



THIRD PARTY ELECTRONIC SIGN APPLICATION

271 PROGRESS AVE.

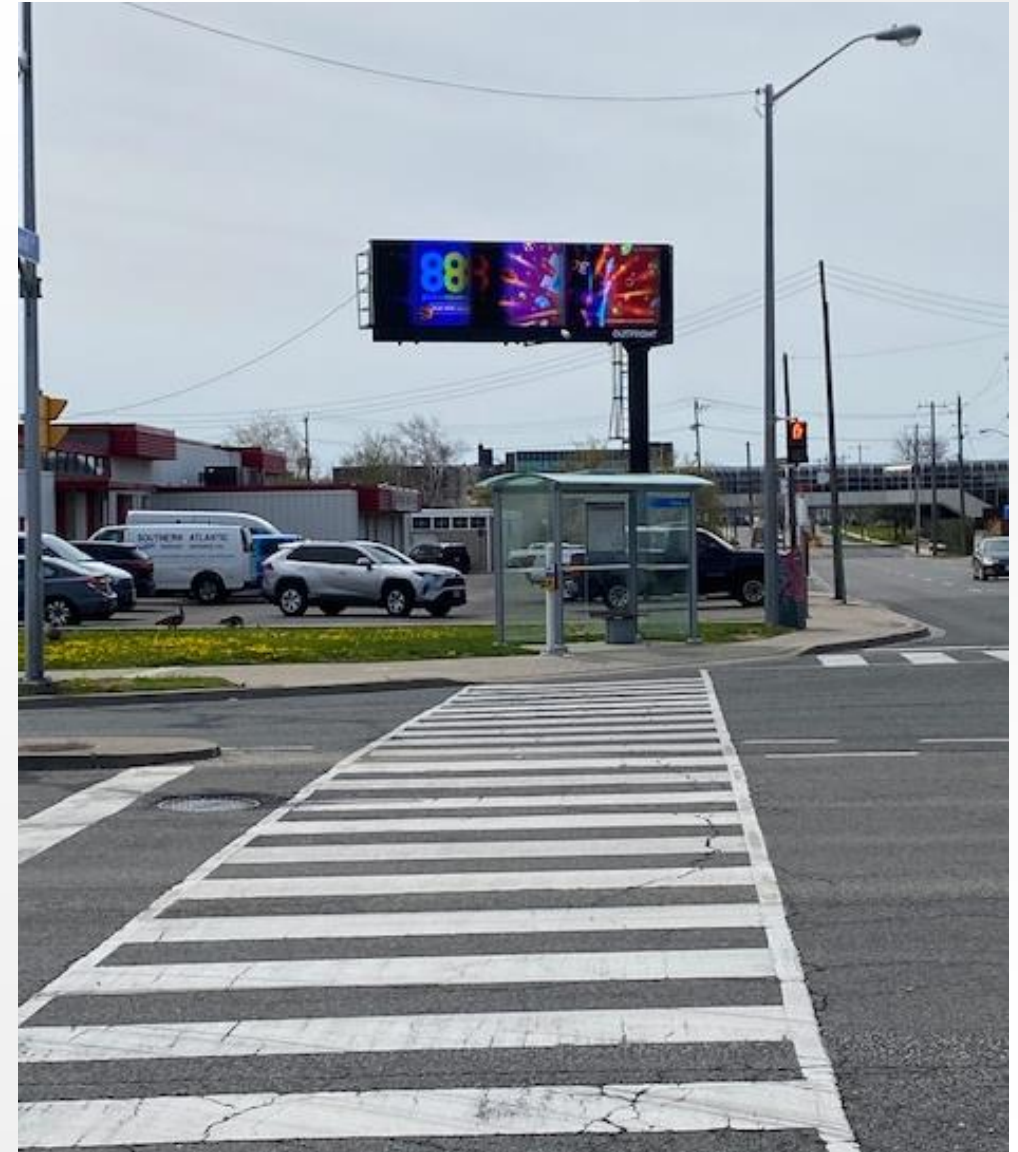


PRESENTERS: JOCELYN WIGLEY & JUSTIN DEMPSEY

MAY 9TH, 2022: COMMUNITY CONSULTATION

THIRD PARTY DIGITAL SIGN – 271 PROGRESS AVE.

- Currently an existing third-party digital sign on site
- Single sided display, facing on to Midland Ave.
 - 8.69m horizontally x 2.30m vertically
 - Total surface area 19.99m²
 - Oriented at a 22° to Midland Ave. in a North Easterly direction
- Total height of the sign is 10.00m
- Approved in July 2020
 - Conforms with TO sign by-law
 - No variances were required
- Currently seeking approval for 2nd digital display face, facing South along Midland Ave.
 - 3 Minor Variances Required



VARIANCE #1: SIGN FACE CONFIGURED IN V-SHAPE ORIENTATION

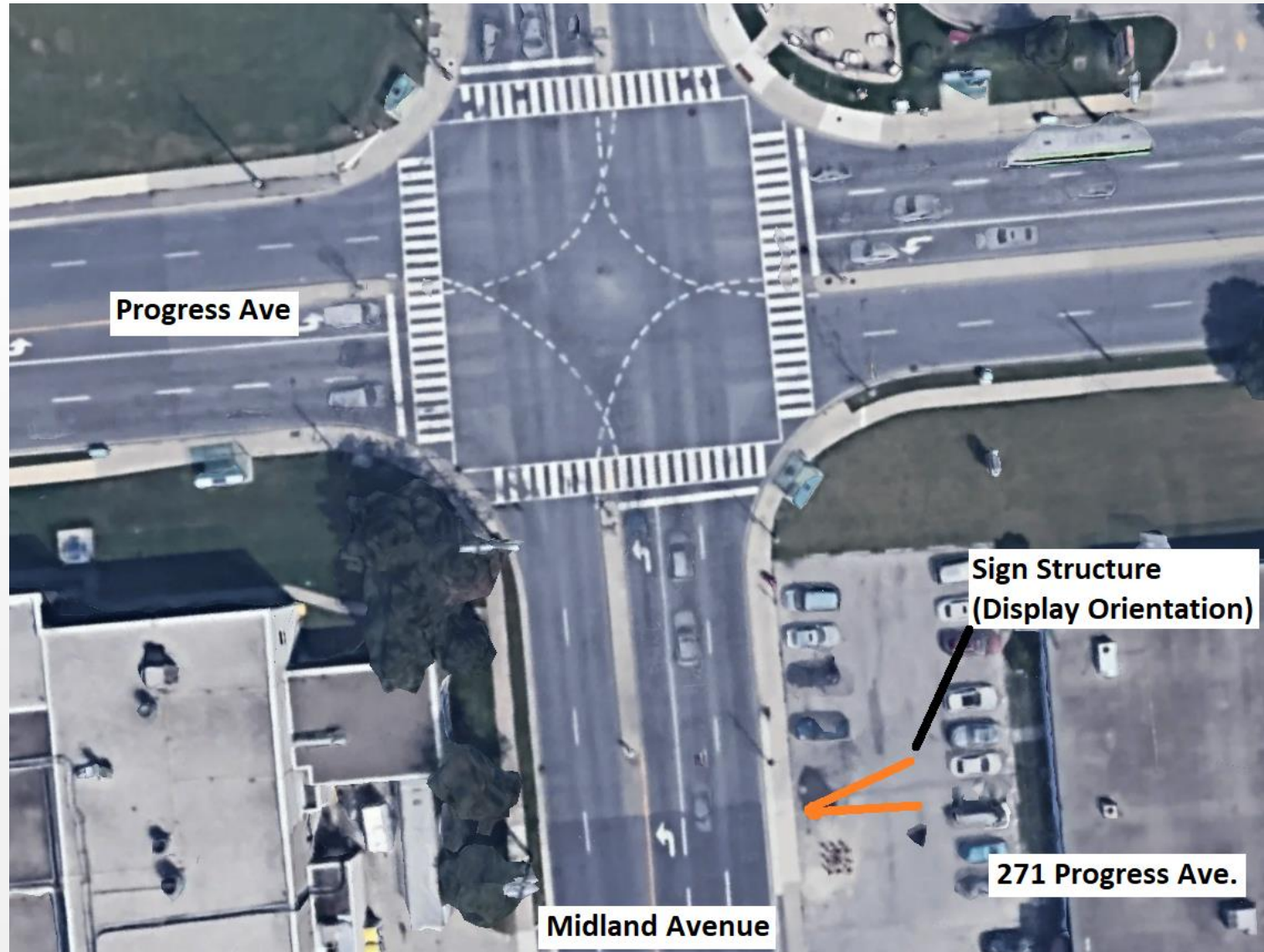
- Toronto Sign By-Law allows for 2 separate sign faces that are to be configured in a back-to-back formation.
- Proposed 2nd display face to be installed perfectly perpendicular to Midland Ave. (facing South).
 - Existing display face is oriented at 22° towards Midland Ave.
- Proposed 2nd display will create a slight V-Shape Orientation.



Back-to-Back
Orientation



V-Shape
Orientation



VARIANCE #1: SIGN FACE ORIENTED IN V-SHAPE ORIENTATION

- Purpose of the Back-To-Back Rule is to ensure both displays cannot be seen at the same time.
- The two display faces will not be used as a contiguous display.
- Vehicular traffic will not be able to see more than one display face at any given time.
- Point-Of-View (POV) pictures of the sign structure from each direction at the intersection of Midland Ave. and Progress Ave. demonstrate that the two displays will not be visible at the same time.
- Adding an additional sign face to the existing sign structure will not pose a safety issue to pedestrian and vehicular traffic.
- It will not allow the opportunity to create a continuous display.

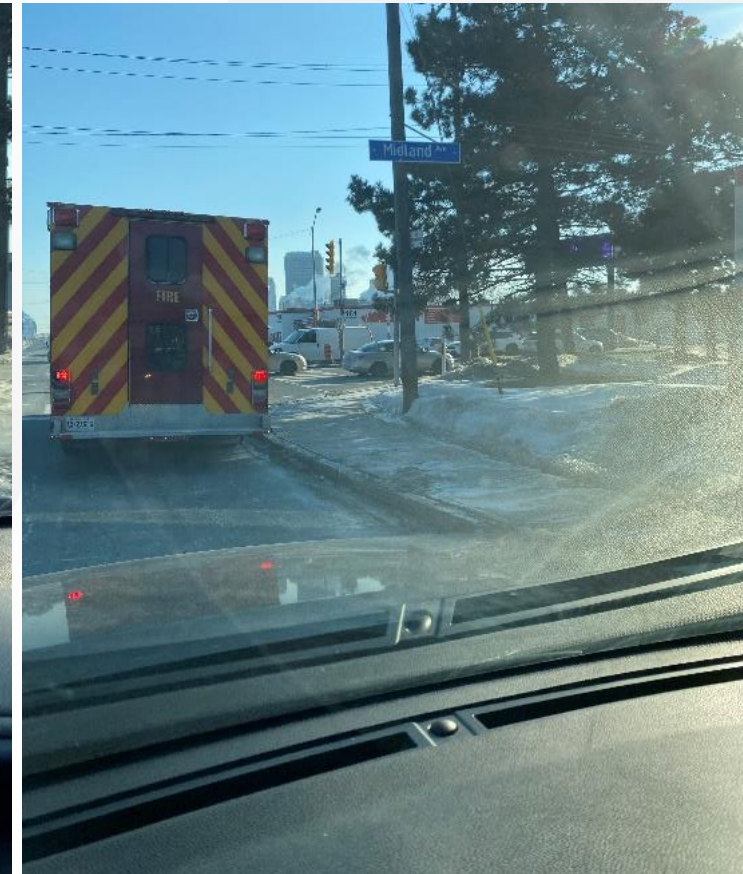


VARIANCE #1: SIGN FACE ORIENTED IN V-SHAPE ORIENTATION

POV #1: On South Side Of Intersection



POV #2: On West Side Of Intersection



VARIANCE #1: SIGN FACE ORIENTED IN V-SHAPE ORIENTATION

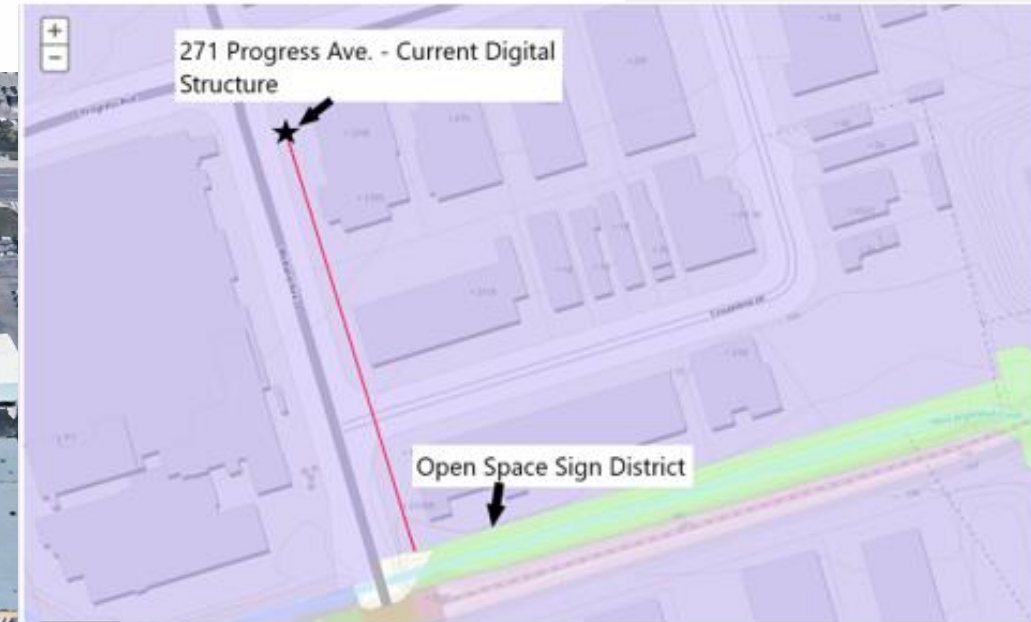
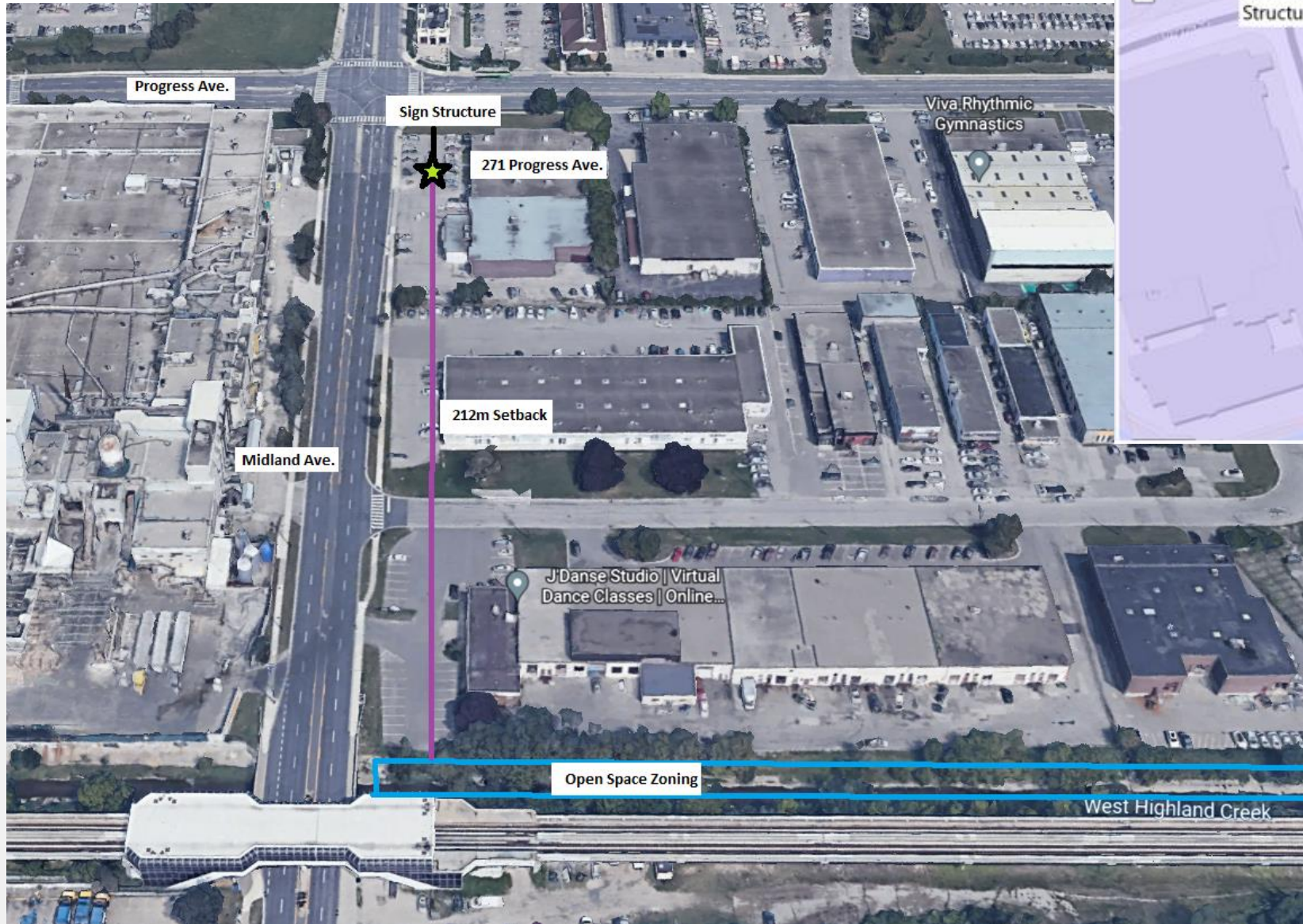
POV #3: On North Side Of Intersection



POV #4: On East Side Of Intersection



VARIANCE #2: FACES INTO OS SIGN DISTRICT >250M AWAY



- Sign Structure is 212M setback from a depressed Creek (zoned OS District on East side of Midland Ave.)

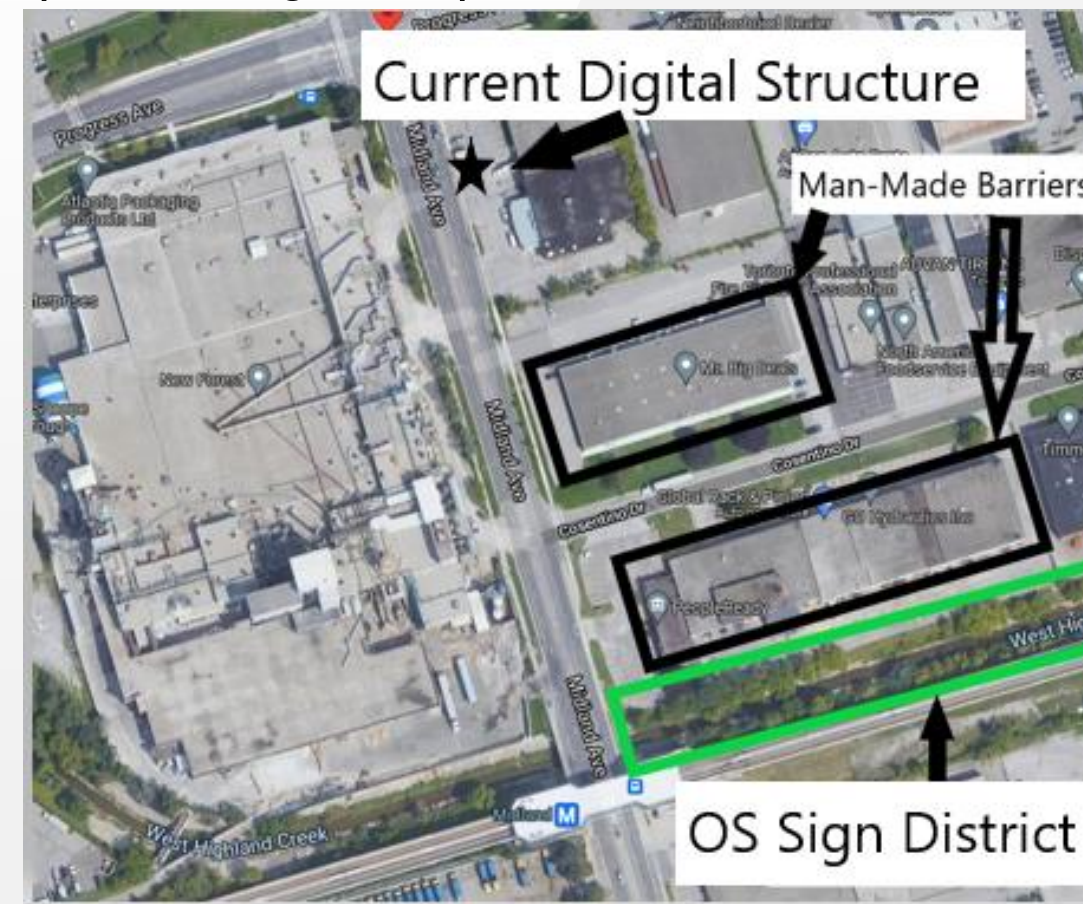
VARIANCE #2: FACES INTO OS SIGN DISTRICT >250M AWAY

- Contacted Toronto Regional Conservation Authority (TRCA). Staff have no objection to our proposed display face and confirmed a TRCA permit is not required.
- Ravine is depressed in the ground and far below road level.
- The creek itself is completely surrounded by a wall of heavy vegetation and creates a natural barrier to any potential light trespass.



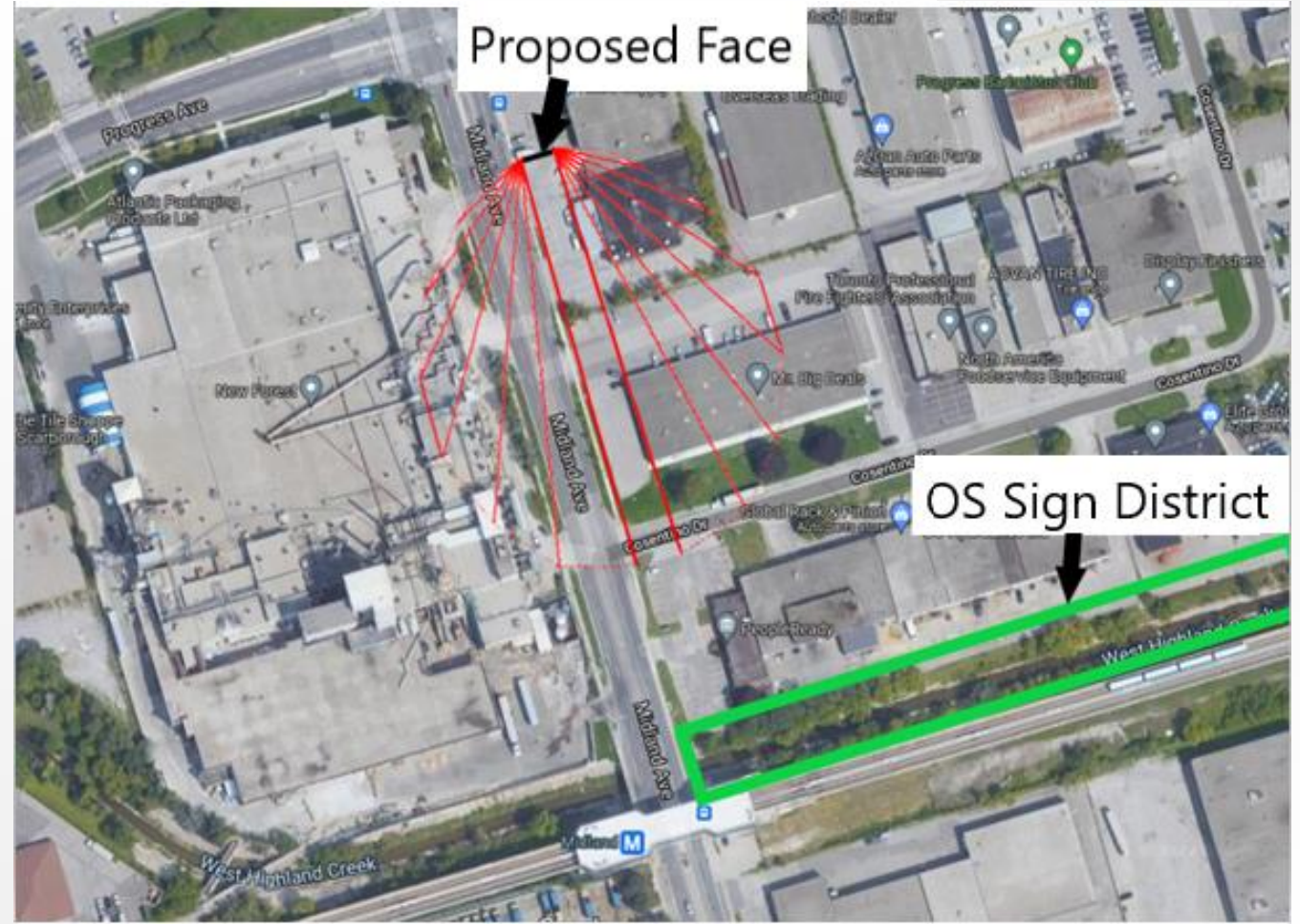
VARIANCE #2: FACES INTO OS SIGN DISTRICT >250M AWAY

- Picture of creek below road level
- Concrete throughway, water depth no more than 1ft.
- Adjacent commercial/industrial buildings act as natural man-made barriers to any potential light trespass.



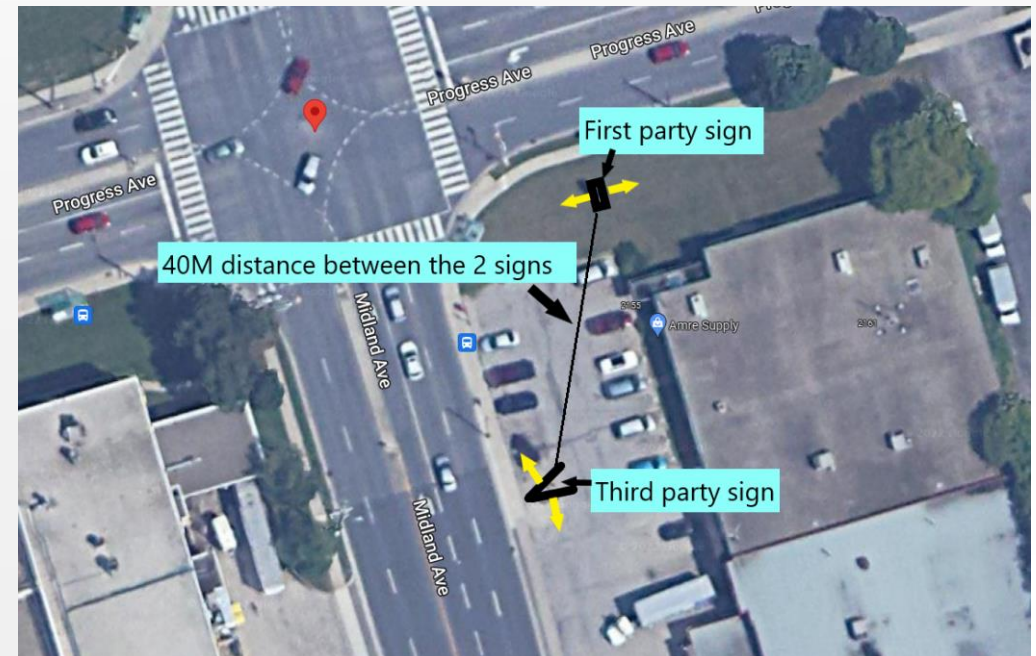
VARIANCE #2: FACES INTO OS SIGN DISTRICT >250M AWAY

- Light Shed Study - The Red Polygon represents horizontal dispersion of light.
- Outer perimeter represents where light equates to that emitted by a full moon, if sign operates at 300 nit level (max. allowable level).
- Shown in the diagram, the longest emission of light does not reach the OS district.
- As extra precaution, the allowable level of illumination shall be reduced by 50%, from 300 nits to 150 nits.
- Sign is turned off between 11pm to 7am.
- There is no flashing or animation, will only shows static images with a minimum dwell time of 10 seconds (in accordance with the By-Law)



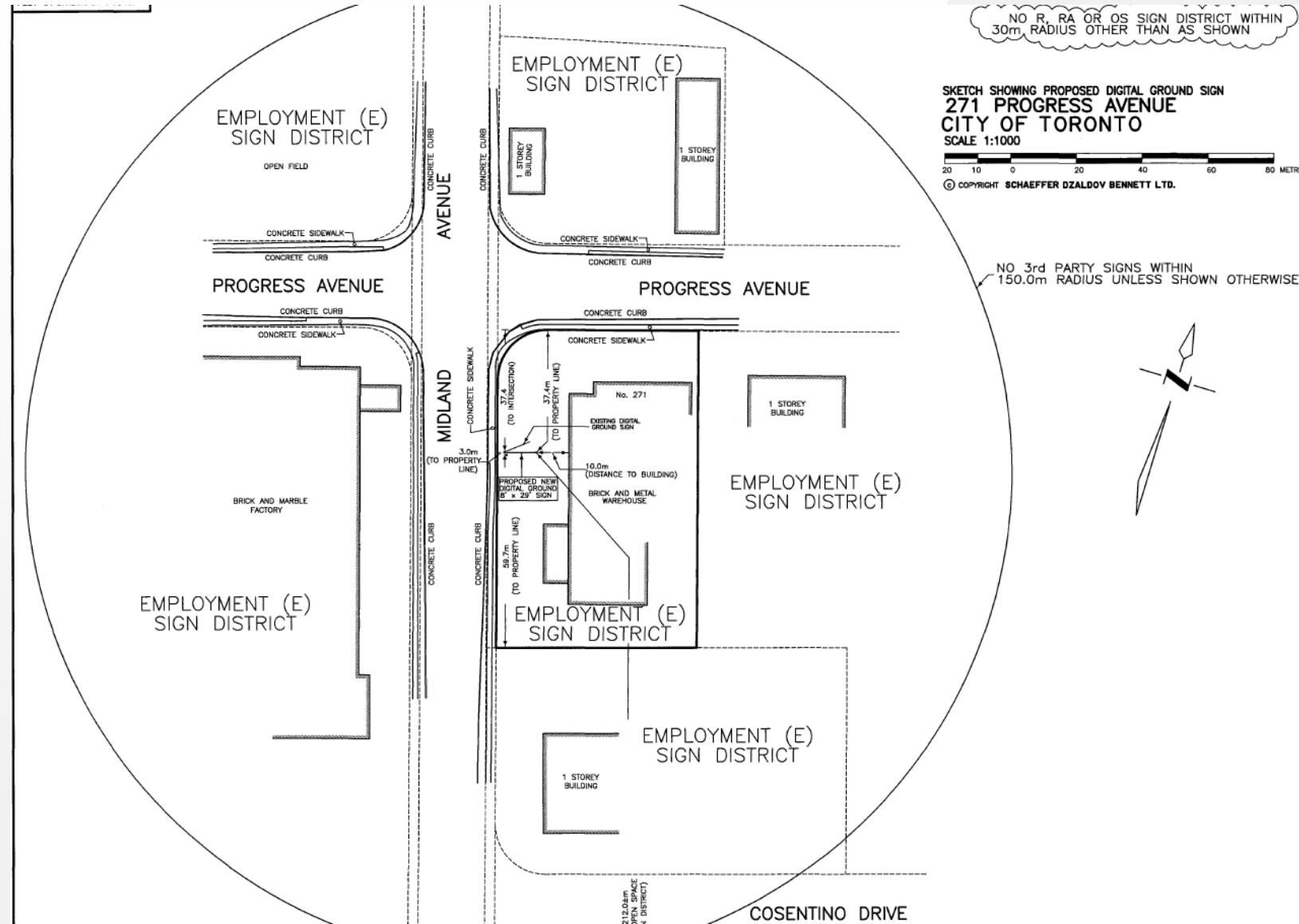
VARIANCE #3: MORE THAN ONE GROUND SIGNS ON THE PREMISES

- Existing First Party Sign displaying static sign copy on the Premises is small in nature
- Two signs on the Premises will not overcrowd the property, distance between the two signs is 40M
- Different Frontage - Oriented on Progress Ave. rather than Midland Ave (where the existing third-party sign is)
- Different Direction - facing East and West rather than North and South
- Staff has reinforced 2 ground signs will not overcrowd the premises or surrounding area.



SIGN SAFETY – SIGN BY-LAW REQUIREMENTS

- Sign By-Law requires signs to be setback 30M away from nearby intersections and/or cross-walks.
- By-Law requires signs to be setback no less than 3M away from ingress/egress leading into the property (i.e. Driveway entrance).
- Clearance beneath the sign is 7m – allowing enough space for larger transport trucks to pass beneath.
- Bright yellow metal bollards are placed around the base of the sign structure to prevent vehicular collision (already installed).
- The entire area is entirely employment zoning/industrial in nature, thus the sign is compatible with the surrounding area in general.
- Sign meets all other requirements of the Sign By-Law.



QUESTIONS

CONTACT INFORMATION

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