

Folder Number	Date (yyyy-mm-dd) 2022-01-15
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Project Information

Street Number 476	Street Name EVANS AVENUE	Lot Number	Plan Number
Describe the variance(s) being applied for: PLEASE SEE ATTACHED DOCUMENT OUTLINING THE REQUESTED VARIANCES			
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 RON		Last Name KALIFER	
Company Name (if applicable)			Telephone Number (416) 789-0412
Street Number 476	Street Name EVANS AVENUE	Suite/Unit Number	Mobile Number
City/Town TORONTO	Province ONTARIO	Postal Code M8W2T7	Fax Number
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 I, RAV		Last Name BANWAIT	
Company Name XMEDIA OUTDOOR			Telephone Number (416) 473-6786
Street Number of 71	Street Name WOODLOT CRESCENT	Suite/Unit Number	Mobile Number
City/Town TORONTO	Province ONTARIO	Postal Code M9W6T3	Fax Number
Email ravbanwait@gmail.com			
Do hereby declare the following: - That I am ☐ the Property Owner as stated above ☒ the owner's authorized agent. ☐ an officer/employee of _____, which is an authorized agent of the owner. ☐ an officer/employee of _____, which is the Property Owner's authorized agent. - That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. - That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law - That the information included in this application and in the documents filed with this application is correct.			
 Signature		RAV BANWAIT Print Name (First, Last)	2022-01-15 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.

Sign Data Sheet

Date (yyyy-mm-dd) 2022-01-15	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)				
	Ground Sign	Electronic Static Copy	14.63	4.27	62.47	2.00	13.47	No	Yes
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				

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

QUEEN ELIZABETH WAY

I REQUIRE THIS PLAN TO BE
DEPOSITED UNDER PART II OF
THE REGISTRY ACT

DATE: OCTOBER 5 1973

SIGNATURE: *V. Raimond*
(NAME IN PRINT) V. RAIEND

CAUTION:
This plan is not a plan of subdivision
within the meaning of section 29, 32 or
33 of The Planning Act

RECEIVED AND DEPOSITED AS
PLAN 64 R-3125

DATE: 5 Oct 1973

H. Sinclair Dep.
LAND REGISTRAR
FOR THE REGISTRY DIVISION OF
TORONTO BOROUGH AND YORK SOUTH
(No. 64)

PLAN OF SURVEY OF
PART OF LOT 8, CONCESSION 3
COLONEL SMITH'S TRACT
BOROUGH OF ETOBICOKE
FORMERLY TOWNSHIP OF ETOBICOKE
MUNICIPALITY OF METROPOLITAN TORONTO
SCALE: 1" = 60'
1973

NOTES:

Bearings shown are astronomic and referred to the north
limit of Evans Avenue as per D.H.O. Plan P-1960-10.

□ Denotes Set Standard Iron Bar (1" sq. 48" long) unless shown otherwise
• " " Set Iron Bar (3/8" sq. 24" long) unless shown otherwise
F.d. = Found
Wit. = Witness
All hanging lines shown on this plan have been verified

SURVEYOR'S CERTIFICATE

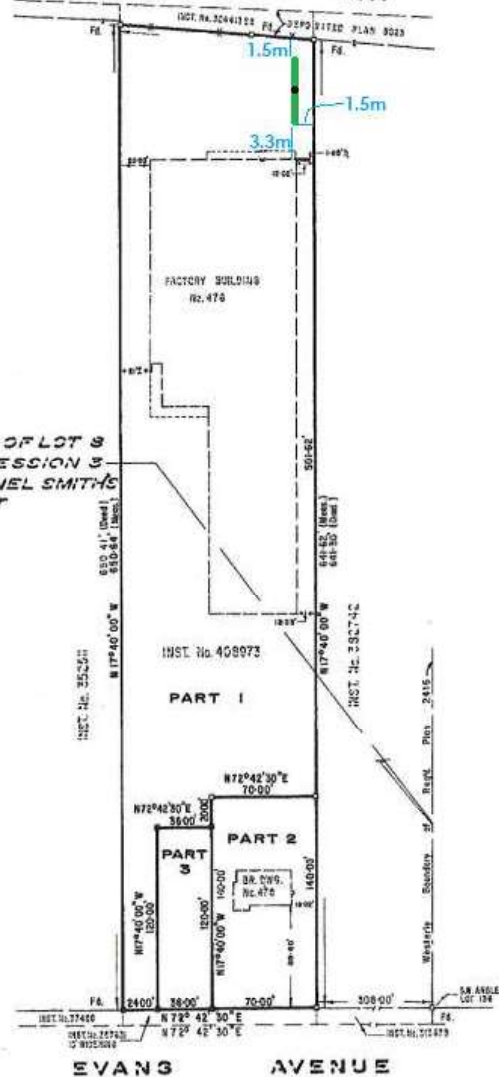
I hereby certify that:

1. This survey and plan are correct and in accordance with The Surveys Act and The Registry Act and the regulations made thereunder.
2. The survey was completed on the 29th day of September, 1973.

Date: October 1, 1973

V. Raimond
V. RAIEND - Ontario Land Surveyor
WILLOWDALE ONTARIO

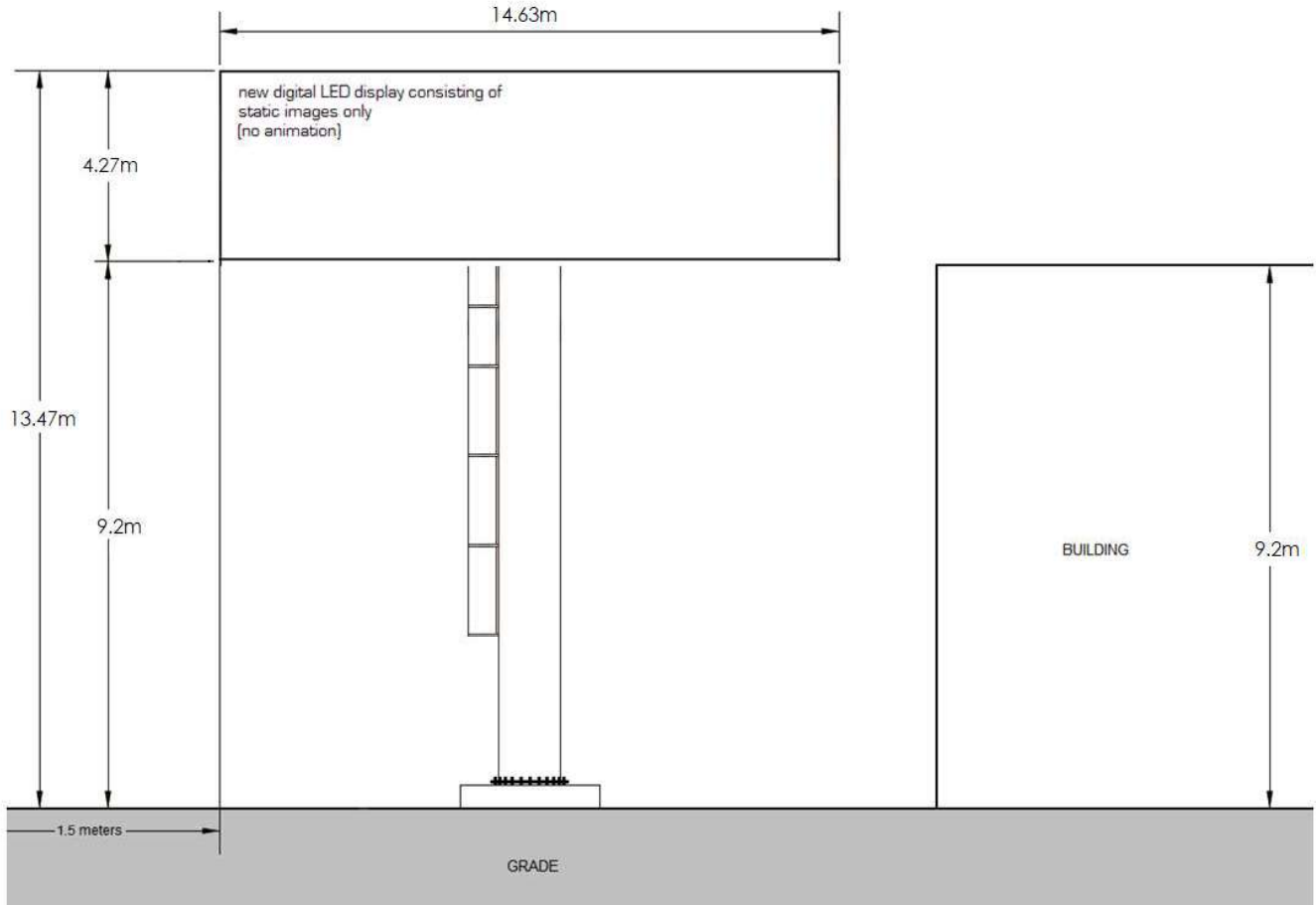
PART OF LOT 8
CONCESSION 3
COLONEL SMITH'S
TRACT



EVANS AVENUE
ROAD ALLOWANCE BETWEEN CONCESSIONS 2 AND 3

Y-104-10

SIGNAGE DIMENSIONS



Side view of Proposed Signage with dimensions



Top view of Proposed Signage with back-to-back sign panels only

xmedia outdoor

SIX HUMBERLINE DRIVE, SUITE 311, TORONTO, ONTARIO, M9W 6X8
T: 416.675.9997 C: 416.473.6786 E: xmediasales@gmail.com

JANUARY 15, 2022

City of Toronto Sign By-law Unit
100 Queen Street West
First Floor, East Tower
Toronto, ON M5H 2N2

ATT: MR. TED VAN VLIET

RE: Application for Variance – 476 Evans Avenue

Please accept this Rationale as part of our application for five (5) variances from the Sign By-law, which are required for xmedia outdoor to obtain a Sign Permit for one third-party electronic ground sign, with two sign faces containing electronic static copy (the "Proposed Sign"), at the property municipally known as 476 Evans Avenue (the "Subject Premises"). The Proposed Sign will be located on the Subject Premises, with the two sign faces facing the F.G. Gardiner Expressway, in an easterly and westerly direction.

The Subject Premises is designated as an Employment ("E") Sign District, which allows third-party electronic ground signs. The Proposed Sign will have a height of 13.47 metres, containing two rectangular sign faces, each possessing a 14.63 metre centre line (horizontal measurement) and a 4.27 metre bisecting line (vertical measurement), resulting in a sign face area of 62.47 square metres. The sign faces on the Proposed Sign will be set with a back-to-back configuration, as required per section 694-25C(2)(k)

Section	Requirement	Proposal
694-24.A(1)	A third-party sign shall not be erected or displayed or caused to be erected or displayed in whole or in part within 400 metres of any limit of the F.G. Gardiner Expressway from Highway 427 to the Humber River, transferred from the Province by Order in Council 534/97	Proposed Sign is located 1.5 metres south of the right-of-way containing the F.G. Gardiner Expressway.
694-25.B(1)(a)	An Employment "E" Sign District may contain an electronic ground sign provided the sign face area shall not exceed 20.0 square metres.	The Proposed Sign has a sign face area of 62.47 square meters
694-25.B(1)(b)	An Employment Sign District may contain an electronic ground sign provided the height shall not exceed 10.0 meters	The Proposed Sign has a height of 13.47 meters
694-25.C(2)(d)	An Employment Sign District may contain an 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.	The Proposed Sign is within the required setback of a building from a street.
694-25.C(2)(f)	An Employment Sign District may contain an electronic ground sign where if located within 250m of an R, RA, CR, I or OS sign district, the sign does not face any premise in the R, RA, CR, I or OS sign district.	The Proposed Sign is approximately 230m from a CR sign district on the northeast side, and with back-to-back sign faces, it will not be facing the CR district.

Notes in response to the PPR.

3. Where this chapter permits a third-party sign, the electricity required to operate the sign shall be provided by a distributor recognized and licensed by the Ontario Energy Board and shall be governed by an agreement to purchase renewable energy.

In accordance with Toronto Municipal Code, § 694-23 (Signs, General – Energy efficiency requirements), we will be obtaining power for the Proposed Sign from Bullfrog Power; they are licensed by the Ontario Energy Board, and we understand that they have a proven track record with the City on similar projects. Documentation with Bullfrog Power will be provided as confirmation, prior to operation.

4. A third-party sign shall not be erected within 100m of any third-party sign. No sign exists within 100m of the Proposed Sign location.



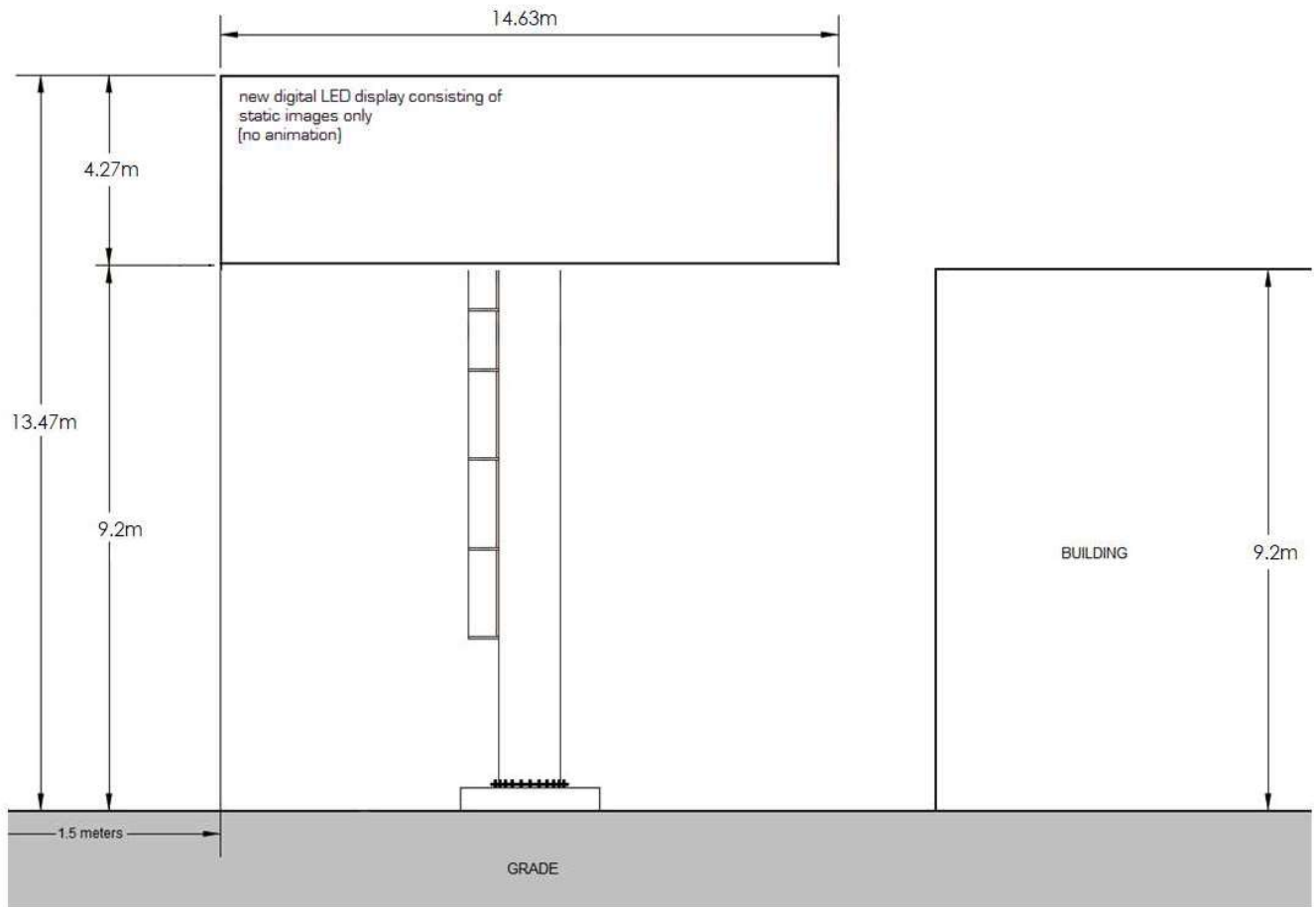
5. Preliminary Project Review No. 21 177344 ZPR 00 ZR, Folder RSN 4953286, sent July 28, 2021, had no information listed under Item 5; a copy has been included for reference.

9. An E-Employment sign district may contain a third-party ground sign provided there shall be no more than one ground sign erected on the premises.
- A small first party ground sign exists on the south side for identification purposes only. See image below.



10. An E-Employment sign district may contain a third-party electronic ground sign provided, where the sign has two faces, the sign faces shall be back-to-back. [Ground Sign [694-25C(2)(k)]].
- As required, the sign faces will be revised to a back-to-back formation, not a V-shaped design as initially proposed.

SIGNAGE DIMENSIONS



Side view of Proposed Signage with dimensions



Top view of Proposed Signage with back-to-back sign panels only

SURVEY, SITE PLANS AND AERIAL VIEWS

The attached sketches have been prepared in accordance with the required information relating to the regulations outlined in Chapter 694, Signs, of the City of Toronto Municipal Code.

The property lines and other boundaries of the lot upon which it is proposed to erect, display, modify or restore the Proposed Sign.



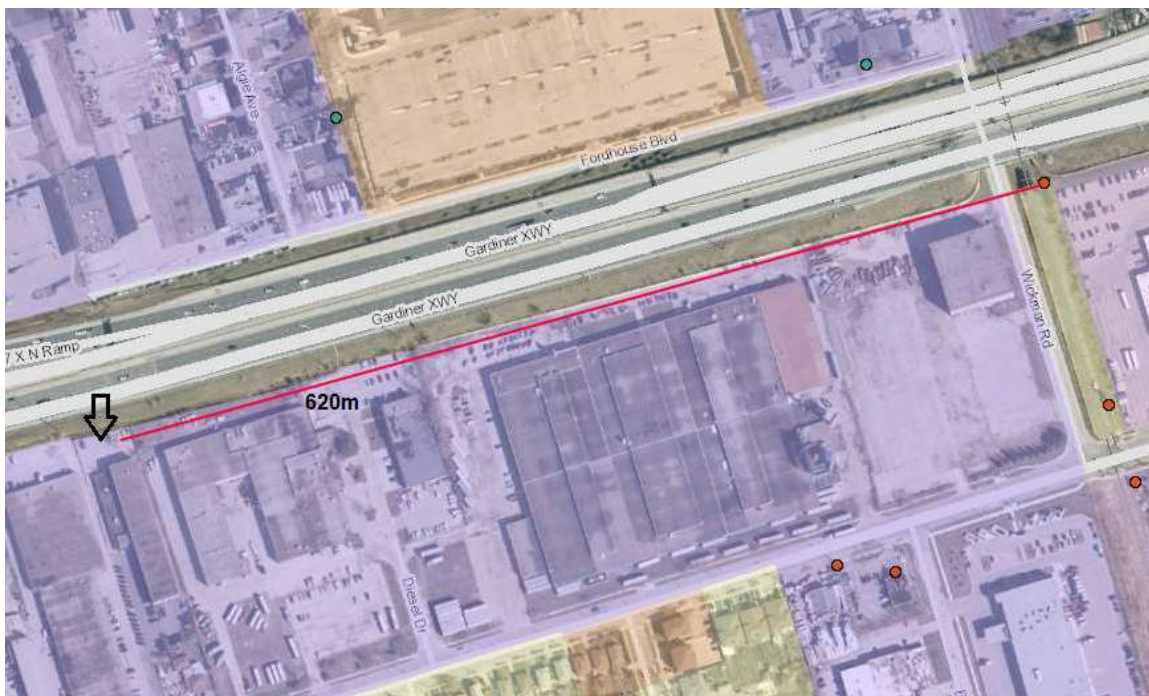
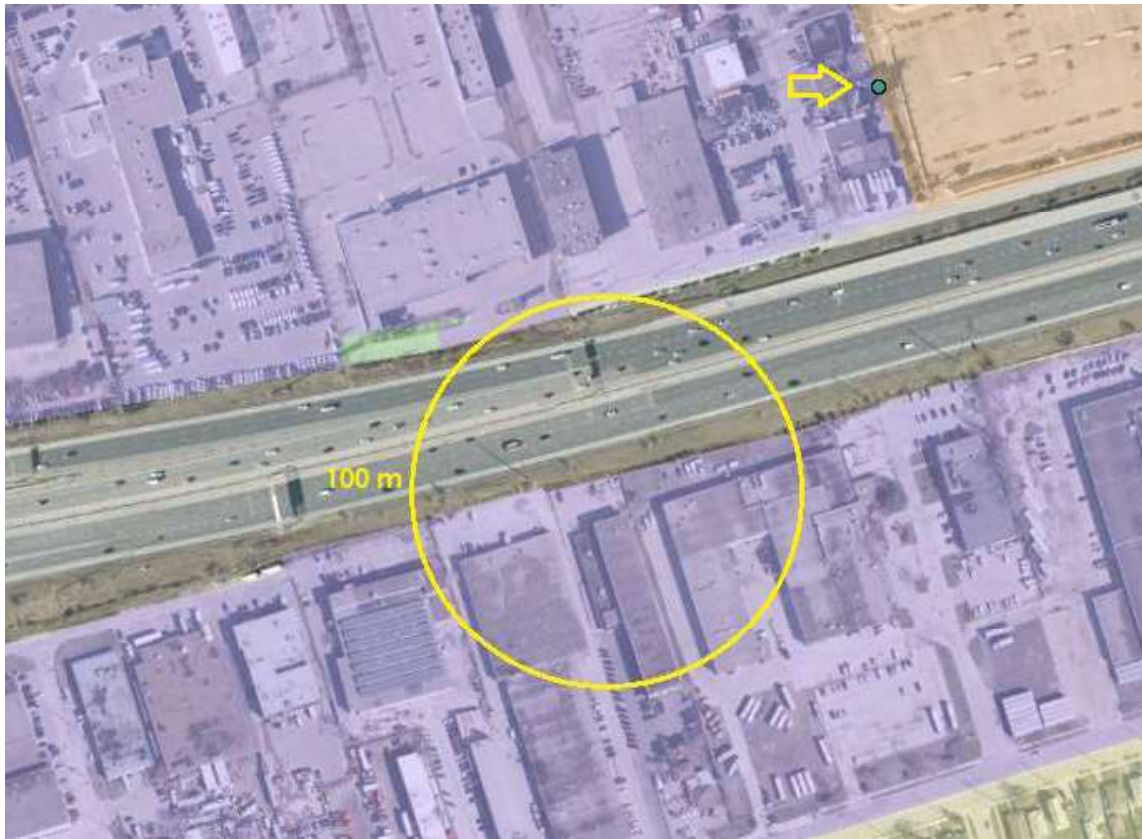
The location of the Proposed Sign in relation to buildings and other structures on the lot.



The location of the Proposed Sign in relation to buildings and other structures on abutting and adjacent lots.



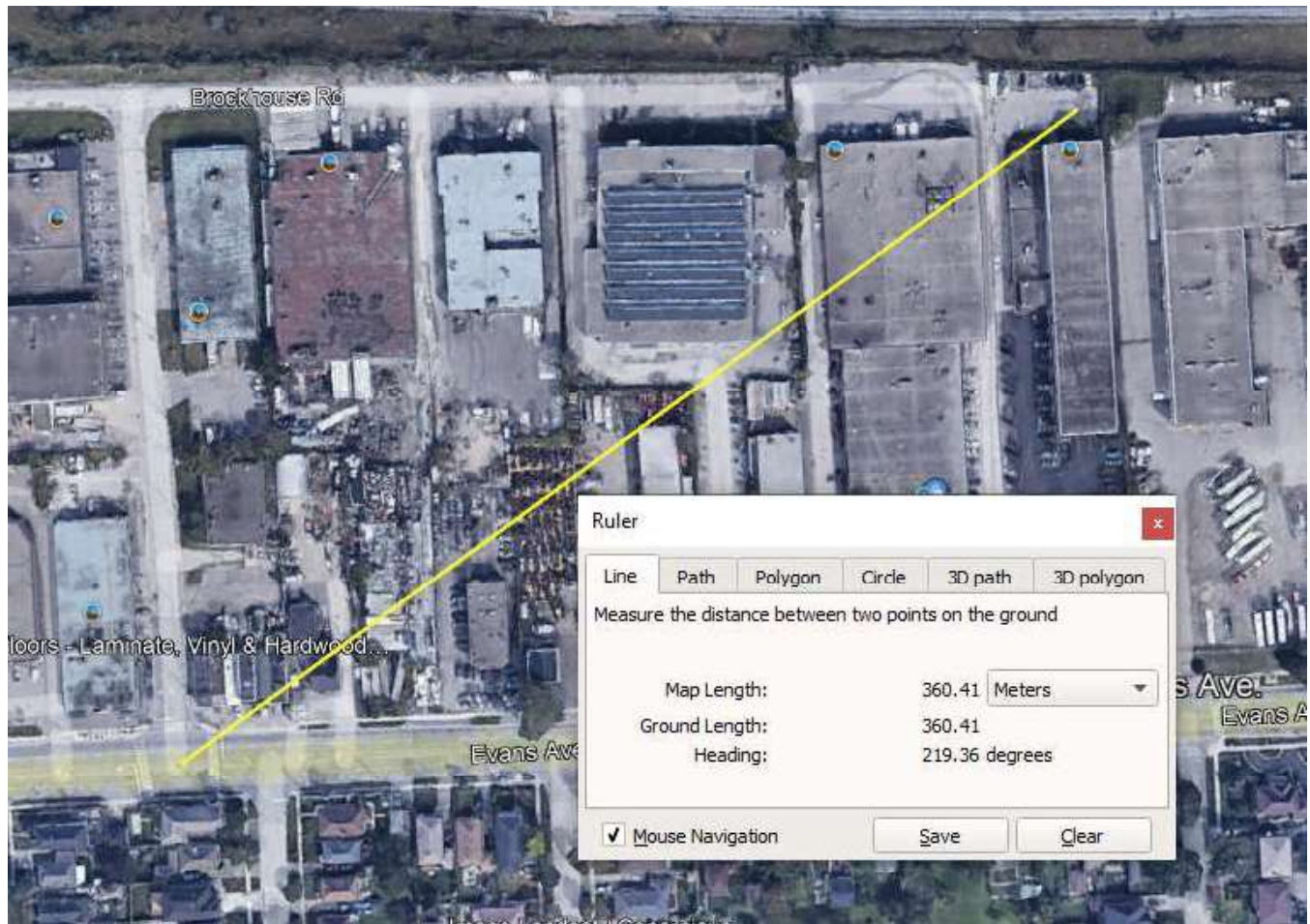
The location of the Proposed Sign relative to other third-party signs within the minimum distancing requirements. No signs exist within 100m of the Proposed Sign. The nearest third-party electronic ground sign on the same street is greater than the 500m distancing requirement, at 620m away.



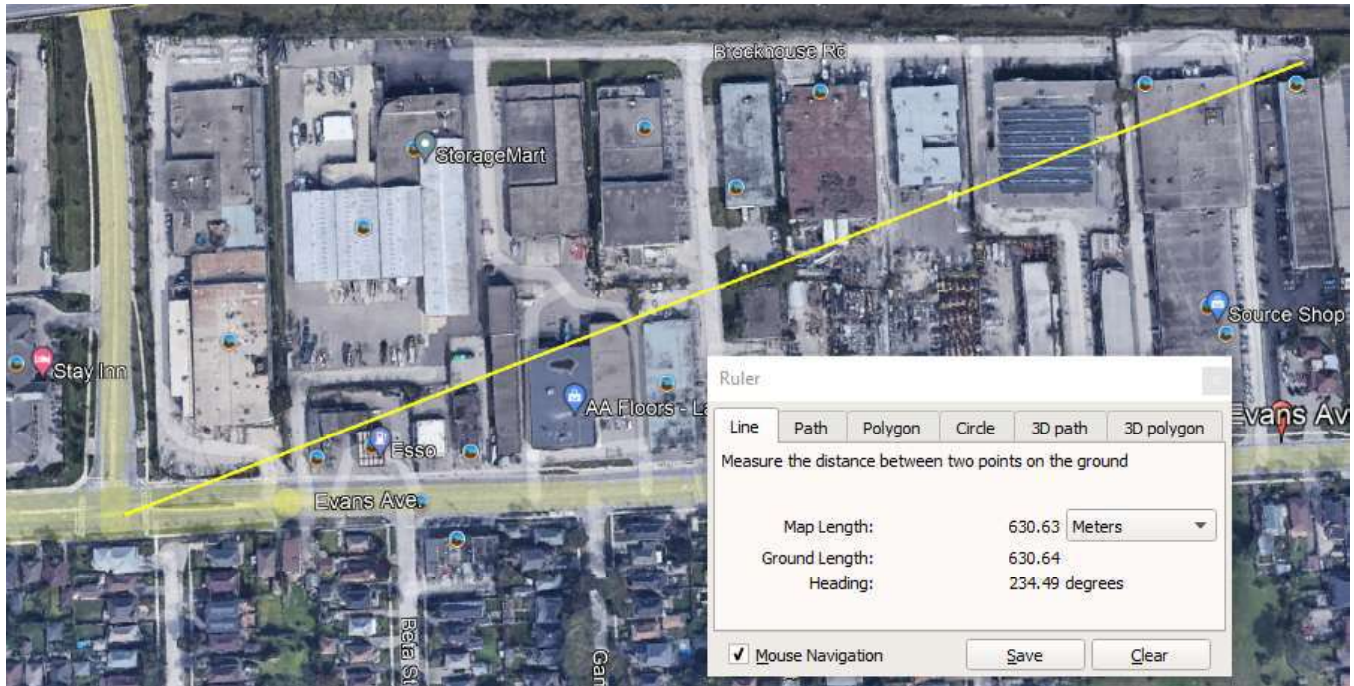
The location of the Proposed Sign to R-Residential, to RA-Residential Apartment, and to OS-Open Space sign districts.



The location of the Proposed Sign relative to the nearest intersection of two street lines, where the Proposed Sign is within 15 metres of such an intersection. The closest intersection of two street lines is more than 15m away, at 360m at Evans Avenue and Bestobell Road.



The location of the Proposed Sign relative to the intersection of a major street with any other street where the Proposed Sign is within 35 metres of such an intersection. The closest intersection of a major street is more than 35m away, at 630m at Evans Avenue and The East Mall.



476 EVANS AVENUE

RATIONALE

FULFILLING THE NINE ESTABLISHED CRITERIA

ADMINISTRATIVE CRITERIA

694-30A(1): Belong to a sign class permitted in the Sign District where the Premises are located.

The premises of 476 Evans Avenue are located in a E-Employment Sign District and the Proposed Sign defined as a Third-Party Electronic Ground Sign with two sign faces, displaying electronic static copy, belongs to a third-party sign class type that is permitted in an E-Employment Sign District. As per section 694-25. section C, the Proposed Sign type is one of two permitted in an Employment Sign District.



Subject premises identified as 476 Evans Avenue from City of Toronto SignView

NOTE: A red dot in error, shows up on the adjacent property, where no sign exists.

694-30A(2): In the case of a third-party sign, be of a sign type that is permitted in the Sign District where the Premises is located.

The Proposed Sign defined as a Third-Party Electronic Ground Sign displaying electronic static copy, is a sign type permitted in an E-Employment Sign District, specifically 476 Evans Avenue, Etobicoke, Ontario as per sign bylaw 694-25,C.

694-30A(7): Not be a sign prohibited by section 697-15B.

The Proposed Sign is not a prohibited sign listed under section 694-15B of the Sign By-law

DESIGN CRITERIA

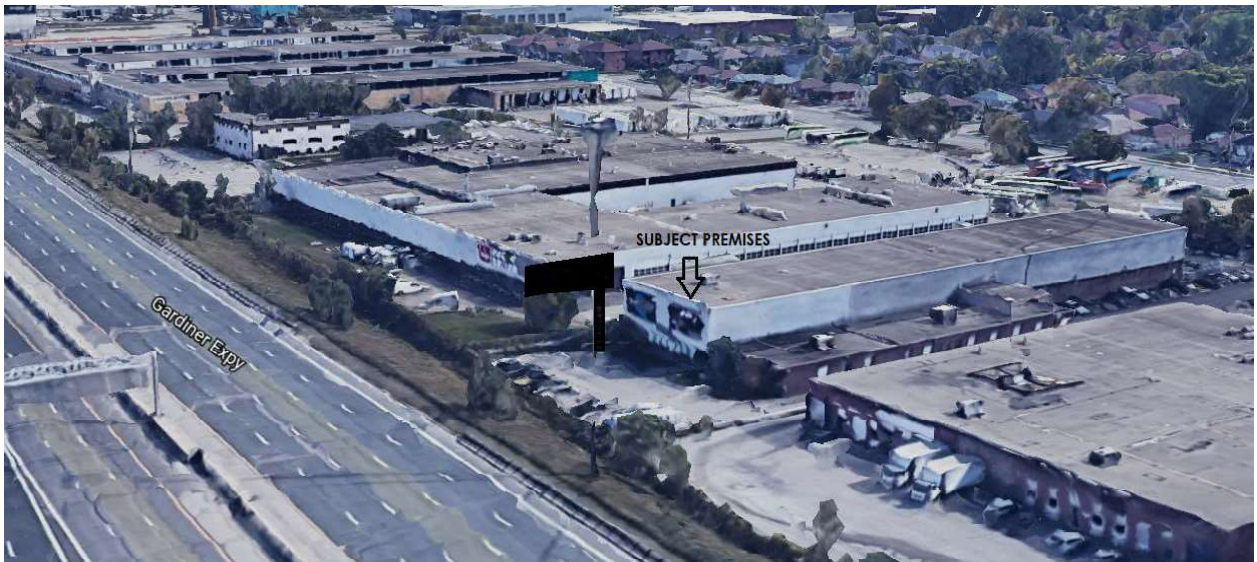
694-30A(3): Be compatible with the development of the Premises and surrounding area.

The Premises is an E Sign District, which permits electronic ground signs. The Premises is surrounded by other E Sign Districts to the north, east and west. These areas of the City were specifically set out in the Sign By-law to contain third-party electronic ground signs and contain largely commercial, and employment uses. Many of the buildings in the general vicinity are consistent with the Premises, measuring one or two stories, with uses such as industrial and commercial (i.e. Norampac, Wajax) including big-box retail outlets (i.e. Ikea, Golf Town), and various auto dealerships. The current use is for transportation by Global Alliance Services.

No other third-party sign exists on the premises, and only a small single first-party sign identifying the business exists on the south side facing Evans Avenue.

The Proposed Sign will be facing F.G. Gardiner Expressway with a back-to-back configuration, will be oriented directly to the east and west, ensuring they are not directed or visible to the northeast as per section 694-25.C(2)(f), specifically to the area identified as a CR sign district in the northeast.

Any future land development along Evans Avenue will not be impacted, as the proposed sign will be located to the extreme north end of the property.



Proposed sign with back-to-back faces oriented away from the northeast

The subject premises consist of a single building 9.2m high. The requested additional height of 3.47m is simply to ensure the design, fascia and architecture of the building is not blocked by the lower edge of the Proposed Sign. The sign itself will consist of a clean rectangular appearance parallel to the design and length of the building on site.



View of subject premises, facing east

The Proposed Sign with two faces will be consistent with, and identical in height and size to, other existing third-party electronic ground signs in the surrounding area. The proposed sign will be located more than the required 500m from the closest third-party electronic sign on the same street.

694-30A(8): Not alter the character of the Premises or surrounding area.

The Subject Premises is an E Sign District, which permits electronic ground signs, and it is the expectation that such signs are consistent with the character of the surrounding area. The Subject Premises is surrounded by E Sign Districts to the north, east, and west.

The Sign By-law Section 694-25,C(2)(f) requires a sign located within 250m of an CR sign district, to have the sign faces directed and oriented away from the property to have a negligible, if any association to these premises.

The Proposed Sign itself will be located 230m southwest of the CR zone. In adhering with the requirements, the sign will be oriented with back-to-back panels directly facing east and west only, so the visibility will be negligible and will not face the CR sign district.



Distance from proposed sign to CR sign district in the northeast

The Sign By-law Section 694-25,C(2)(g) requires a sign to be located a minimum of 500 metres from any other third-party electronic located on the same street.

The Proposed Sign will be more than 500m away from the nearest electronic sign on the same street. This will ensure the character of the premises and surrounding area is not altered by adding a second third-party electronic sign within 500m on the same street as stated by the Sign By-law.

This regulation serves a variety of purposes and is intended, in part to have a negligible effect on the premises and surrounding area with only one sign in the vicinity.



The nearest third-party electronic ground sign on the same street is greater than 500m away.

The subject premises is occupied by a long narrow building 9.2 metres in height with a brick and aluminum façade. The individual building façade is visible and forms the edge of a street, that defines and supports the public realm. The Proposed Sign dimensions will fit within the context of the neighbourhood and ensure the character of the build form and premises are not altered or overshadowed. Hence, the requirement for the minor increase in height of 3.47m

There are currently five third-party electronic signs along the Gardiner from 427 to Islington Avenue with sign faces of 62 square metres, that establish and define the character of the area and vicinity. The Proposed Sign with similar sign face area, copy type and number of sign faces, will equally contribute to the pool of existing signage along this streetscape.

As a result, the Proposed Sign will not be introducing a sign with a height or size that is currently not found in the surrounding area, nor introducing a sign class or a sign type that is currently not permitted or found to be inconsistent with the character of the surrounding area.

694-30A(4): Support the Official Plan objectives for the Premises and surrounding area

476 Evans Avenue has been designated as a Core Employment Area in Map 15 Land Use Plan as illustrated in the City of Toronto Official Plan, and the Proposed Sign would not compromise or contradict the Official Plan objectives.

The Official Plan identifies Employment Areas as places of business and economic activities vital to Toronto's economy and future economic prospects. Both Core Employment Areas and General Employment Areas are important and comprise the City's "Employment Areas" as defined under the Provincial Planning framework.



Subject premises identified as Core Employment Areas in City of Toronto Official Plan

Core Employment Areas are defined as places for business and economic activities. Uses permitted in Core Employment Areas are all types of manufacturing, processing, warehousing, wholesaling, distribution, storage, transportation facilities, vehicle repair and services, offices, research and development facilities, utilities, waste management systems, industrial trade schools, media, information and technology facilities, and vertical agriculture.

The Proposed Sign supports the Official Plan for enhancing the Employment Area objectives by contributing to the viability and continuation of the existing uses carried out at the Subject Premises. The signage will highlight the presence of many businesses in the area. This will also present multiple opportunities for local and national business to promote and advertise their products and services, contributing further growth to this Employment Area. This supports Policy Statement 2.2.4 2 b) in Chapter 2 of the Official Plan which states in part that Employment Areas will be used exclusively for business and economic activities in order to ... b) protect and preserve Employment Areas for current and future business and economic activities.

The Official Plan states that climate change is a critical challenge facing our planet and requires everyone to positively contribute in some way to provide a sustainable future for all Torontonians. Our part is to have the proposed electronic ground sign powered by renewable energy via an agreement with Bullfrog Power.

Furthermore, electronic signs have the capability to change messaging remotely, thereby eliminating unnecessary costs and resources for maintenance crews to repeatedly access the site, the road travel associated with regular changes to the copy, and the printing/disposal of vinyl copy. This significantly reduces our environmental footprint, and further supports the Official Plan objectives in the Policy Statement 3.4 1 c)i, iii and iv in Chapter 3 of the Official Plan.

IMPACT CRITERIA

694-30A(5): Not adversely affect adjacent premises.

The Subject Premises is designated as an E Sign District, and so are the adjacent properties to the north, east and west. E Sign Districts were specifically set out in the Sign By-law to allow third-party electronic ground signs, and none of the adjacent properties contain uses that could be adversely affected by the presence of the Proposed Sign.

The land uses and built form of the adjacent premises are similar to that of the Premises and there does not appear to be any sensitive land uses on the adjacent premises nor in the surrounding area. Buildings to the east and west are of similar height and have no existing offices facing the rear of the properties. No other third-party electronic sign exists within 500m of the Proposed Sign on the same street.

The Proposed Sign will be double sided, in a back-to-back configuration. As a result of the orientation of the Proposed Sign, there will be no adverse effects on properties in the CR Sign District to the northeast located approximately 230m from the Proposed Sign.

The Proposed Sign will operate within the Sign By-law requirements for third-party electronic ground signs, as well as the general provisions which regulate illumination and time of day operation.

694-30A(6): Not adversely affect public safety, including traffic and pedestrian safety.

Although the Proposed Sign is intended to be visible to traffic travelling on the F.G. Gardiner Expressway, some of the Sign By-law regulations concerning safety issues govern the distance of electronic signs from: other electronic signs; intersections of major streets; street lines of major streets and highways; and, visibility zones.

In E Sign Districts, electronic ground signs are required to be at least 30 metres from an intersection of a major street with any other street. The closest intersection is approximately 630m away, where East Mall meets Evans Avenue. The Proposed Sign will meet the required 30 metre setback from any street intersections. The Proposed Sign will also be situated nearly 190m from the travelled portion of Evans Avenue always ensuring pedestrian safety.

The Proposed Sign will also be set back more than 1300m (1.30 km) from the decision point along the F.G. Gardiner, specifically from the off-ramp at Islington Avenue.



Distance to nearest intersection and street line from Proposed Sign

The Sign By-law has requirements for signs not to be within a "Visibility Zone", defined as the area within three metres of the outermost points of a vehicular ingress or egress of a property where it intersects with a street.

The Proposed Sign will be in the north part of this deep lot, 190m away, whereas the ingress and egress points are situated on the south side. The Proposed Sign meets this requirement as it will not be within the visibility zone ensuring safety for both drivers and pedestrians.

According to the Ontario Building Code, a requirement exists for the Proposed Sign to have a minimum clearance from grade to the bottom of the sign face.

The Proposed Sign will have a clearance of 9.2m, exceeding the safety requirements set out in the Ontario Building Code, and will help ensure that pedestrians and vehicles can pass safely underneath the Proposed Sign without issue while views around the sign are not obstructed.

The Sign By-law requires that third-party electronic signs be a minimum of 500 metres apart from each other where they are located on the same street. This regulation serves a variety of purposes and is intended, in part, to reduce the potential for animation along the street and, as a result, the potential for driver distraction where multiple signs may be visible along the same street at the same time.

The Proposed Sign will be located further than the minimum requirement, approximately 620m from the nearest third-party electronic sign on the same street.

The Ministry of Transportation granted approvals for dozens of third-party electronic ground signs at minimal setbacks from the 400-series highways, which have also been reviewed and approved by multiple municipalities, including Toronto. With sign faces in excess of 62 square metres located in direct view of, and near the travelled portion of these highways, we believe this confirms the impact of electronic signs on highway traffic has been deemed to be negligible.

Transportation Services also conducted a statistical analysis of collisions before and after electronic signs were installed using the methodology outlined in the American Association of State Highway Traffic Officials Highway Safety Manual, which included more than six years of data. A total of 1,727 collisions at 11 separate locations along the Gardiner Expressway and Highway 27 were analyzed for this review. The results indicated there was a four per cent decrease in the number of collisions after the electronic signs were installed, which is statistically insignificant. The main conclusion of this study by Transportation Services was that they were unable to identify any statistically significant effect on collisions where electronic signs had been installed.

The Proposed Sign within 400m of the F.G. Gardiner Expressway will be designed, engineered, and installed in accordance with strict Ontario Building Code requirements. As well, all operational requirements for electronic signs as defined in the City's Sign By-laws will also be adhered to. As such, we do not foresee any issues related to public safety.

The Proposed Sign will comply with the Sign By-law provisions for message duration of 10 seconds between changes in copy, to further reduce the potential for driver distraction. The Proposed Sign will change instantaneously between messages and will not include any visual effects between one message to the next, such as flashing, blinking or movement, in a further effort to minimize driver distraction.

694-30A(9): Not be, in the opinion of the decision maker, contrary to the public interest.

The subject premises are designated as a Core Employment Area in the City of Toronto Official Plan, and the Proposed Sign located within the subject premises, would not compromise safety or be contrary to the public interest.

Generally, the public would want clarification to address their concerns, regarding the sign's location, illumination, and visibility from the CR sign district 230m away.

Both Core Employment Areas and General Employment Areas are important and comprise the City's "Employment Areas" as defined under the Provincial Planning framework. The type and class of sign proposed, is permitted in Employment Districts for the benefit of Torontonians, local and national businesses to promote their products and services, to further contribute growth to this Employment district. The significance of the Proposed Sign is to play a vital role to enhance Toronto's economy and future economic prospects.

As per Sign by-law 694-18-E, regarding illumination, the proposed sign will adhere to the requirements under this section as follows.

- (1) The sign shall not be up-lit;
- (2) The light shall not project onto any adjacent premises located in an R, RA, CR, I, or OS sign district;
- (3) The illumination shall not increase the light levels within 10.0 metres of all points of the sign face by more than 3.0 lux above the ambient lighting level; [Amended 2015- 10-02 by By-law 1041-2015]
- (4) The illumination shall not exceed 5,000 nits during the period between sunrise and sunset; and
- (5) The illumination shall not exceed 300 nits during the period between sunset and sunrise. [Amended 2015-10-02 by By-law 1041-2015]

Although the placement of the Proposed Sign is within 250m (specifically 230m) of the CR Sign District, to the northeast, its visibility will be absent due to its back-to-back configuration.

Furthermore, the proposed sign's height at 13.47m, will be much lower than other existing signs along F.G. Gardiner Expressway, and will not rise high above in the skyline.

The Proposed Sign will comply with the provisions set out in the Sign By-law for third-party electronic ground signs in an Employment Sign Districts in terms of setback from the closest intersection; the closest being 630m away, more than the required setback of 35m.

Special attention should be directed and encouraged to achieve high standards of pollution abatement, and renewable energy. In full support of section 694-23, the use of renewable energy will be implemented through an agreement with leading energy provider Bullfrog Power, to reduce the emissions

footprint and simultaneously support the growth of renewable energy. Proof of documentation with Bullfrog Power will be provided prior to operation.

The Official Plan, Chapter 4.6, Policies for All Employment Areas, section 7 states:

Development will contribute to the creation of competitive, attractive, highly functional Employment Areas by: a) supporting, preserving and protecting major facilities, employment uses and the integrity of Employment Areas ; b) encouraging the establishment of key clusters of economic activity with significant value-added employment and assessment; and particularly i) mitigating the potential adverse effects of noise, vibration, air quality and/or odour on major facilities and/or other businesses as determined by noise, vibration, air quality and/or odour studies.

The Proposed Sign enhances the economic prosperity and liveliness of an area that would otherwise seem barren, while maintain the absence of any noise, and ensuring air quality is not compromised to public interest.

The Official Plan identifies that “diverse employment areas can adapt to changing economic trends and are poised to capture new business opportunities “. To facilitate and expediate this growth, electronic signage should be permitted where appropriate in Core Employment Areas.