



November 28th, 2022

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

**RE: Rationale for Sign By-law Amendment – 2410 Eglinton East, Scarborough**

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On behalf the property owner, Milord Realty Inc., Pattison Outdoor Advertising is seeking approval to amend the Sign By-law, in order to permit a new third party electronic ground sign at 2410 Eglinton Avenue East in **Ward 21 – Scarborough Centre**. This sign would display electronic static copy on the east sign face, and static (paper) copy on the west face, in a v-shaped configuration (the “Proposed Sign”).

This property is designated as a CR Sign District, which does not permit third party electronic ground signs. What makes this property unique from other CR Sign Districts is the presence of an existing third party ground sign. The Proposed Sign would display electronic static copy that can be changed at programmed intervals, and would represent a significant upgrade to the property and surrounding area by replacing the existing sign.

We are proposing **three** conditions of approval in our application, which we believe will reduce any impacts associated with the Proposed Sign to less than that of the existing sign. First, we would remove the existing third party ground sign to ensure no additional signage is added to the property, and to eliminate additional sign clutter. This helps achieve one of the main objectives of the Sign By-law.

Second, we would reduce the night-time brightness of the Proposed Sign to a maximum of 150 nits after sunset, which would result in a reduction in the amount of light spill at this property from the current levels generated by the existing third party ground sign in place.

Finally, we are proposing to configure the two sign faces in a v-shape, in order to direct the electronic sign copy to the south-east – away from any residential uses to the north or to the west. We believe this configuration is more suitable than a back-to-back configuration, which could result in some visibility of the sign copy by residential uses in the surrounding area, and further protects any R, RA or CR uses found near the Proposed Sign.

Industry experts Media Resources Inc. performed a Light Impact Study to assess the amount of light cast by the Proposed Sign on the surrounding properties. As can be seen below in Figure 1 (as well as the complete Light Impact Study included with our application), the Proposed Sign would be located about 85 metres south of a 6-storey building containing residential uses.

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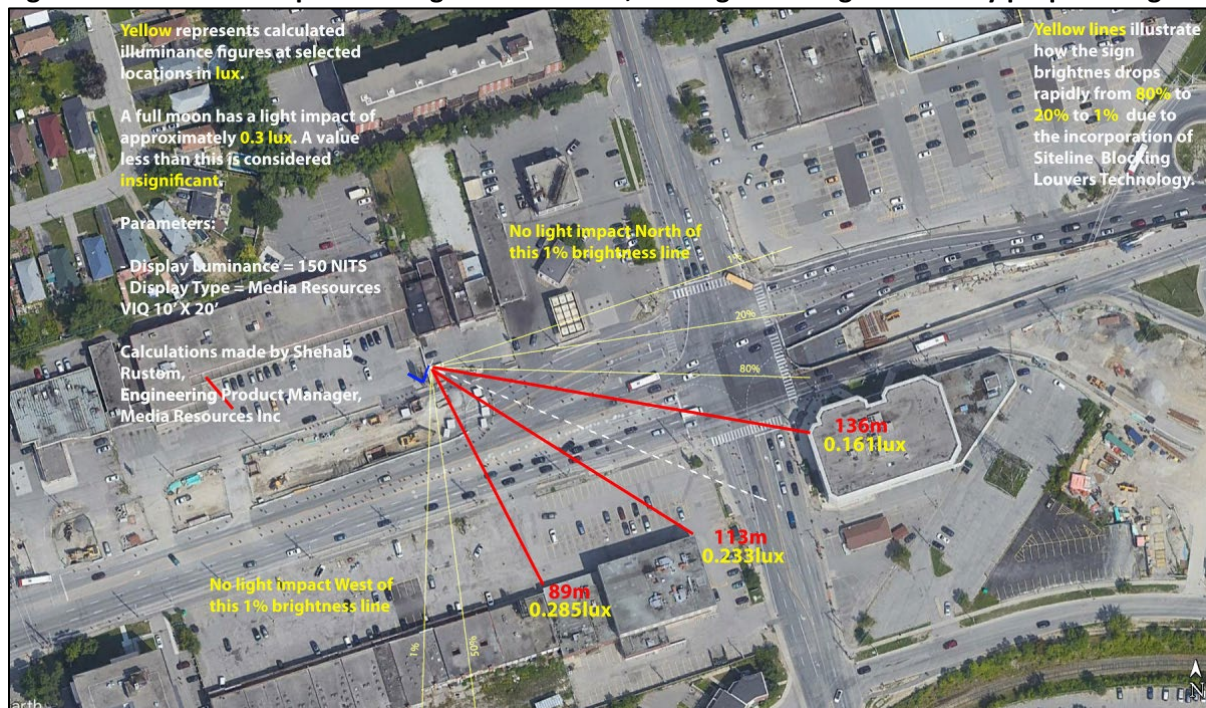


Due to the v-shaped configuration, and reducing the brightness of the electronic copy to 150 NITS after sunset, **none of the copy displayed on the Proposed Sign will be visible to any residents north of the sign** – including the RA and CR Sign Districts.

This maximum brightness level of 150 NITS being proposed is half of the maximum set out in the Sign By-law, and will reduce any light produced by the sign by 50 per cent. As can be seen in the graphic shown in Figure 1 below, even the light produced that will reach the CR Sign District on the south side of Eglinton Avenue East is less than the “standard” of 0.3 foot candles which is considered to have a negligible impact.

At these levels, the light generated by the Proposed Sign will be less than or equal to that of the external lighting fixture on the existing sign. **While the existing sign is permitted to be illuminated throughout the night, the Proposed Sign would be turned off between 11 pm and 7 am.** This location also contains a significant amount of ambient light from the many businesses, street lights, car headlights, and other signage, which will allow the Proposed Sign to blend in.

**Figure 1 – Overhead map of 2410 Eglinton Ave East, with light levels generated by proposed sign**



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Pattison is aware of the stigma attached to electronic signs, which has in part been created by electronic signs operating at maximum brightness levels during the night, often using distracting visual effects such as scrolling, flashing, blinking, etc.

We are committed to changing the perception of electronic signs by operating them in compliance with the Sign By-law requirements for message duration (10 seconds per message), eliminating any distracting visual effects, instantaneously transitioning between messages, and setting the maximum brightness in the evenings to half of the required levels for the Proposed Sign.

Pattison’s electronic signs also come equipped with a video camera, which is monitored 24/7 by our National Operations Center. This allows any issues or malfunctions to be addressed remotely and promptly. It also provides us with the ability to turn the sign off immediately in the event of a malfunction. Our electronic signs also include ambient light sensors which automatically adjust the sign’s brightness based on the ambient light levels in the surrounding area.

Pattison believes that any potential impacts of the Proposed Sign displaying copy electronically can be managed responsibly, and we are committed to doing so. Our goal is that the Proposed Sign will have similar or less impact than the existing sign, which has been in place for many years and can otherwise remain in place.

**Figure 2 – V-Shaped configuration eliminates visibility from Residential Uses**



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When the Sign By-law was amended in 2015 to allow third party electronic signs in Employment, Utility and Commercial Sign Districts, these sign types were specifically excluded from CR Sign Districts, due to the mix of commercial and residential uses often found in these areas.

However, we believe that in this instance, certain **measures can be taken to restrict the visibility of the electronic sign face from all nearby residential uses**, and the result is that compatibility can be achieved – particularly at the subject property, where an illuminated third party sign with changing copy has existed for decades.

To further minimize any impacts on residents in the area, Pattison is proposing a reduced height of 7.62 metres from grade. This will allow the Proposed Sign to better compliment the built form by bringing it below the height of the two-storey building on the premises, and in line with the existing third party sign at the subject premises.

The two-storey building at this property has a total height of under 8.0 metres from grade. By reducing the height of the Proposed Sign down to 7.62 metres, it will ensure the building is not overshadowed by the Proposed Sign, and that any Residential uses on the second floor of this property will not have any visibility of the content displayed on the Proposed Sign (see Figure 4 below).

**Figure 4 – Proposed Sign with v-shape configuration not visible from Residential uses to the north**



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The City of Toronto states in their *Official Plan* that climate change is one of the biggest challenges facing our planet, and has committed to addressing this challenge in order to provide a sustainable future for all Torontonians.

We believe that our application supports the *Official Plan* goals regarding climate change by removing an existing ground sign, which requires considerable maintenance and materials, and replacing it with an electronic ground sign powered by renewable energy. **The “green” power that runs the Proposed Sign will more effectively contribute to a healthier environment.**

Another very important benefit to displaying sign copy electronically, compared to signs which display paper (static) copy, is that the messages are capable of being changed remotely. This eliminates the need for maintenance crews to access the site, the travel associated with regular changes to the copy, and the printing and disposal of paper / vinyl copy. This significantly reduces our environmental footprint, and helps the Proposed Sign further support the *Official Plan* objectives.

**The Proposed Sign will also support the *Official Plan* objectives for a healthy and vibrant economy, by providing a medium for local businesses to promote themselves and advertise their goods and services, contributing to future economic growth.** Local businesses that don't have the advantage of high-traffic exposure are actively seeking opportunities to connect with new and returning customers, to sustain their clients and customers following the impacts of the COVID-19 pandemic.

Internal research suggests that businesses prefer to promote their products on electronic signs versus static signs, and we believe that adapting to the changes and improvements in technology that have been achieved within the industry since the inception of the Sign By-law in 2009 is in line with the objectives laid out in the *Official Plan*.

We have consulted with Local Ward Councillor Michael Thompson on this project, and he is supportive of the Proposed Sign as a way to improve the aesthetics at the subject property, and provide local businesses with higher-impact exposure to reach their targeted audiences. He agrees that **the proposed Conditions of Approval will help achieve the high-level goals of the Sign By-law and Official Plan, and mitigate any impacts on the sensitive land uses located nearby.**

We kindly request your support of this application. If there are any additional concerns with the revised proposal, Pattison is always available to discuss potential solutions. Thank you for your time and consideration in this matter.

Sincerely,

Nicholas Campney  
Director, Leasing & Transit  
Pattison Outdoor Advertising

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## **Draft of Proposed Area-Specific Amendment – 2378-2410 Eglinton Avenue East**

To amend Schedule B, Signage Master Plans and Area-Specific Amendments, to

Chapter 694, Signs, General, to implement an area-specific amendment with respect to the premise known as 2378-2410 Lawrence Avenue East in Toronto.

The Council of the City of Toronto HEREBY ENACTS as follows:

The Subject Premises may contain, subject to all other provisions of this Chapter, the following third party sign:

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- (1) One electronic third party ground sign, provided:
  - (a) The sign shall contain no more than two sign faces;
  - (b) The sign faces shall be rectangular;
  - (c) The sign faces shall be in a v-shaped configuration;
  - (d) The sign face area shall not exceed 20 square metres;
  - (e) The centre line of each sign face shall not exceed 6.1 metres;
  - (f) The bisecting line of each sign face shall not exceed 3.05 metres;
  - (g) The east sign face shall display only electronic static copy;
  - (h) The west sign face shall display only static copy;
  - (i) The height of the sign shall not exceed 7.62 metres;
  - (j) The sign shall be set back at least 1.0 metres from all lot lines;
  - (k) The sign shall be erected in a Commercial Residential (CR) Sign District; and,
  - (l) The expiry of the initial Sign Permit for the Proposed Sign shall be 10 years, with subsequent renewals at five-year terms.