



THIRD PARTY ELECTRONIC SIGN APPLICATION

2290 MARKHAM ROAD



PRESENTERS: JOCELYN WIGLEY & JUSTIN DEMPSEY

SEPTEMBER 9TH, 2022: SIGN VARIANCE

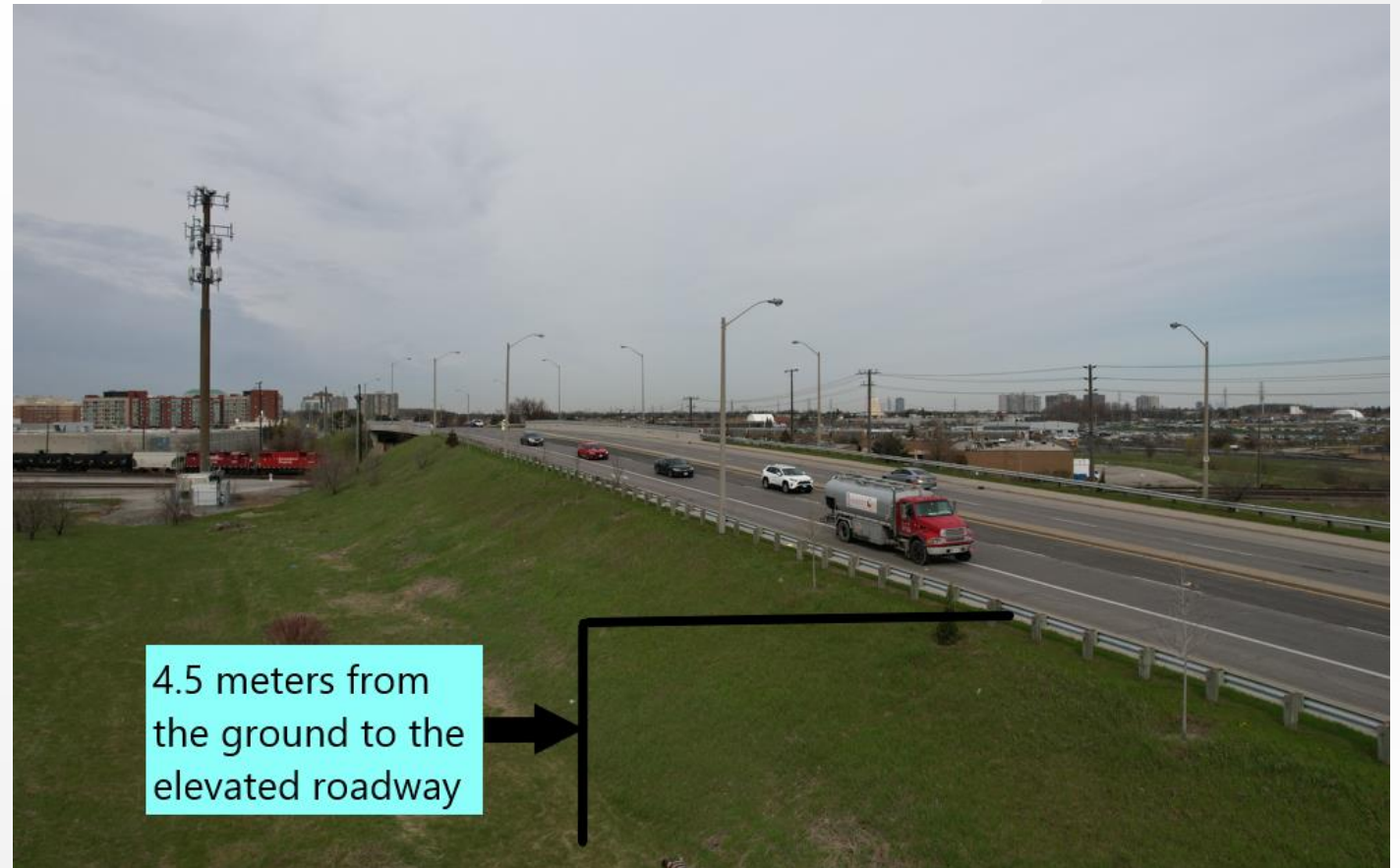
THIRD PARTY DIGITAL SIGN – 2290 MARKHAM ROAD

- Currently an existing double sided third-party static sign on site to be removed, replaced and relocated with a single sided third-party digital sign.
- The digital replacement will be setback from the current sign structure by approximately 15M and will contain one face which will reduce the sign face density on the property.
- Currently seeking approval for digital single sided sign structure, facing East along Finch Ave.
- 4 Minor Variances Required



VARIANCE #1: HEIGHT OF SIGN STRUCTURE TO BE 12M

- Toronto Sign By-Law allows Electronic Sign Structures to have a maximum height of 10M
- Proposed Sign Structure to have a height of 12M to allow for visibility adjacent to the Finch Ave. elevated roadway overpass.
- The grade of the roadway overpass is approx. 4.5M in height, compared to the ground level of the premises situated at 2290 Markham Rd. where the foundation of the sign will be installed.
- The structure is only 7.5M in height from the Finch Ave. overpass, a lower elevation, relative to the grade of the road.



VARIANCE #1: HEIGHT OF SIGN STRUCTURE TO BE 12M

- Similar height variances have been granted for other electronic LED signs that have been installed along elevated roadway overpasses.
- Without such height variances, the signs would not be visible to the vehicular traffic travelling along the adjacent roadway.



VARIANCE #1: HEIGHT OF SIGN STRUCTURE TO BE 12M

- The height of the sign will not alter the character of the premises or surrounding area.
- The premises and surrounding area have buildings that range from 8-12M in height and are commercial in nature.
- There is a telecom tower to the Northwest on the premises which height is greater than 30M.



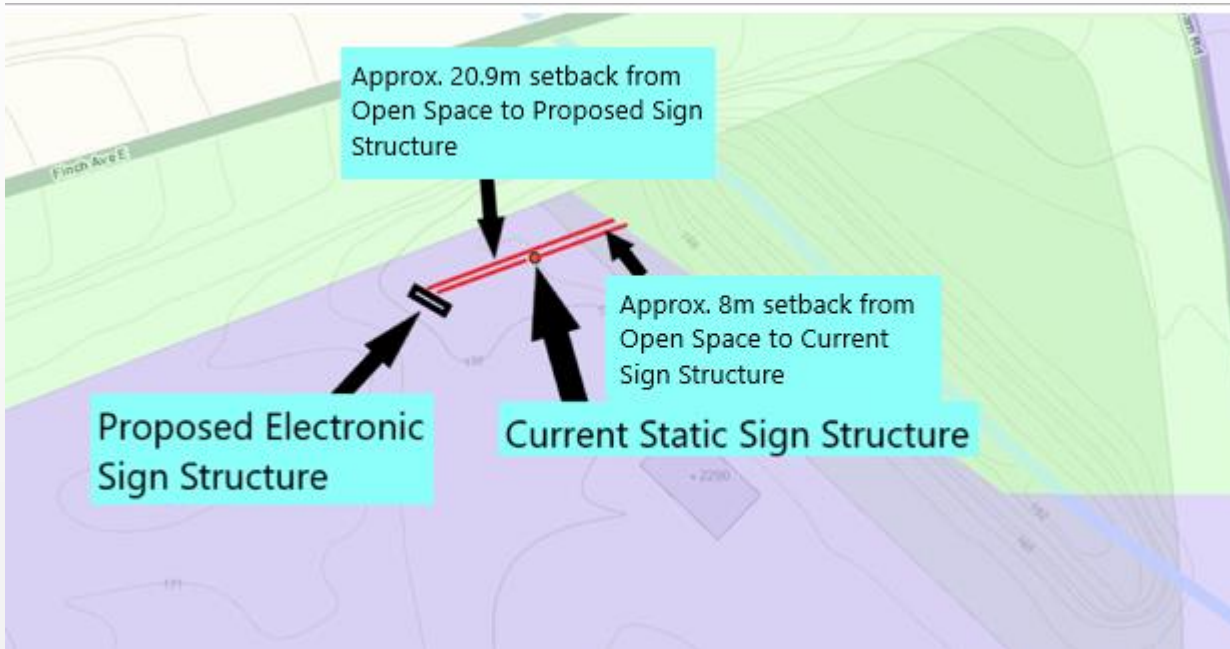
VARIANCE #2: MORE THAN ONE GROUND SIGNS ON THE PREMISES

- Proposal will reduce the overall surface area of 3rd party signage from:
2 Display Faces = 37.16m² to
1 Display Face = 19.99m²
- Two signs on the Premises will not overcrowd the property, substantial distance between the two signs -148M.
- Different Frontage - Oriented on Markham Road. rather than Finch Ave.(where the existing third-party sign is).
- Different Direction - facing North and South rather than East.
- Cannot be seen at the same time – different line of sight.



VARIANCE #3: SIGN STRUCTURE IS WITHIN 60 METERS OF OS SIGN DISTRICT

- Proposed Sign Structure is 20.9M setback from a depressed Creek (zoned OS District on East side of property).



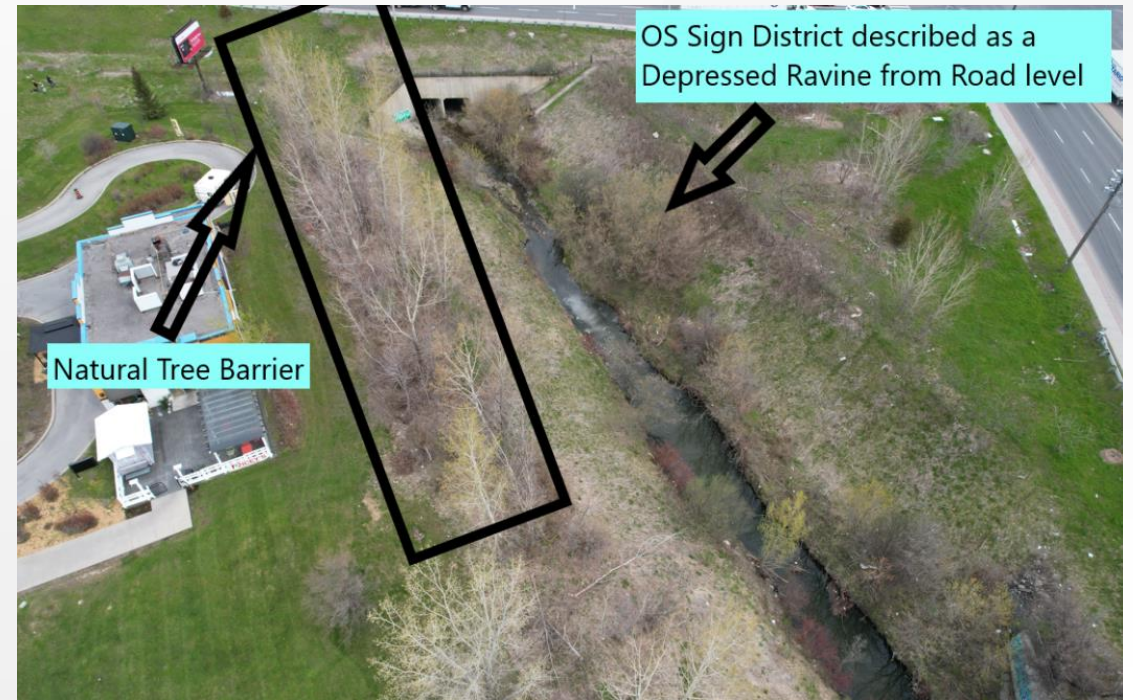
- Proposed sign Structure is 6M setback from grassy hill (zoned OS District on North side of the property).



- OS's physical form, design, character, or function will not be altered.
- These OS Sign District Zones not utilized as a park space – no pedestrian use.

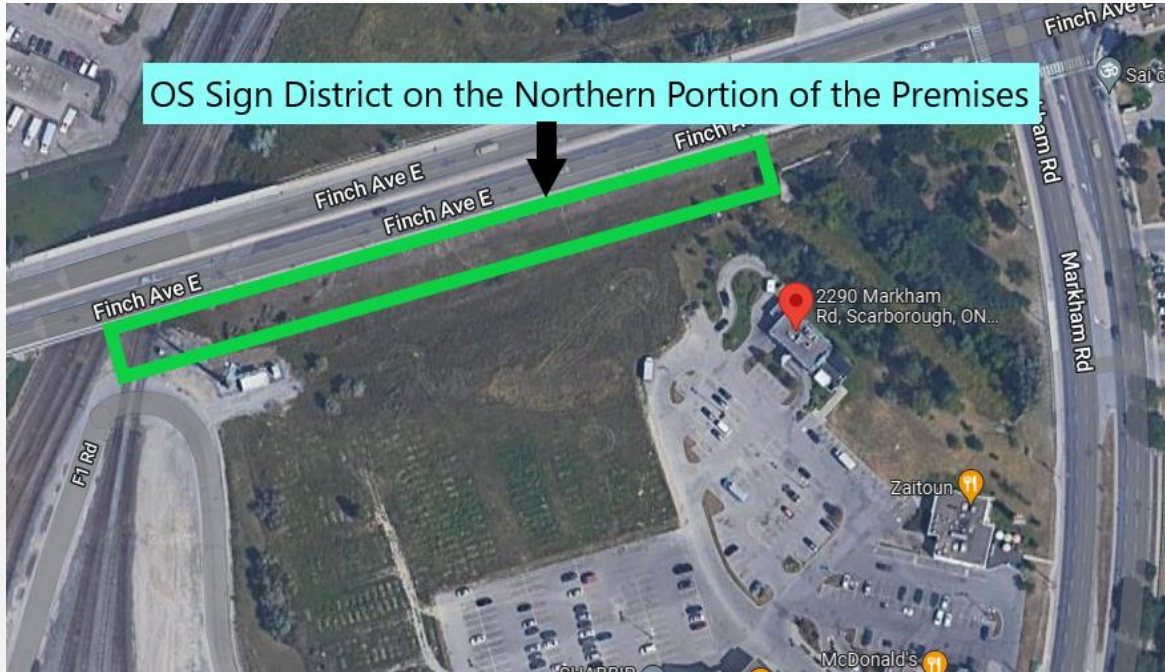
VARIANCE #3: SIGN STRUCTURE IS WITHIN 60 METERS OF OS SIGN DISTRICT

- The creek is regulated by the Toronto Regional Conservation Authority (TRCA). Staff have no objection to our proposed display face and confirmed a TRCA permit is not required.
- Ravine/Creek is depressed in the ground and 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 #3: SIGN STRUCTURE IS WITHIN 60 METERS OF OS SIGN DISTRICT

- Northern edge of the property is also zoned OS Sign District 6M setback from current and proposed sign.
- OS Sign District as shown is a grassy hill with no sensitive features.



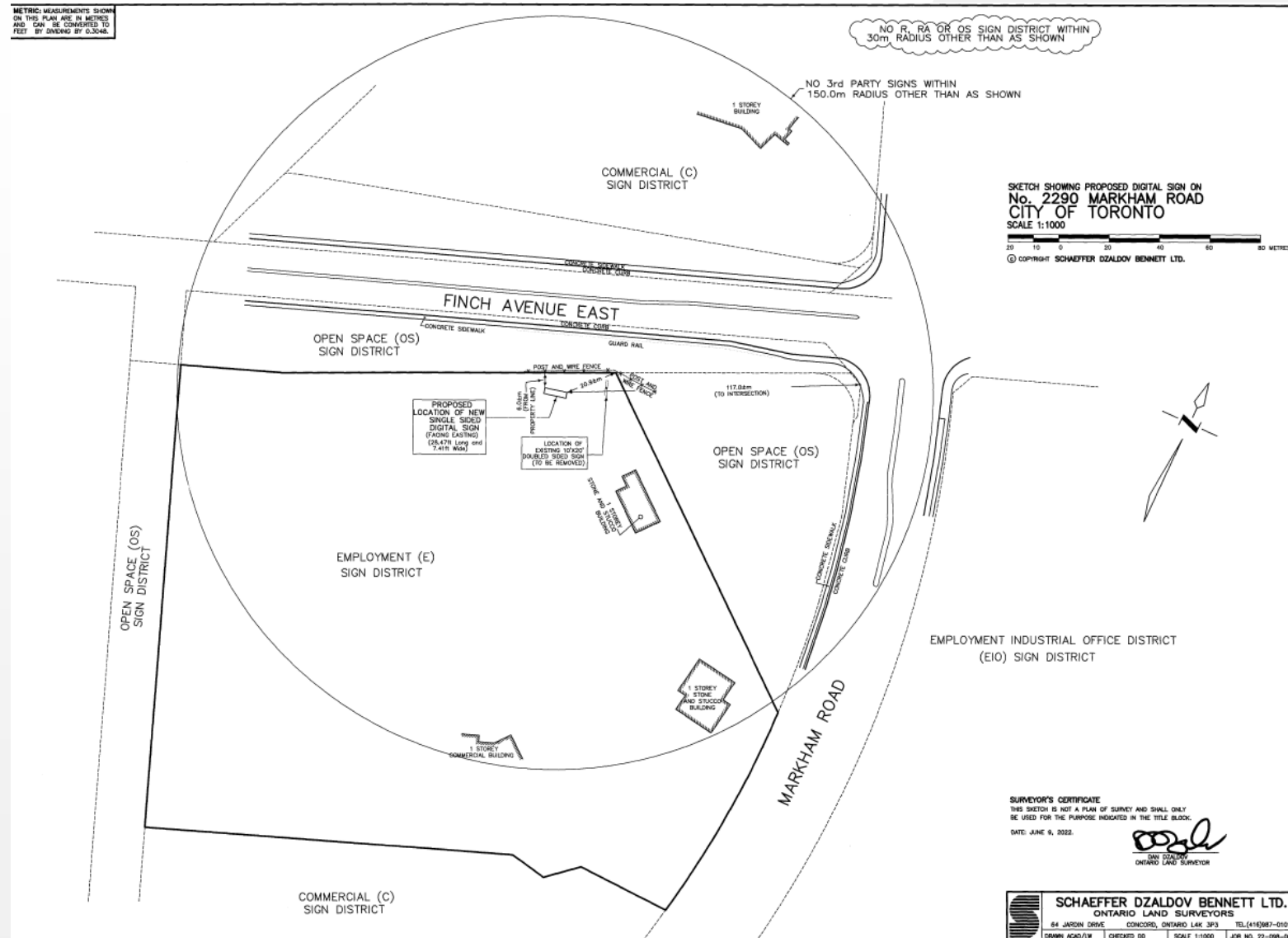
VARIANCE #4: SIGN STRUCTURE IS FACING INTO OS SIGN DISTRICT >250M

- Purpose of the 250M setback rule is to ensure no light shed reaches a sensitive land use.
- OUTFRONT Media has commissioned an Environmental Impact Study (EIS) provided by WSP (third party consultant) to explore the impacts of the proposed sign.
- WSP's EIS confirms that the OS Sign District has low ecological sensitivity and no concerns for potential effect.
- Tall streetlights on Finch Ave. adjacent to the Depressed creek likely already project into the creek. Including a sign structure will not impact the light already emitted into the creek
- As extra precaution, the allowable level of illumination shall be reduced by 50%, from 300 nits to 150 nits and the sign is turned off between 11pm to 7am.
- There is no flashing or animation, will only show static images with a minimum dwell time of 10 seconds (in accordance with the Sign By-Law)



SIGN SAFETY – SIGN BY-LAW REQUIREMENTS

- Sign By-Law requires signs to be setback 30M away from nearby intersections and/or cross-walks.
-Proposed sign 117m setback from local intersection
- 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 will be placed around the base of the sign structure to prevent vehicular collision.
- The majority of the area is employment zoning nature; thus, the sign is compatible with the surrounding area in general.



QUESTIONS

CONTACT INFORMATION

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