694-25C(2)(f)), “an E-Employment Sign District may contain an 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 located within 250 metres of CR, R and OS sign districts to the east and west and would be facing those sign districts, as shown in **Figure 7**. This is not permitted and therefore a variance will be required.

- **Design of Sign.** As per District-specific third-party sign regulations (694-25C(2)(k)), “an E-Employment Sign District may contain an electronic ground sign provided where the sign has two faces, the sign faces shall be back to back.”

The proposed sign contains two sign faces in a V-shape orientation, as shown in **Figure 4**, which is not permitted and therefore a variance will be required.

It was also noted in the PPR, as per Energy Efficient Requirements (694-23A(1)), where the By-law permits third party sign, “the electricity required to operate the sign shall be provided by:

- (1) On-site renewable energy production subject to compliance with the requirements of City By-law 218-2008; or
- (2) A distributor recognized and licensed by the Ontario Energy Board and shall be governed by an agreement to purchase renewable energy.”

The electricity required to operate the proposed sign will be provided in conjunction with Bull Frog Power, which is recognized and licensed by the Ontario Energy Board and is governed by an agreement to purchase renewable energy. There is no need for a variance to this provision.

In summary, variances are required as the proposed sign does not comply with some of the provisions of the City's Sign By-law. The following section will describe how the proposed sign satisfies specific criteria outlined in the Sign By-law that are required to permit variances.

2.0 VARIANCE APPROVAL CRITERIA

As per Toronto Municipal Code, Chapter 694-30A, Sign Variance Application, “an application for variance from the provisions of the City’s Sign By-law may be granted where it is established that the proposed sign will:

- (1) *Belong to a sign class permitted in the sign district where the premises is located;*
- (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;*
- (3) *Be compatible with the development of the premises and surrounding area;*
- (4) *Support the Official Plan objectives for the subject premises and surrounding area;*
- (5) *Not adversely affect adjacent premises;*
- (6) *Not adversely affect public safety, including traffic and pedestrian safety;*
- (7) *Not be a sign prohibited by § 694-15B;*
- (8) *Not alter the character of the premises or surrounding area; and*
- (9) *Not be, in the opinion of the decision maker, contrary to the public interest.”*

The following sections will describe how the proposed sign satisfies the variance criteria.

2.1 PERMITTED SIGN CLASS

The City of Toronto’s Sign By-law (694-4(A)) states that all signs are designated as belonging to one of the following sign classes: first party signs; or, third party signs. The Subject Site is located in the E-Employment District, as shown in **Figure 5**, which permits the installation of the proposed third-party sign class (694-25C).

Based on the Subject Site’s location, the proposed sign satisfies provision 694-30A(1) of the City’s Sign By-law as it belongs to a sign class (i.e. third party sign class) that is permitted in the sign district where the Subject Site is located.

2.2 PERMITTED SIGN TYPE

The City of Toronto’s Sign By-law (694-4(B)) provides an extensive list of the various sign types that signs can be designated as including, electronic ground signs (694-4(B)(10)).

As discussed, the Subject Site is located in the E-Employment District, as shown in **Figure 5**, which permits the installation of the proposed electronic ground sign (694-25C(2)). The proposed electronic ground sign in which displays electronic static copy only is further permitted in the E-Employment District (694-25C(2)(i)).

Based on the Subject Site’s location, the proposed sign satisfies provision 694-30A(2) of the City’s Sign By-law as it belongs to a sign type (i.e. electronic ground sign) that is permitted in the sign district where the Subject Site is located.

2.3 COMPATIBILITY

The Subject Site is currently occupied by a single-storey automobile garage. The surrounding area is mainly comprised of buildings utilized for commercial, retail and light industrial uses.

The proposed sign will be located on the Subject Site directly adjacent to a large retail Smart Centre plaza which was constructed 2019 and has a frontage of 700 metres (2,297 feet), as shown in **Figure 8**. The approved Official Plan Amendment and Zoning By-law Amendment application (File No. 06 199631 WET 11 OZ) and Site Plan application (16 139345 WET 11 SA) were reviewed for this large commercial property across the street. Based on the review, there are no current or future plans for the construction of residential dwellings. The surrounding area to the south of the Subject Site is commercial in nature, making the proposed third party electronic ground sign compatible with those existing uses.



Figure 8: View of adjacent newly built large retail plaza (Google Maps, 2019)

Immediate uses to the east of the Subject Site include a dry cleaner, a pharmacy and an auto parts garage. The proposed sign is compatible with these existing buildings.

Further east of the Subject Site are three residential single-detached units that are approximately 75 metres (246 feet) away, as shown in **Figure 9**. These dwelling units are zoned under By-law 1169-2011 as Main Street Commercial/Residential zone and Section 16(440) (MCR S16(440)). They are also located in R-Residential sign district as per the City's Sign By-law shown in **Figure 5**.



Figure 9: View looking east of the Subject Site (Google Maps, 2019)

The 3-storey dwelling unit to the east of the Subject Site at 2556 St. Clair Avenue West has windows which face towards the proposed sign which results in minor light exposure to the third floor (attic) of the dwelling unit. This exposure is highlighted in **Figure 10**. It should be noted that these residential dwelling units to the east are surrounded by vegetation buffers (i.e. large trees) and an auto mechanic shop that help inhibit light emitted from the proposed sign from entering windows. The proposed sign is compatible with these existing residential uses as it is complimentary to the existing commercial and light industrial character, and can coexist with the residential buildings without causing any adverse impacts, as further described in **Section 2.5**.



Figure 10: Visual Impact Assessment

In addition, approximately 125 metres (410 feet) east of the proposed sign there is an OS-Open Space sign district per the City's Sign By-law shown in **Figure 5** on properties municipally known as 2546 and 2544 St. Clair Avenue West. These properties are also zoned under By-law 1169-2011 as MCR S16(440). These properties have been vacant for the past decade and have not been utilized as actual park space or an environmental sensitive land use, as shown in **Figure 11**.



Figure 11: View of properties within the OS Sign District (Google Maps, 2018)

Also, historically the properties have been used as a storage yard by the neighboring business as shown in **Figure 12**. As such, the proposed sign is compatible with the existing uses on these properties.



Figure 12: View of OS Sign District from 2007 and 2011 (Google Maps)

To the immediate west of the Subject Site is an UPS store, an auto parts store, a pizzeria, and a plumbing store. The current land owner of the Subject Site owns the property directly next door to the west, municipally known as 2574 St. Clair Avenue West, and has indicated that he has no long-term plans to redevelop the property. Further west of the Subject Site is a gasoline station and residential dwelling units, as shown in **Figure 13**. These dwelling units are located approximately 120 metres (394 feet) from the proposed sign.



Figure 13: View looking west of the Subject Site (Google Maps, 2019)

It should be noted there is no light exposure to the residential dwelling units to the west of the proposed sign due to the further proximity and gas bar canopy that inhibit light trespass, as shown in **Figure 10**. As such, the proposed sign is compatible with the buildings and uses to the west as it is complimentary to the existing commercial and light industrial character, and can coexist with the residential buildings without causing any adverse impacts.

To the north of the Subject Site is a residential neighbourhood comprised of 1-2 storey single-detached dwellings. These dwellings are zoned Residential in the City of Toronto Zoning By-law 569-2013. They are also located in R-Residential sign district as per the City's Sign By-law shown in **Figure 5**. Between this neighbourhood and the Subject Site there is a fence and a dense tree line that would act to reduce light trespass from the proposed sign, as shown in **Figure 10** and **Figure 14**. In addition, the proposed sign will be in a V-shape formation, facing towards St. Clair Avenue West, which will angle the light away from the residential neighbourhood to the north. Light shielding technology is also proposed to be placed around the perimeter of the sign faces to prevent light from spilling backward to the north.



Figure 14: View looking towards the North Side of the Subject Site (Google Maps, 2019)

It should also be noted that third party signage has been present and operational in the local area for many years. There is existing non-electronic signage approximately 280 metres (918 feet) west of the Subject Site at 2612 St. Clair Avenue West and at 2595 St. Clair Avenue West, as shown in **Figure 15**. This further demonstrates that the proposed third party sign is compatible with the existing uses of the surrounding area.



Figure 15: View of third party signage operating at 2612 St. Clair Avenue West (North Side) (Left Image) and 2595 St. Clair Avenue West (South Side) (Right Image) (Google Maps, 2019)

Additionally, the Subject Site is not located within a Toronto and Region Conservation Authority (TRCA) regulation limit or within a heritage district. As such, the installation of the proposed third party electronic ground sign at the Subject Site is compatible with the surrounding area and would not adversely affect the surrounding properties.

The proposed sign is also compatible with the development and structure standards set out in the City's applicable Zoning By-law 1169 - 2011 for any new development in the MCR S16(440) Zone. Section 2(8)(a) of the By-law states that "any building or structure must be set back:

- a) a maximum of 3 metres from the front lot line;
- b) a minimum of 75% of the main wall of the building facing a front lot line must be located at or between the front lot line and the maximum setback;
- c) a minimum of 7.5 metres from the rear lot line; and
- d) a minimum of 1.5 metres from the rear lot line if the rear lot line abuts a lane;"

The proposed sign complies with these zoning regulations and as such would be compatible with any new development in the surrounding area.

In summary, based on the Subject Site's location, the proposed sign satisfies provision 694-30A(3) of the City's Sign By-law as it is compatible with the development of the premises and surrounding area. The surrounding area is mainly comprised of commercial and light industrial uses, making the proposed sign complimentary and compatible with the character of the area. Proposed measures, such as placing the sign in a V-shape formation and using light shielding technology, will minimize impacts to the residential properties and neighbourhood. Third party signage, such as the one proposed, is also present and operational in the surrounding area for many years. In addition, the proposed sign would be compatible with new development that may occur in the future as it complies with the City's applicable zoning by-law for the area.

2.4 CITY OF TORONTO OFFICIAL PLAN (2019 CONSOLIDATION)

The Subject Site and surrounding area to the east, south and west are designated as *Mixed-Use Areas* on Map 14 – Land Use Designations of the City of Toronto Official Plan, as shown in **Figure 16**.



Figure 16: Excerpt from Map 14: Land Use Plan (City of Toronto Official Plan, 2019)

Mixed-Use Areas are comprised of a broad range of commercial, residential and institutional uses in single use or mixed-use buildings (Policy 4.5.1). The objective of this designation is to combine a broad range of uses into order for residents to be able to live, work and shop in the same area. The proposed sign is complimentary to this adjacent designation as it supports the commercial uses that are permitted within the designation.

Other objectives of Mixed-Use Areas include providing an attractive, comfortable and safe pedestrian environment (Policy 4.5.2(f)) and providing good site access and circulation (Policy 4.5.2(g)). The proposed sign is located within the property boundaries of the Subject Site and therefore will not interfere with the pedestrian environment of St. Clair Avenue West, allowing pedestrians to feel comfortable and safe. The third-party advertisements published on the proposed sign will also abide by the Canadian Code of Advertising Standards. This helps further ensure that all messaging is appropriate and that the general public is not exposed to any offensive, explicit, or indecent forms of advertising. The proposed sign does not interfere with the Subject Site's access and circulation, it is not located within the visibility zone in which vehicles enter and exist the Subject Site, as shown in **Figure 6**.

It should also be noted that St. Clair Avenue West is also designated an Avenue on Map 2 – Urban Structure of the City of Toronto Official Plan, as shown in **Figure 17**. Avenues are considered important corridors along major streets where re-urbanization is anticipated and encouraged to create new housing and job opportunities while improving the pedestrian environment, the look of the street, shopping opportunities and transit service for community residents (Policy 2.2.3). Avenues are expected to be transformed incrementally through the completion of local Avenue Studies that will contain a vision and implementation plan to show how the Avenue will change.

The proposed sign will not interfere with the pedestrian environment of St. Clair Avenue West and therefore would not contradict the City's objectives for Avenues. It is located in a position that does not impact the comfort or safety of pedestrians, and the third-party advertisements will abide by the Canadian Code of Advertising Standards, ensuring pedestrians are not exposed to any inappropriate forms of advertising.



Figure 17: Excerpt from Map 2: Urban Structure (City of Toronto Official Plan, 2019)

The surrounding area to the north of the Subject Site is designated as a *Neighbourhood* in the Official Plan, as shown in **Figure 16**. Neighbourhoods are considered physically stable areas comprised of lower-density residential uses as well as small-scale retail, services and office uses (Policy 4.1.1).

New buildings in Mixed-Use Areas should be located and massed as to provide a transition between areas of different development intensity and scale, through means such as providing appropriate setbacks and/or stepping down heights, particularly towards lower scale Neighbourhoods (Policy 4.5.2(c)). It should be noted that Policy 4.5.2(c) applies to new buildings and the proposed sign is not considered a building however, it is still consistent with the policy.

The proposed sign is located and massed appropriately in order to provide a transition between its designation as a Mixed-Use Area and the area to the north's designation as a Neighbourhood. The proposed sign does not exceed the maximum permitted height allowed in the Sign By-law and complies with the zoning regulations set out in the City's applicable Zoning By-law 1169 – 2011. An existing fence and dense tree line, and proposed measures such as, a V-shape formation and light shielding technology, would also reduce any impacts from the proposed sign and help provide an appropriate transition to the residential neighbourhood to the north of the Subject Site.

2.4.1 OPA 144 – ST. CLAIR AVENUE WEST STUDY

On September 22, 2011, the City of Toronto enacted Official Plan Amendment (OPA) 144 to implement the St. Clair Avenue West Avenue Study for the segment west of Keele Street/Weston Road to Scarlett Road, which includes the Subject Site. The Study was appealed to the Ontario Municipal Board (OMB). An OMB decision dated August 16, 2016 ordered that OPA 144 come into effect for all lands to the west of Runnymede Road, which includes the Subject Site. The remaining lands east of Runnymede Road to Weston Road/Keele Street remain under appeal, as shown in **Figure 18**.

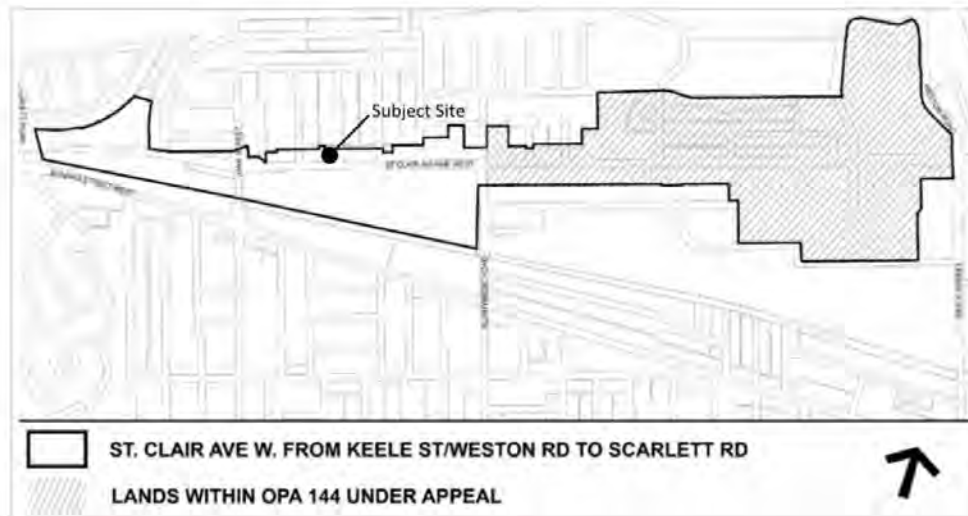


Figure 18: Map of Area Subject to OPA 144 (City of Toronto, 2017)

The Avenue policies of OPA 144 (By-law 1169-2011) are in force for the lands west of Runnymede Road. The Avenue policies re-designated the Subject Site from *Neighbourhoods* to *Mixed Use Area*, and the area south of the Subject Site from *Employment Area* to *Mixed Use Area*, as reflected in Figure 16. As discussed in Section 2.4, the proposed sign is complementary to the commercial uses that are permitted within its Mixed-Use Area designation.

In summary, the proposed sign supports the Official Plan objectives for the Subject Site and surrounding area and therefore satisfies provision 694-30A (4) of the City's Sign By-law. The proposed sign is consistent with the physical character of nearby properties and is complimentary to its designation as it supports commercial uses that are permitted within the Subject Site and surrounding area. Also, it will not interfere with the pedestrian environment and therefore does not contradict the City's objectives for Mixed-Use Areas and St. Clair Avenue West as a designated Avenue.

2.5 IMPACT TO ADJACENT PROPERTIES

Based on the visual impact assessment shown in Figure 10 and below in Figure 19, there is a partial visual impact to a 3-storey residential dwelling unit to the east of the Subject Site at 2556 St. Clair Avenue West. This dwelling unit has a window on its 3rd storey attic that faces the proposed sign and therefore will result in light exposure, as further verified through a 3D view analysis shown in Figure 20.

The residential zone to the west of the site is shielded by a 2-storey building at 2588 St. Clair Avenue West and the gas station canopy located at the corner of Mariposa Ave.



Figure 19: Street Elevation



Figure 20: 3D Demonstration views looking west from 2556 St. Clair Avenue West (3rd floor attic)

As discussed in **Section 2.3**, the residential unit at 2556 St. Clair Avenue West is surrounded by vegetation buffers that will mitigate light trespass from the proposed sign. Other measures such as, reducing the height of the sign can help mitigate the light impact as well. A fence, dense tree line and measures such as, a proposed V-shape formation and light shielding technology, also minimize impacts from the proposed sign on the residential neighbourhood to the north of the Subject Site. All other properties sited to the east and west of 2556 and 2588 St. Clair Avenue West are shielded by the existing taller buildings.

The proposed sign is located within the property boundaries of the Subject Site and therefore will not affect the traffic or pedestrian safety of adjacent sites.

The proposed sign will not emit any sound or odours or discharge any gas, liquid or solid and therefore will not adversely affect adjacent premises. It will also not obstruct or interfere with the use of any fire escapes or any electrical or telephone wires.

In summary, the proposed sign does not adversely affect adjacent premises and therefore satisfies provision 694-30A (5) of the City's Sign By-law.

2.6 PUBLIC SAFETY IMPACTS

The proposed sign does not adversely affect public safety, including traffic and pedestrian safety.

The proposed sign is not located within 30 metres of an intersection of a major street with any other street as required by the City's Sign By-law (694-252) (c). The closest intersection is over 150 metres away from the proposed

sign. It also is not located within any of the site-specific areas third party signs are prohibited in, listed within provision 694-24.

The proposed sign does not interfere or obstruct the visibility of vehicular traffic to and from the Subject Site. It is not located within the visibility zone in which vehicles enter and exit the Subject Site, as shown in **Figure 6**.

It will also not interfere with pedestrian environment as it will be located within the Subject Site's property boundary, therefore not adversely affecting pedestrian safety, as shown in **Figure 21**.

The proposed sign and its overhead projection is located within the required maximum setback of 3 metres from the front lot line as regulated by By-law 1169-2011 and required by the City's Sign By-law (694-252) (d).

OUTFRONT Media Inc. abides by The Canadian Code of Advertising Standards (<https://adstandards.ca/code/the-code-online/>). This helps further ensure that all messaging is appropriate and that the general public is not exposed to any offensive, explicit, or indecent forms of advertising.

In summary, the proposed sign does not adversely affect public safety, including traffic and pedestrian safety and therefore satisfies provision 694-30A(6) of the City's Sign By-law.



Figure 21: Demonstration sketch of proposed sign. View along St. Clair Avenue West

2.7 TORONTO MUNICIPAL CODE CHAPTER 694-15B

The Toronto Municipal Code, Chapter 694-15B, Prohibited Signs, provides the following list of signs that are prohibited:

- (1) *A sign erected on a tree or a fence;*
- (2) *A roof sign, except a first party roof sign included in a Signage Master Plan consisting solely of first party signs, or a roof sign located in the Dundas Square Special Sign District;*
- (3) *A sign erected on a parked vehicle or trailer where the primary purpose of the vehicle or trailer is the display of the sign;*
- (4) *A sign erected on a vehicular, railway or pedestrian bridge;*
- (5) *A sign which obstructs or interferes in any way with the use of any fire escape, fire exit, door, flue, air intake, exhaust, or required parking space or window, but shall not include a window sign permitted by this chapter;*
- (6) *A sign which interferes with any electrical or telephone wires or associated supports;*
- (7) *A sign emitting sound or odour;*
- (8) *A sign discharging any gas, liquid, or solid;*
- (9) *A sign containing interactive copy;*
- (10) *Note Subsection (10) was deleted on July 15, 2016 by By-law 767-2016*
- (11) *An electronic roof sign, except a first party electronic roof sign included in a Signage Master Plan consisting solely of first party signs, or an electronic roof sign located in the Dundas Square Special Sign District*

The proposed sign does not meet the criteria for any prohibited signs as per provision 694-15B. It is not proposed to be erected on a tree, fence, park vehicle/trailer, or any bridge. The proposed sign does not obstruct or interfere in any way the use of any fire escapes. It also does not interfere with any electrical or telephone wire. The proposed sign does not emit any sounds or odours, and will not discharge any gas, liquid or solid. It also does not contain interactive copy and will not consist of solely first party signs.

Based on the proposed sign design it satisfies provision 694-30A(7) of the City's Sign By-law as it is not a sign prohibited by provision 649-15B.

2.8 SURROUNDING AREA CHARACTER

The proposed sign does not alter the character of the Subject Site or surrounding area. As discussed in **Section 2.3** the surrounding area is comprised of a mix of uses, including commercial, light industrial, and residential. Within these multiple uses there are a variety of structures present, and there are different development approaches and styles. St. Clair Avenue West is also acknowledged by the Official Plan as an area expected to be transformed based on its Avenue Study which designates the Subject Site and surrounding area as a Mixed-Use Area, as shown in **Figure 16**. As such, the character of the Subject Site and surrounding area is currently evolving however is grounded in the Official Plan's vision of the area being comprised of mixed uses.

The evolving character still permits and encourages commercial uses, as highlighted in the newly constructed, adjacent Smart Centre retail plaza. The proposed sign is a part of this commercial component of the area's character and therefore does not alter the character of the Subject Site or surrounding area. The proposed sign is complimentary to the existing buildings and uses in the surrounding area by providing potential marketing for these local businesses.

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As demonstrated in **Figure 22**, within the 250m radius of the proposed sign, the residential frontages account for 17% while all other frontages account for 73% (21% Commercial, 59% Employment, 3% Open Space). This further illustrates the composition of the surrounding area's land uses, with the majority being commercial and light industrial. The proposed sign is complimentary to these uses and supports them by providing potential marketing for these local businesses.

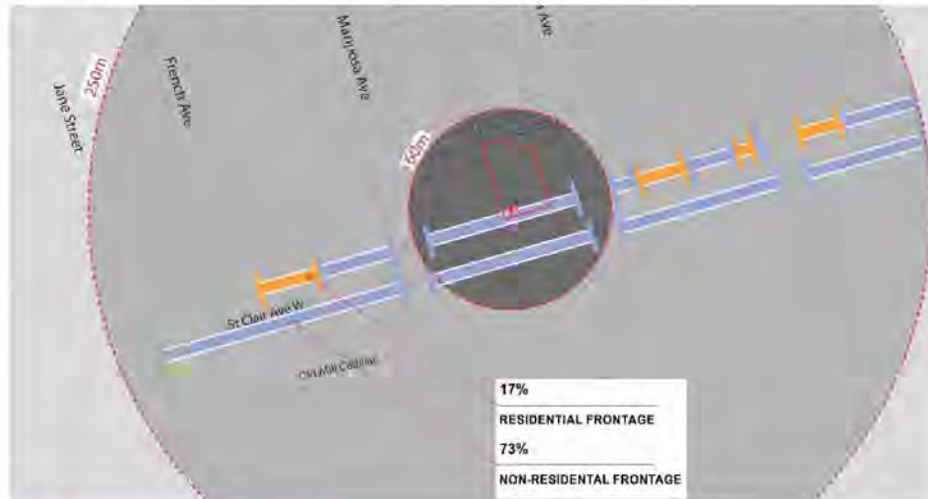


Figure 22: Frontage Typology Distribution

As discussed in **Section 2.3**, third party signage has been present and operational in the local area for many years. There is existing non-electronic signage approximately 280 metres (918 feet) west of the Subject Site which further demonstrates that the proposed sign does not alter the character of the surrounding area. It should be noted these existing signs are not visible to the Subject Site or visible within a 100 metre (328 feet) radius therefore the proposed sign will not saturate the surrounding area.

The City of Toronto Development Applications online mapping was reviewed on December 19, 2019 and only two development applications are currently under review within the surrounding area. The first development application is a Site Plan application (File No. 19242750 WET 05 SA) that proposes a 2-storey addition to the existing George Syme Community School. A visual impact assessment was completed which included this proposed addition and concluded the proposed sign would have no adverse impacts to the school. This development proposal would also not alter the character of the surrounding area in the future and therefore the proposed sign would still be complimentary and compatible with the character. The second development application is a Site Plan application (File No. 19 253732 WET 05 SA) to legalize an existing 1-storey structure into a Place of Worship. Similarly, this development proposal would not alter the character of the surrounding area and therefore the proposed sign would still be complimentary and compatible with the character.

There are no other development applications along St. Clair Avenue West. This illustrates that the area is slowly changing and subsequently the existing character of the surrounding area is not expected to change in the near future. As such, the proposed sign is complimentary to the existing uses and supports the commercial component of the area's character.

In summary, the installation of the proposed sign will not alter the character of the premises or surrounding area and therefore satisfies provision 694-30A (8) of the City's Sign By-law.

2.9 PUBLIC INTEREST

The installation of the proposed sign will not be contrary to the public interest. The proposed sign is compatible with the development of the Subject Site and surrounding area. The proposed sign supports the commercial character of the surrounding area that is currently evolving and encouraged within the City's Official Plan. The surrounding area has a variety of structures present and is comprised of different development approaches which support the mixed-use character that is being encouraged. The proposed sign contributes to this character.

The proposed sign will have minimal visual impact to the surrounding area. Mitigation measures, such as reducing the height of the sign, and using light shielding technology will help reduce the impacts of light exposure on surrounding residential dwelling units. The proposed sign will not adversely affect public safety, including traffic and pedestrian safety.

The proposed advertising sign will contribute to the local economy by providing marketing for local business in the community and therefore support them. It will have minimal negative impacts to the built environment as it will not emit any sounds, odours, or discharge solids, liquids or gases. The proposed sign will also have no negative impacts to the natural environment as it is not proposed on any environmentally sensitive land and is not within the TRCA regulated area. The electricity required to operate the proposed sign will also be provided by Bull Frog Power, a renewable energy provider.

The proposed sign will not have any negative social impacts. The Subject Site is not designated or listed as a heritage property and the surrounding area is also not within a heritage district.

The third-party advertisements published on the proposed sign will abide by the Canadian Code of Advertising Standards (<https://adstandards.ca/code/the-code-online/>). This will help further ensure that all messaging is appropriate and that the general public is not exposed to any offensive, explicit, or indecent forms of advertising.

In 2019, OUTFRONT Media Inc. provided charitable organizations over 2 billion ad impressions worth over \$20,000,000. They have worked with organizations like Fred Victor Homeless shelter, Rick Hansen Foundation, Diabetes Canada, and many more to help spread their messaging and to drive traffic through to their websites and fundraising pages. As such, the proposed sign can have positive social impacts.

In summary, the installation of the proposed sign is not contrary to the public interest and therefore satisfies provision 694-30A (9) of the City's Sign By-law.

3.0 RECOMMENDATIONS AND CONCLUSIONS

3.1 VARIANCE JUSTIFICATION

As discussed in **Section 1.1.1** there are several variances required to the City's Sign By-law. **Section 2.0** outlined how the proposed sign satisfies the criteria required in order to permit a variance to the By-law. The following will justify how the proposed variances are appropriate.

3.1.1 LOCATION IN AN R-SIGN DISTRICT

The proposed sign is located within 60 metres of the R-sign district to the north of the Subject Site, as shown in **Figure 7**, which is not permitted and therefore a variance will be required. As discussed in **Section 2.3**, there is a vegetation buffer of a dense tree line and fence that would reduce light trespass from the proposed sign. In addition, the proposed sign will be in a V-shape formation, facing towards St. Clair Avenue West, which will angle the light away from the residential neighbourhood to the north. Light shielding technology is also proposed to be placed around the perimeter of the sign faces to prevent light from spilling backward to the north. As such, the variance required to permit the sign within 60 metres of the R-sign district to the north is appropriate as there will be no to little visual impacts to the neighbourhood.

3.1.2 DIRECTION OF SIGN

The proposed sign is located within 250 metres of R, CR and OS sign districts to the east and west and would be facing those sign districts, as shown in **Figure 7**. This is not permitted and therefore a variance will be required. Based on the visual impact assessment the proposed sign will only result in partial visual impact to a 3-storey residential dwelling unit to the east of the Subject Site at 2556 St. Clair Avenue West located in the R-Sign District. This dwelling unit has a window on its 3rd-storey attic that faces the proposed sign and therefore will result in light exposure, as further verified through a 3D view analysis shown in **Figure 19**. However, as discussed earlier, this property is surrounded by vegetation buffers that will mitigate light trespass from the proposed sign. Other measures including reducing the height of the sign will help mitigate the light impact as well.

The proposed sign faces an OS-Sign District to the east of the Subject Site. The properties located in this district have been vacant for the past decade and have not been utilized as actual park space or an environmental sensitive land use. Historically, they have also been used as a storage yard by the neighbouring business.

The proposed sign faces a CR-Sign District to the west of the Subject Site. This CR-Sign District contains a 2-storey mixed-use building with residential units on the second floor (2588 St. Clair Avenue West), however based on the visual impact assessment the height of the proposed sign will not result in any light exposure to these units. The residential district further west is shielded by the 2-storey building at 2588 St. Clair Avenue West and the gas station canopy located at the corner of Mariposa Ave.

Although the proposed sign faces R, CR and OS sign districts to the east and west of the Subject Site, there is only a partial visual impact to a 3rd storey attic east of the Subject Site. Measures have been implemented to reduce any adverse impacts on this surrounding area and therefore the variance required is appropriate.

3.1.3 DESIGN OF SIGN

The proposed sign contains two sign faces in a V-shape orientation which is not permitted and therefore a variance will be required. This V-shape orientation is necessary to reduce light exposure to the residential neighbourhood to the north. This design provides further light shield adjustment to the surrounding area, as such the variance required to permit this design is appropriate.

3.2 PROPOSED MITIGATION MEASURES

The proposed sign has been designed with two back to back sign faces in a V-shape orientation at 20-degrees angle. Originally, the signs were proposed to be oriented at a 12-degree angle but through further analysis and consultation, as highlighted in this report, the angle between the two panels has been increased to 20-degrees. The intent was to further reduce the exposure over sensitive land uses such as residential and open spaces situated within the 250m zone of influence.

Similarly, the structural design package has also been revised to reflect this neighbourhood sensitivity. This resulted in a very clear mitigation measure through which there is a significant reduction in the visual cone over the residential neighbourhoods to the north. The re-siting of the main visual axes on the two panels also results in a reduced direct exposure over the residential neighbourhoods to the east and west. Furthermore, the overall height of the proposed sign has been reduced from 10m to 8m to further minimize the impacts on the residential properties situated within the 60m radius.

3.3 CONCLUSION

This Justification Report demonstrates that the proposed sign has been carefully positioned, oriented and adjusted to significantly soften its effect on the surrounding neighbourhood, and illustrates a high-quality design by:

- Maintaining and positively contributing to the character of the surrounding area;
- Establishing multimedia panels as streetscape elements; and
- Supporting businesses and promoting economic growth through its display messaging.

This report presents an overview of tools and options for a sign installation that accounts for functionality and design in a cohesive manner through the detailed design process.

APPENDIX

A DEMONSTRATION DIAGRAMS



CONTEXT PLAN 01 - AERIAL



CONTEXT PLAN 02 - SIGN BY-LAW DISTRICTS



CONTEXT PLAN 03 - FRONTAGES



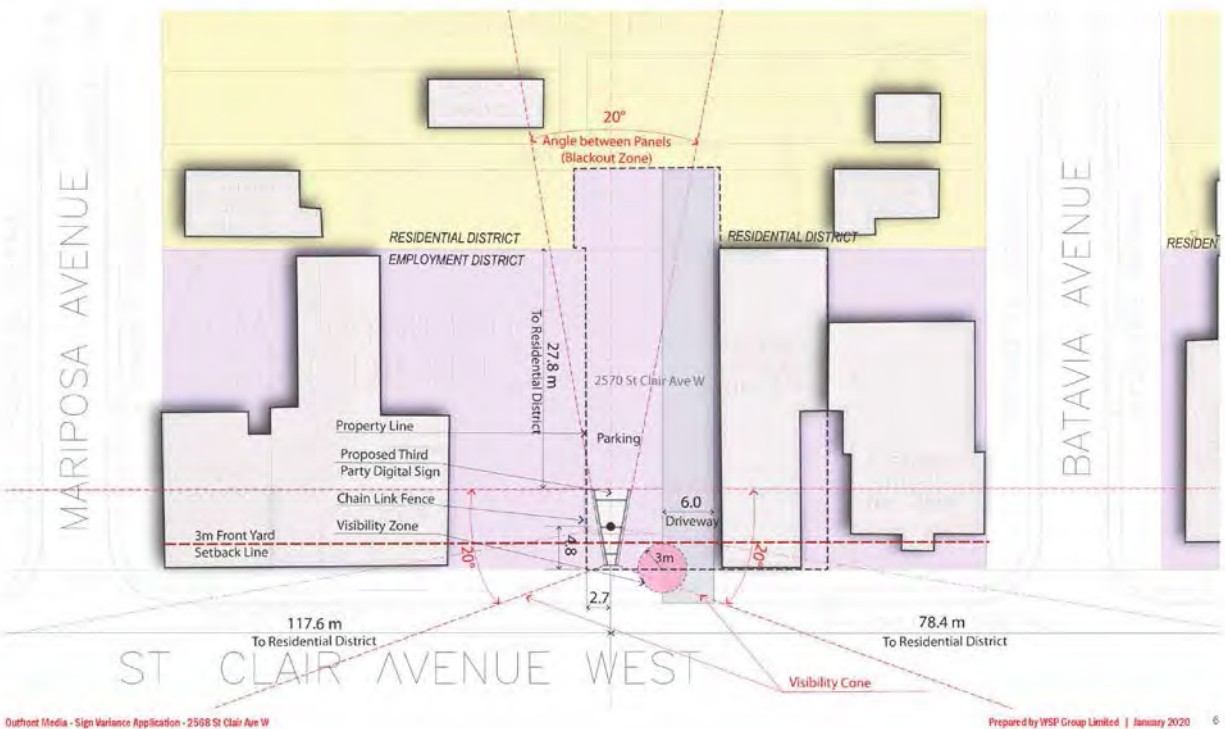
CONTEXT PLAN 04 - GENERAL OVERVIEW



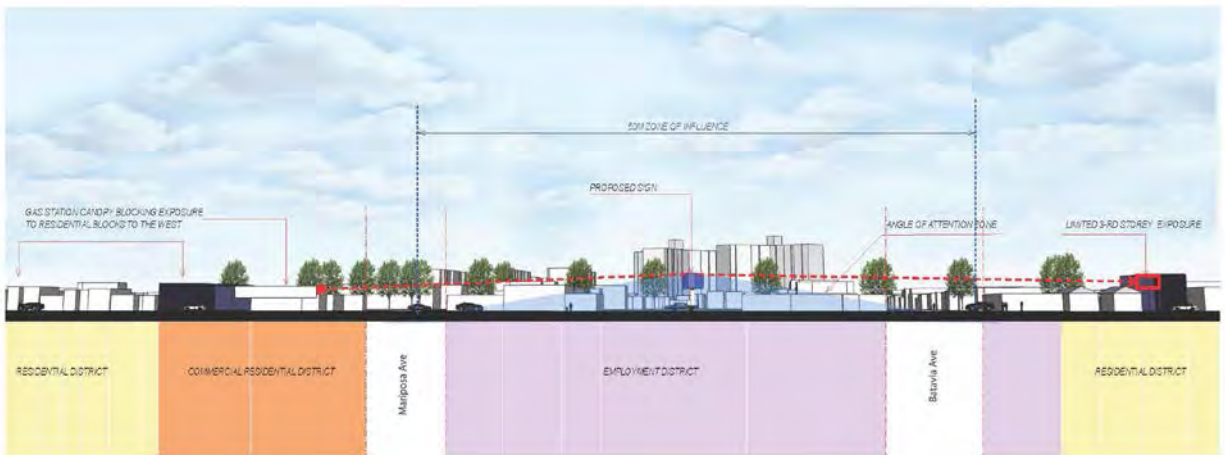
CONTEXT PLAN 05 - VISUAL IMPACT ASSESSMENT



STUDY AREA - DETAILED PLAN VIEW



STUDY AREA - STREET ELEVATION



Outfront Media - Sign Variance Application - 2568 St Clair Ave W

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KEY PLAN - VIEWS



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Prepared by WSP Group Limited | January 2020 8

PANORAMIC STREET VIEW AND SIGN LOCATION (01)



1. STREET ELEVATION VIEW ALONG ST. CLAIR STREET WEST

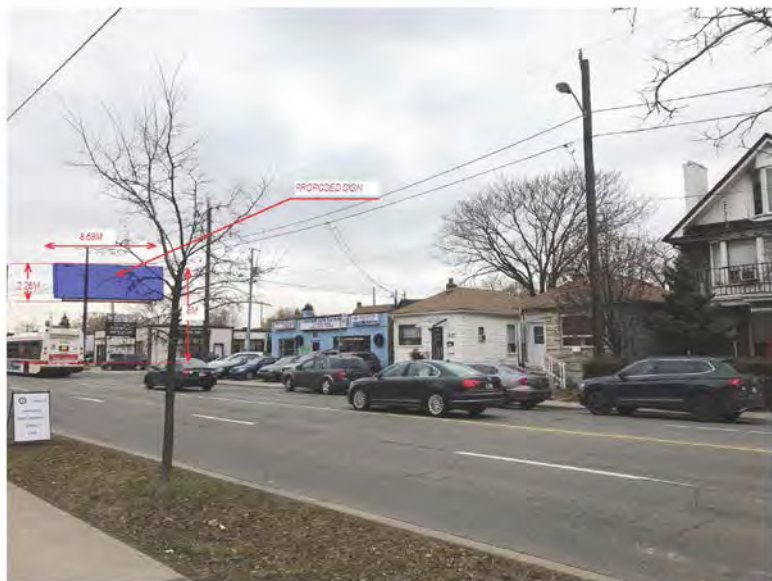
Outfront Media - Sign Variance Application - 2568 St. Clair Ave W

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STREET VIEWS (02, 03)



3. VIEW ALONG SOUTH SIDE OF ST. CLAIR AVENUE LOOKING WEST



2. VIEW ACROSS ST. CLAIR AVENUE LOOKING WEST

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ADDITIONAL 3D MASSING VIEWS (04-07)



4. LOOKING EAST FROM 2ND STOREY OF 1298 ST. CLAIR AVE.



5. LOOKING WEST FROM 2ND STOREY AT 1298 ST. CLAIR AVE.



6. LOOKING SOUTH ACROSS THE LANEWAY.



7. VIEW ACROSS THE SCHOOL PLAYGROUND.

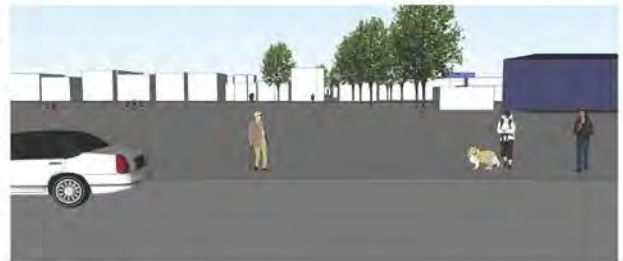
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3D MASSING VIEWS



8. LOOKING WEST FROM BATHURST AVE.



9. VIEW FROM FRENCH STREET



10. LOOKING WEST ALONG ST. CLAIR AVE FROM VEHICLE



11. LOOKING EAST ALONG ST. CLAIR AVE FROM VEHICLE

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Attachment 3 - Applicant's Amendment to their Submission Package



June 8th, 2021

Mr. Ted Van Vliet
City Of Toronto Sign Bylaw Unit
Toronto, ON M5H 2N2

Re: Third Party Advertising Sign Application, 2568 St. Clair Ave W, Toronto, ON

I am writing on behalf of Outfront Media, the proponent of the third party electronic sign application for 2568 St. Clair Ave W, Toronto, ON. This is to advise that we would like to make an amendment to our original application submitted in April 2021.

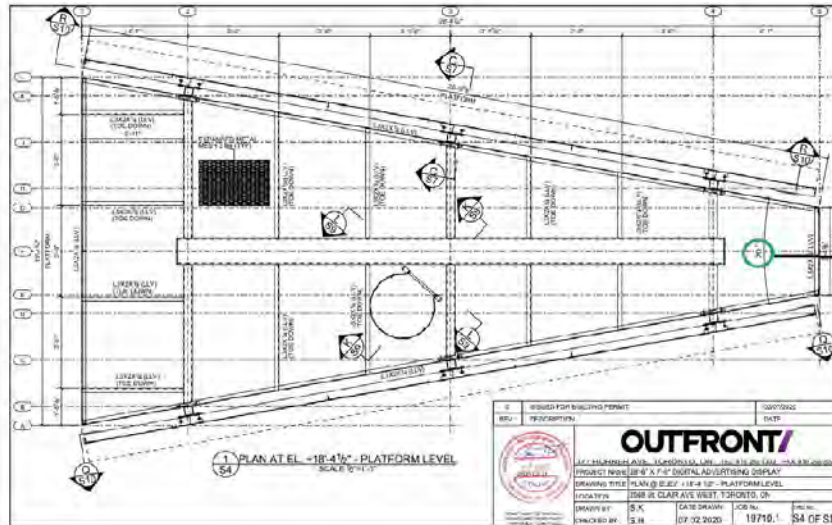
Based on feedback we had received at the Community Consultation Session, held for our application on May 17th, 2021, this is to advise that we will be modifying the original design of the sign structure proposed. Within our original permit application, we had indicated that the sign display faces, facing East and West along St. Clair Avenue W, would be arranged in a v-shape formation, at a 20 degree angle, so that the sign faces would not be visible from any of the properties situated North of 2568 St. Clair Avenue West. We will be increasing the angling of the display faces, from 20 degrees to 45 degrees, to help further ensure that the display faces are not visible and that there is no possibility of light trespass for any property located North of the subject site. We agree to make this a condition of receiving the third party sign permit sought.

This will be combined with other mitigative measures proposed, such as turning off the sign between the hours of 11:00pm to 7:00am and reducing the levels of illumination to not exceed 150 nits between sunset and sunrise – 50% less than the allowable limit regulated under the Toronto Sign By-Law. Collectively, this will ensure there are no adverse impacts to adjacent properties.

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



The 20 Degree Angling Between The Sign Display Faces Will Increase To 45 Degrees To Further Ensure There Is No Light Trespass For Any Property North Of 2568 St. Clair Avenue West (The Subject Site):



Angling To Be Modified
From 20 Degrees To 45
Degrees

Sincerely,

Justin

Justin Dempsey MBA CAPM
Director, Real Estate Development
Email: Justin.Dempsey@OUTFRONTmedia.ca
Phone: 416-521-6430
Fax: 416-255-2063

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