THIRD PARTY ELECTRONIC SIGN APPLICATION

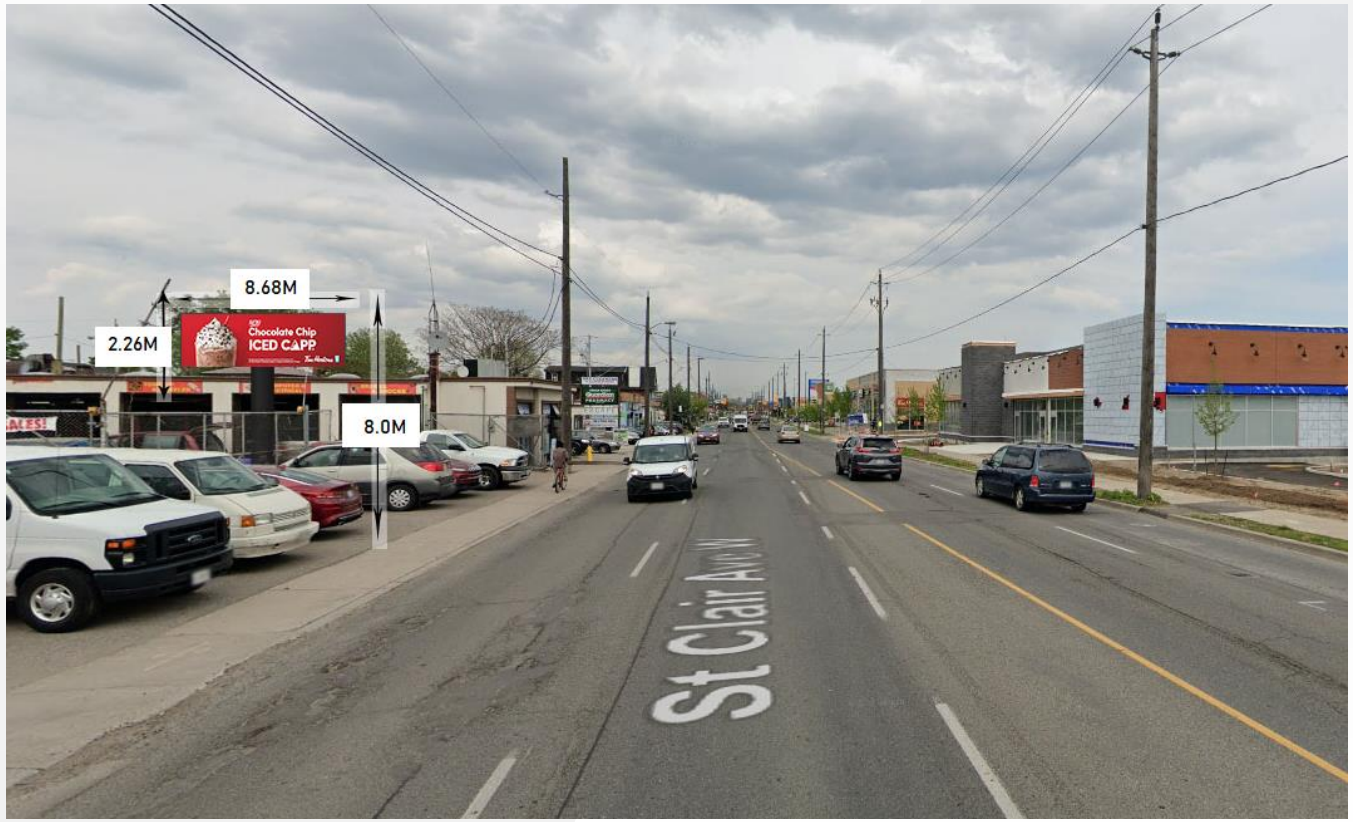
2568 ST. CLAIR AVENUE WEST

PRESENTERS: JUSTIN DEMPSEY & NICHOLAS REDEKOPP

AUGUST 12TH, 2021: SIGN VARIANCE COMMITTEE

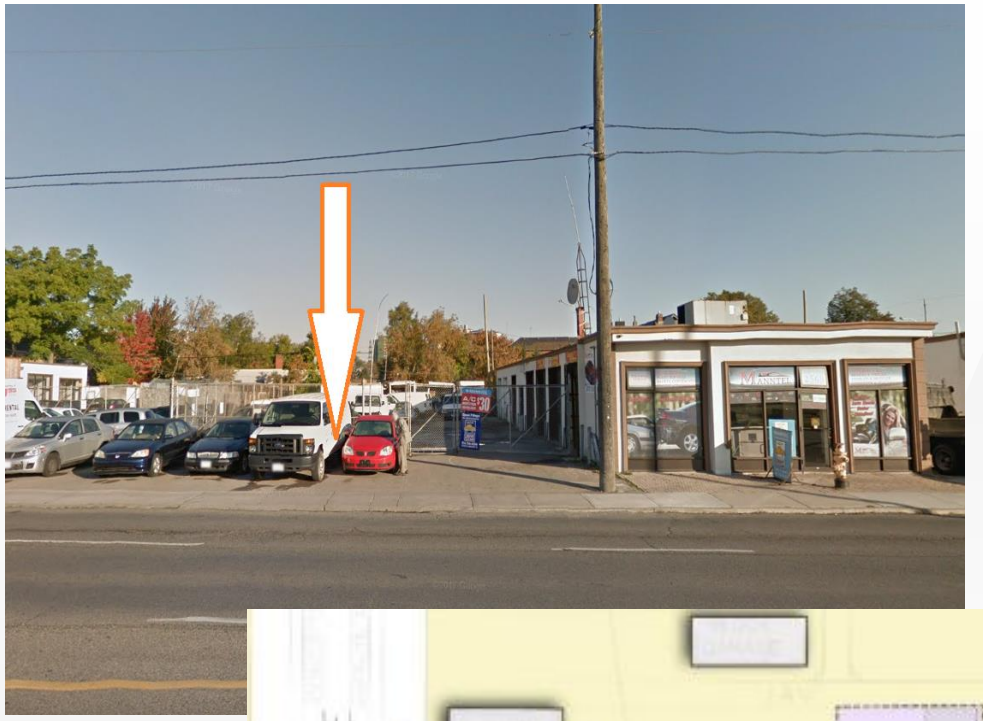
THIRD PARTY DIGITAL SIGN – 2568 ST. CLAIR AVE W

- Back-to-back digital sign in V-shape formation (45º angle)
- Sign faces measure 2.26m vertically by 8.68m horizontally
- Total height of the sign will measure 8.0m (allowed up to 10.0m)
- Intended to face traffic travelling East and West along St. Clair Avenue West.
- Turned off between the hours of 11pm – 7am.
- After sunset, the level of illumination will be 150 nits (50% of allowable level under Sign By-Law.)



THIRD PARTY DIGITAL SIGN – 2568 ST. CLAIR AVE W

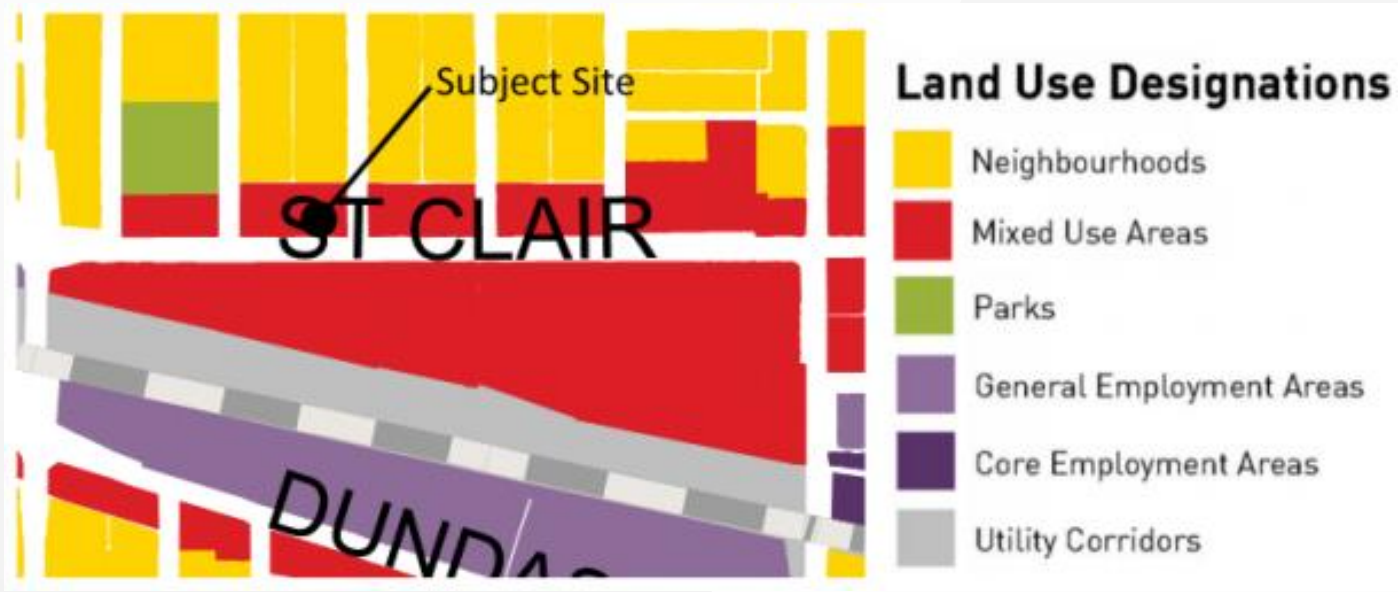
- Premise currently used auto repair shop. (Also owns neighboring property to West: UPS, Janitorial Services, Pizza Shop)
- Premise is zoned as an Employment Sign District (purple coloring). Permits digital signage.
- Large property across the street zoned Utility Sign District Also permits digital signage.



TORONTO OFFICIAL PLAN – LAND USE DESIGNATION

- Subject site and surrounding area (East, South, West) designated Mixed-Use areas.
- Mixed Use Areas are able to be comprised of a broad range of uses so that people may live, work, and shop in the same area.
- Proposed sign is compatible with this designation as it supports commercial uses permitted within the designation.
- The proposed sign provides potential marketing for these local businesses.

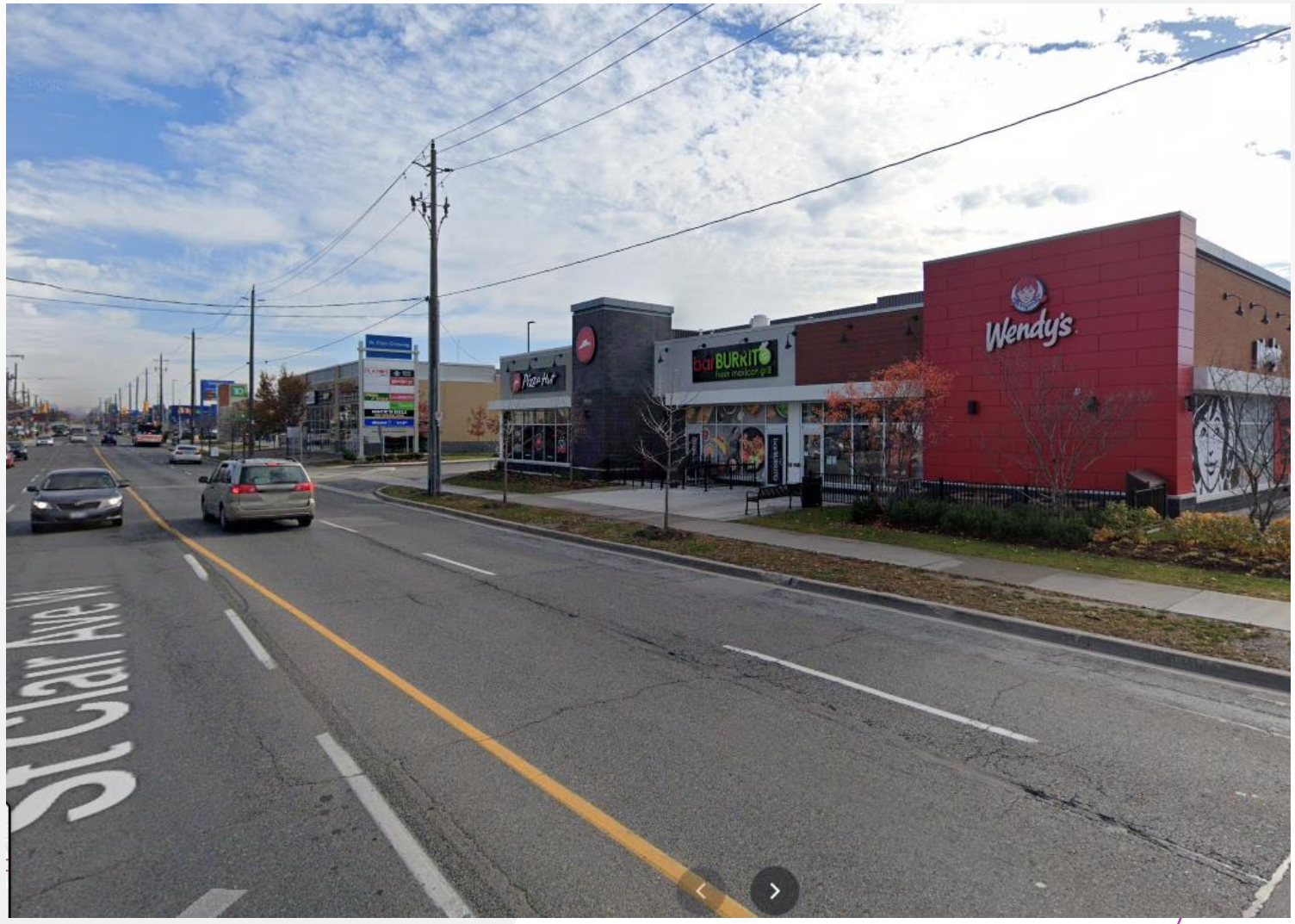
Map 14 – Land Use Plan (City of Toronto Official Plan, 2019)



TORONTO OFFICIAL PLAN – LAND USE DESIGNATION

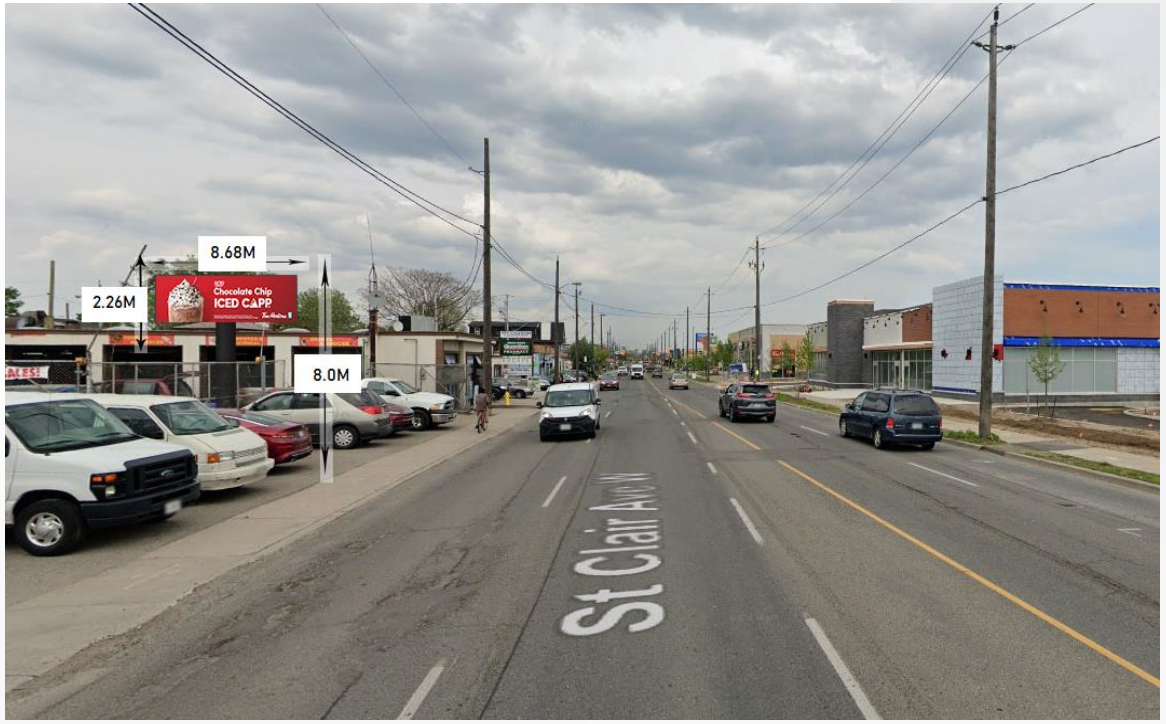
- Majority of the St. Clair Avenue West frontage, in close proximity to the proposed site, is commercial, retail, and light industrial in nature.

- This includes the larger Walmart Super Centre, Smart Centre Shopping Centre, and Cadillac/Buick/GMC Car dealership across the street. All which already contain 4-5 signs that are higher and/or larger than the proposed sign.



OPERATION OF THE SIGN (SAFETY & GREEN ENERGY)

- Only displays static images (no flashing or animation)
- Dwell time of images shall be no less than 10 seconds (in compliance with Sign-By Law)
- We have monitoring and fail-safe equipment tracks the display 24hours/day to ensure proper function
- The sign is located more than 30M away from any intersection or cross-walk (in compliance with the Sign By-Law)
- Hydro usage will be affiliated with a renewable energy provider Bullfrog power agreement. For every kWh of electricity the sign uses, a kWh from a pollution-free renewable source is put back on to the grid at our cost.



bullfrogpower®

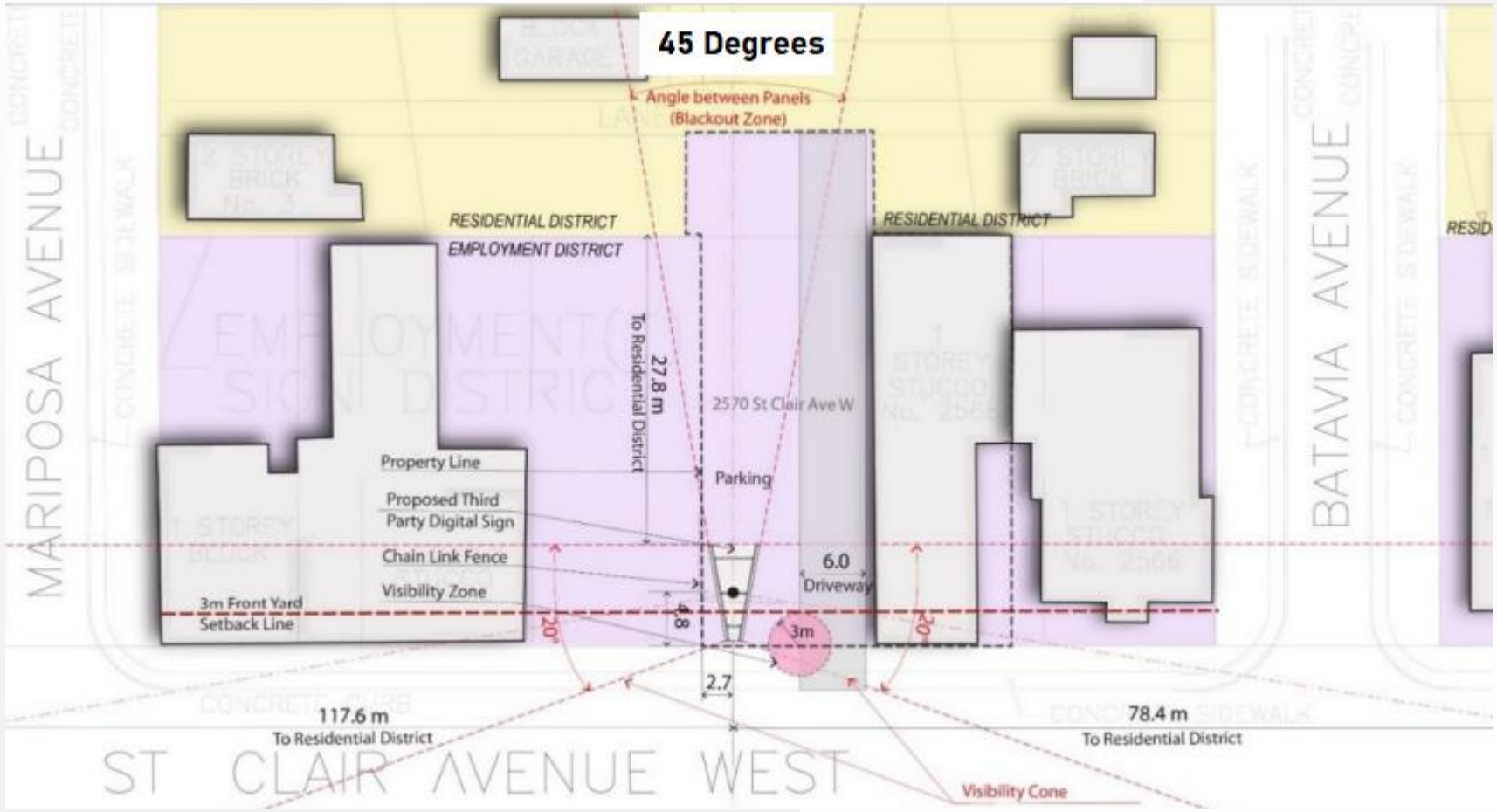
APPLICATION VARIANCES

1.Proposed sign is >60m of a premise located in an R-Sign District
2.Where the sign has two faces, the sign faces shall be back-to-back

- Couple of properties North of subject site are residential (yellow shading). Our goal was to ensure they were not negatively impacted.

- Sign was purposely designed in V-Shape formation (45º angle), angling sign away from properties to the North and toward St. Clair Ave W.
  -Creates a “Blackout Zone” behind the sign.

- Light shielding is also to be placed around the perimeter of the sign faces to prevent light from spilling backward to the North.



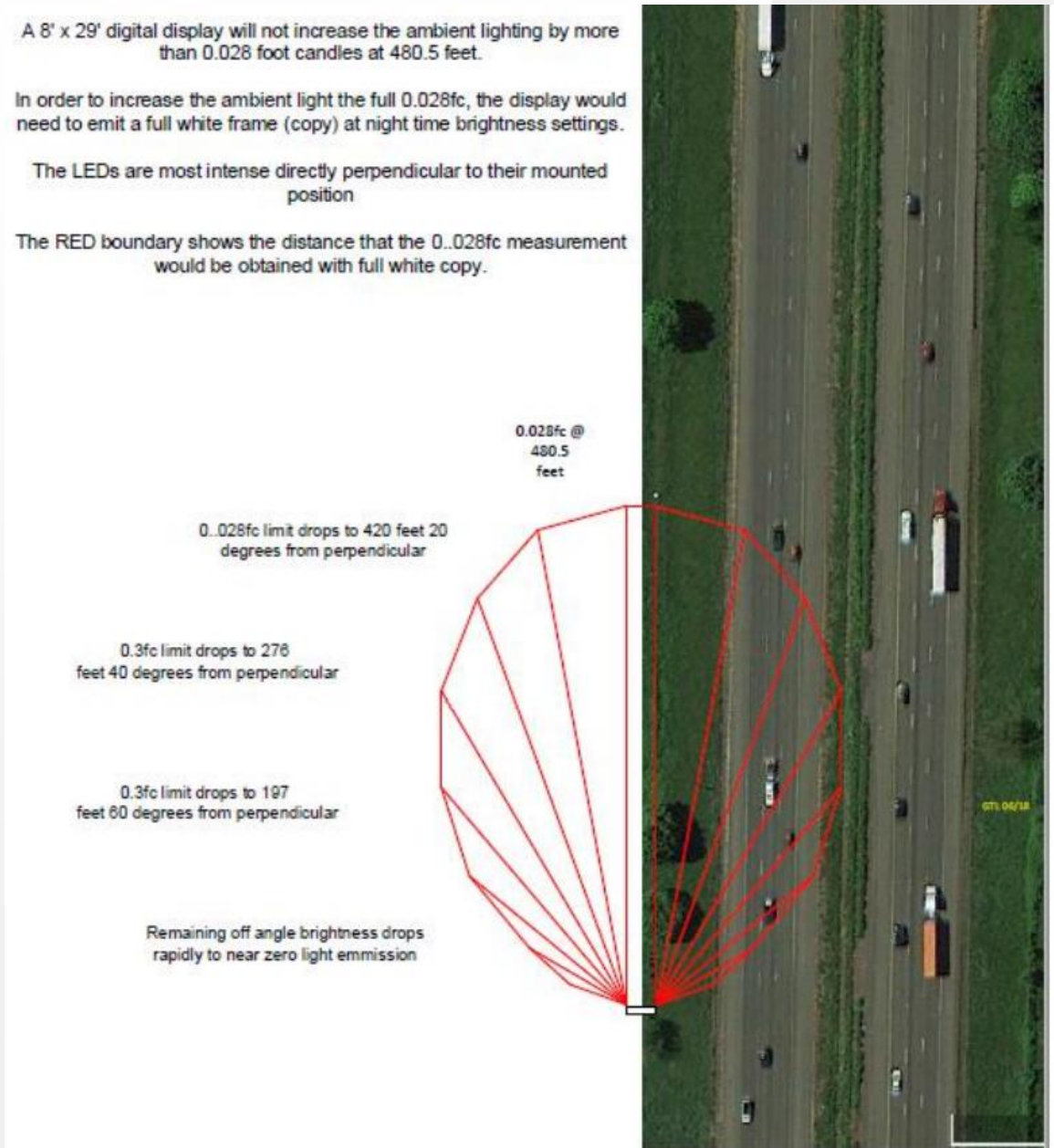
NATURAL BARRIERS TO VISIBILITY

- Coupled with angling the board away from properties to North, there is a fence and a series of dense tree lines that would also act to significantly shield light trespass.

- Adjacent commercial buildings can also act as natural barriers.

DISPERSION OF LIGHT EMITTED

- Common understanding that intensity of emitted illumination becomes negligible when it equates to illumination from a full moon (0.028 foot candles).
- Red polygon diagram shows the perimeter of dispersed light, where the intensity would equate to light emitted from a full moon (if our sign were to operate at 300 nits, the highest allowable under the Sign By-Law)
- When facing the sign straight-on, perpendicular light equals moon light intensity at 480.5'. The horizontal dispersion of light reduces rapidly as we start looking at the board from an angle of 40 degrees and 60 degrees.
- Eventually the brightness drop to zero light emission when 90 degrees lateral to the sign face



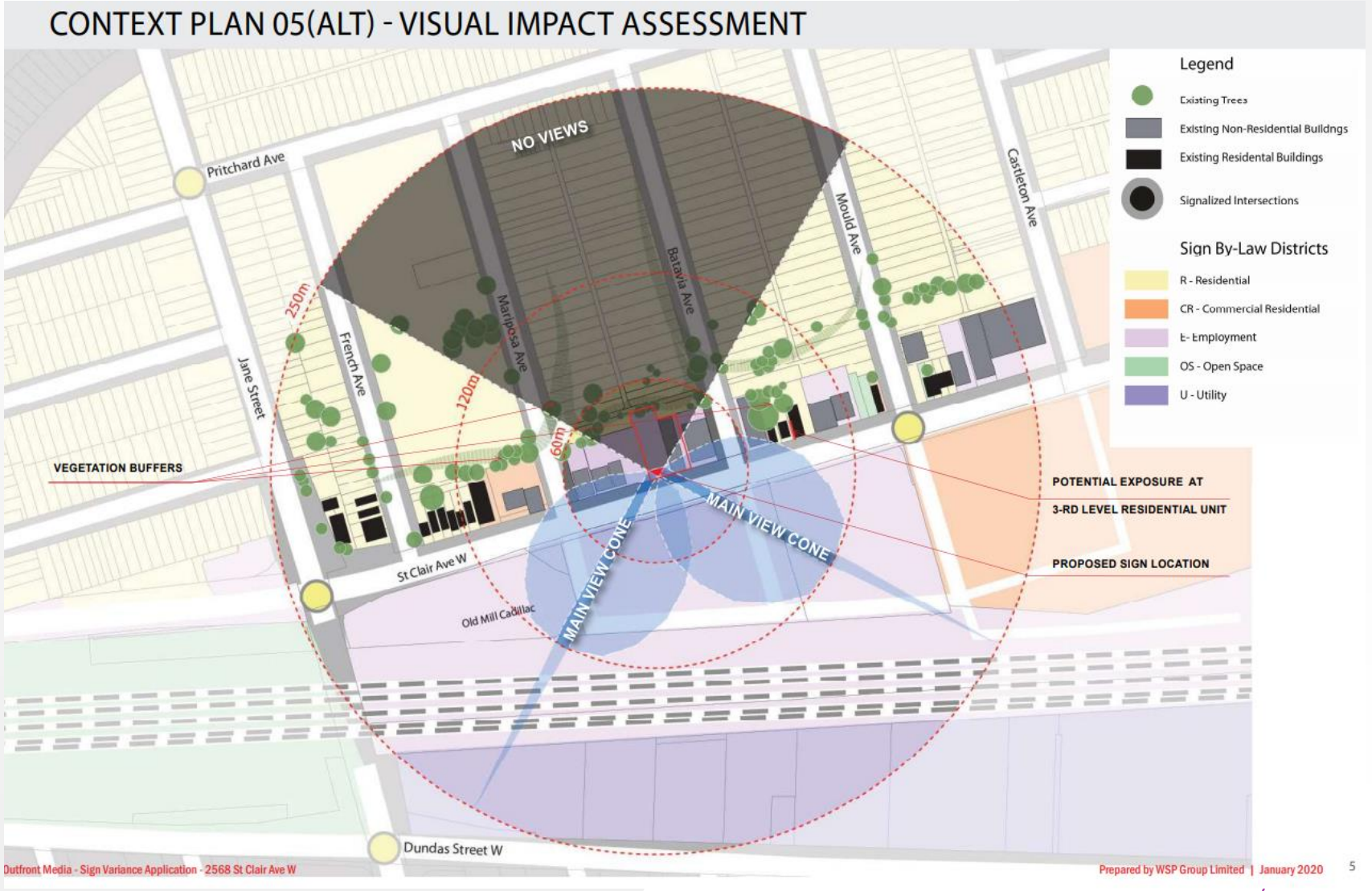
DISPERSION OF LIGHT EMITTED

- When this red polygon (dispersion of light), is overlaid on satellite imagery, with the angling of our sign faces, there are no levels of illumination that would impact properties to the North.
- This diagram shows light dispersion of a sign operated at 300 nits (light intensity). We have amended our original application, so that we would only operate the sign at 150 nits (50% of the allowable amount) further reducing light dispersion

APPLICATION VARIANCES

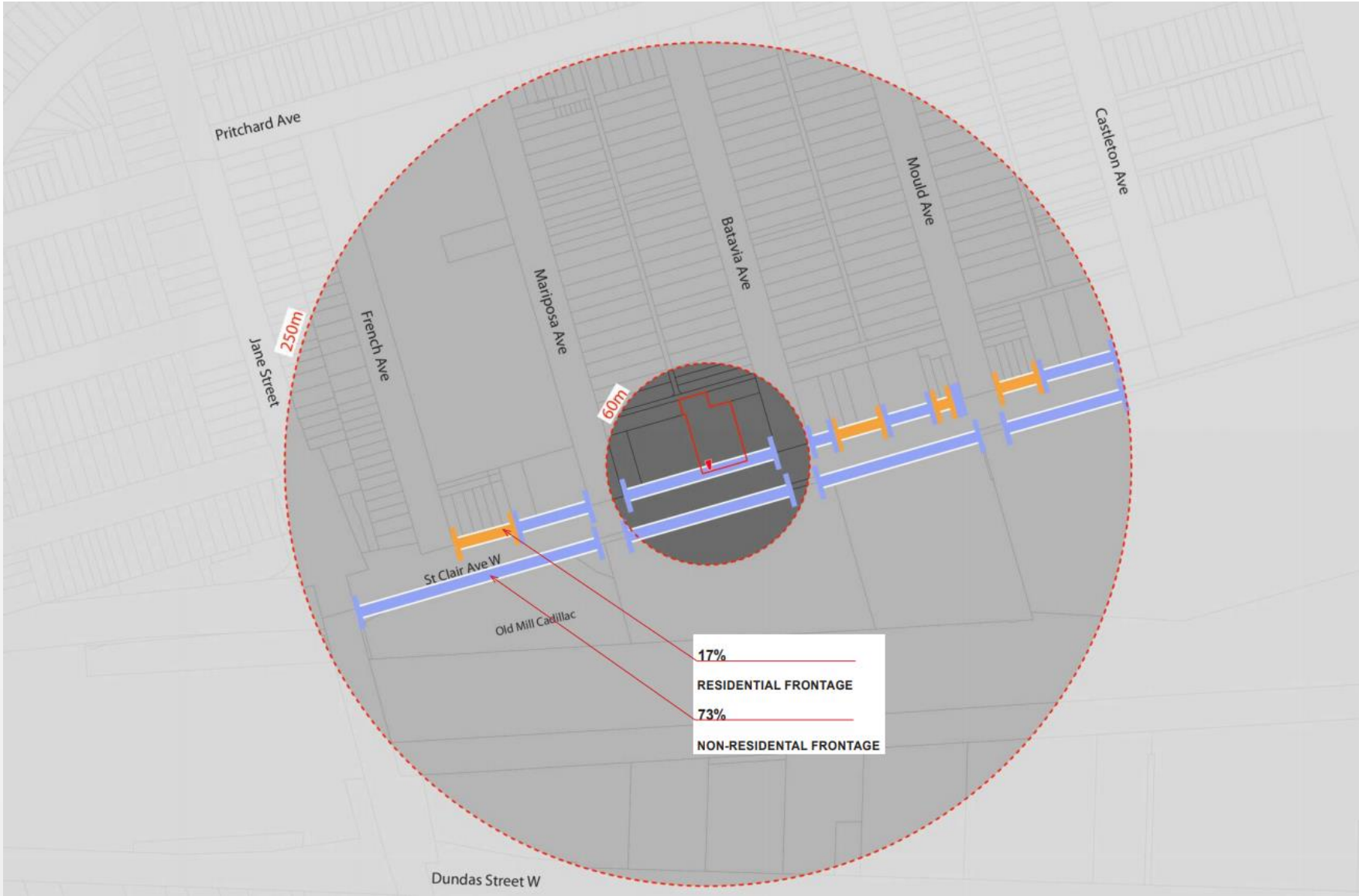
3. Direction Of Sign: Where the sign is located within 250M of a R or OS Sign District, sign cannot face any premise in the R or OS Sign District.

- We need to ensure there are no negative levels of light trespassing into Residential Districts (yellow shading) or OS Sign Districts (green shading)
- As mentioned previously, properties to the North will have no trespass of light.
- We had commissioned a light impact study by a reliable third party urban planning firm, WSP (often contracted by the City of Toronto).



LIGHT IMPACT STUDY

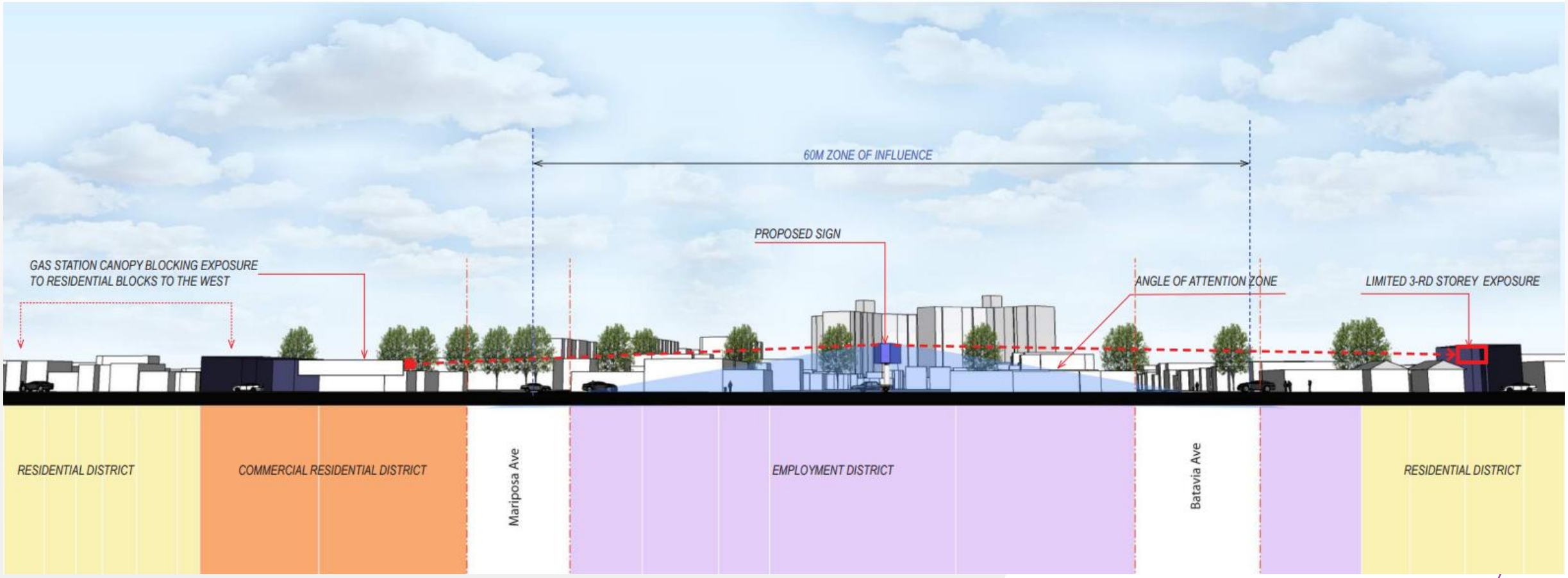
- Majority of the properties, 250M East and West of the subject site are non-residential use (commercial/light industrial)



LIGHT IMPACT STUDY

- Based on the visual impact assessment, WSP found that there is only a partial impact to a 3-storey residential attic window, which faces the proposed sign, located East of the subject site at 2556 St. Clair Avenue West (indicated by red box below).

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



LIGHT IMPACT STUDY

- What the sign looks like from the street looking West and East along St. Clair Avenue frontage.

10. LOOKING WEST ALONG ST CLAIR AVE FROM VEHICLE

11. LOOKING EAST ALONG ST CLAIR AVE FROM VEHICLE

COMMUNITY CONTRIBUTIONS

- Third Party Sign Tax (TPST) – Class 4 sign requires that Outfront Media pay an annual tax of $12,771.63 (2021 rates). The TPST was originally initiated to help support Arts Programs within the City of Toronto.

- Space on our signs is frequently donated to local charities, religious, non-for-profit uses and government messaging (i.e COVID). In 2020, Outfront Media donated $40 million dollars worth of display time to these types of community organizations across Canada.

- Below are a few examples:

Dress For Success:

Fred Victor (Toronto Shelters):

QUESTIONS

CONTACT INFORMATION

Justin Dempsey → Justin.Dempsey@Outfront.ca

Nick Redekopp → Nicholas.Redekopp@Outfront.ca