

Folder Number	Date (yyyy-mm-dd) 2022-01-26
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Project Information

Street Number 170	Street Name Brockport Drive	Lot Number Part of 25	Plan Number Concession 3, Fronting Huber
Describe the variance(s) being applied for: We are requesting a variance to allow for an electronic third party ground sign to be erected on this parcel.			
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): Planning Rationale letter will be provided once the variances are confirmed with the variance file manager.			

Property Owner Information

First Name Antonella		Last Name Storelli	
Company Name (if applicable)			Telephone Number (416) 675-3362
Street Number 170	Street Name Brockport Drive	Suite/Unit Number	Mobile Number
City/Town Etobicoke	Province Ontario	Postal Code M9W 5C8	Fax Number
Email toni@interwide.ca			

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

Applicant Information and Declaration

First Name I, Chris		Last Name Roubekas	
Company Name Due To Construction Media			Telephone Number
Street Number of 22	Street Name Birdsilver Gardens	Suite/Unit Number	Mobile Number (587) 586-0718
City/Town Toronto	Province Ontario	Postal Code M1C 4M5	Fax Number
Email chrisroubekas@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		Chris Roubekas Print Name (First, Last)	2022-01-26 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.

Folder number	Request Date (yyyy-mm-dd) 2022-01-26
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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 170	Street Name Brockport Drive	Lot Number Part of 25	Plan Number Concession 3, Fronting
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Site and Building Data

Lot Area	Lot Frontage	Lot Depth
Number of Building(s) on the lot One	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	Number of Storeys One and Two story	Building(s) Gross Floor Area
Building Uses(s) Trim Carpenter Supply, Sherwin-Williams Commercial Paint, Bolts Plus		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)
North Brockport Home Systems & Design Studio by Great Gulf - large, sprawling 2 story complex
South Premium Beer Company - large, sprawling 2 story manufacturing and distribution facility, semis and parking lot
East Mature tree and bush parcel
West Fireman Movers - 2 story storage and moving facility with semis for delivery

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)
To install a third party electronic ground sign as per attached sign drawings and as per proposed location on attached survey site plan.

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)

The third party sign class is permitted along Belfield Road.

The rectangular shape of the proposed sign blends in with the large 1 story and 2 story building complex located on the premises. It is our opinion, and as shown over the years with other third party signs on developed, industrial lands, that a third party electronic sign on this parcel would not have any negative impacts to the neighboring businesses (as described above under Sign Context) and is appropriate in this type of area that is surrounded by a variety of industrial uses.

This parcel is located in an industrial area and well away from residential, the main mode of transportation is the automobile with very little pedestrian traffic.

The proposed sign is not a sign that is listed as prohibited under the Toronto Municipal Code Chapter 694-15B.

It is our opinion based on the above planning rationale the proposed third party sign would not alter the character of the premises or surrounding area and not be contrary to public interest.

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)				

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



Owners Authorization to Submit the Application

For Arborists Retained by Private Property Owner to Undertake Work on City Trees

Please complete this form if the applicant is not the property owner.

Property Information

Street Number, Street Name		
170 Brockport Drive		
City/Town, Province, Postal Code		
Etobicoke, Ontario, M9W 5C8		
Authorization		
I /We, the property owner(s), authorize the below signed agent to act on my/our behalf in respect to the work to be undertaken.		
Owner(s) Information		
First Name, Last Name	Signature	Date (yyyy-mm-dd)
Antonella Storelli		2021-12-06
Where the owner is a corporate entity, provide signature of authorized signing officer		
Corporation Name		Position Title:
		Property Manager
First Name, Last Name	Signature	Date (yyyy-mm-dd)
Antonella Storelli		2021-12-06
I/we have the authority to bind the corporation.		
Agent or the Person Authorized		
First Name	Last Name	
Chris	Roubekas	
Signature	Date (yyyy-mm-dd)	
	2021-12-06	
Witness Information		
First Name, Last Name	Signature	Date (yyyy-mm-dd)

Parks, Forestry and Recreation collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, s 136 (c) and the City of Toronto Municipal Code, Chapter 608, Parks, Article VII and Chapter 813, Trees, par. 813-4 and 5. The information is used to obtain the owners authorization to submit the Application for Arborists Retained by Private Property Owner to Undertake Work on City Owned Trees. Questions about this collection can be directed to Supervisor, Urban Forestry Policy and Planning, 18 Dyas Road, Toronto, ON, M3B 1V5 or by telephone at 416-392-1350.

Folder No.

District Offices

☐ Toronto and East York ☐ North York ☐ Scarborough ☒ Etobicoke York

PART A – To be Completed by Owner

Project Description

To install an electronic third party ground sign.

Project Address (Street Number, Street Name, Suite/Unit Number, City/Town, Postal Code)

170 Brockport Drive, Etobicoke, Ontario, M9W 5C8

WHEREAS the Ontario Building Code requires that the project described above be designed and reviewed during construction or demolition by an architect, professional engineer or both that are licensed to practice in Ontario;
WHEREAS Ontario Law prohibits the construction or demolition of a building if a permit has not been issued to authorize it, and
WHEREAS Architects and engineers are prohibited by law from undertaking reviews if a permit has not been issued,
NOW THEREFORE the Owner, who intends to construct or demolish or have the building constructed or demolished hereby confirms that:

1. The undersigned architect and/or professional engineers have been retained to provide general reviews of the construction or demolition of the building to determine whether the work is in general conformity with the plans and other documents that form the basis for the issuance of a permit, in accordance with the performance standards of the Ontario Association of Architects (OAA) and/or Professional Engineers of Ontario (PEO);
2. All general review reports by the architect and/or professional engineers will be forwarded promptly to the Chief Building Official;
3. Should any retained architect or professional engineer cease to provide general reviews for any reason during construction or demolition, the Chief Building Official will be notified in writing immediately, and another architect or engineer will be appointed so that general review continues without interruption; and
4. Construction or demolition will only be undertaken if an architect and/or professional engineers are retained to undertake general review, and a permit authorizing the proposed construction or demolition has been issued.

The undersigned hereby certifies that he/she has read and agrees to the above.

Owner's First Name

Antonella

Last Name

Storelli

Street Number

170

Street Name

Brockport Drive

Postal Code

M9W 5C8

Telephone Number

416-675-3362

Mobile Number

Fax Number


Signature

Antonella Storelli

2021-12-06

Print Name

Date (yyyy-mm-dd)

Co-ordinator of the work of all consultants

Chris Roubekas

Street Number

22

Street Name

Birdsilver Gardens

Postal Code

M1C 4M5

Telephone Number

Mobile Number

587-586-0718

Fax Number

Continue on next page

The personal information on this form is collected under the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, s. 136 (c) and the Building Code Act, S.O. 1992, Chapter 23, s. 8(1) and (2). The information collected will be used for processing applications and creating aggregate statistical reports. Questions about this collection may be referred to the Customer Service Manager in the appropriate district. Toronto East York District, 100 Queen Street West, Ground Floor, West Tower, Toronto M5H 2N2; North York District, 5100 Yonge Street, 1st Floor, Toronto M2N 5W4; Etobicoke York District, 2 Civic Centre Court, 1st Floor, Toronto M9C 2Y2; Scarborough District, 150 Borough Drive, 3rd Floor, Toronto M1P 4N7 or by telephone at (416) 397-5330.

Commitment to General Reviews

PART B – To be completed by Consultants

The undersigned architect and/or professional engineer(s) hereby certify that they are qualified in and have been retained to provide general reviews of the parts of construction or demolition of the building indicated, to determine whether the work is in general conformity with the plans and other documents that form the basis for the issuance of a permit, in accordance with the performance standards of the Ontario Association of Architects (OAA) or Professional Engineers Ontario (PEO).

First Consultant Information and Declaration

☐ Architectural ☒ Structural ☐ Mechanical ☐ Electrical ☐ Site Services			
☐ Other:			
First Name Brent		Last Name Roberts	
Firm Jerol Technologies Inc.			
Street Number 95	Street Name Allaura Blvd, Aurora, Ontario		Postal Code L4G 3N2
Telephone Number 905-726-3817		Mobile Number	Fax Number
		Brent Roberts	
Signature		Date (yyyy-mm-dd) 2021-12-06	

Second Consultant Information and Declaration (if applicable)

☐ Architectural ☐ Structural ☐ Mechanical ☐ Electrical ☐ Site Services			
☐ Other:			
First Name		Last Name	
Firm			
Street Number	Street Name		Postal Code
Telephone Number		Mobile Number	Fax Number
		2021-12-06	
Signature		Date (yyyy-mm-dd)	

Third Consultant Information and Declaration (if applicable)

☐ Architectural ☐ Structural ☐ Mechanical ☐ Electrical ☐ Site Services			
☐ Other:			
First Name		Last Name	
Firm			
Street Number	Street Name		Postal Code
Telephone Number		Mobile Number	Fax Number
Signature		Date (yyyy-mm-dd)	

Commitment to General Reviews

Fourth Consultant Information and Declaration (if applicable)

☐ Architectural ☐ Structural ☐ Mechanical ☐ Electrical ☐ Site Services			
☐ Other:			
First Name		Last Name	
Street Number		Street Name	
Telephone Number		Mobile Number	
Fax Number			
Signature		Date (yyyy-mm-dd)	

Fifth Consultant Information and Declaration (if applicable)

☐ Architectural ☐ Structural ☐ Mechanical ☐ Electrical ☐ Site Services			
☐ Other:			
First Name		Last Name	
Street Number		Street Name	
Telephone Number		Mobile Number	
Fax Number			
Signature		Date (yyyy-mm-dd)	

Sixth Consultant Information and Declaration (if applicable)

☐ Architectural ☐ Structural ☐ Mechanical ☐ Electrical ☐ Site Services			
☐ Other:			
First Name		Last Name	
Street Number		Street Name	
Telephone Number		Mobile Number	
Fax Number			
Signature		Date (yyyy-mm-dd)	



INTER WIDE INVESTMENTS LIMITED
170 Brockport Drive | Suite 204 | Toronto, Ontario | M9W 5C8

February 11, 2022

Toronto City Hall
Sign By-law Unit
100 Queen St. W.
East Tower, Ground Floor
Toronto, On M5H 2N2

Attention: To Whom It May Concern

**RE: File # 22 108716 ZSV 00 ZR: One (1) Third Party Electronic Ground Sign
Sign Variance Application for 170 Brockport Drive**

Good day. My name is Antonella Storelli, I am the Property Manager of the above referenced address and have worked on this property for just over 3 years. Our property is located on a large parcel of land with a mix of retail, commercial and industrial tenants (Bolts Plus, Sherwin-Williams Paints, Bishop Integrated, Ls Security, KC Chairs Banquet Office & Commercial Seating, NCI Recycling, MPI Morheat Inc., Curtis International, Inter Wide Investments Ltd, Trim Carpenter Supply, Gemtex Abrasives and Aim 2 Walk Neurological Rehabilitation Centre).

In spring of 2021 we requested for the City to allow us to remove the trees and brush from the northwest corner of Hwy 27 and Belfield Rd in order to improve the visibility of our site to support the business of our tenants. Despite the support of Councillor Michael Ford's office, our request was declined by the City leaving our business in a very challenging position. Over the past 2 years this situation has become even more challenging from the impacts of Covid-19.

Given these very difficult times resulting from the limited visibility of our site from Hwy 27, as well as from the extended and ongoing impacts of Covid-19, we are trying to find creative ways to support our business and the business of our tenants at 170 Brockport Drive. In light of this, we have been working with Due to Construction Media to assist us in our pursuit of a Permit Application for a Third Party Electronic Ground Sign on our property. We currently do not have, nor have ever had, a free-standing ground sign on this property. The revenue this 3rd Party sign can generate would be extremely helpful to us, while it will also improve the visibility of our site which will significantly assist the business of our tenants. We were very disappointed to hear that the City of Toronto is not in support for an electronic billboard on our property.



INTER WIDE INVESTMENTS LIMITED
170 Brockport Drive | Suite 204 | Toronto, Ontario | M9W 5C8

It is our understanding that there are three (3) reasons for the City not to support our Permit Application. Firstly, is due to the proposed site being within 400 m of Hwy 409. We have received approval from MTO for our proposed site so this issue has been resolved. Secondly, is due to the proximity of where Brockport Drive intersects Belfield Road. We do not believe this should be a concern, as Brockport Drive only travels to the north of Belfield Rd and has very minimal traffic. It simply provides access to some adjacent businesses to the north of our parcel, and then this road reaches a dead end. Thirdly, there is the concern of our proposed site being within 400 m of Highway 27. As you are aware, there is currently a third-party ground sign located approximately 145 m west of Highway 27. We believe this sign has been there for a number of years and to our knowledge no one has ever complained about the sign.

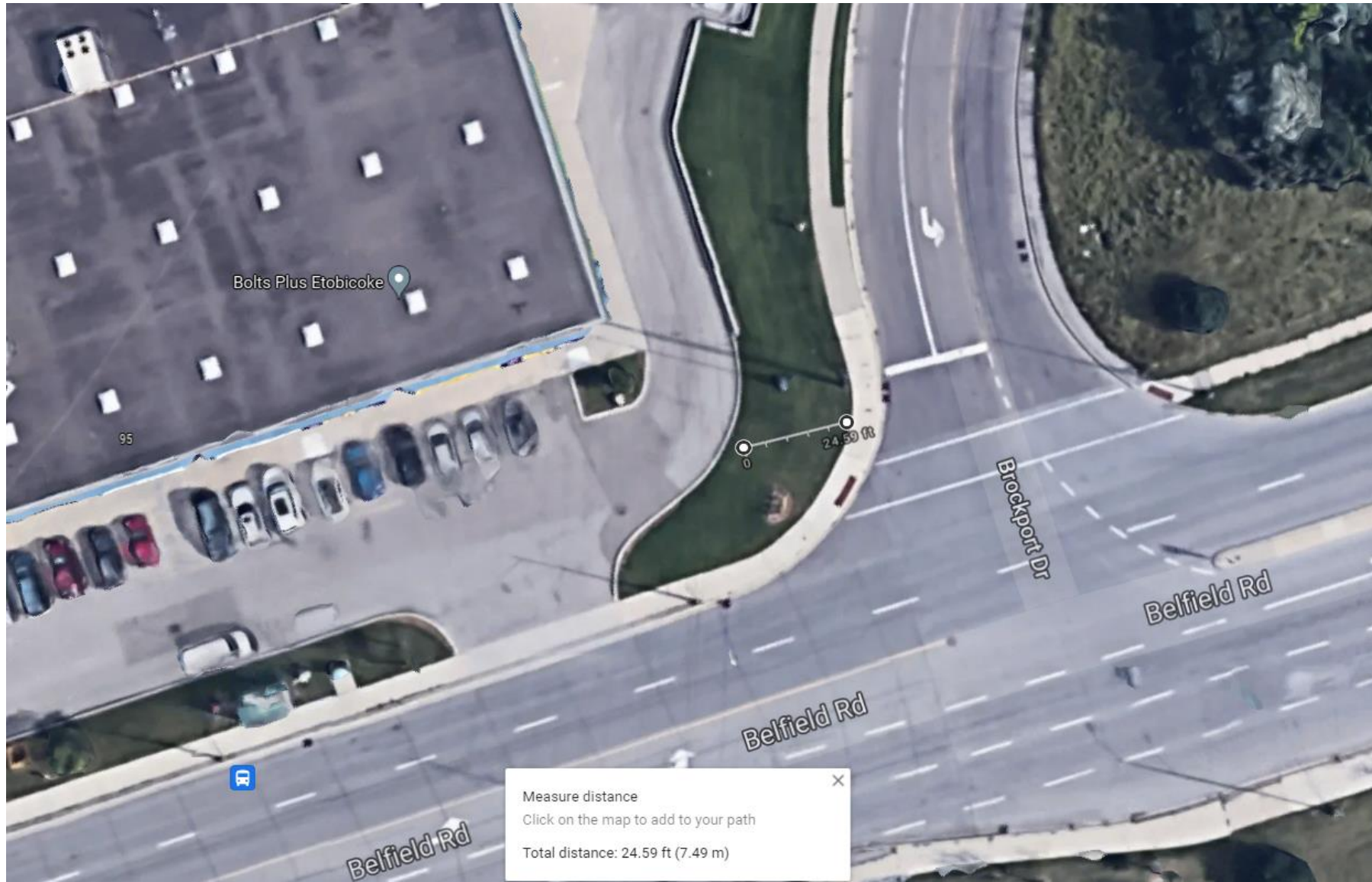
It is our strong opinion that the proposed sign will fit in this mainly industrial and commercial area. Again, to reiterate, we are trying to be as creative as possible to pay our property taxes and support our tenants in their efforts to operate profitable businesses. The revenue this advertising display will bring in is one such way that will help immensely.

Thank you for your consideration.

Sincerely,
Inter Wide Investments Limited

Antonella Storelli
Property Manager

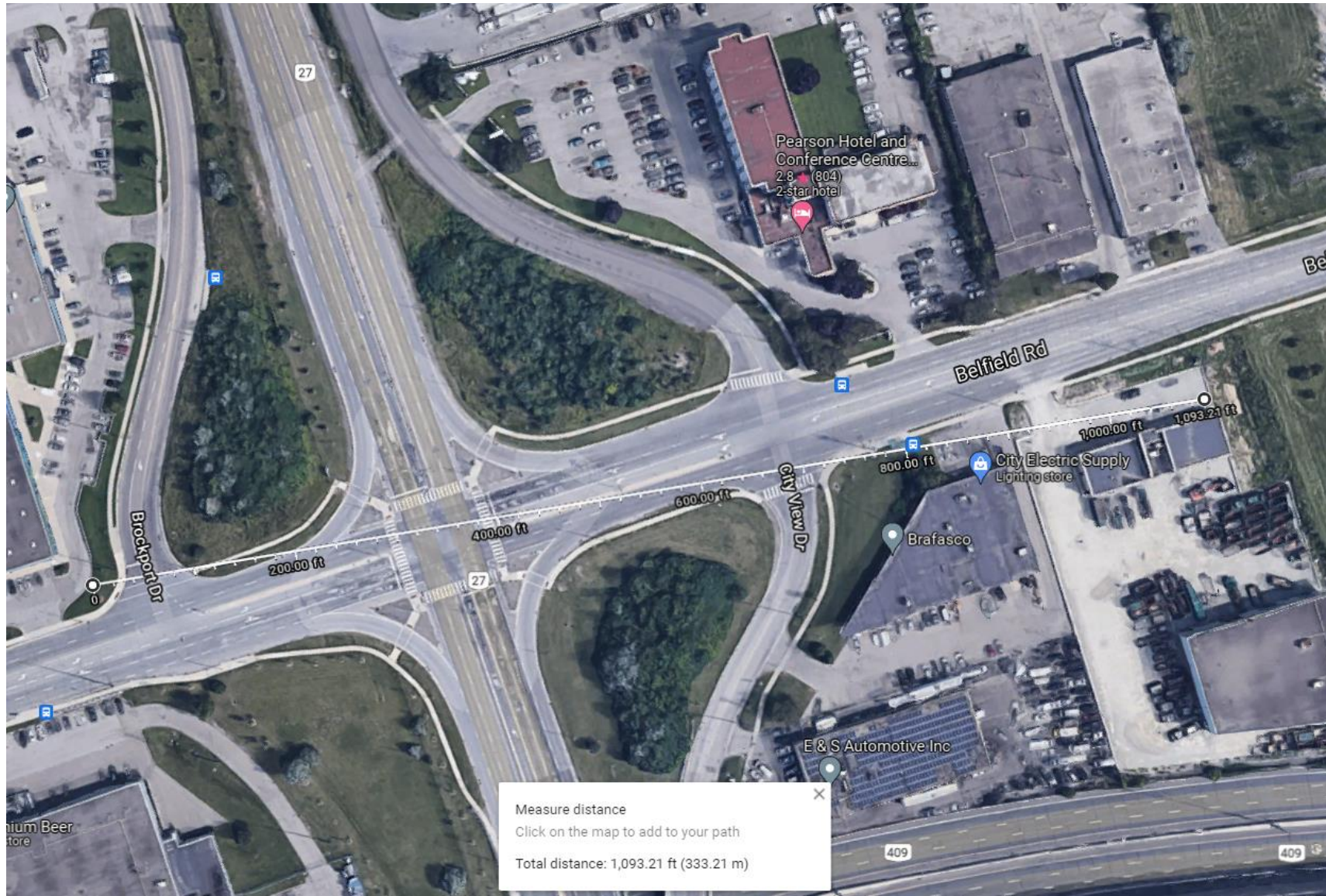
1. a) Distance to hydro lines – Plan View



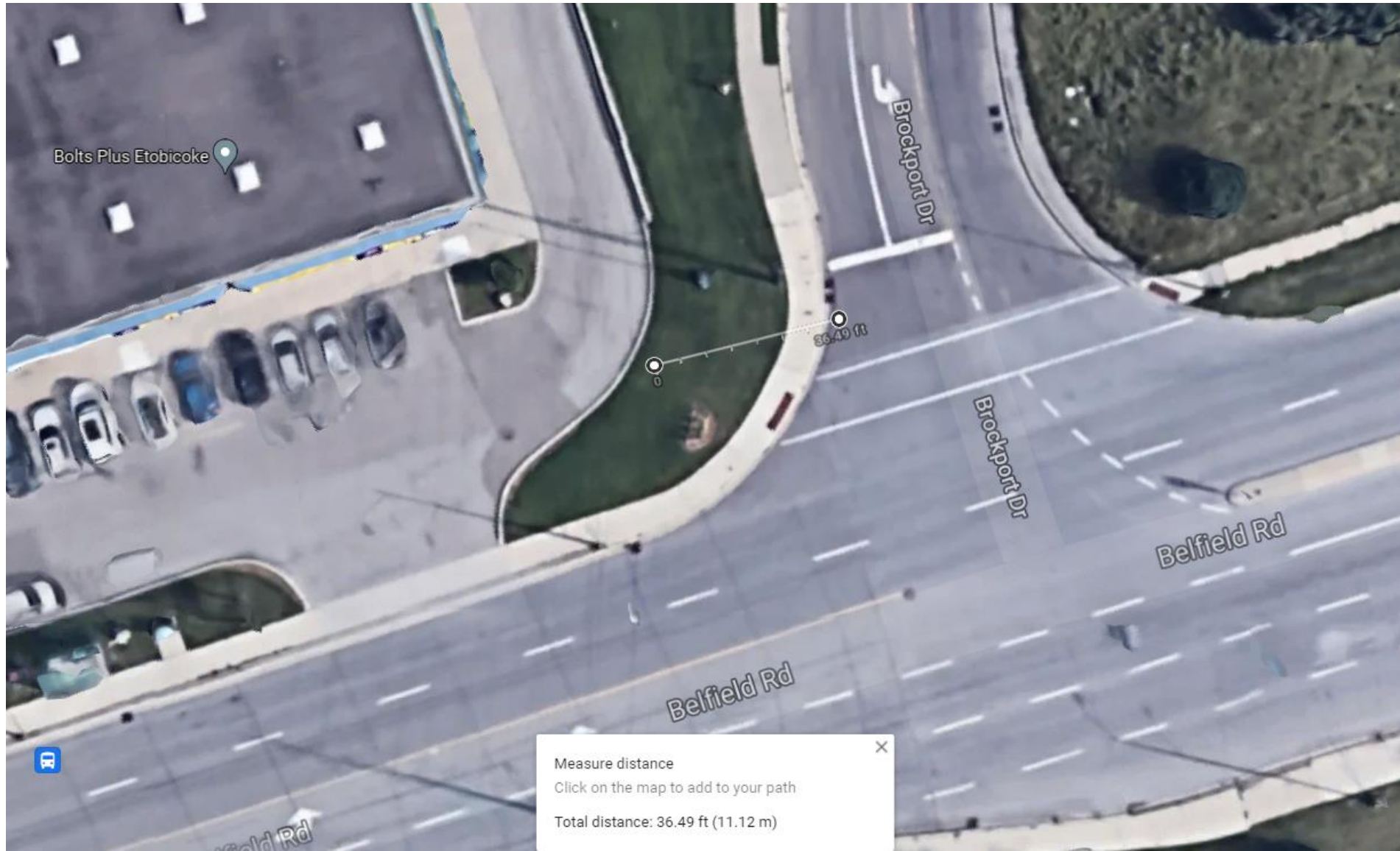
1. b) Distance to hydro lines – Street View



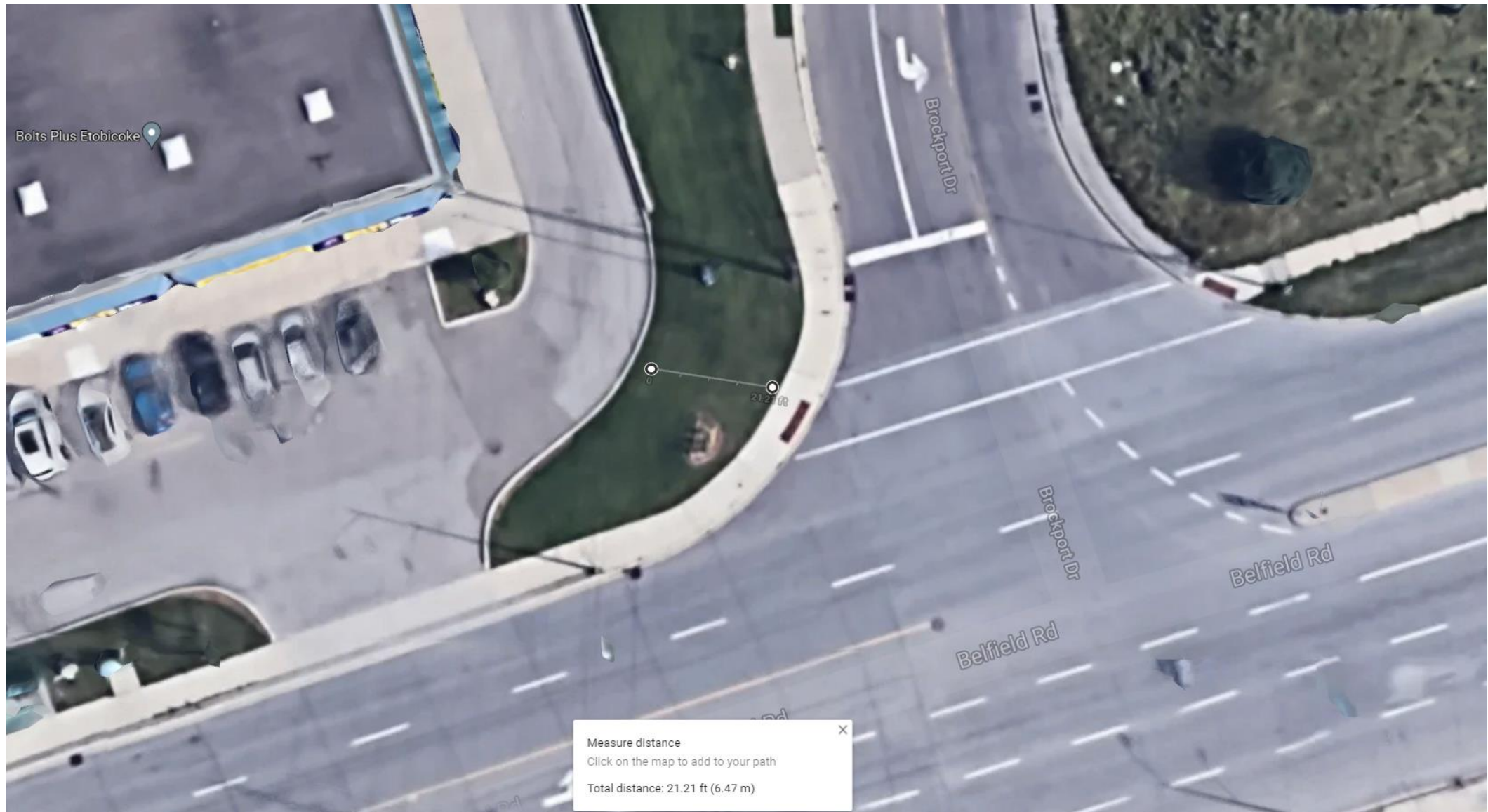
2. Distance to Third Party Signage



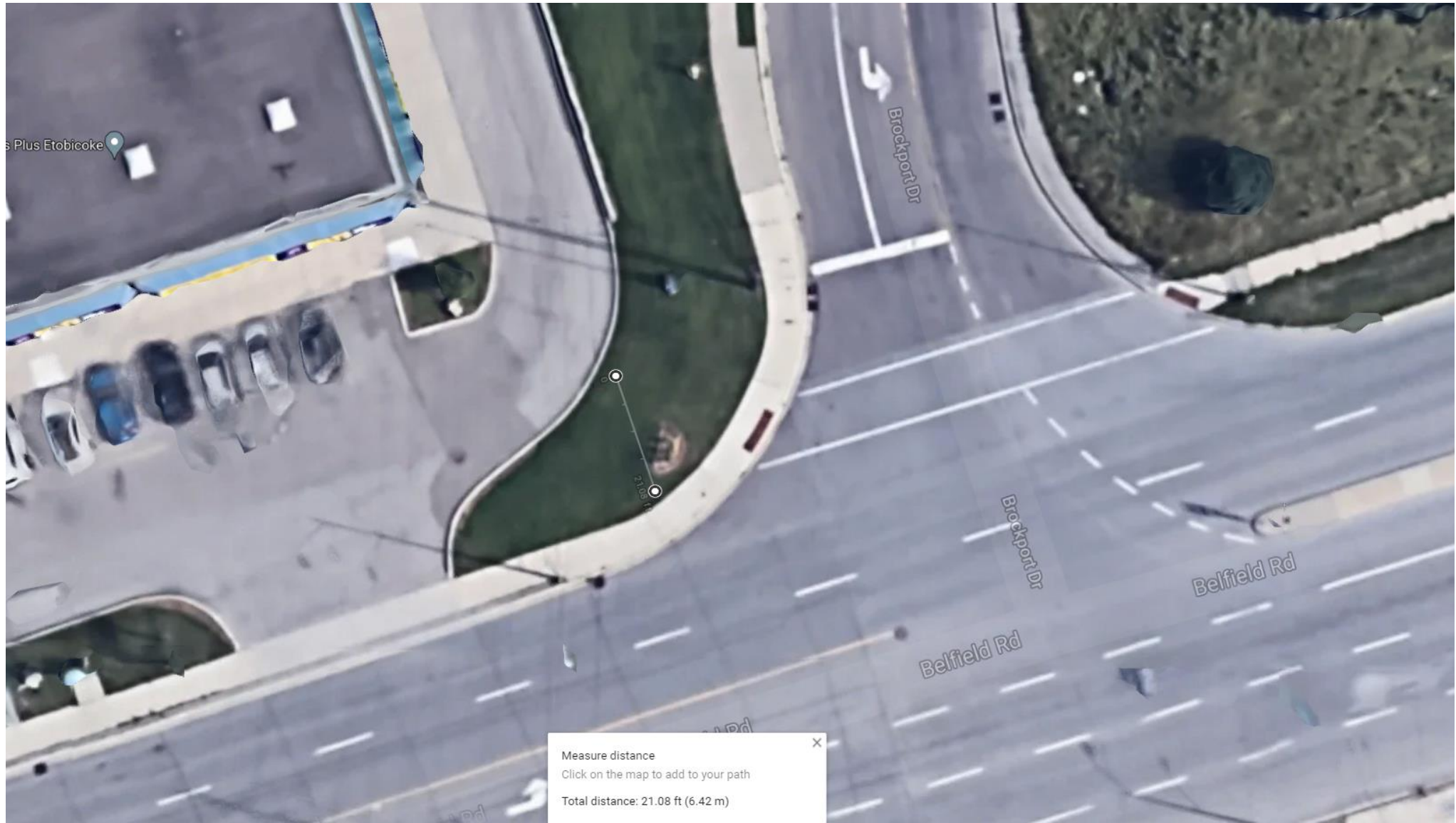
3. Distance to Closest Intersection



4.a) Distance to Property Lines – Plan View



4.b) Distance to Property Lines – Plan View



1.8m WIDE CORRIDOR

$\pm 145'-0"$
 ± 44180

STEEL "I" BEAM
BUMPER TO BE
REMOVED

TOP OF RETAINING
WALL $162.00 \pm$

CONC. CURB

CENTRELINE OF
ASPHALT ROAD
EX. CONC. C

1.40

1.33

1.18

1.02

EX. CB

0.86

0.98

CONC. SIDEWALK

CURB

LS

CB

RAMP

EX. CURB CUT

161.66

WV

LS

CB

WV

REMOVE EXISTING
CONC. RETAINING
WALL W/ STEEL
RAILING

SLOPE DN.
@ 2%

CONC. SIDEWALK
LINE OF CANOPY

25'-7 1/2"

63'-9"

16'-0 1/2"

7'-10"

16'-0"

16'-6"

58'-2" +/-

28'-3"

28'-4"

13'-11"

19'-10"

22'-6"

14'-3"

10'-82"

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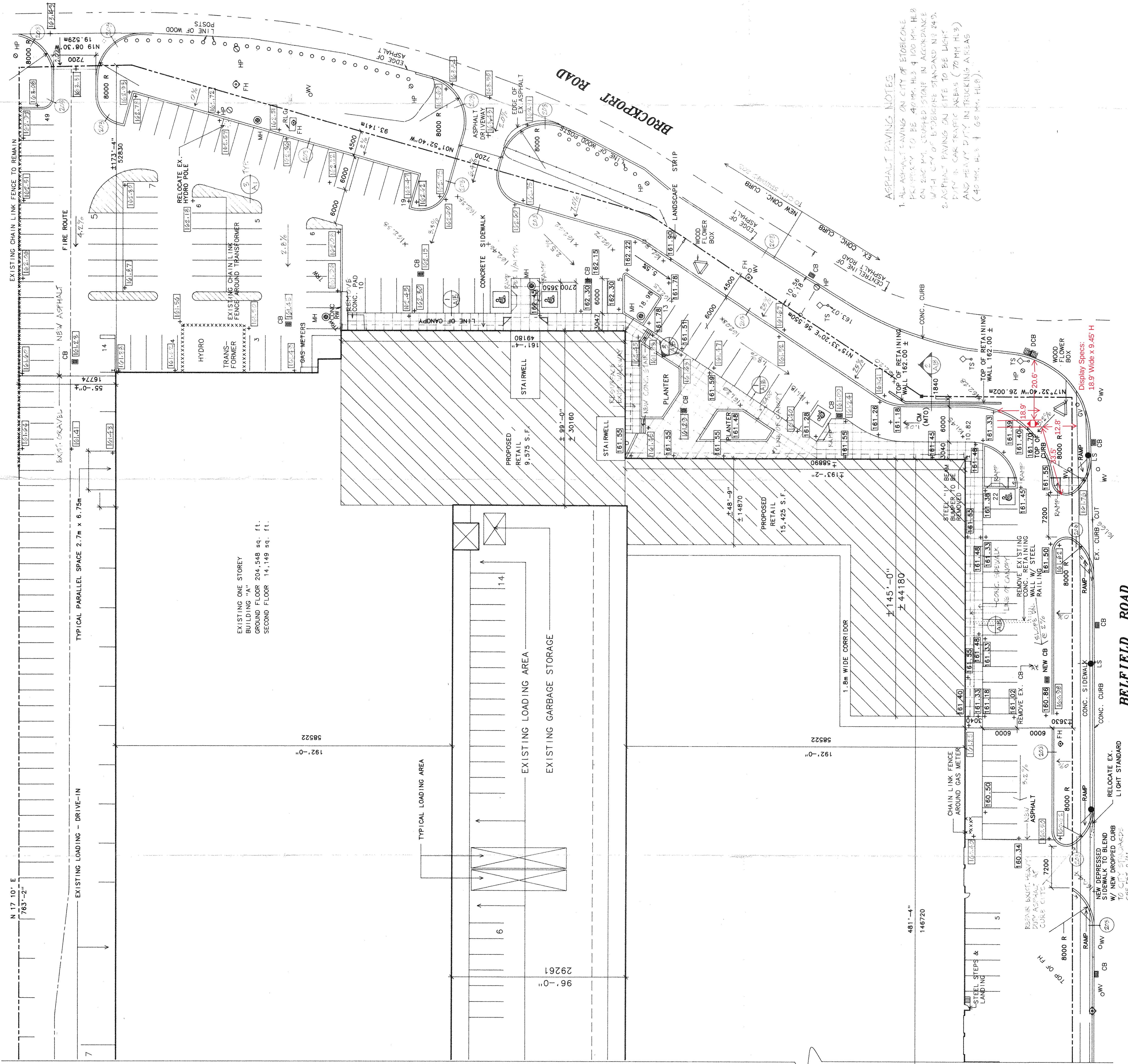
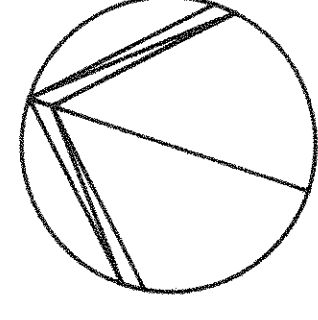
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BELFIELD ROAD



ASPHALT PAVING NOTES

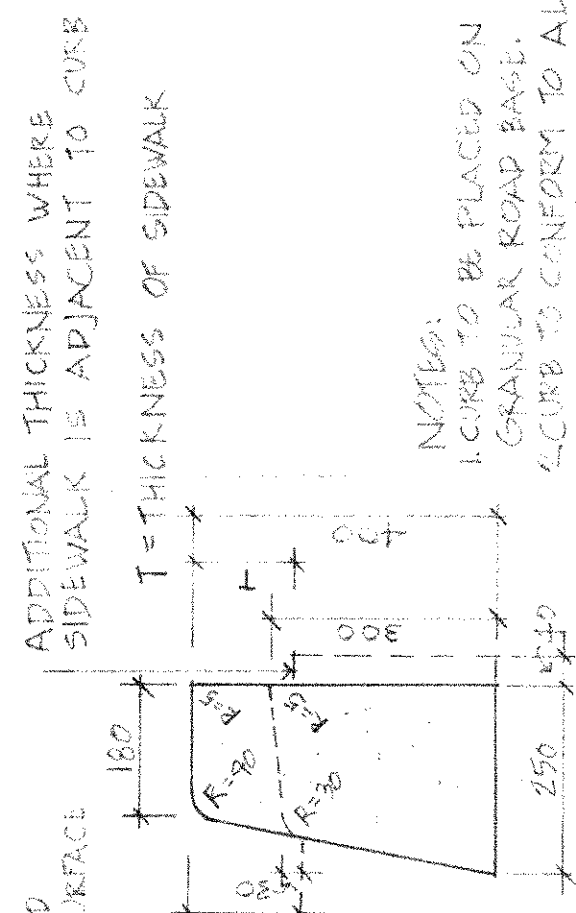
1. ALL ASPHALT PAVING ON CITY OF ETOBICOKE PROJECTS TO BE 40 MM. HLB & 100 MM. HLB WITH CUR OF ETOBICOKE STANDARD 112 24'S.

2. ASPHALT PAVING ON FIVE TO BE LIGHT TOWN & CAR TRAFFIC AREAS (70 MM HLB) AND HEAVY DUTY IN TRUCKING AREAS (40 MM. HLB & 65 MM. HLB).

Display Specs:
18.9" Wide x 9.45" H

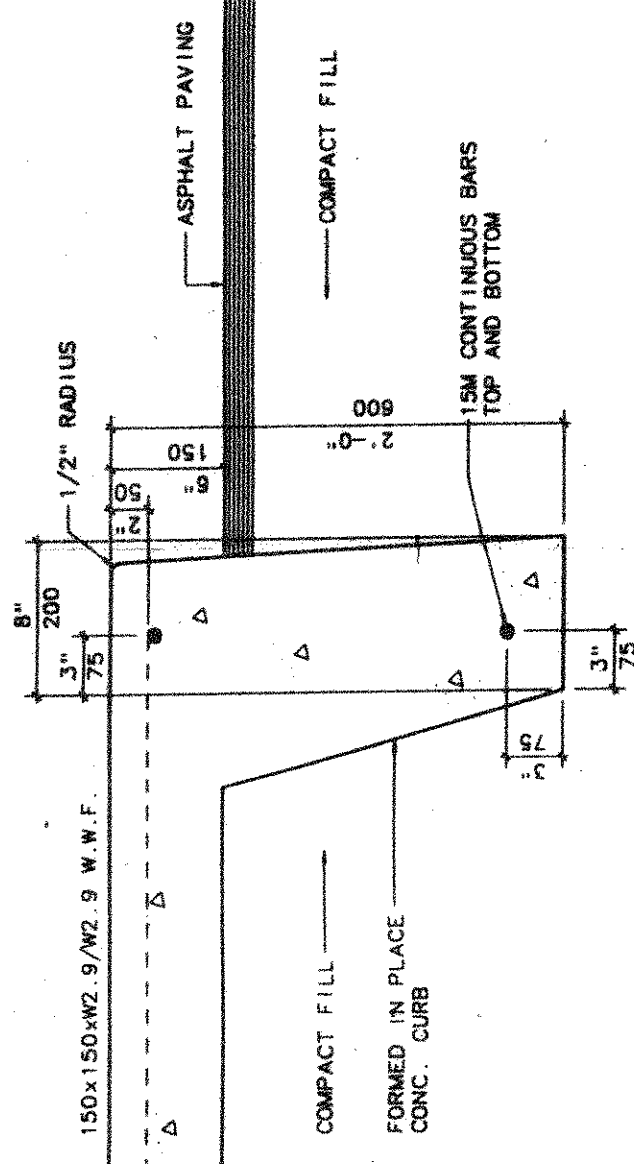
BELFIELD ROAD

SITE DETAILS

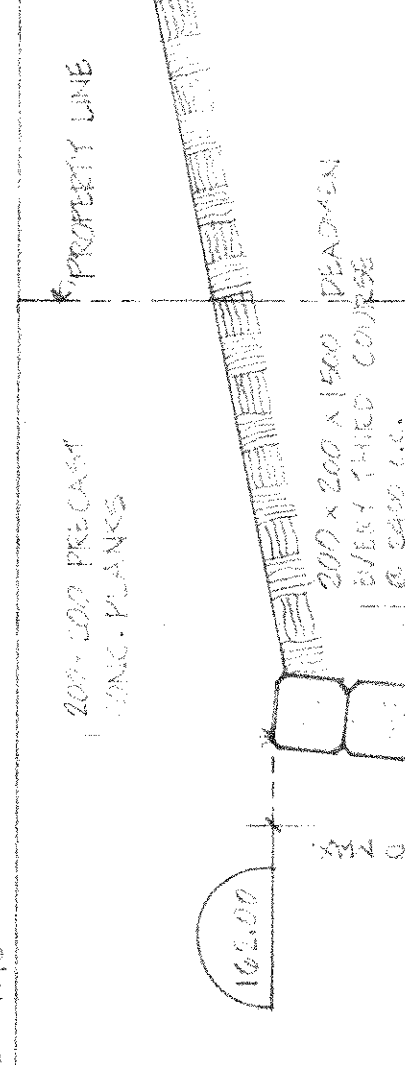


NOTES:
1. CURB TO BE PLACED ON
GRANULAR ROAD BASE.
2. CURB TO CONFORM TO ALL
REQUIREMENTS OF CITY
ENGINEERING STANDARD

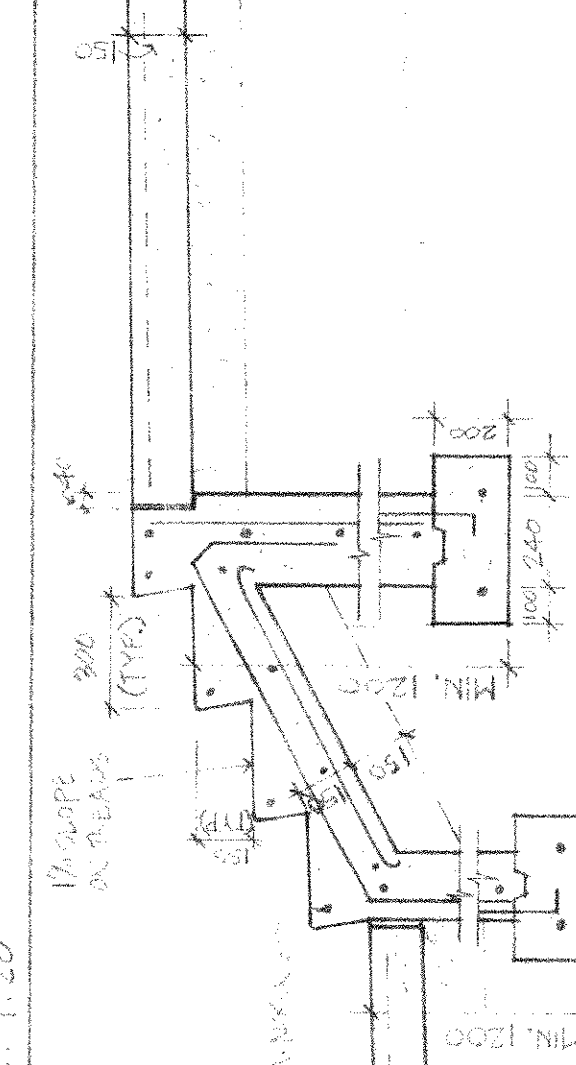
203 CONCRETE CURB SECTION
SCALE: 1:10



CONCRETE CURB AT SIDEWALK

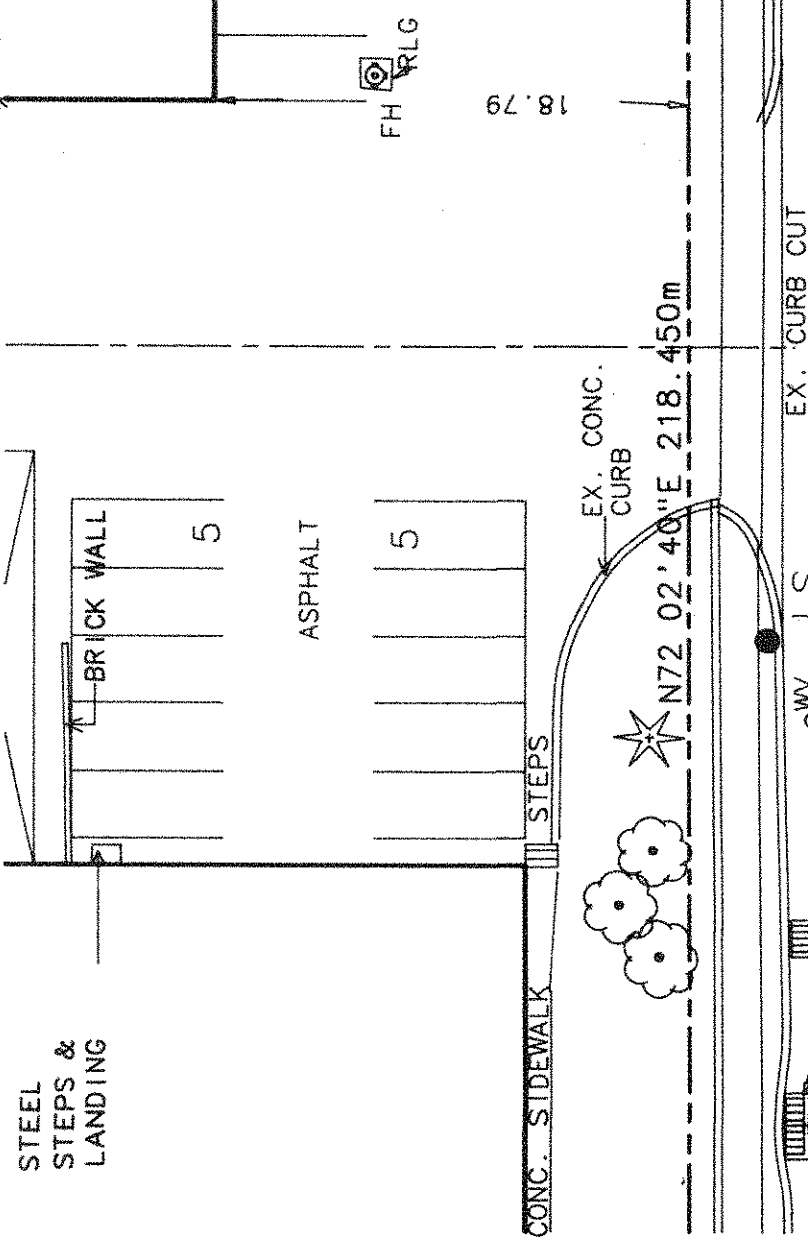


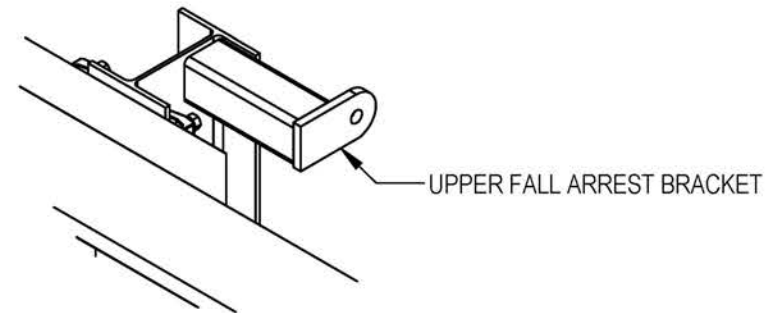
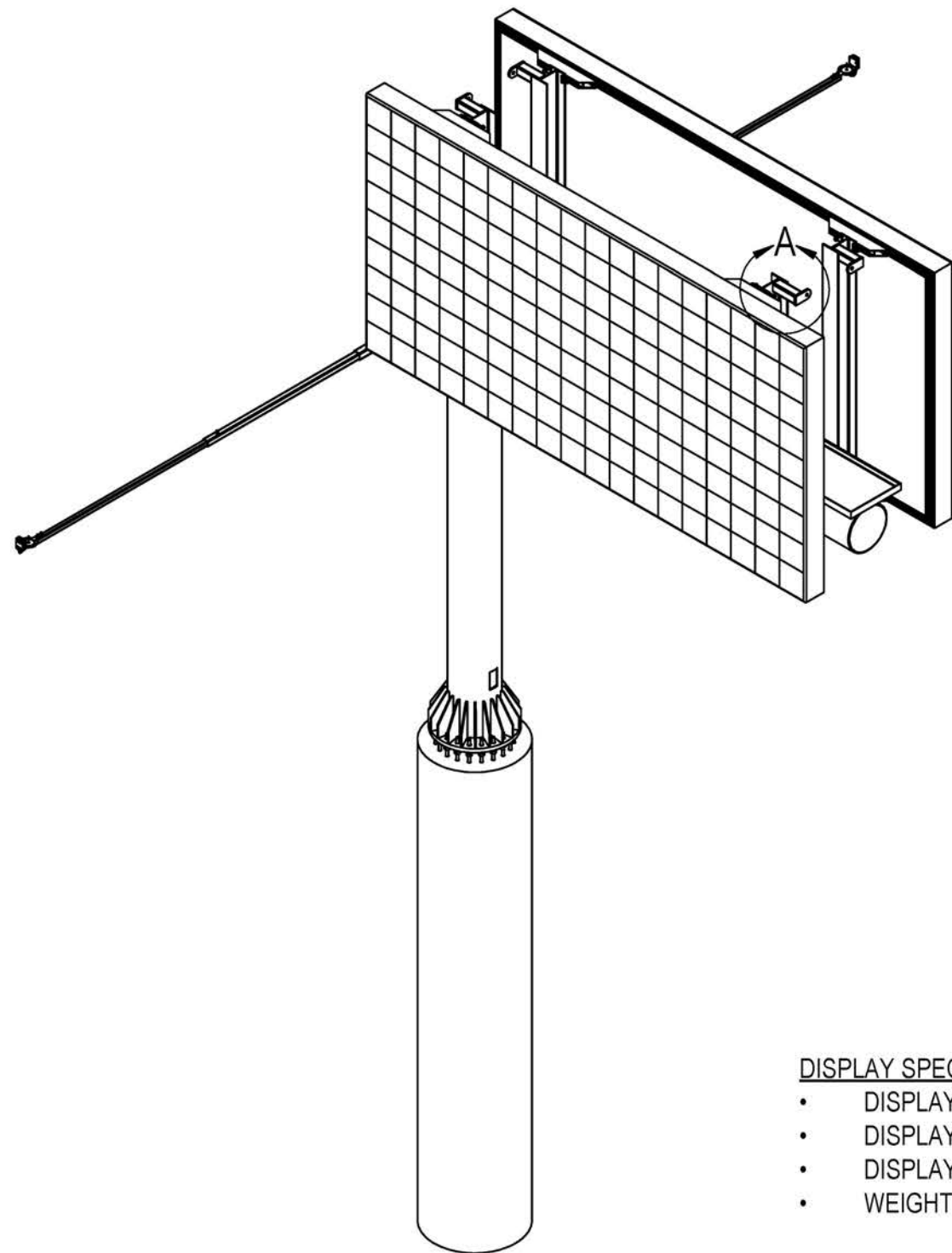
2) PRECAST CONCRETE RETAINING WALL



SECTION THROUGH CONCRETE STAIR

NOTE:
FOR EXISTING GRADE ELEVATIONS, SEE SITE PLAN A-1.
FOR LANDSCAPING DETAILS, SEE DWG. L-1.



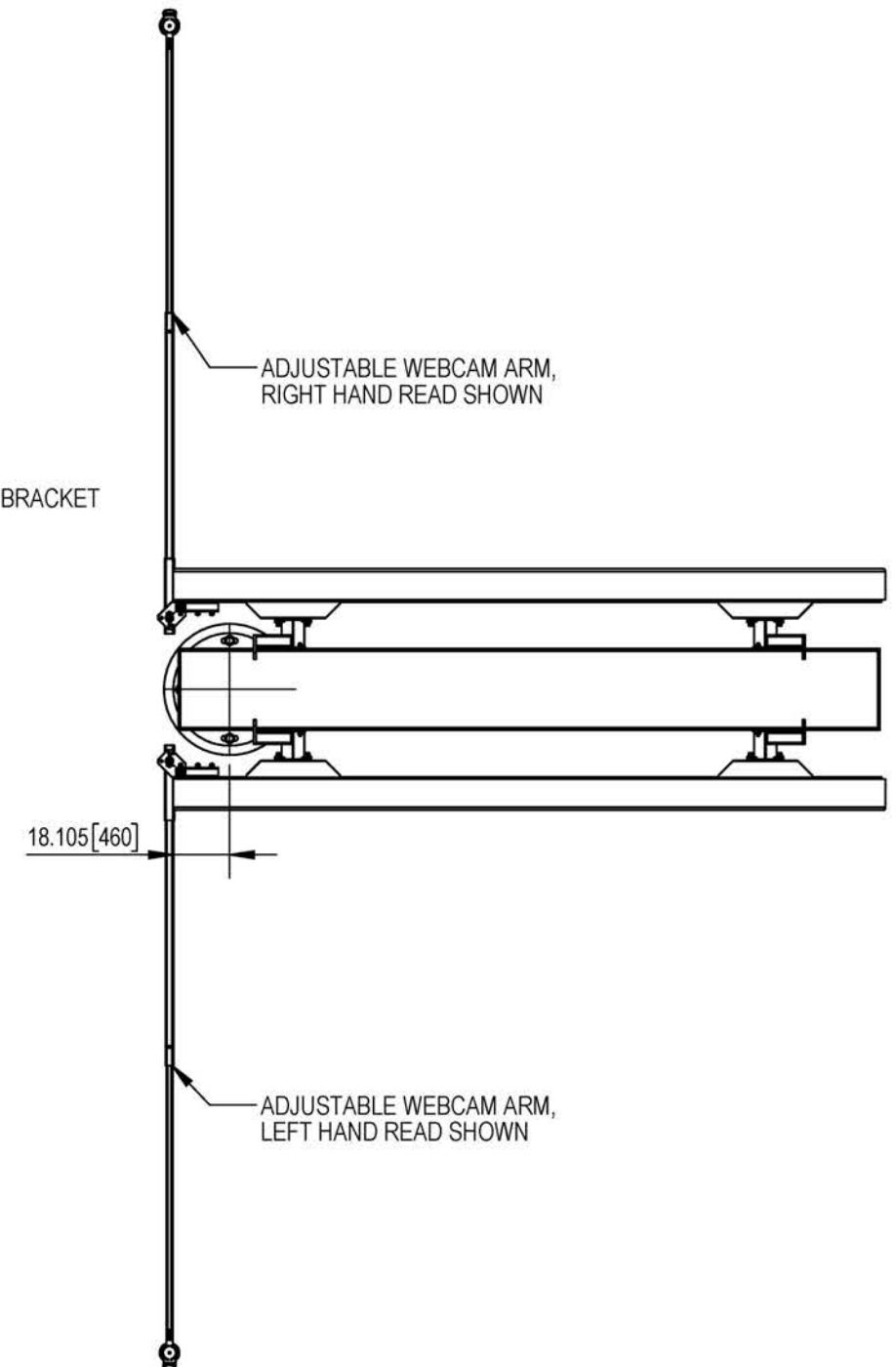


DETAIL A
SCALE 1 : 14



DISPLAY SPECIFICATIONS

- DISPLAY IS ALL ALUMINUM CONSTRUCTION
- DISPLAY IS FRONT AND REAR ACCESSIBLE
- DISPLAY SHIPS IN TWO SECTIONS
- WEIGHT OF EACH LED DISPLAY APPROX. 2800 lbs



NOTES:

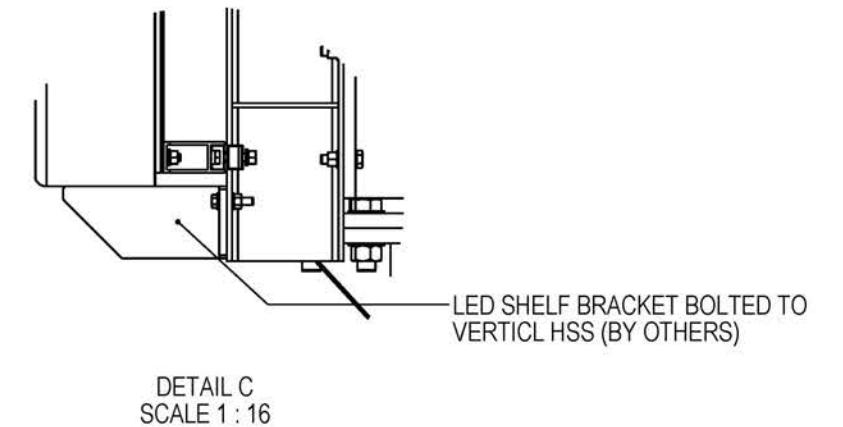
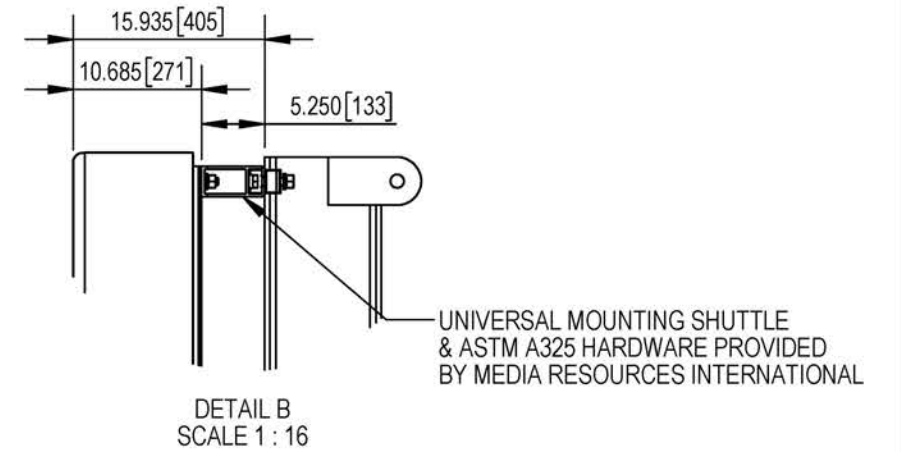
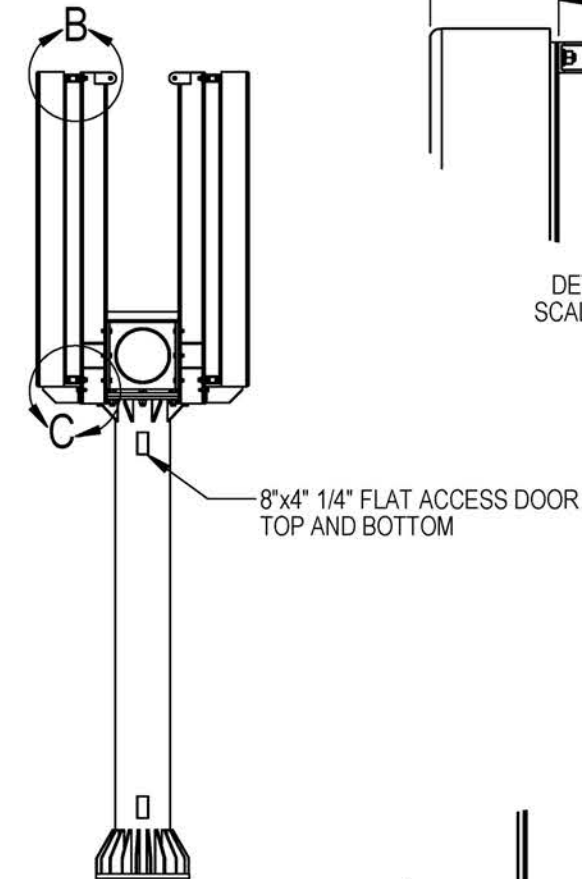
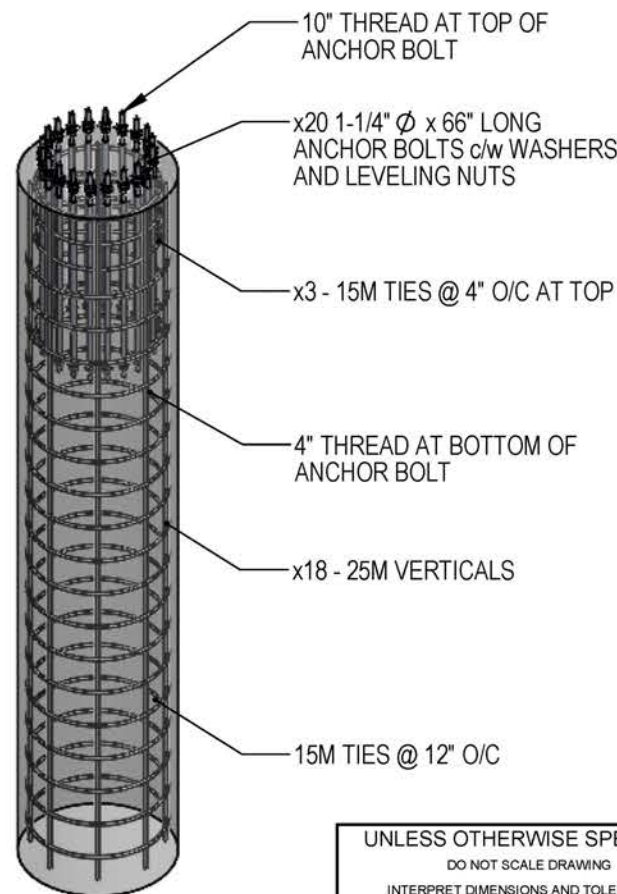
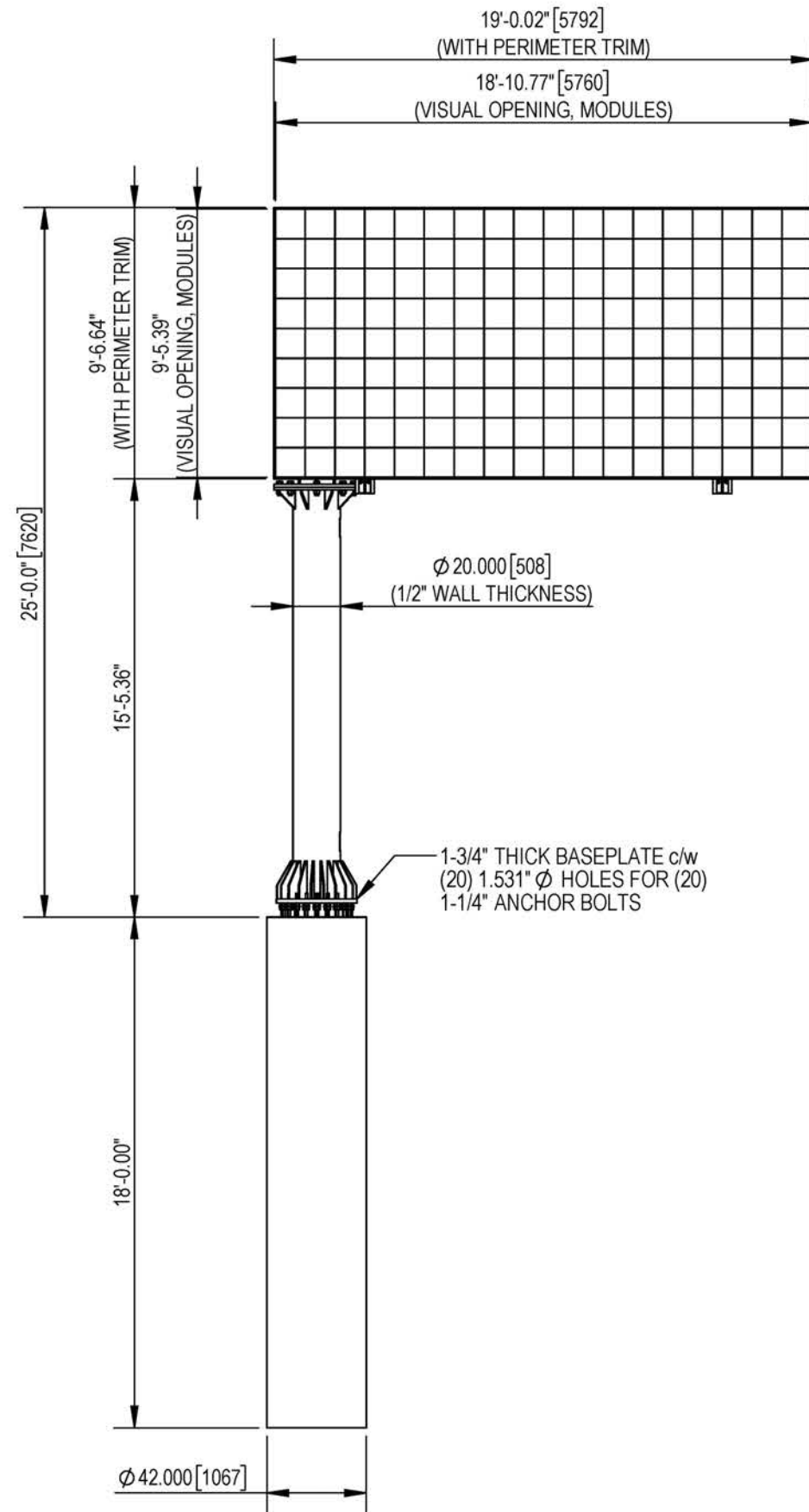
1. SIGN MOUNTING TO STRUCTURE USING 5/8" Ø BOLTS, A563 NUTS & F436 WASHERS
2. FASTENERS TORQUED TO 75 LB-FT, MAXIMUM 100 LB-FT

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DO NOT SCALE DRAWING	
INTERPRET DIMENSIONS AND TOLERANCES PER ASME Y14.5M-1994	
DIMENSIONS ARE IN INCHES	
TOLERANCES APPLY AS SHOWN BELOW	
0 PL DEC	± 0.2
1 PL DEC	± 0.1
2 PL DEC	± 0.01
3 PL DEC	± 0.005
ANGLES	± .1°
SURFACE ROUGHNESS	32 µ in
NOTES:	
1. MATERIAL: " THICK	
2. FINISH:	
3. COATING:	

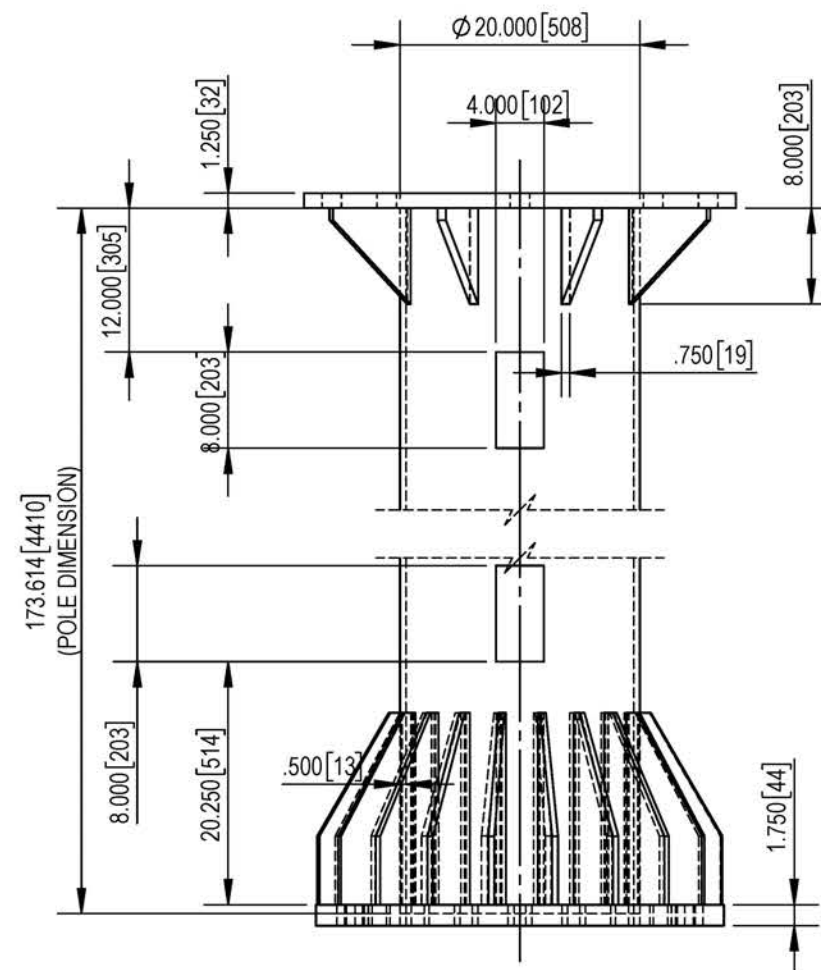
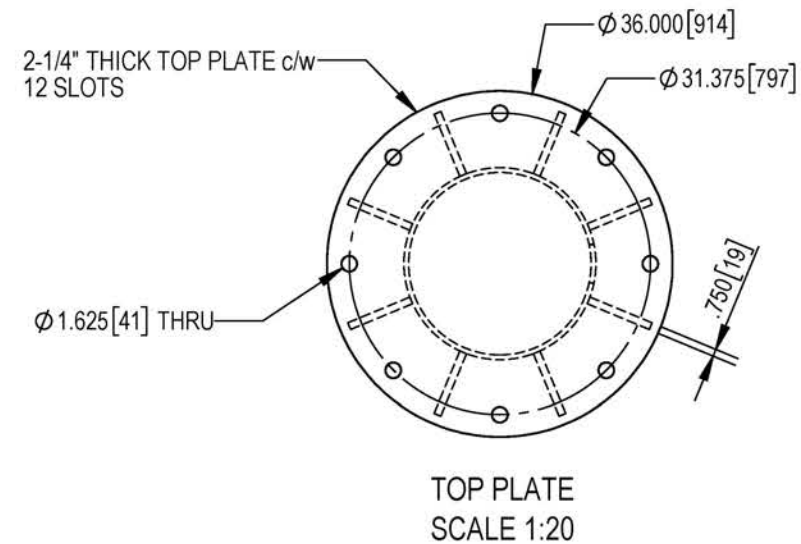
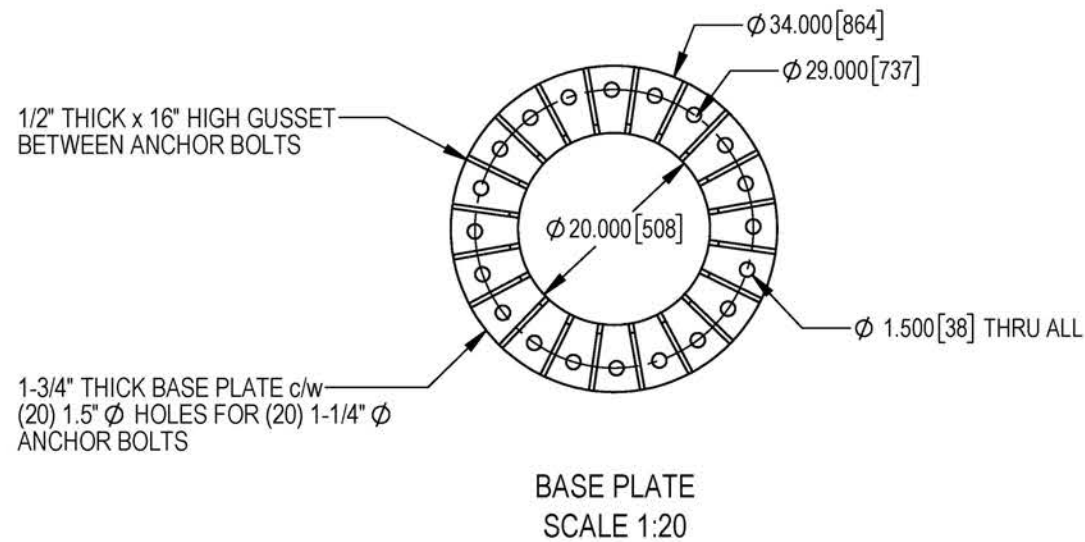
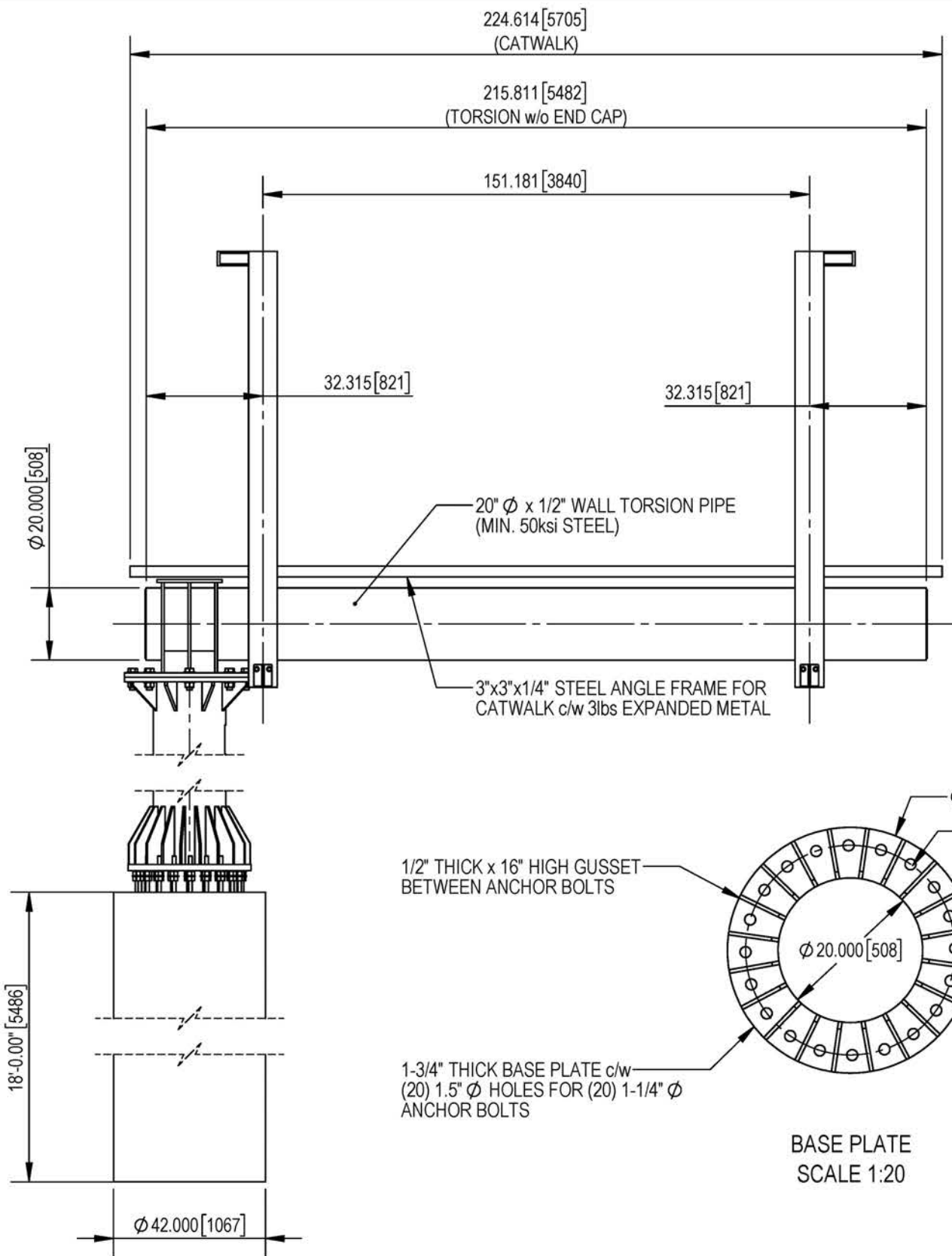
 ...solutions for the sign industry.	
CUSTOMER	MRI
PROJECT	9H x 18W RGB DF LED DISPLAY
DRAWN BY	R. YORK
CHECKED BY	KEITH EDWARDS
APPROVED	KEITH EDWARDS
DATE	8/25/2020
DATE	8/26/2020
DATE	8/26/2020

MEDIA RESOURCES INTERNATIONAL 1387 CORNWALL ROAD OAKVILLE ONTARIO TEL: 1.800.667.4554 FAX: 1.905.337.9531	
TITLE 10' x 20' DIGITAL BILLBOARD DOUBLE FACE, FLAG MOUNT 25'-0" O.A.H.	
SIZE B	DRAWING NO. MRI 10x20 FM DF Structure
WORK ORDER NO.	SCALE 1:60 WEIGHT lbs SHEET 1 OF 8



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NOTES: 1. MATERIAL: " THICK 2. FINISH: 3. COATING:		DRAWN BY R. YORK CHECKED BY KEITH EDWARDS APPROVED KEITH EDWARDS DATE 8/25/2020 DATE 8/26/2020 DATE 8/26/2020		SIZE B WORK ORDER NO DRAWING NO MRI 10x20 FM DF Structure		REVISION SCALE 1:70 WEIGHT lbs SHEET 2 OF 8	



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2 PL DEC	± 0.01
3 PL DEC	± 0.005
ANGLES	$\pm .1^\circ$
SURFACE ROUGHNESS	32 μ in

NOTES:
1. MATERIAL: " THICK
2. FINISH:
3. COATING:

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CUSTOMER
MRI

PROJECT
9H x 18W RGB DF LED DISPLAY

DRAWN BY
R. YORK

CHECKED BY
KEITH EDWARDS

APPROVED
KEITH EDWARDS

DATE
8/25/2020

DATE
8/26/2020

DATE
8/26/2020

MEDIA RESOURCES INTERNATIONAL
1387 CORNWALL ROAD OAKVILLE ONTARIO
TEL: 1.800.667.4554 FAX: 1.905.337.9531

TITLE
**10' x 20' DIGITAL BILLBOARD
DOUBLE FACE, FLAG MOUNT
25'-0" O.A.H.**

SIZE
B

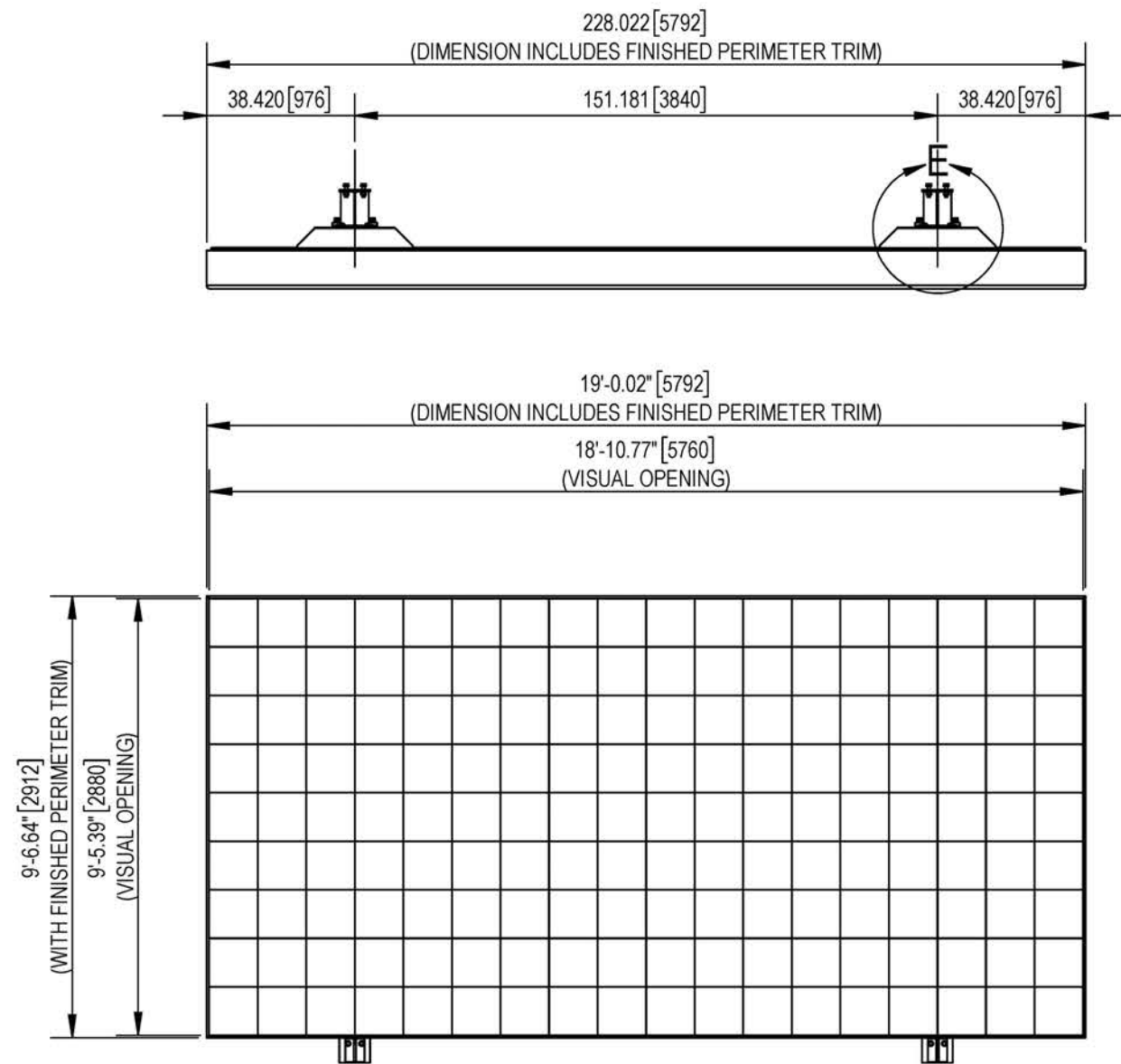
DRAWING NO.
MRI 10x20 FM DF Structure

WORK ORDER NO.

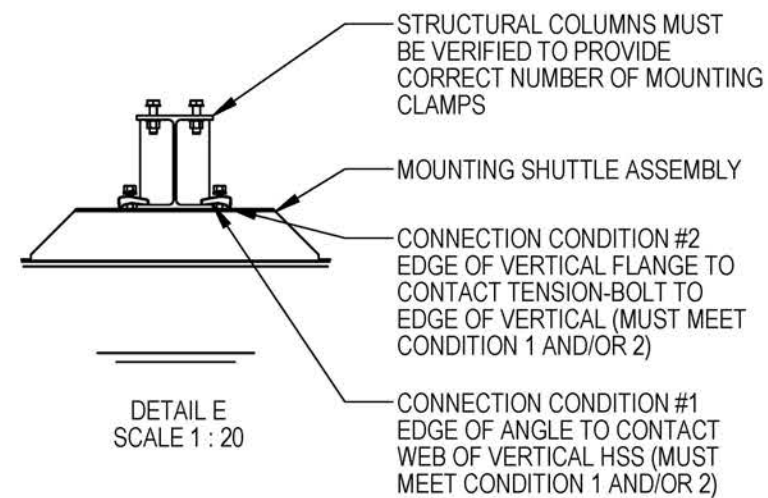
SCALE
1:40

WEIGHT
lbs

SHEET 3 OF 8

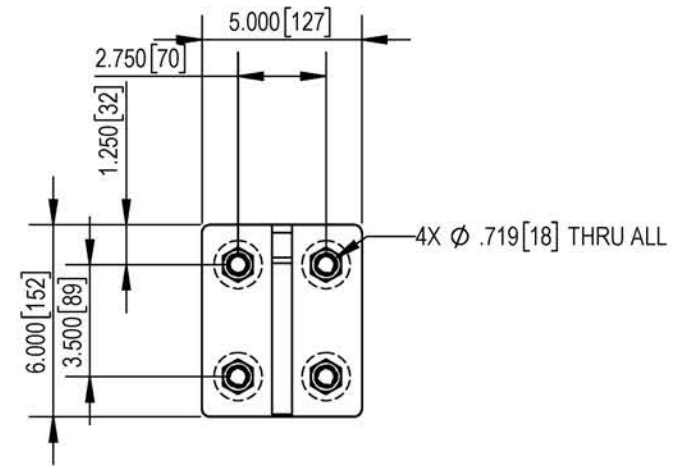
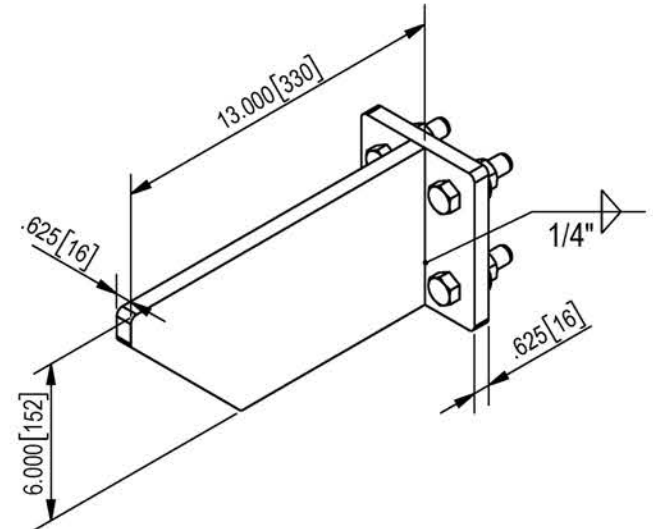
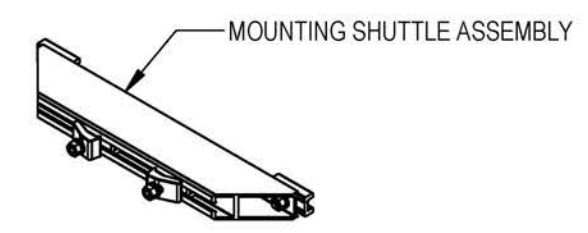
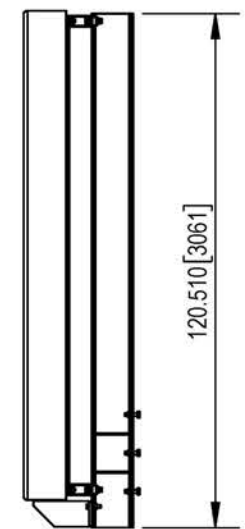


WEIGHT OF LED DISPLAY APPROX. 2800lbs

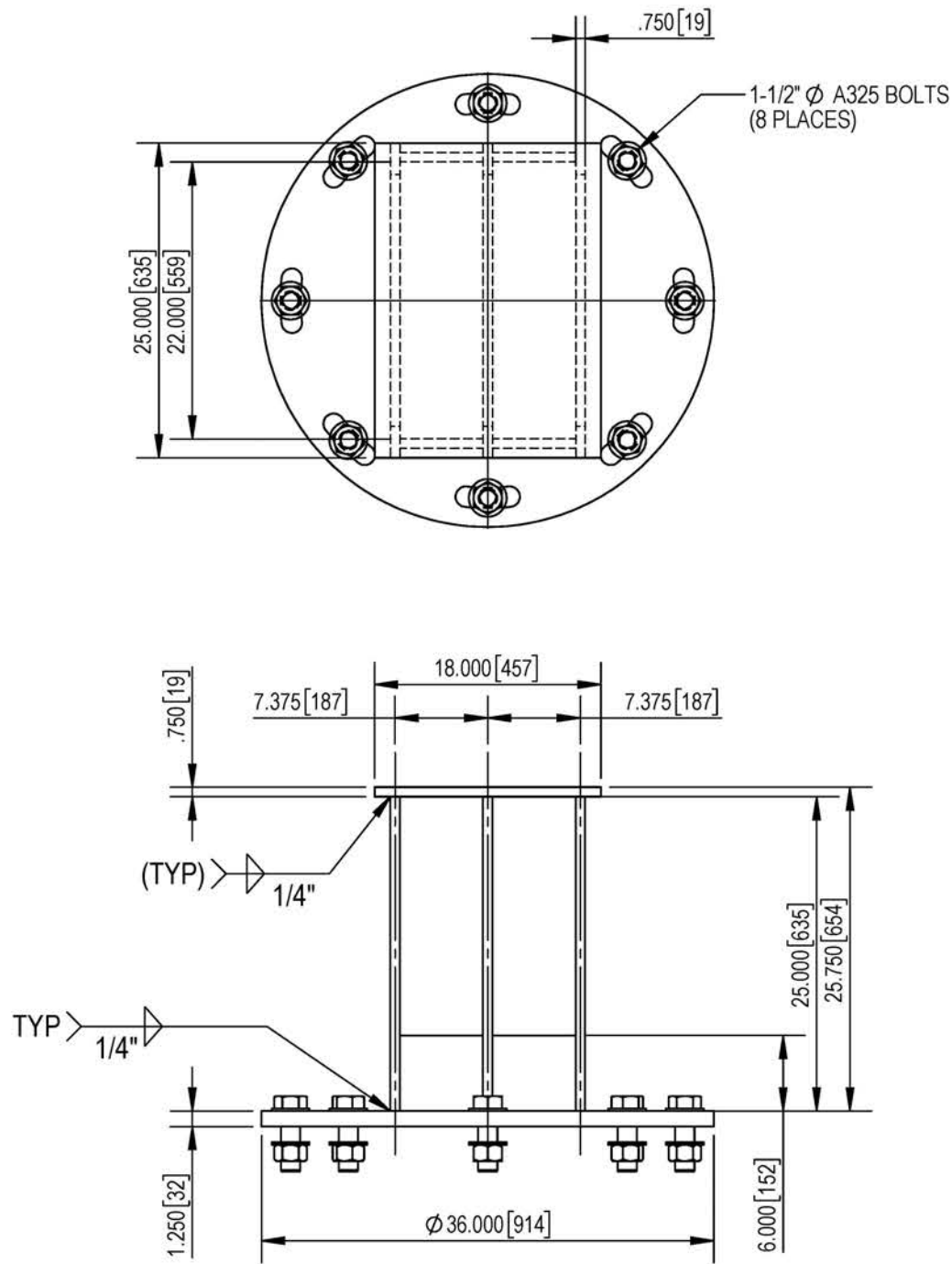


DETAIL E
SCALE 1 : 20

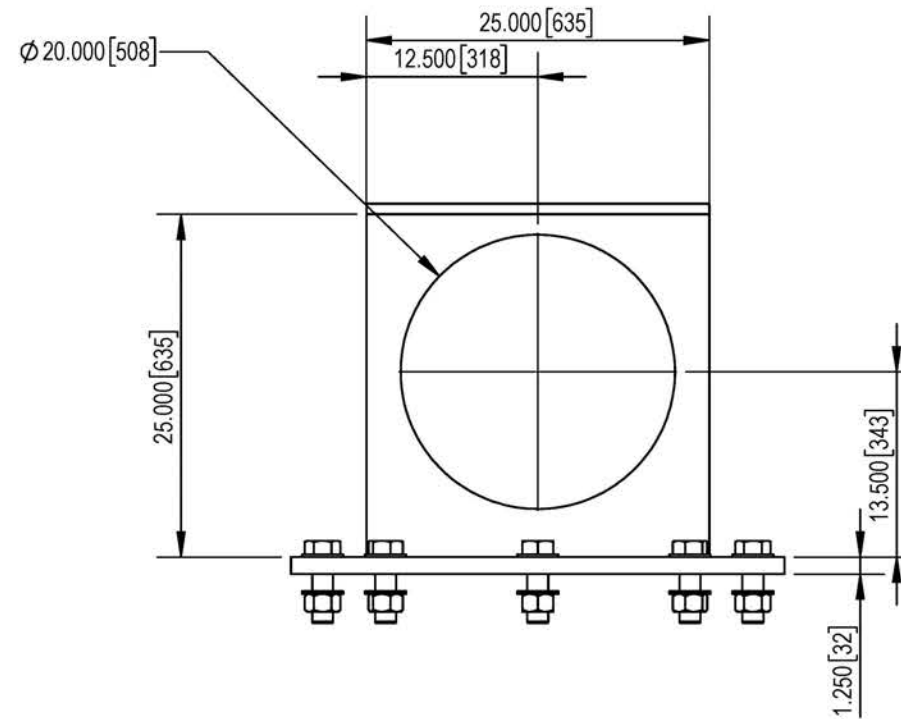
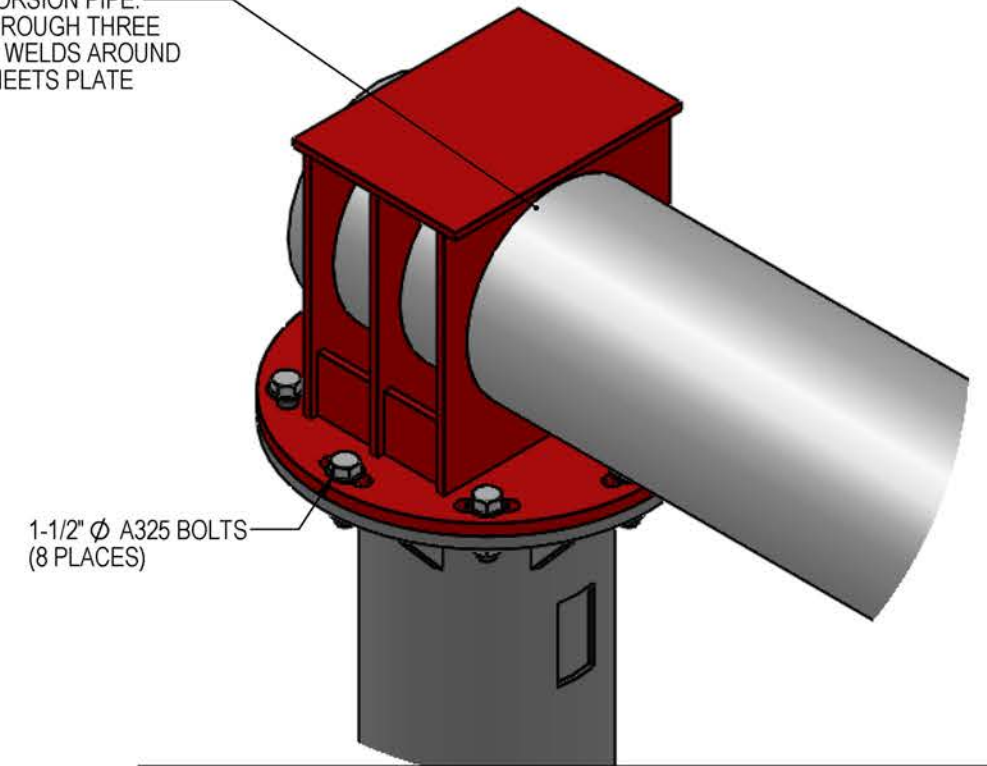
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NOTES: 1. MATERIAL: " THICK 2. FINISH: 3. COATING:		DRAWN BY R. YORK CHECKED BY KEITH EDWARDS APPROVED KEITH EDWARDS		CUSTOMER MRI PROJECT 9H x 18W RGB DF LED DISPLAY	
DATE 8/25/2020 DATE 8/26/2020 DATE 8/26/2020		SIZE B DRAWING NO. MRI 10x20 FM DF Structure		TITLE 10' x 20' DIGITAL BILLBOARD DOUBLE FACE, FLAG MOUNT 25'-0" O.A.H.	
SCALE 1:45		WEIGHT lbs		SHEET 4 OF 8	



20" Ø x 1/2" ROUND HSS TORSION PIPE.
HSS MUST PENETRATE THROUGH THREE
3/4" PLATES. PROVIDE 3/8" WELDS AROUND
EACH FACE WHERE HSS MEETS PLATE



NOTES:

1. ALL HSS TO CSA G40.21 - 350W
2. ALL ROLLED SECTIONS AND PLATES TO CSA G40.21 - 300W
3. ALL BOLTS TO BE MIN A325
4. FABRICATION, ERECTION AND HANDLING TO CONFORM TO CSA STANDARD S16.
5. WELDING SHALL CONFORM TO CSA STANDARD W59 AND BE PERFORMED BY A FABRICATOR CERTIFIED TO CSA W47.1
6. WELDING MATERIALS TO CONFORM TO CSA W48-M
7. ALL WELDING CONNECTIONS TO BE UNIFORM AND GROUND SMOOTH
8. ALL WELDED JOINTS TO BE CONTINUOUS 6MM FILLET WELDS
9. PRIMER PAINT TO CONFORM TO CGSB 1-GP 40M OR CISC/CPMA 2-75
10. DESIGN WIND LOAD: $q_{50}=0.44\text{kPa}$ (Etobicoke, ON) 10'x20' BOARD (LED), 25feet HIGH
11. ICE LOAD: 0.24 kPa PER FACE
12. CATWALK LIVE LOAD: 3.6 kPa
13. ALL HSS TO BE CAPPED
14. ASSUMED UNIT WEIGHT OF 18 kN/m^3 , AND PASSIVE SOIL RESISTANCE FACTOR (k_p) = 3.
15. REBAR TO CSA G30-12M GRADE 400
16. CONTACT OUR OFFICE 48 HOURS PRIOR TO SIGN INSTALLATION TO ARRANGE FOR A SITE REVIEW DURING SIGN INSTALLATION
17. PROVIDE DRAINAGE HOLES AT THE LOW POINTS OF ALL MEMERS.
18. REVIEW OF LED VIDEO DISPLAY BY OTHERS. REVIEW FOR STRUCTURE ONLY

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2 PL DEC	± 0.01
3 PL DEC	± 0.005
ANGLES	± .1°
SURFACE ROUGHNESS	32 µ in

NOTES:

1. MATERIAL: " THICK
2. FINISH:
3. COATING:



CUSTOMER
MRI

PROJECT
9H x 18W RGB DF LED DISPLAY

DRAWN BY
R. YORK

DATE
8/25/2020

CHECKED BY
KEITH EDWARDS

DATE
8/26/2020

APPROVED
KEITH EDWARDS

DATE
8/26/2020

MEDIA RESOURCES INTERNATIONAL
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TEL: 1.800.667.4554 FAX: 1.905.337.9531

TITLE

**10' x 20' DIGITAL BILLBOARD
DOUBLE FACE, FLAG MOUNT
25'-0" O.A.H.**

SIZE

B

DRAWING NO

MRI 10x20 FM DF Structure

REVISION

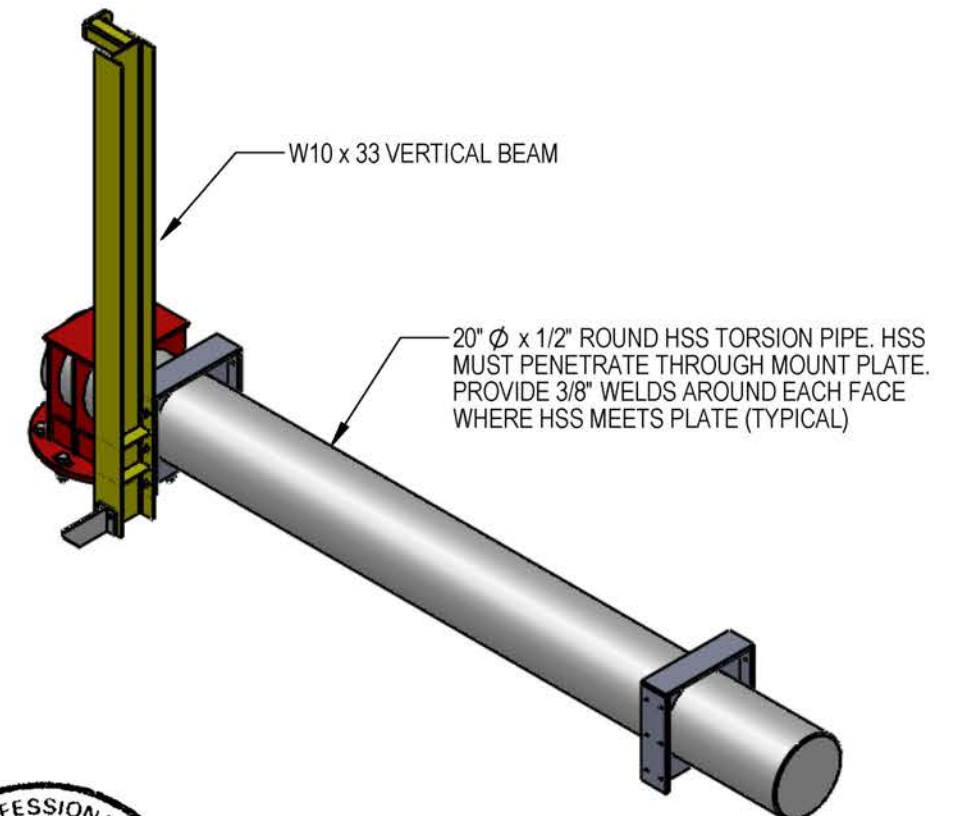
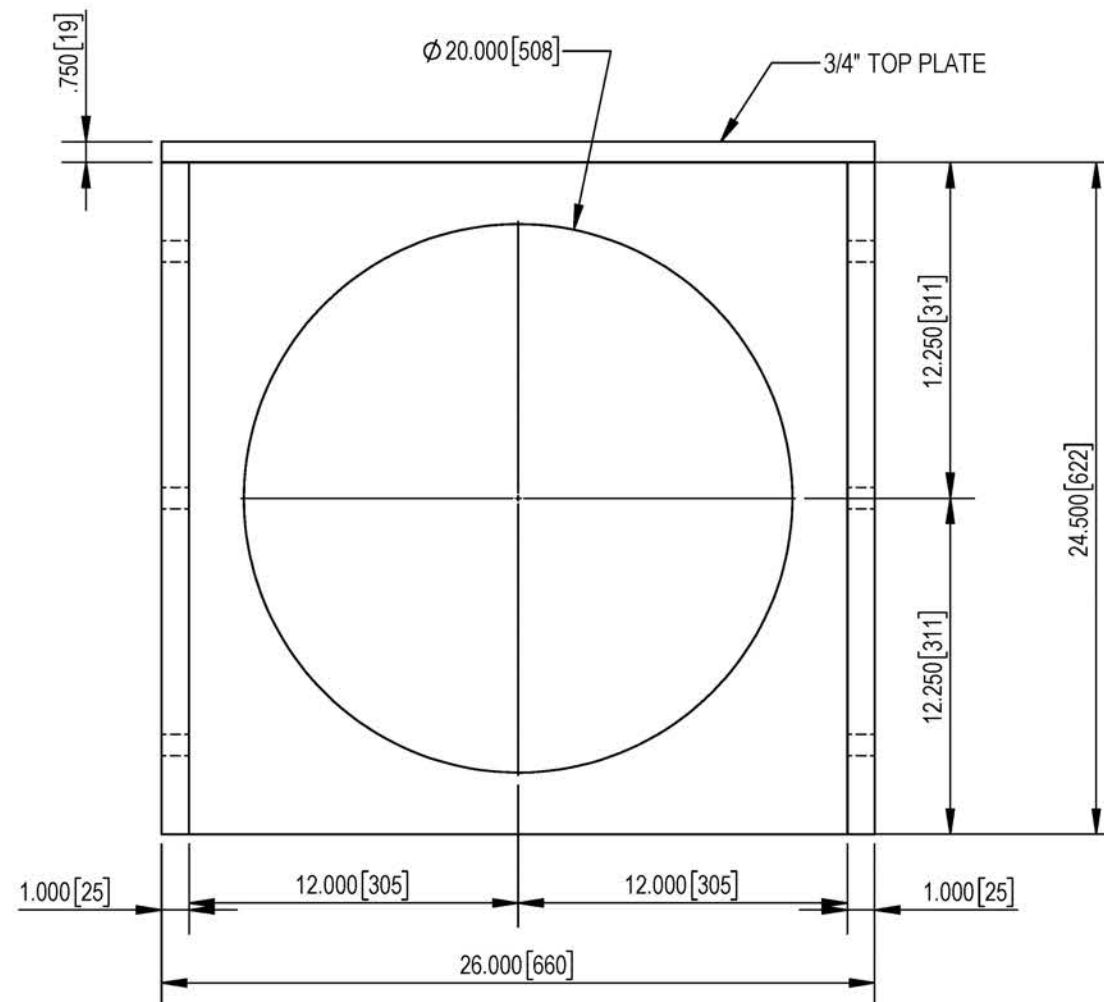
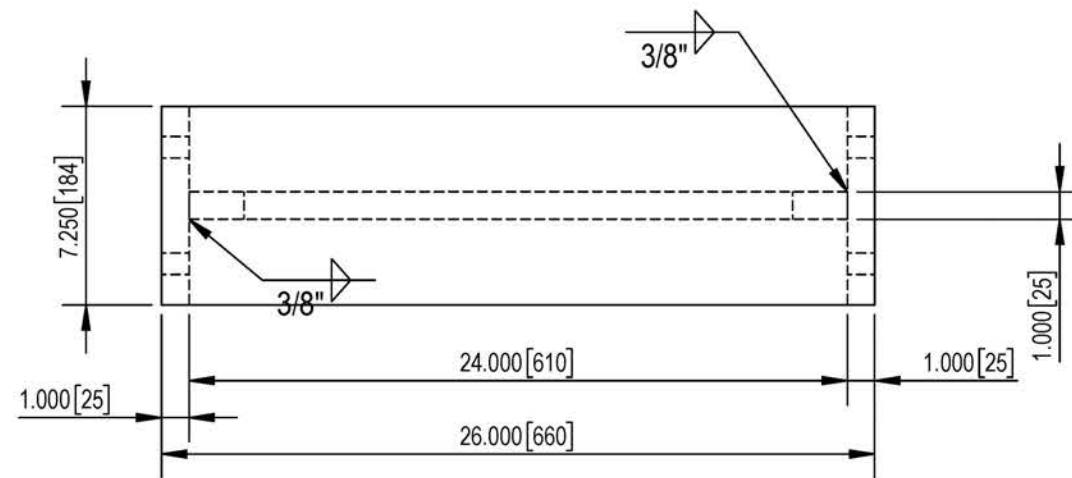
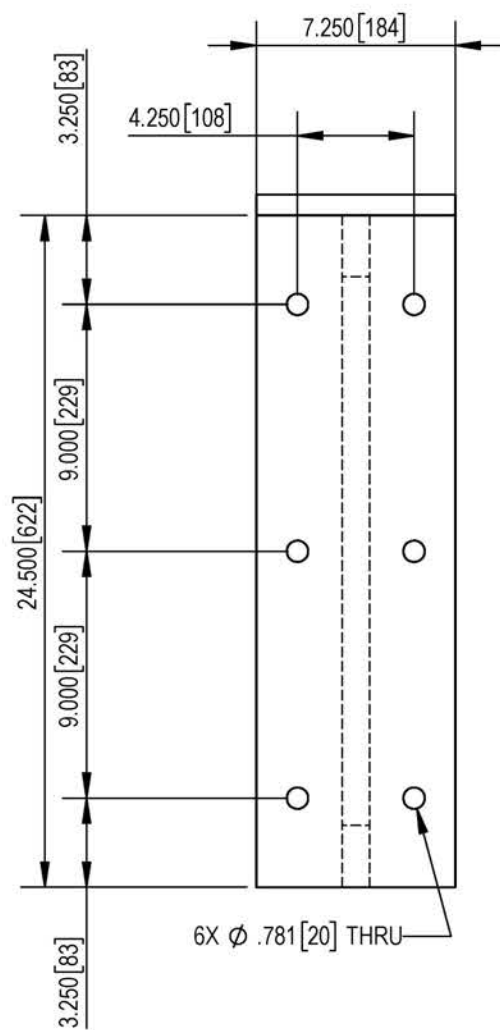
WORK ORDER NO

SCALE
1:14

WEIGHT

lbs SHEET 5 OF 8

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2 PL DEC	± 0.01
3 PL DEC	± 0.005
ANGLES	± .1°
SURFACE ROUGHNESS	32 µ in

NOTES:
1. MATERIAL: " THICK
2. FINISH:
3. COATING:

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...solutions for the sign industry.

CUSTOMER:
MRI

PROJECT:
9H x 18W RGB DF LED DISPLAY

DRAWN BY:
R. YORK

CHECKED BY:
KEITH EDWARDS

APPROVED:
KEITH EDWARDS

DATE:
8/25/2020

DATE:
8/26/2020

DATE:
8/26/2020

MEDIA RESOURCES INTERNATIONAL
1387 CORNWALL ROAD OAKVILLE ONTARIO
TEL: 1.800.667.4554 FAX: 1.905.337.9531

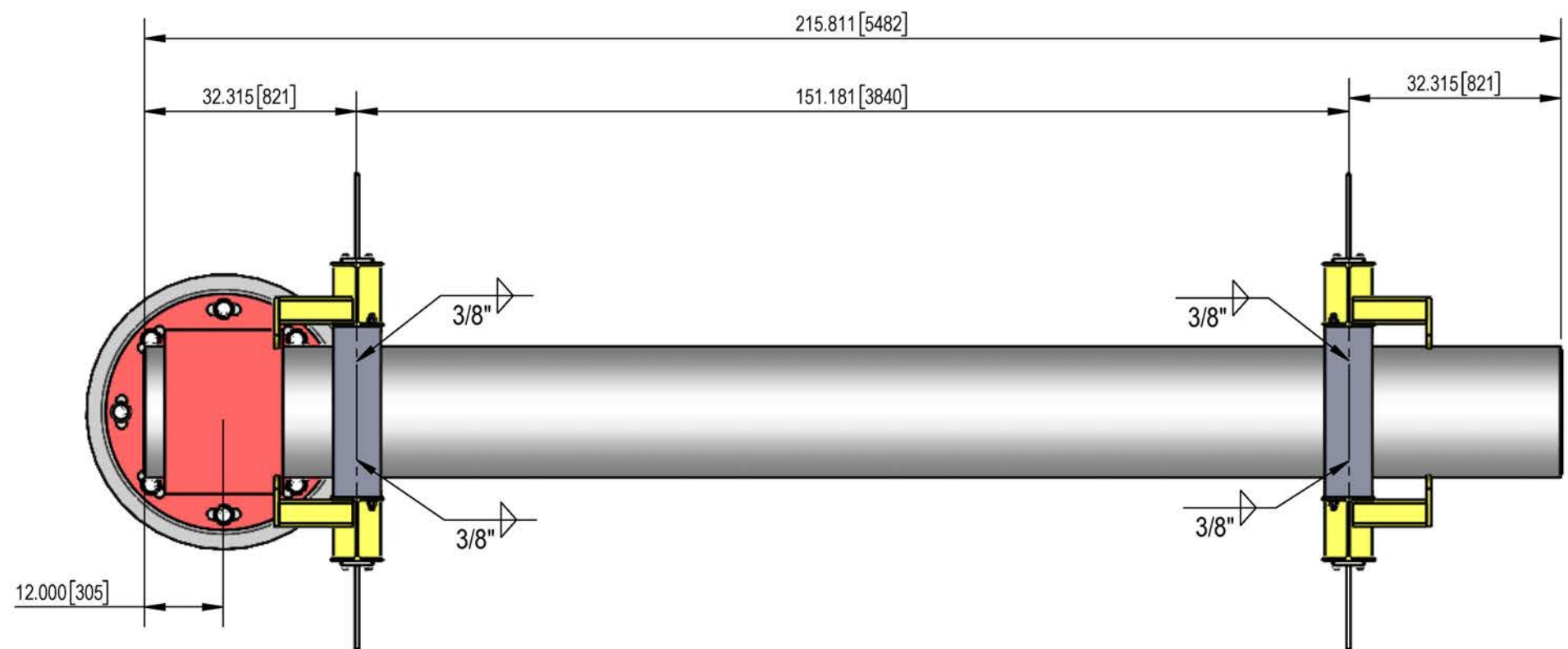
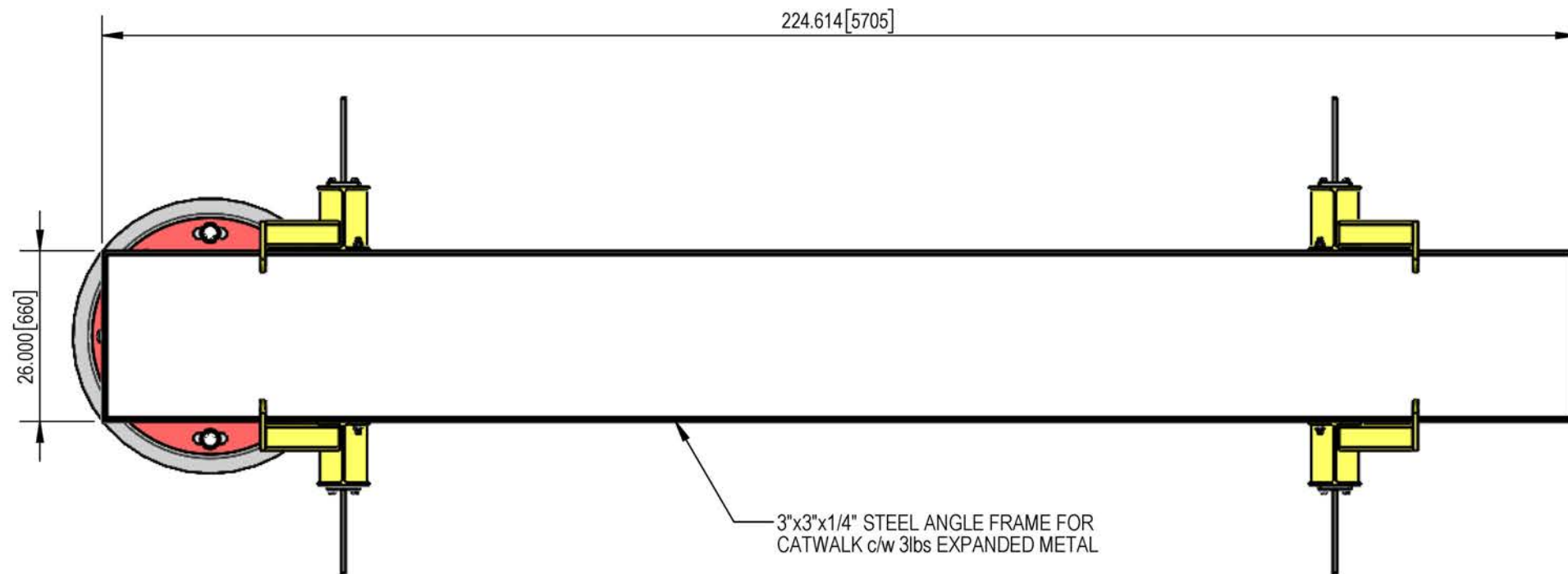
TITLE:
**10' x 20' DIGITAL BILLBOARD
DOUBLE FACE, FLAG MOUNT
25'-0" O.A.H.**

SIZE:
B

DRAWING NO:
MRI 10x20 FM DF Structure

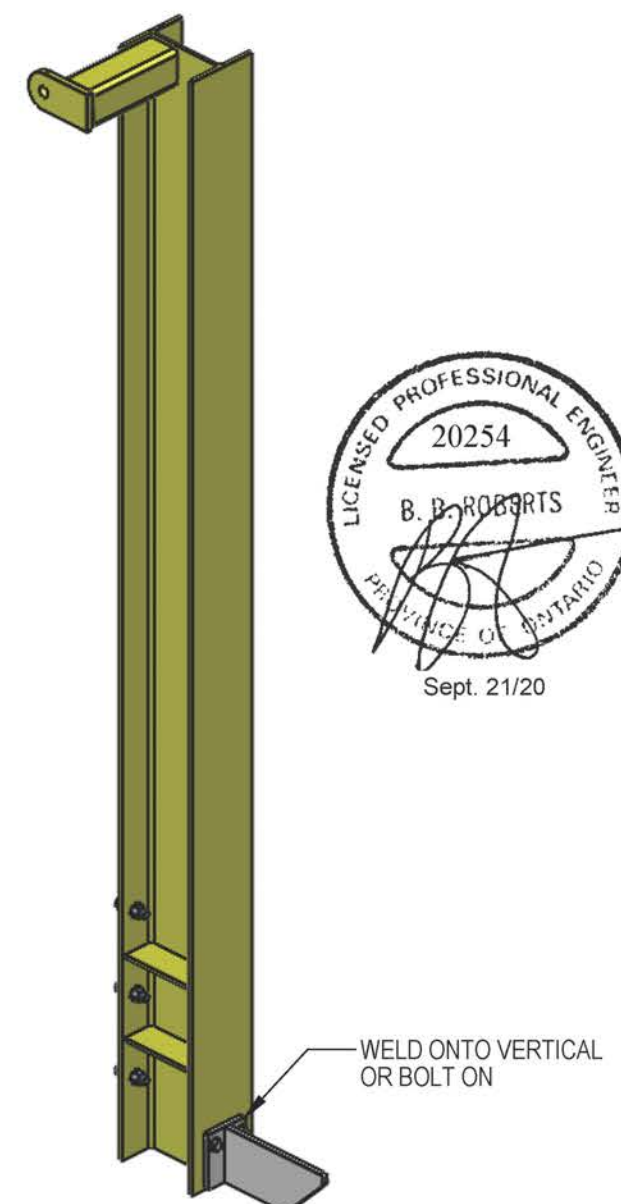
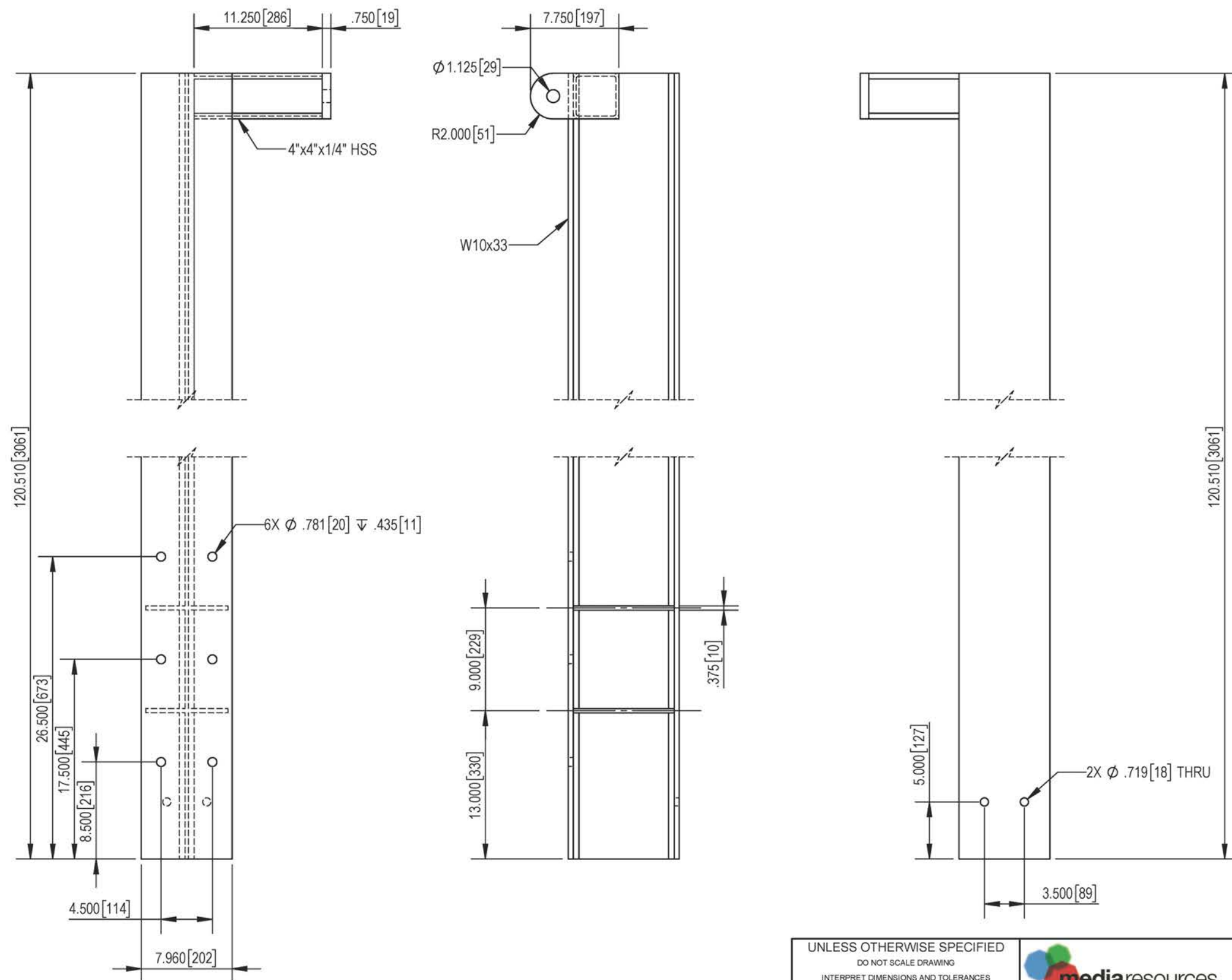
WORK ORDER NO:
SCALE: 1:7
WEIGHT: lbs

REVISION:
SHEET 6 OF 8



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NOTES: 1. MATERIAL: " THICK 2. FINISH: 3. COATING:		CUSTOMER MRI PROJECT 9H x 18W RGB DF LED DISPLAY DRAWN BY R. YORK CHECKED BY KEITH EDWARDS APPROVED KEITH EDWARDS		TITLE 10' x 20' DIGITAL BILLBOARD DOUBLE FACE, FLAG MOUNT 25'-0" O.A.H. SIZE B DRAWING NO. MRI 10x20 FM DF Structure	
		DATE 8/25/2020 DATE 8/26/2020 DATE 8/26/2020		WORK ORDER NO. SCALE 1:24 WEIGHT lbs SHEET 7 OF 8	



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DRAWN BY R. YORK CHECKED BY KEITH EDWARDS APPROVED KEITH EDWARDS		DATE 8/25/2020 DATE 8/26/2020 DATE 8/26/2020		SIZE B DRAWING NO. MRI 10x20 FM DF Structure	
		WORK ORDER NO. SCALE 1:10 WEIGHT lbs		SHEET 8 OF 8	

\$5.99 Lunch
5 minutes away





February 11, 2022

City of Toronto Sign Bylaw Unit
100 Queen Street W., Floor 1 E
Toronto, Ontario
M5H 2N2

Attention: Ms. Raha Rakhshanfar

RE: Variance Application – 170 Brockport Drive, Etobicoke

Dear Ms. Rakhshanfar;

This letter forms part of Due To Construction Media's application for a sign variance approval to the City's Sign By-law in regards to a third-party electronic ground sign (Proposed Sign) at 170 Brockport Drive (Subject Premises).

The application is seeking the necessary variances from the Sign Variance Committee for the right to install a new third party electronic ground sign with two, back-to-back sign faces having dimensions of 2.91 meters height X 5.79 m width. The overall sign face will not exceed 16.85 square meters in area which is 9.3% less than the maximum allowable sign area of 18.58 square meters. The total height for the Proposed Sign is 7.62 m and clearance height from grade to bottom of display will be no less than 4.25 m. The sign faces will be perpendicular to Belfield Road and will be specifically targeting traffic travelling west bound and east bound on the adjacent Belfield Road.

The reasons for our application are twofold: To draw attention to the site and tenants to help increase their business **and** to generate revenue for the property owner during these difficult economic times that will help pay property taxes and associated costs for building and parcel.

The variances that we are requesting in order for a Sign Permit to be issued are as follows:

- Site Specific Area Restrictions 694-24 A (16) - A third party sign shall not be erected or displayed or cause to be erected or displayed in whole or in part within 400 metres of any limit of any portion of Highway 409 contained within the municipal boundaries of the City;
- Site Specific Area Restriction 694-24 A (10) – A third party sign shall not be erected or displayed or cause to be erected or displayed in whole or in part within 400 metres of any limit of Highway 27 from Highway 401 to Steeles Avenue, transferred from the Province by Order in Council 535/97; and
- Section 694-25C(2)(c) - An E-Employment sign district may contain a third-party electronic ground sign provided the sign shall not be erected within 30.0 metres of the intersection of a major street with any other street.

Please find below our reasons as to why we are of the opinion the Proposed Sign meets all of the nine criteria used to evaluate proposed signs:

- **The Proposed Sign belongs to a sign class permitted in the Sign District.**

The Proposed Sign is classified as a third-party sign because it advertises, promotes, or directs attention to business, goods, services, matters or activities that would not be available at, or related to, the premises where the Proposed Sign would be located. Therefore, it is our opinion that we satisfy this criterion.

- **In the case of a third-party sign, the Proposed Sign is of a sign type permitted in the Sign District.**

The Subject Premises is designated as an E – Employment Sign District. The Proposed Sign is defined as a third-party electronic ground sign which is a sign type permitted in an Employment Sign District. Therefore, this criterion has been met.

- **The Proposed Sign is compatible with the development of the premises and surrounding area.**

The Subject Premises is designated as an E – Employment Sign District. The height of the Proposed Sign is consistent with electronic ground signs that are permitted in E Sign District and the sign area is 9.3% smaller than the maximum allowable size allowed in the E Sign District. Furthermore, these Subject Premises are surrounded by other E Sign Districts to the North, South, West and East. It is our understanding these areas of the City that are mostly comprised of commercial, industrial and employment uses were specifically set out in the Sign By-law to contain third party electronic ground signs.

The Subject Premises is occupied by a varied and numerous tenant mix of commercial and industrial uses. They are Bolts Plus, Sherwin-Williams Paints, Bishop Integrated, Ls Security, KC Chairs Banquet Office & Commercial Seating, NCI Recycling, MPI Morheat Inc., Curtis International, Interwide Investments Ltd, Trim Carpenter Supply, Gemtex Abrasives and Aim 2 Walk Neurological Rehabilitation Centre. There is both a one story and 2 storey building on this parcel. This is consistent with many of the other buildings in the general vicinity that also contain uses such as light industrial and commercial in nature. To the North of Subject Premises is Brockport Home Systems & Design Studio by Great Gulf - large, a sprawling 2 storey complex. To the East and on the other side of Brockport Drive and located between Highway 27 and Brockport drive, is a parcel of land consisting of mature trees and dense bush. To the South is Premium Beer Company based in a large, sprawling 2 storey manufacturing and distribution facility with a large surface parking lot for access by semis and delivery trucks. Lastly, to the West is Fireman Movers that is situated in a 2-storey storage and moving facility with access to semis for delivery. There are no residential districts located near this parcel. Based on the above description and current layout of adjacent, developed lands, it is our opinion that the Proposed Sign is compatible with

the current fabric of the streetscape and buildings in this area and its presence, if approved, would not have a negative impact to the surrounding area.

The Proposed Sign is located within 400 m of a portion of Highway 409. As Directed by the Planner we submitted an application to the Ministry of Transportation. As per email response dated Monday, November 22, 2021 (see below), we received confirmation that no MTO permit will be required for Subject Premises.

Kolet, ArieH (MTO) <ArieH.Kolet@ontario.ca>

Mon, Nov 22,
2021, 2:36 PM

to me

Hi Christ,

Re: Proposed Sign at 170 Brockport Dr., Toronto, ON.

The MTO has reviewed the site location and has no comments to provide at the moment as it appears that the proposed sign will not be visible from the MTO Hwy or property. No MTO permits or approvals would be required by the proponent for the sign at this time, however, once the sign is physically installed and it becomes apparent that the sign is visible, we will contact you to apply for a permit then.

Kindly ensure that all other municipal and agency approvals and permits are obtained prior to any development on site.

Please consider this email MTO authorization that no MTO permit will be required for this site.

I apologize for the delayed response and thank you for your patience.

Regards,

ArieH Kolet,
Corridor Management Officer
Ministry of Transportation
159 Sir William Hearst Ave., 7th Floor
Toronto, ON., M3M 0B7
Tel: (437) 833 9487
Email: arieh.kolet@ontario.ca

Regarding the site-specific area restriction of the Proposed Sign being situated within 400 m of any limit of Highway 27, we provide the following planning rationale and Exhibits for the variance request:

- The Proposed Sign is perpendicular to Belfield Road and specifically targets traffic that is travelling westbound and eastbound on Belfield Road only. There is no intent to target traffic travelling on Highway 27;

- The Proposed Sign area is only 16.85 square meters (181.5 sq ft) , which is 9.3% less than maximum allowable sign area of 18.58 square meters (200 sq ft);
- For electronic signs to be effective and legible, they have to be perpendicular to the roadway and traffic they are targeting. In this case, the Proposed Sign would be parallel to Highway 27;
- There is a significant distance of 95+ m from the Proposed Sign to Highway 27;
- For traffic heading southbound on Highway 27, the Proposed Sign is not visible because of the parcel of land situated between Highway 27 and Brockport Road that is covered with mature trees and dense bush; and
- For traffic heading northbound on Highway 27, the Proposed Sign becomes visible only if the driver turns their head 90 degrees and looks in a westward direction in order to see the Proposed Sign because the sign is perpendicular to Belfield Road and not angled towards Highway 27.

Based on the above stated reasons and planning rationale for the variance requests, we believe that this criterion has been met.

- **The Proposed Sign supports Official Plan objectives for the subject premises and surrounding area.**

The Subject Premises is designated as an Employment Area in the Official Plan. Employment Areas are places of business and economic activity and the Proposed Sign will assist local businesses in advertising products and services to commuters travelling along Belfield Road and to residents and visitors to this area.

We believe that during these difficult economic times the Proposed Sign will support businesses that are struggling and will provide a medium for local and national businesses to promote themselves, especially during these times of limited customer interactions and limited opportunities for doing business, in order to help grow the economy. In addition, it is important to note that this Proposed Sign is of significant importance to the owner of the Subject Premises. As per attached letter dated February 7, 2022, the property owner is seeking creative ways of earning revenues to assist with paying property taxes and other costs related to operating and managing the building and parcel. Furthermore, based on the street configuration and the building being blocked to eastbound traffic travelling along Belfield Road due to the heavily treed City parcel located across Brockport Drive to the east, the Proposed Sign will draw attentions towards the various tenant businesses located in the building.

The Official Plan also identifies that “diverse employment areas can adapt to changing economic trends and are poised to capture new business opportunities. In order to facilitate this growth, we believe the Variance Committee should consider the benefits of allowing opportunities for property owners to erect third party signs for creating a new revenue stream of earnings, under circumstances like the exact ones we are experiencing today.

Therefore, we believe that the Official Plan objectives for Employment Areas are supported and this criterion has been met as the Proposed Sign will help to create a growth in revenues for both local businesses, the property owner and tenants via enhanced visibility and will provide associated economic benefits.

- **The Proposed Sign does not adversely affect adjacent premises.**

The land uses and built form of 1 and 2 storey buildings of the adjacent premises is similar to that of Subject premises and there are no sensitive land uses on the adjacent premises or surrounding area which could be impacted by the Proposed Sign.

As previously stated, there are no residential districts within the immediate area of the Subject Premises. In addition, even though the Proposed Sign is within 400 m of Highway 409, the Proposed Sign is completely blocked because of the significant separation distance from HWY 409, the number and height of the various industrial buildings located between the proposed sign and HWY 409, the low height of the Proposed Sign (7.62 m), and the mature trees. Furthermore, it was confirmed by MTO that no permit is required.

As per the Sign Bylaw requirements for third party electronic ground signs, the Proposed Sign will operate as per those stated requirements as well as follow the provision that regulates illumination and time-of-day operations. The Proposed Sign will reduce its brightness as per regulations between sunset and sunrise and use photo-cell technology to ensure brightness changes with the seasonal adjustments to daylight hours.

In addition, the Proposed Sign will be monitored by a 24/7 video camera. This will ensure that any malfunctions that may occur to the display will be identified and dealt with in a timely manner. The Proposed Sign can also be completely turned off remotely if of necessity.

Based on the above stated reasons we are of the opinions this criterion has been met.

- **The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety.**

We recognize the Proposed Sign is located within 30 m of the intersection of where Brockport Drive meets Belfield Road. We are of the opinion that the Proposed Sign will have no negative impact to traffic traveling south on Brockport Drive as they approach Belfield Road and for traffic entering onto Brockport Drive from either direction travelling along Belfield Road for the following reasons and the attached Exhibits:

- the intersection in question is a T-intersection;
- the intersection is not a controlled intersection with traffic lights;
- there are no stop signs for westbound or eastbound traffic travelling along Belfield that approaches this T-intersection;

- the speed limit is 50 km/hr on both Brockport Drive and Belfield Road;
- We believe there is a very low count of traffic traveling along Brockport Drive as this road acts more of an access road for a handful of commercial developments and the fact that Brockport Drive is only approximately 500 m in length and then becomes a turn-around as the roadway ends;
- The Proposed Sign is a Back-to-back display that is perpendicular to only Belfield Road and not Brockport Drive, so there will be display facing traffic on Brockport Drive, just the side profile view of the Proposed Sign. In addition, the stop sign abuts the roadway and in the primary vision of drivers, unlike the Proposed Sign which is setback over 11 m from the intersection.

As a result of the above stated factors, it is our opinion there is ample visibility for drivers and that for the small amount of traffic heading southbound on Brockport Drive and the small amount of traffic entering Brockport Drive off of Belfield Road, there will be no compromised views or obstructions to vehicular traffic due to the placement of the Proposed Sign.

This parcel is not located near an intersection with traffic light devices that are decision-making points for drivers. The Proposed Sign location is being proposed within this industrial area and well away from residential, the main mode of transportation is the automobile with very little pedestrian traffic and no pedestrian triangles.

The Proposed Sign will comply with the Sign By-law provisions for message duration of 10 seconds between changes in copy. In addition, the Proposed Sign will be designed, engineered and installed in accordance with Ontario Building Code requirements.

Based on the above stated reasons and planning rationale for the variance request related to the T-intersection, we do not foresee any issues related to public safety and believe this criterion has been met.

- **The Proposed Sign is not a sign prohibited by Section 694-15B.**

The Proposed Sign is not one of the signs as defined and listed under Section 694-15B. Therefore, this criterion has been met.

- **The Proposed Sign does not alter the character of the premises or surrounding area.**

The Premises is an E Sign District, which permits electronic ground signs at a size and height consistent with the Proposed Sign. In addition, the Proposed Sign is consistent with the character and scale of development on the Subject Premises as well as the surrounding areas where there are other E Sign Districts to the north, south and east and west.

There are third-party signs located along Belfield Road. As you will see in the attached Exhibit – Other Third-Party Signs, there is a third-party sign on Belfield Rd. located approximately 270 m to the east of Proposed Sign and approximately 145 m east of Highway 27, located at 75 City View Drive (City Electric

Supply). In addition, there is a third-party sign on Belfield Rd. located approximately 410 m to the east of Proposed Sign and approximately 292 m east of Highway 27, located at 215 Belfield Road (Steinman Transportation).

As a result, the Proposed Sign will not be introducing any sign type that is not currently found in the surrounding area.

Therefore, based on the above stated reasons that the addition of one Proposed Sign will not alter the character of the Subject Premises and surrounding area, we believe this criterion has been met.

- **The Proposed Sign is not contrary to public interest.**

Third-party electronic ground signs are permitted in an E Sign District and the Proposed Sign will comply with the provisions set out in the Sign By-law in terms of height, size, setback from an intersection, message duration (min. 10 seconds) and transition (no video, flashing, blinking) and with the illumination and time-of-day regulations. In addition, Due To Construction Media plans to enter into an agreement with Bullfrog Power, ensuring we comply with the requirement for use of renewable energy.

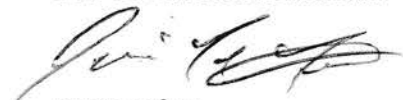
The only variances being requested in order for a Sign Permit to be issued for the Proposed Sign are the setback from Highway 409 (not visible and MTO support), the setback from Highway 27 (not visible to Southbound traffic and not very visible to Northbound traffic unless drivers turn their vision 90 degrees to the left) and within 30 m setback of an intersection (T-intersection with no traffic lights and a low traffic access roadway that leads to a dead end).

It is our opinion if the 3 variances described above are granted, it would not be contrary to the public interest if the Proposed Sign were to be approved and therefore this criterion has been met.

Conclusion

We trust that based on the above stated reasons and planning rationale and the attached Exhibits that sufficient information exists for the CBO to confirm that all of the nine established criteria in the Sign Bylaw have been met, with respect to the requested variances, subject to the required condition. Therefore, we are requesting that the CBO recommend to the Sign Variance Committee to grant all of the requested variances, each subject to the required condition.

Sincerely,
Due To Construction Media



Jamie Lefort