

Attachment 1 – Description of Sign, Required Variances and Conditions

Sign Description:

One third party electronic ground sign described as follows:

1. Having a height not exceeding 9.0 metres;
2. Containing four sign faces in total, as follows:
 - One sign face oriented to face west (Sign Face A) that complies with all of the following:
 - In a back-to-back configuration with Sign Face C;
 - Sign Face Bottom is not greater than 0.20 metres from Sign Face Top of Sign Face B;
 - Has a maximum bisecting line of 2.91 metres
 - Has a maximum centre line of 5.79 metres
 - Displays electronic static sign copy only;
 - One sign face oriented to face west (Sign Face B) that complies with all of the following:
 - In a back-to-back configuration with Sign Face D;
 - Sign Face top is not greater than 0.20 metres from Sign Face Bottom of Sign Face A;
 - Has a maximum bisecting line of 1.57 metres
 - Has a maximum centre line of 3.57 metres
 - Displays static sign copy only; and,
 - Display sign copy which identifies, advertises, promotes or directs attention to a business, service or activity available at the premises where the sign is located only.
 - One sign face oriented to face east (Sign Face C) that complies with all of the following:
 - In a back-to-back configuration with Sign Face A;
 - Sign Face Bottom is not greater than 0.20 metres from Sign Face Top of Sign Face D;
 - Has a maximum bisecting line of 2.91 metres
 - Has a maximum centre line of 5.79 metres
 - Displays electronic static sign copy only;
 - One sign face oriented to face east (Sign Face D) that complies with all of the following:
 - In a back-to-back configuration with Sign Face B;
 - Sign Face top is not greater than 0.20 metres from Sign Face Bottom of

Sign Face C;

- Has a maximum bisecting line of 1.57 metres
- Has a maximum centre line of 3.57 metres
- Displays static sign copy only; and,
- Display sign copy which identifies, advertises, promotes or directs attention to a business, service or activity available at the premises where the sign is located only.

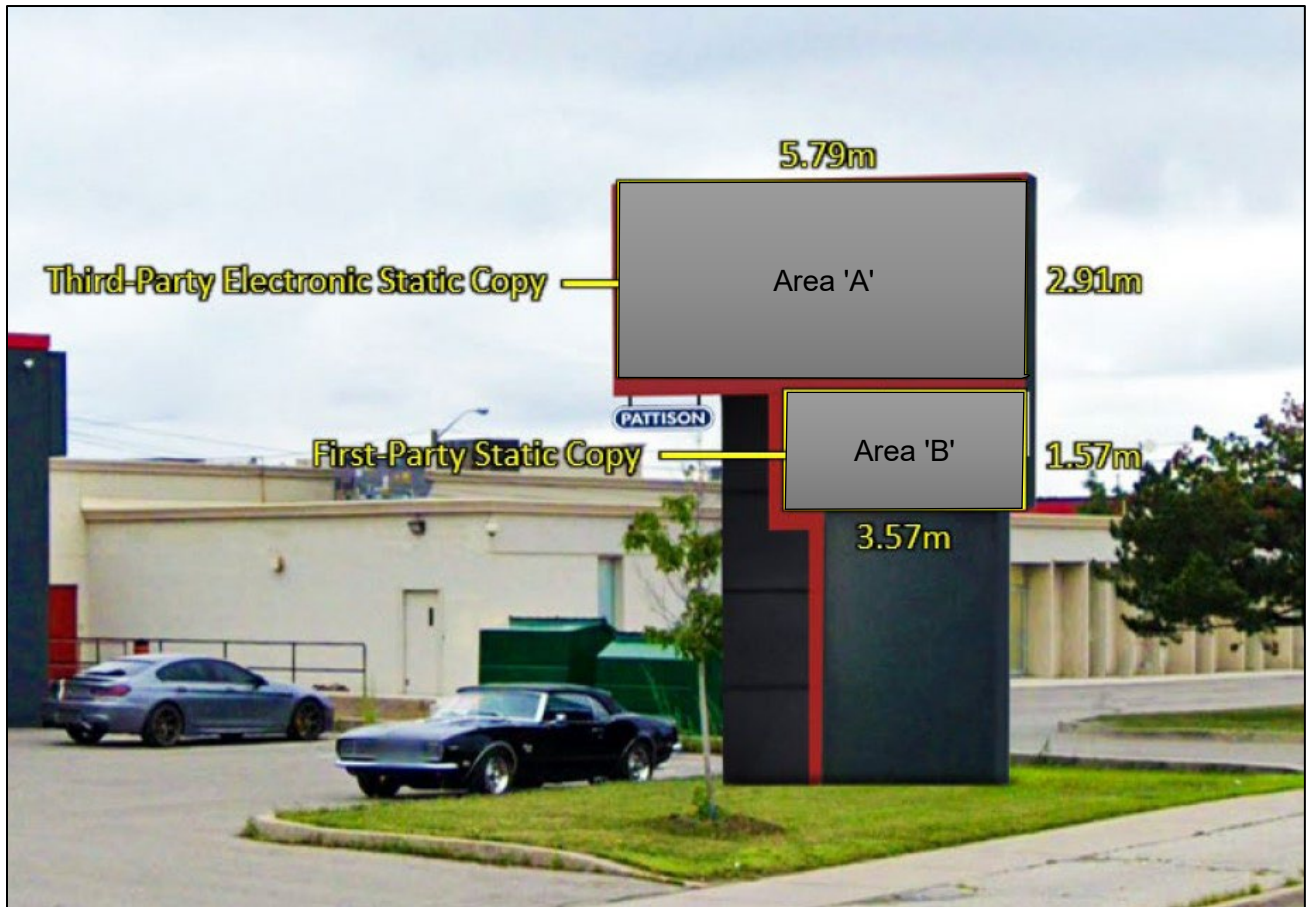
Required Variances:

- 1) The requirement of 694-25C(2)(a) that an Employment "E" Sign District may contain a third party electronic ground sign, provided the sign face area shall not exceed 20 square metres; be varied to allow for the Proposed to have a maximum sign face area of x, 22.45 square metres;
- 2) The requirement of 694-25C(2)(d) that an Employment "E" Sign District may contain a third party electronic ground sign, provided 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, which allows minimum 9 metres setback; be varied to allow for the Proposed Sign to have a 1 metre setback from the street; and
- 3) The requirement of 694-25C(2)(j) that an Employment "E" Sign District may contain a third party electronic ground sign, provided the sign shall have no more than two sign faces; be varied to allow for the Proposed Sign to contain four sign faces in total.

If granted, each of the three requested variances, would be subject to the following conditions:

- 1) Any and all existing first party ground signs located at the north frontage of the premises municipally known as 1221 Finch Avenue West shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;
- 2) The portion of the sign marked as 'Area 'B' in Schedule A of Attachment 1 to this report be used for first party sign copy only

Schedule A – The Proposed Sign:



Attachment 2 – Applicant's Submission Package



Application
Sign Variance

Folder Number	Date (yyyy-mm-dd)

Project Information

Street Number	Street Name	Lot Number	Plan Number
1221	Finch Ave West	14	PLAN 66M1171

Describe the variance(s) being applied for:

§694-25C.(2)(d): The Proposed Sign's setback from the front yard line; §694-25C.(2)(a): The Proposed Sign's total sign face area exceeding 20m²; and §694-25C.(2)(j): The Proposed Sign's total number of sign faces exceeding 2

If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:

Existing Sign Dimensions	Location

Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):

Property Owner Information

First Name		Last Name	
Brian		Cowie	
Company Name (if applicable)		Telephone Number	
Centura Real Estate Corp		(416) 785-5165	
Street Number	Street Name	Suite/Unit Number	Mobile Number
950	Lawrence Avenue West		
City/Town	Province	Postal Code	Fax Number
Toronto	ON	M6A 1C4	
Email			

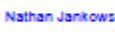
Attachment Required

- 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 Nathan		Last Name Jankowski	
Company Name Pattison Outdoor Advertising			Telephone Number (905) 282-6872
Street Number of 2700	Street Name Matheson Boulevard East	Suite/Unit Number 500	Mobile Number
City/Town Mississauga	Province ON	Postal Code L4W 4V9	Fax Number
Email njankowski@pattisonoutdoor.com			
Do hereby declare the following:			
- That I am ☐ the Property Owner as stated above ☐ the owner's authorized agent. ☐ an officer/employee of _____, which is an authorized agent of the owner. ☒ an officer/employee of <u>Pattison Outdoor</u>, 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.			
 Nathan Jankowski Digitally signed by Nathan Jankowski Date: 2022.02.23 10:21:01 -0500		Nathan Jankowski Print Name (First, Last)	
Signature		2022-02-23 Date (yyyy-mm-dd)	

Continue on next page

Toronto Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, 136(c) and the City of Toronto Municipal Code, Chapter 694, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-392-4235.



Data Sheet
Sign Variance

Folder number	Request Date (yyyy-mm-dd)

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
1221	Finch Avenue West	14	PLAN 66M1171

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
36,898.65 sqft	100.13 ft	372.93 ft
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
1		
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
~9.0 m	2	
Building Use(s)		
Auto Service Shop		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	Industrial oil plant, E sign district, EH zone
South	Commercial/retail, E sign district, EH zone
East	Used car dealer, E sign district, zoning regulated by former North York By-law No. 7625
West	Retail store, E sign district, zoning regulated by former North York By-law No. 7625

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)
This application is seeking variance approval to permit a new double-sided third-party electronic ground sign, displaying electronic static copy and static copy. The sign would have four sign faces total, with two sign faces aligned in a back-to-back configuration on each side. The electronic sign faces would each measure 5.79 metres horizontally by 2.91 metres vertically, with a maximum height of 9.0 metres. The sign faces will be oriented perpendicular to Finch Avenue West to be viewed by vehicular traffic traveling westbound and eastbound along Finch Avenue West. See attached rationale for additional information.

Continue on next page

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)

[See Attache Sign Variance Rationale for analysis of Nine Criteria.](#)

Sign Data Sheet

Date (yyyy-mm-dd)	Folder No.
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Sign Information

Sign No.*	Sign Type	Method of Copy Display	Sign Face Dimensions (maximum)			Sign Depth (metres)	Sign Height (metres)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (metres)	Width (metres)	Area (m ²)				
1	Ground Sign	Electronic Static Copy	2.91	5.79	16.85	0.30	9.00	Yes	Yes
2	Ground Sign	Electronic Static Copy	2.91	5.79	16.85	0.30	9.00	Yes	Yes
1	Ground Sign	Static Copy	1.57	3.57	5.60	0.30	9.00	Yes	Yes
2	Ground Sign	Static Copy	1.57	3.57	5.60	0.30	9.00	Yes	Yes

* Please ensure that the sign numbers listed in this sheet are indicated on all sign plans

1221 Finch Ave West – Updated Content

The Subject Property is designated as a General Employment Area in the Official Plan, and is surrounded in all directions by other General Employment and Core Employment Areas. Because it is also designated as an E Sign District, and is nearly fully compliant with the Sign By-law provisions for a Third Party Electronic Ground Sign, we believe it is not contrary to any of the fundamental goals and objectives set out in either the Sign By-law or the Official Plan.

The Subject Property is still designated under the Former Zoning Bylaw as an Industrial-Commercial (MC) Zone or Industrial Zone 3 (M3), and as such, we believe this Industrial designation compliments the Official Plan and Sign District designations for the property.

As the Proposed Sign complies with all of the requirements set out in the Sign By-law for E Sign Districts except for the required front yard setback of 9.0 metres, but would be in line with the minimal front yard setback of 3.0 metres for Employment Areas under the Harmonized Zoning By-law, we believe it is compatible with the Zoning designation of the Subject Property and the surrounding properties.

We reviewed the Development Applications submitted to the City for the Subject Property and surrounding area, and found several near the south-east corner of Finch Avenue West and Keele Street. However, the nearest property with potential development in the future is located more than 320 metres away from the proposed sign, much further than the 250-metre facing requirement set out in the Sign By-law for sensitive land uses.

Due to the distance between potential development and the Proposed Sign, and with the sign brightness levels being reduced after sunset in accordance with the Sign By-law requirements, the Proposed Sign will have minimal or no impact on any potential future uses located more than 320 metres west of the Proposed Sign.

There are no Development Applications submitted to the City for the subject property or any of the adjacent properties within 320 metres.

Based on the Official Plan, Zoning By-law and Sign District designations for the Subject Property and adjacent properties, we believe the Proposed Sign meets all nine of the criteria required for approval, and is compatible with the development of Subject Property and surrounding area, supports the Official Plan objectives for the property and area, will not adversely affecting any adjacent premises, will not alter the character of the area and is not contrary to the public interest.

March 04, 2021

City of Toronto
100 queen Street West
1st Floor, East Tower
Toronto, Ontario
M5N 2H2

Re: 1221 Finch Avenue West
City Of Toronto

The attached sketch dated March 04, 2021 was prepared by my office based on Registry records and field verification and is correct as of the date shown. This sketch is prepared to illustrate the locations as they relate to the regulations outlined in Chapter 694, Signs, General, of the City of Toronto Municipal Code.

Existing billboards:

- 1) Distances to existing static and digital billboards as shown on the attached sketch (5 billboards)

Distances to existing billboards: (All Static third party ground signs)

- 1) Existing Billboard 465m
- 2) Existing Billboard 330m
- 3) Existing Billboard 480m
- 4) Existing Billboard 490m
- 5) Existing Billboard 360m

Vladimir Dosen Surveying Inc.

address: 555 Davisville Ave. Toronto, ON M4S 1J2

office: 416-466-0440

email: vladdosen@rogers.com

Yours truly,

VLADIMIR DOSEN SURVEYING INC.

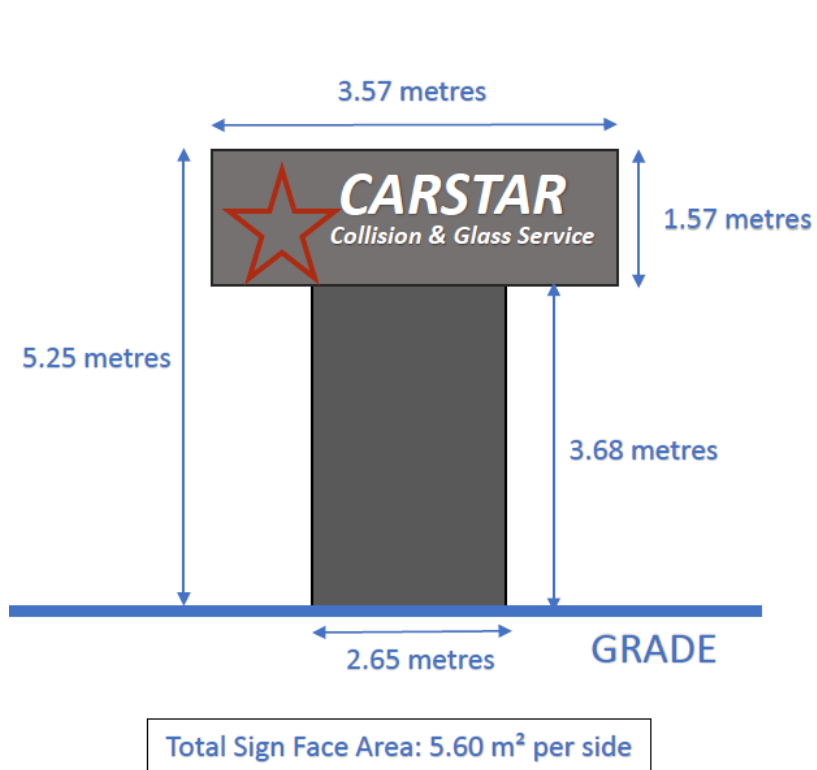


Vladimir Dosen, O.L.S., O.L.I.P.

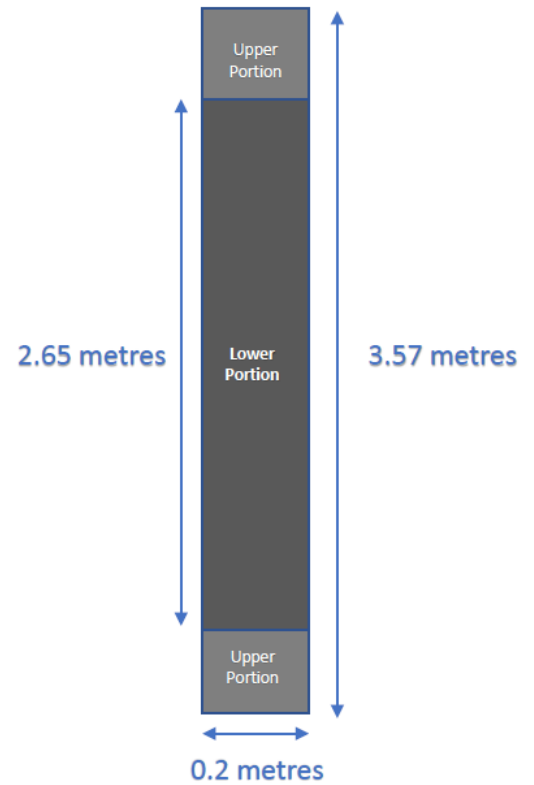
Submitted by: Nicholas Campney, Pattison Outdoor Advertising
I hereby certify the accuracy of the attached Sketch submitted herewith.

Elevation Drawings of Existing Sign 1221 Finch Ave West

Front Elevation



Top Elevation



Proposed Hybrid Sign Structure



1221 Finch Avenue West
Approximate Location of Proposed Sign





Figure 5 – Double-Sided Ground Sign at 1177-1179 Finch Avenue West



Figure 6 – Double-Sided Ground Sign at 1110 Finch Avenue West



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While it would be possible to comply with the maximum permitted 20.0m² sign face area, we are requesting relief to permit a third party sign face with the minimum industry-standard sizing, while maintaining the same level of exposure for the existing tenant on the property. As the Subject Premises currently contains a first-party ground sign with sign faces measuring 5.6 m², a reduction in this size would negatively impact the tenant. In considering the minor nature of the variance being requested (approximately 2.45 m over the maximum permitted), we believe this variance is worthy of support.

In addition, the surrounding area along Finch Avenue West also contains several first-party ground signs which appear to exceed the 20.0m² maximum permitted sign face area. For example, the Finch and Keele Commercial Centre at 1300 Finch Avenue West has a 4-sided ground sign with sign face areas measuring well over 20.0m² (See Figure 4 below), 1177-1179 Finch Avenue West contains two back-to-back ground signs with sign face areas of approximately 25 m² (See Figure 5 below), and 1110 Finch Avenue West contains a back-to-back ground sign with sign face areas of approximately 24.5m² (see Figure 6 below).

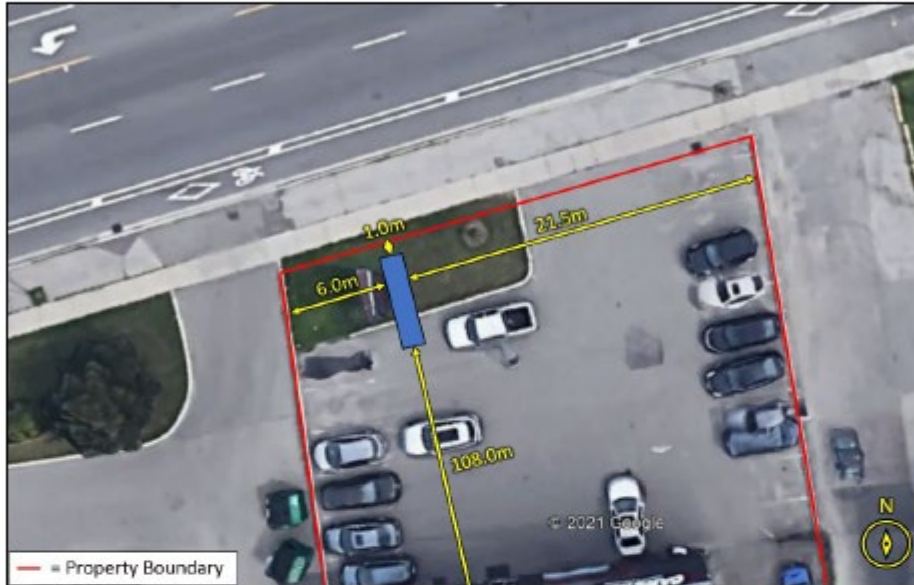
For these reasons, we believe that this variance can be granted and the Proposed Sign will still meet the nine required criteria as outlined in 694-30(A).

Figure 4 – Four-Sided Ground Sign at 1300 Finch Avenue West



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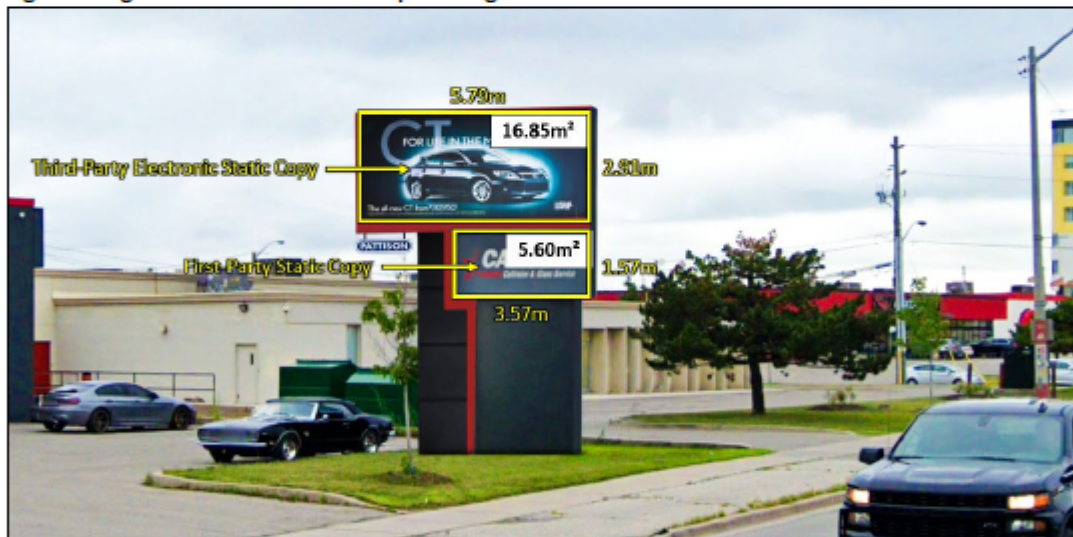
3. 694-25C(2)(j) – An E – Employment Sign District may contain a third-party electronic ground sign, provided the sign shall have no more than two sign faces.

Although the Proposed Sign technically has 4 individual sign faces, only 2 will be located on each side and be viewed at any given time by the intended audience traveling along Finch Avenue West.

In addition, this stretch of Finch Avenue West includes many properties with large, multi-tenant ground signs which have many different tenant-identification sign faces within them. Several of these signs contain a mix of static, electronic and read-o-graph copy displayed on the same sign, located either above or below another type of copy display (see Figures 4, 5 and 6 as examples).

The nearest example is two properties to the east of the Subject Premises, which contains electronic static copy located below another sign face displaying static copy, which is similar to what is being proposed at 1221 Finch Ave West.

Figure 1: Sign Face Dimensions of Proposed Sign Structure



While it would be possible to comply with the required 9.0-metre setback from the front yard line, strict application of this provision would adversely affect public safety, by requiring that the supporting post of the sign be placed within the traveled portion of the tenant's operating area and service laneway (see Figure 3 below). By granting the requested variance, the Proposed Sign will not be an obstruction to visitors to the Subject Premises.

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January 13, 2021

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

RE: Rationale for Sign Bylaw Variance – 1221 Finch Avenue West, North York

Please accept this letter as the rationale portion of our application for three variances from the Sign By-law, respecting a new sign being proposed at 1221 Finch Avenue West (the "Subject Premises") in North York. This property is designated as an Employment (E) Sign District, which may contain a third-party electronic ground sign.

Our application is seeking the approval of three variances, in order to permit a new double-sided back-to-back ground sign, featuring a combination of third-party electronic static copy and first-party static copy, with a sign height of 10.0 metres (the "Proposed Sign"). The third-party electronic portion of each sign face measures 5.79 metres horizontally by 2.91 metres vertically (16.85m^2) and the first-party static portion of each sign face measures 3.57 metres horizontally by 1.57 metres vertically (5.60m^2). Cumulatively, the total sign face area for each side of the Proposed Sign is 22.45m^2 ($16.85\text{m}^2 + 5.60\text{m}^2$).

The sign faces will be oriented perpendicular to Finch Avenue West, to be viewed by vehicular traffic travelling westbound and eastbound along Finch Avenue West. See Figure 1 below for an illustration of the sign face dimensions.

Required Variances:

1. 694-25C(2)(d) – An E – Employment Sign District may contain a third-party electronic ground sign, provided the sign shall not be erected within any required setback of a building from a street as regulated by the City's Zoning By-law;

The Subject Premises continues to be regulated under the former North York Zoning By-law (#7625) and is designated as an Industrial-Commercial (MC) Zone or Industrial Zone 3 (M3). The required minimum front yard setback is 9.0 metres and we are seeking a variance to locate the Proposed Sign at a 1.0-metre setback from the front-yard lot line along Finch Avenue West (see Figure 2 below).

2. 694-25C(2)(a) – An E – Employment Sign District may contain a third-party electronic ground sign, provided the sign face area shall not exceed 20.0m^2 ;

The sign face area of the Proposed Sign is 22.45m^2 (16.85m^2 displaying third-party electronic static copy and 5.60m^2 displaying first-party static copy), whereas the Sign By-law permits a maximum sign face area of 20.0m^2 .

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Establishing that each of the nine criteria outlined in 694-30(A) are met:

(1) Belong to a sign class permitted in the sign district where the premises is located.

The Proposed Sign contains a third-party electronic ground sign, which advertises, promotes, or directs attention to businesses, goods, services, matters or activities which are not available at or related to the premises where the sign is located. The Subject Premises is located in an E Sign District. As third-party signs are permitted in E Sign Districts, we believe this criteria has been met. Similarly, the first-party static copy of the Proposed Sign is also permitted in E Sign Districts.

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

The Proposed Sign being a third-party electronic ground sign (that also displays first-party static copy) is a sign type that is permitted in the E Sign District where the Subject Premises is located. Therefore, we believe this criteria has been met.

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

Most of the buildings surrounding the Subject Premises along Finch Avenue West are consistent with the Subject Premises, in that they are similar in height (one or two storeys) with light industrial, employment and/or commercial uses.

Signage within the surrounding area of the premises consists of first- and third-party signs, and the Proposed Sign is of equivalent size and scale. At a height of 10 metres, the Proposed Sign would have sufficient clearance from grade for the vehicular travelled portion of the parking lot, while still being compliant with the height permitted for third-party electronic ground signs in an E Sign District of 10 metres, in accordance with the Sign By-law.

Currently, there are five other third-party signs along this section of Finch Avenue West, each with sign faces that measure roughly 18.60 square metres, whereas the sign face area of the third-party portion of the Proposed Sign measures 16.85 square metres (See Figure 7 below). The 5.60m² sign face area of the first-party portion of the Proposed Sign is also consistent with (and often less than) other first-party ground signs in the area, and would therefore demonstrate compatibility with the development of the premises and surrounding area.

In addition, as the frontage along Finch Avenue West in the surrounding area contains ground signs that are predominantly setback less than 3.0 metres from the street line, the Proposed Sign will maintain a consistent built form with the surrounding area. For greater certainty, there are a total of 21 ground signs that are setback 3.0 metres or less from the front yard line between Keele Street to the west and Champagne Drive to the east of the Proposed Sign, with another 4 ground signs set back further than 3.0 metres (see Figure 8 below).

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Figure 7: The Surrounding Area has Several Existing Third Party Ground Signs (>500 m separation)



Figure 8: Common Setback for Ground Signs along this stretch of Finch Ave West is approx. 3 metres



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Granting these two requested variances would have no adverse impacts on the streetscape along Finch Avenue West. In addition, the proposed front yard setback of 1.0 metre along with the 22.45m² sign face area would allow the Proposed Sign to maintain all the other required separation distances from adjacent properties, sensitive land uses, other third-party signs, visibility zones and intersections, as set out in the Sign By-law. Therefore, we believe this criteria has been established.

(4) Support the Official Plan objectives for the Subject Premises and surrounding area.

The Subject Premises is designated as a *General Employment Area* in the Official Plan (see Figure 9 below) and is surrounded in all directions by other General Employment and Core Employment Areas. Because it is also designated as an E Sign District, and is nearly fully compliant with the Sign By-law provisions for a Third-Party Electronic Ground Sign, we believe it is not contrary to any of the fundamental goals and objectives set out in either the Sign By-law or the Official Plan.

Employment Areas are places of business and economic activity, and General Employment Areas in particular are typically located on major roads, where businesses and services would benefit from visibility and transit access to draw the broader public.

As the Proposed Sign will be promoting businesses and services to the public, the General Employment Area designation is an ideal fit for the Proposed Sign, and there are no Official Plan objectives that would be compromised or contradicted by approving a 1-metre setback for the Proposed Sign.

Figure 9: Official Plan Designation of 1221 Finch Ave. West and Surrounding Area



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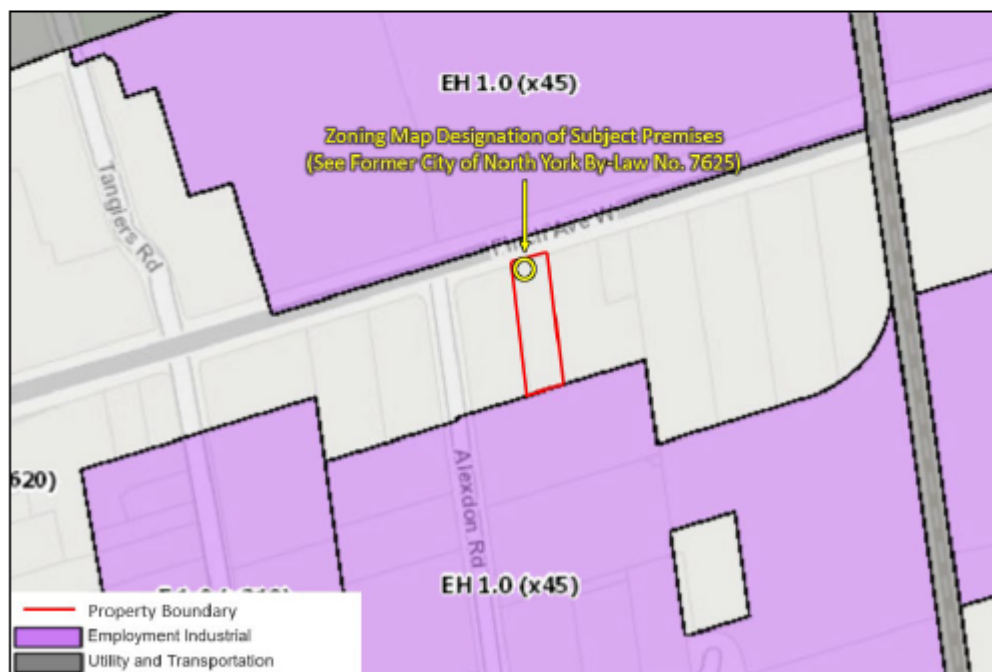


We have also reviewed the Development Applications submitted to the City for the Subject Premises and surrounding area, and found several near the south-east corner of Finch Avenue West and Keele Street. However, the nearest property with potential development in the future is located more than 320 metres away from the Proposed Sign, well beyond the 250-metre facing requirement set out in the Sign By-law for sensitive land uses.

Due to the distance between potential development and the Proposed Sign, and with the sign brightness levels being reduced after sunset in accordance with the Sign By-law requirements, the Proposed Sign will have negligible impact on any potential future uses within the extended area.

The Zoning By-law (569-2013) is not applicable to the Subject Premises, as per the City's zoning map (see Figure 10 below). Instead, it is the former North York Zoning By-law No. 7625 that governs the zoning designation and nature of use for the Subject Premises.

In this former Zoning By-law, the Subject Premises is designated as an Industrial-Commercial (MC) Zone or Industrial Zone 3 (M3). The permitted uses in an MC/M3 zone consist of industrial and commercial uses, which is consistent with the nature of third-party and first-party ground signs.



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Section 33(6)(a) of the former North York Zoning By-law regarding setbacks specifies a 9.0-metre front yard setback requirement, which is seemingly directed towards larger building structures. Signage, on the other hand, would ideally be located closer to the street, in order to allow for clear visibility and to avoid obstructions with buildings on the Subject Premises and/or in the surrounding area.

In particular to the Subject Premises, a 9.0-metre front yard setback would also place the sign in the travelled portion of the parking area, or within one of the parking spots directly (see Figure 3 above). Furthermore, as previously identified, there are a total of 21 ground signs that are setback 3.0 metres or less from the front yard lot line between Keele Street to the west and Champagne Drive to the east of the Proposed Sign, with 4 other ground signs set back greater than 3.0 metres (see Figure 8 above).

As a result, a 1.0-metre front yard setback for our Proposed Sign would ensure that it is placed in a safe area while maintaining a consistent streetscape along Finch Avenue West, which establishes that this criteria has been achieved.

(5) Not adversely affect adjacent premises.

The built form of the Proposed Sign is of a size and magnitude that is consistent with the surrounding area, and within the requirements for height set out in the Sign By-law. At a proposed setback of 1.0 metres from the street line and at a height of 10.0 metres, any obstructions to drivers or pedestrians entering or exiting the property would be prevented. The adjacent premises are also all designated as Employment sign districts, which permit third-party electronic ground signs.

In addition, the closest setback to sensitive land use (CR/I/OS/R/RA) is 530 metres west of the Proposed Sign. The nearest sensitive land uses to the north, south and east are all over one kilometer away (at 1,630 metres, 1,220 metres and 1,490 metres, respectively). This is more than double (and up to 6 times) the 250-metre separation requirement set out in the Sign By-law (see Figure 11 below).

Accounting for all of these factors combined, Pattison is confident that the Proposed Sign will not have any adverse effects on adjacent premises, and that this criteria has been achieved.

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(6) Not adversely affect public safety.

The Proposed Sign will not adversely affect public safety. Although variances are being sought to permit the sign within the required setback from the front-yard property line and for the sign face area to be increased by 2.45m² than the permitted size, the Proposed Sign will not interfere with or obstruct the visibility of vehicular traffic along Finch Avenue West. The Proposed Sign location is beyond the required distance from a controlled intersection, and is located outside of the visibility zone to allow for clear view of oncoming traffic for visitors exiting the property.

While it would be possible to comply with the required setback of 9.0 metres from the front yard line, strict application of these provisions could adversely affect public safety. At a 9.0-metre setback, the pole of the Proposed Sign would be placed in the traveled area of the parking area and service entrance. In order to eliminate these potential safety concerns, Pattison is requesting the variance be granted to allow a setback of 1.0 metres from the front-yard lot line, which is also consistent with other ground signs in the surrounding area.

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Granting the requested variance to have the sign placed 1.0 meters from the front yard line instead of the required 9.0 metres will ensure that there will be no adverse effects on public safety for people using this facility.

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

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

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

With electronic signs that change from one message to the next, shorter message duration results in drivers being more likely to observe a change in the message being displayed, which can result in a higher likelihood that a driver will glance at it for a longer duration. In order to further reduce the potential for driver distraction, the Proposed Sign will comply with the Sign By-law provisions for a message duration of 10 seconds between changes in copy.

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

The proposed sign will also be professionally designed, engineered and installed in accordance with Ontario Building Code requirements. As such, we do not believe that any issues related to public safety are foreseeable, and that this criteria has been established.

(7) Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B.

The Proposed Sign being a ground sign consisting of third-party electronic static copy and first-party static copy is not a prohibited sign under the Toronto Municipal Code Chapter 694-15B. Therefore, this criteria has been established.

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

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We believe that the character of the surrounding area is in part established by existing first- and third-party signs. While there is a substantial amount of first-party signage, there are also four third-party signs located along Finch Avenue West between 330 to 500 metres to the east of the Subject Property, and one third-party sign south of Keele Street, to the west of the Subject Property (see Figure 6 above). All of these signs contain sign faces measuring approximately 18.6m², which is similar to the third-party portion of the Proposed Sign.

Third party ground signs with static, mechanical and electronic copy have been a fixture along this section of Finch Avenue West for several decades, and the commercial, employment and industrial uses along Finch Avenue West are supported by the advertising opportunities that these signs provide.

Having more than two sign faces which display different types of sign copy is also common within the surrounding area in other ground signs, and therefore granting this requested variance will not alter the character of the property or surrounding area.

With the built form of the Proposed Sign being consistent with the surrounding area and in line with every other requirement of the Sign By-law except for the three variances being sought, we believe the Proposed Sign will not alter the character of the Subject Premises or surrounding area, and that this criteria has been established.

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

We are confident that the Proposed Sign is not contrary to the public interest. The public interest is in part established by the Sign By-law, and the Proposed Sign complies with every requirement for third-party electronic ground signs in an E Sign District except the front-yard setback and a minor increase in the requested sign face area of the Proposed Sign.

By combining the existing first party sign into the new Proposed Sign, we also achieve one of the Sign By-law objectives of reducing or minimizing sign clutter.

The Proposed Sign is in line with the requirements for height (10.0m permitted; 10.0m proposed), setback from an intersection (30.0m permitted; approximately 67.2m proposed), number of signs per property (only one), required configuration (back-to-back) and method of copy displayed (static and electronic static copy permitted and proposed in an E Sign District).

The Proposed Sign will also comply with all of the illumination provisions, the requirements for transition and message duration for electronic static copy, as well as the five-year renewal of the Sign Permit and the requirement to be powered by renewable energy (via Bullfrog Power).

While a variance is required for the setback from the front yard of 9.0 metres, granting the variance to allow the proposed setback of 1.0 metres allows the Proposed Sign to be placed within the grassy area (seemingly intended for signage), and away from the traveled portion of the tenant's operating area and service laneway, which largely provides a benefit to the public.

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Granting a variance for the requested 22.45m² sign face area would also ensure that the third-party portion of the Proposed Sign will maintain the industry standard sizing (16.85m²) and ensure that the first-party portion of the Proposed Sign to maintain the same exposure as the existing first-party ground sign on the Subject Premises.

In addition, the surrounding area consists of light industrial, employment and/or commercial uses and is not occupied with residential dwellings or public open spaces, and is similar in size and content display as many other ground signs in the surrounding area. Thus, the sign will not adversely affect the adjacent properties and will not alter the essential character of the area.

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

Sincerely,

Nathan Jankowski

Nathan Jankowski
Manager, Permits & Legislation
Pattison Outdoor Advertising

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