

Sign Variance Application

200 Evans Avenue (Etobicoke)



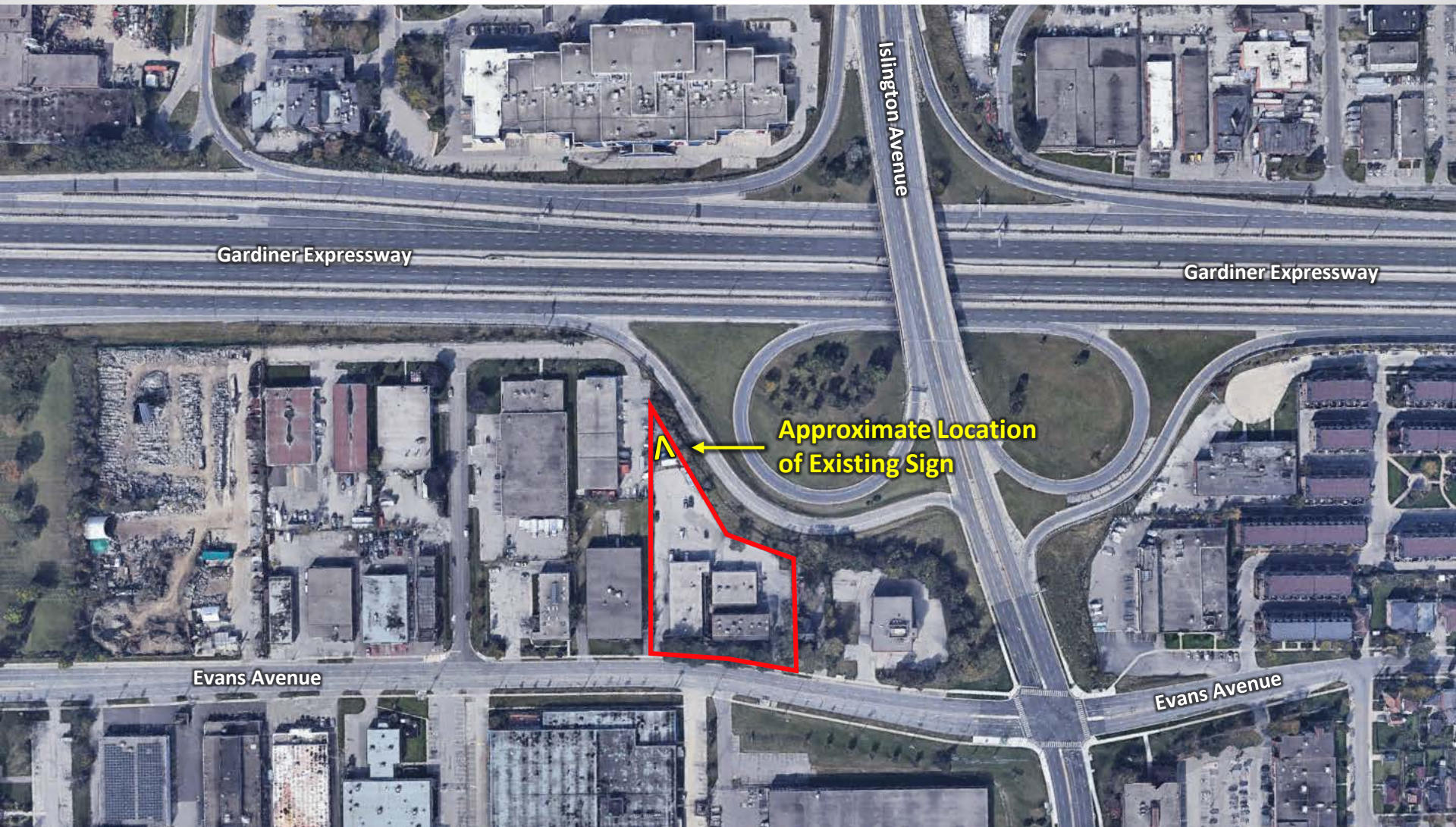
Details of the Application

Pattison Outdoor is seeking variance approval to permit one 10' x 20' electronic ground sign at 200 Evans Avenue. The sign would have two sign faces directed towards the Gardiner Expressway.

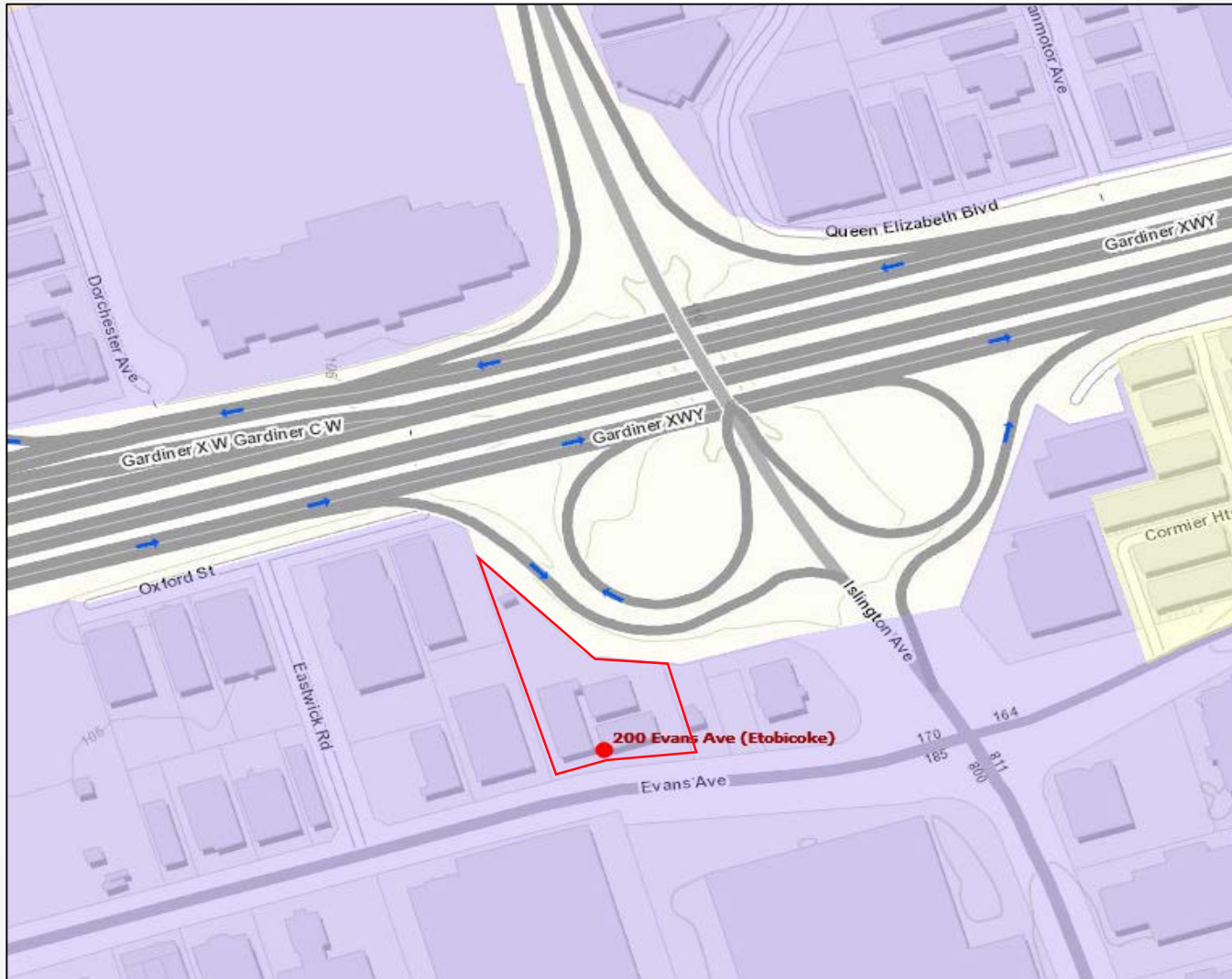
The property contains an existing ground sign with changeable (mechanical) copy, which has been in place since 2009. If the variances are granted, the Proposed Sign would replace this existing sign, in the same location on the property at the same size and height.

We believe there are multiple benefits to modernizing this existing sign, and that the Proposed Sign is suitable for the property, which is designated as an E Sign District and permits Third Party Electronic Ground Signs.

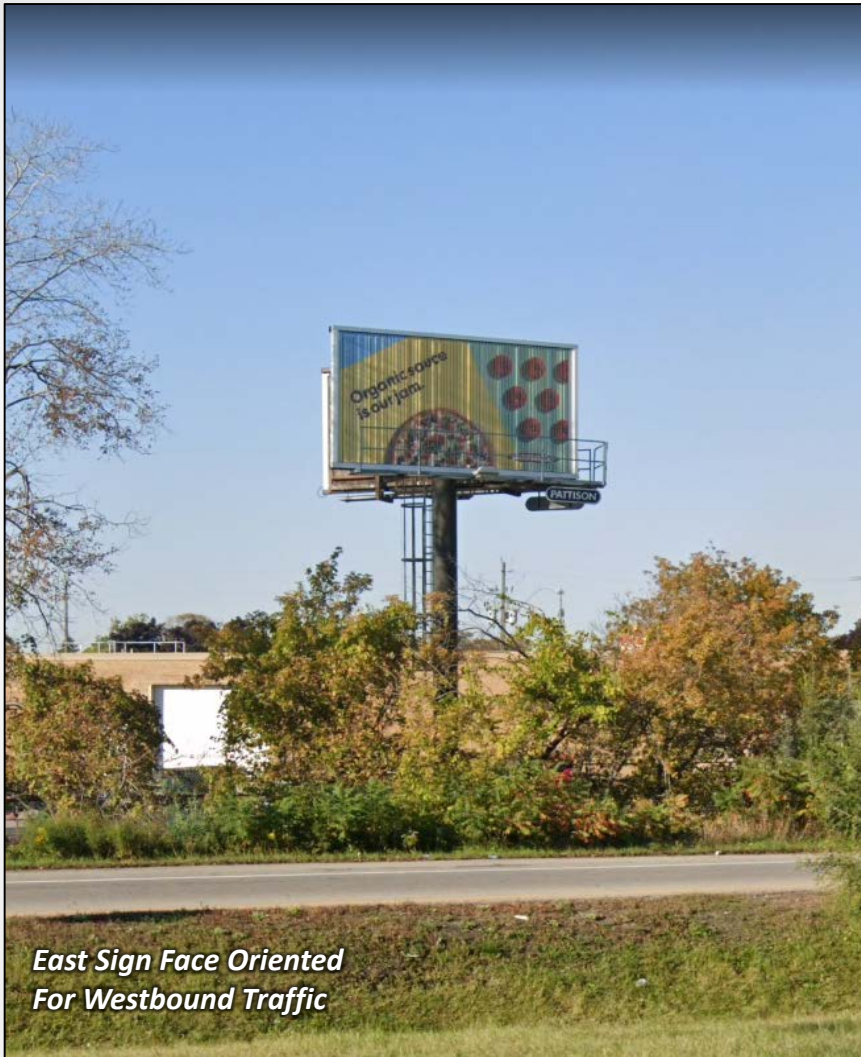
Subject Property – 200 Evans Avenue



Location of the Proposed Sign



The Existing Sign (mechanical copy)



*East Sign Face Oriented
For Westbound Traffic*



*West Sign Face Oriented
For Eastbound Traffic*

Close-up of Mechanical Copy

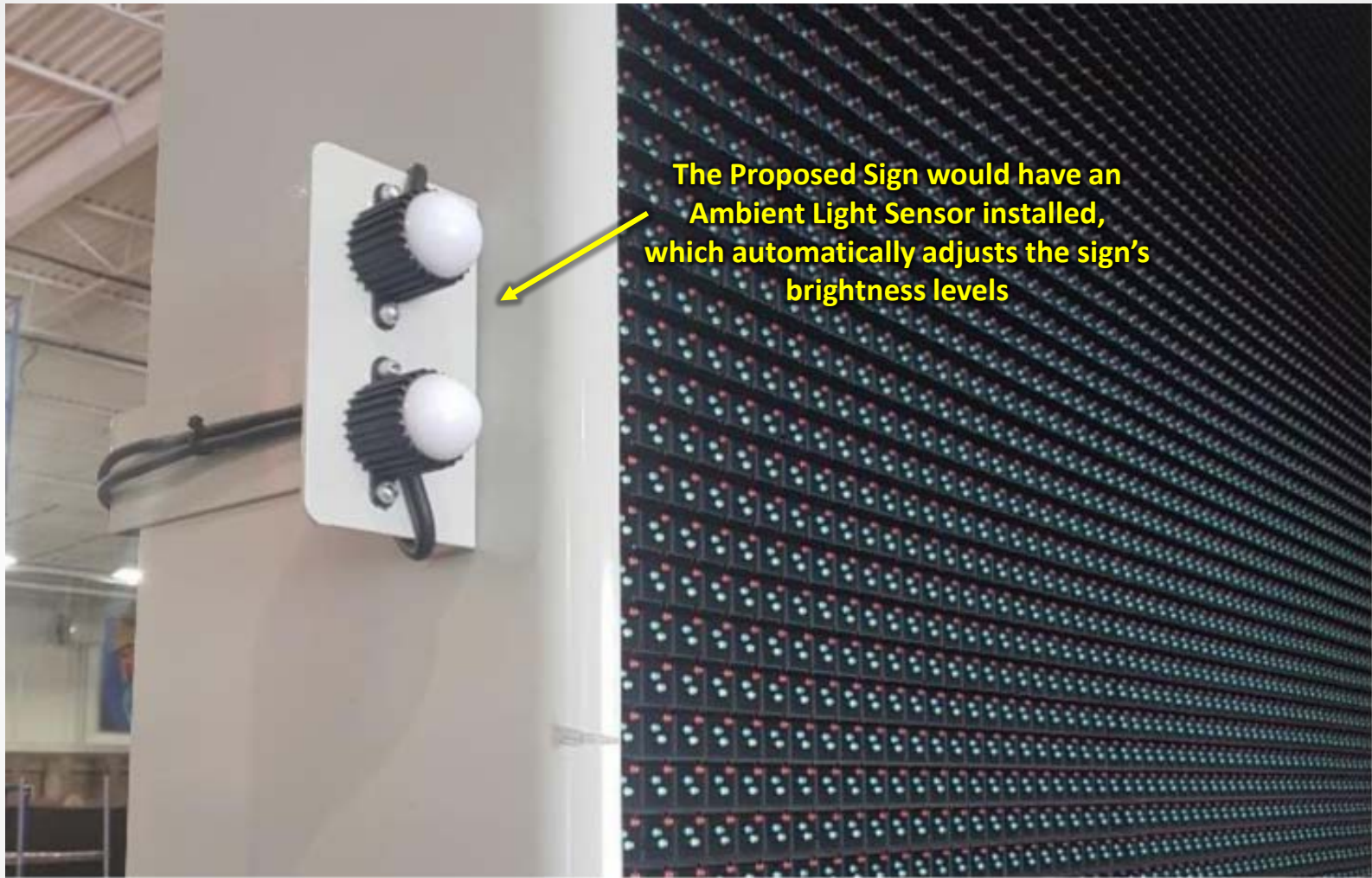


Rendering of the Proposed Sign



**Proposed Sign: No External Lighting or Catwalk
Clean, Modern Appearance
Display is reliable and can be
changed and serviced remotely**

Ambient Light Sensor upgrade



Traffic Safety Evaluation

True North Safety Group (TNS)

- A Site-Specific Safety Evaluations was completed by Alexandre Nolet of True North Safety Group.
- Following a comprehensive review, he concluded that ***“The proposed sign is expected to have minimal impact on motorists travelling on the Gardiner Expressway.”***
- ***“Given the minimal expected safety effects of the proposed changes to the existing sign, TNS supports the conversion of the existing sign to the electronic billboard sign.”***

A copy of the report prepared by TNS is included in our submission materials, and Mr. Nolet will also be presenting his findings to this Committee and answering any questions you may have.

Support from Local Ward Councillor

City of Toronto

Mark Grimes
Toronto City Councillor
Ward 3, Etobicoke-Lakeshore



Toronto City Hall
100 Queen Street West, Suite C48
Toronto, Ontario M5H 2N2

March 30, 2021
Sign Variance Committee
Etobicoke Civic Centre
Main floor
399 The West Mall
Toronto, ON M9C 2Y2

Re: Sign Variance Item SB10.2

Application for Four Variances, Three Subject to One Condition, and One Variance Subject to Two Conditions, Respecting One Third Party Electronic Ground Sign at 200 Evans Avenue

Dear Sign Variance Committee Members,

I am writing to express my support for the sign variance request from 200 Evans Avenue.

I have had an opportunity to review the material, and I am satisfied that the proposed modification to the existing signage will not be intrusive or detrimental to area residents or businesses.

An Employment Sign District may contain an electronic ground sign, provided that the height shall not exceed 10.0 meters. The Proposed Sign has a height of 12.5 meters which is approximately 20 percent more than the permitted height - I am of the opinion this is minor.

The four requested variances would be subject to conditions that all existing third party signs located at the property municipally known as 200 Evans Avenue be removed, and all associated permits revoked prior to the erection or display of the Proposed Sign.

Thank you for your consideration of this application. Should you have any questions please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read 'M. Grimes', is placed above the printed name.

Mark Grimes
Toronto City Councillor
Ward 3, Etobicoke-Lakeshore

Local Ward Councillor Mark Grimes reviewed the application materials and concluded, ***“the proposed modifications to the existing signage will not be intrusive or detrimental to area residents or businesses.”***

A copy of this recommendation letter prepared by Councillor Grimes has been submitted to this Committee for consideration.

Questions?

PATTISON

CLASSIC

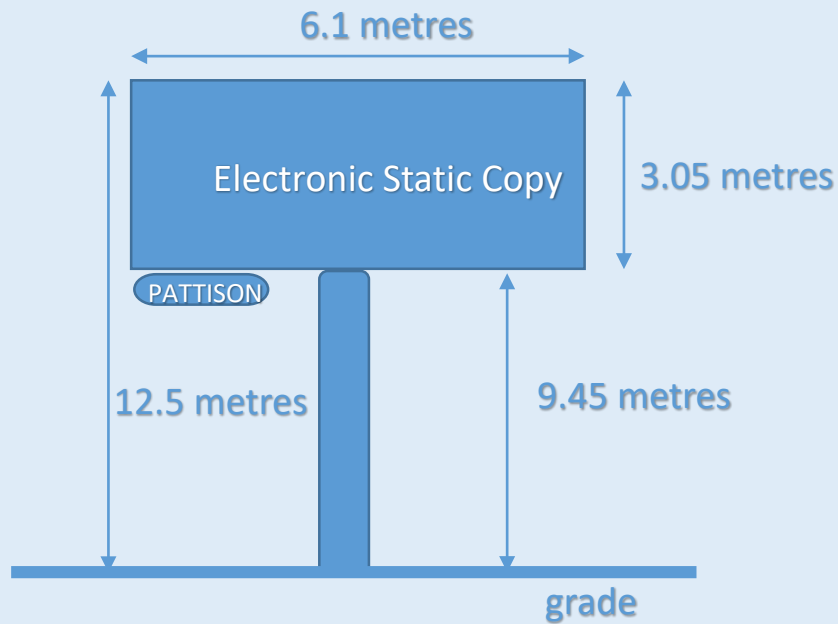
DIGITAL

TRANSIT

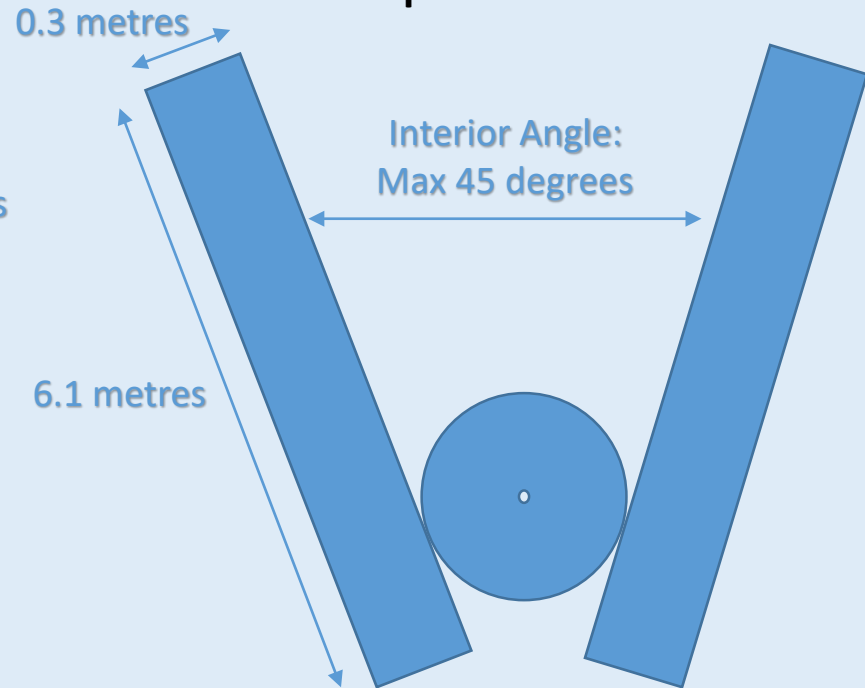
AIRPORT

Elevation Drawings of the Proposed Sign (200 Evans Ave.)

Front Elevation



Top Elevation



Compliance with the Sign By-law

The Proposed Sign is located in an E Sign District, which allows Electronic Third Party Ground Signs, and will comply with the following Sign By-law provisions:

- Maximum Size of 20 square metres (18.6 m² proposed)
- Setback to other Electronic Third Party Signs (none within 500 metres)
- Setback to other Static Third Party Signs (none within 150 metres)
- Setback to / Facing into R, RA, CR, I or OS Sign Districts (none within 60 / 250 metres)
- Setback to an intersection (none within 30 metres)
- Is not location in a Heritage Conservation District
- Will be powered by Renewable Energy
- Maximum Brightness automatically reduces after sunset
- Sign will turn off between 11 p.m. and 7 a.m.
- It will be the only ground sign on the premises
- It will only display electronic static copy
- It will not display any distracting visual effects (ie. blinking, flashing or motion)