

Attachment 1 – Description of Sign, Required Variances and Conditions

Sign Description:

The Proposed Sign is one third party electronic ground sign described further as follows:

- a) Contains one sign face oriented in an easterly direction;
- b) Have a maximum height of no greater than 10.00 metres;
- c) Contains no more than one sign face;
- d) The sign face to:
 - i. Have a maximum bisecting line no greater than 3.05 meters;
 - ii. Have a maximum center line of no greater than 6.10 meters;
 - iii. Have a maximum sign face area of no greater than 18.60 square meters; and,
 - iv. Display electronic static copy, only;

Required Variances and Requested Conditions

- 1) The Requirement of § 694-25C(2)(d) that: 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; be varied to allow the Proposed Sign to be located within the required setback of a building from a street, but no closer than 3.00 meters to the street known as Finch Avenue West, subject to Conditions 1, 2, and 3 below;
- 2) The Requirement of § 694-25C(2)(e) that: An E – Employment Sign District may contain a third-party electronic ground sign, provided the sign be located a minimum of 500 metres from any other third-party electronic sign located on the same street; be varied to allow the Proposed Sign to be erected a minimum of 490.00 meters west of an existing third party sign on the premises municipally known as {insert address} subject to Conditions 1, 2, and 3 below;
- 3) The Requirement of § 694-25C(2)(f) that: An E – Employment Sign District may contain a third-party electronic ground sign, provided where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district; be varied to allow the Proposed Sign to be erected be located no closer than 40.00 metres of, and face, a premise located in a CR Sign District, while not being able to be within 250 metres of and face an R, RA, I or OS sign district, subject to Conditions 1, 2, and 3 below;

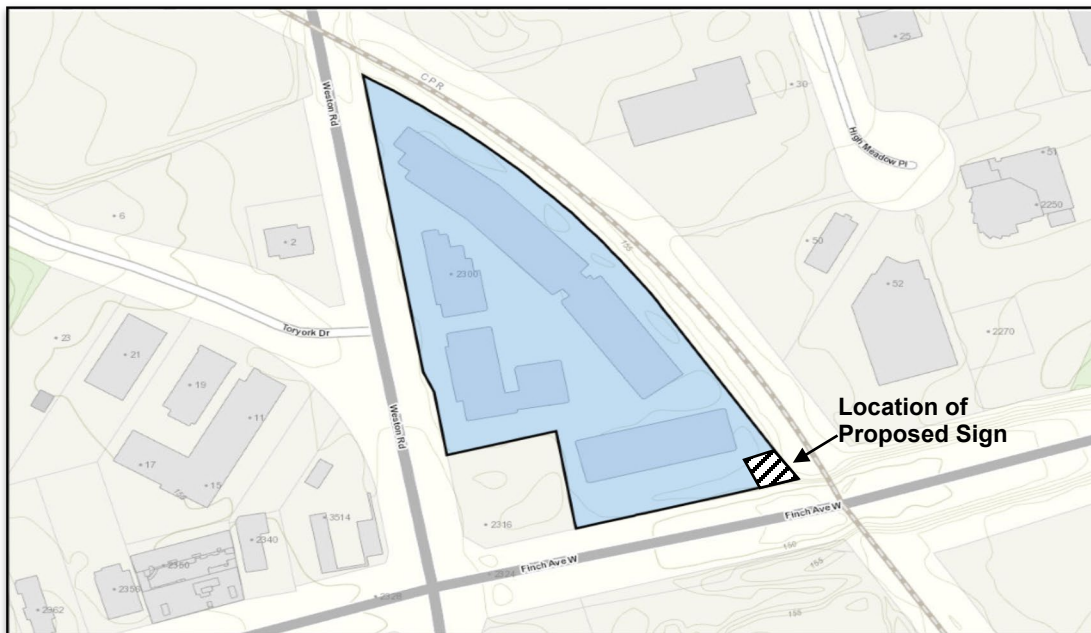
- 4) The Requirement of § 694-25C(2)(g)(i) that: An E – Employment Sign District may contain a third-party electronic ground sign, provided the sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district; be varied to allow the Proposed Sign to be erected no closer than 60.0 metres of any premises located, in whole or in part, in an R, RA, I or OS sign district and no closer than 40.00 meters to any premises, in whole or in part, in a CR sign district subject to Conditions 1, 2, and 3 below;

Condition 1) The illumination of the Proposed Sign shall not exceed 150 NITS between the between sunrise and sunset; and

Condition 2) The Proposed Sign have installed, and maintained a physical barrier along the southern edge of the sign face, which shall sufficiently block illumination from the sign to the satisfaction of the Chief Building Official and,

Condition 3) The Proposed Sign's sign face be orientated facing easterly and in such a manner so that the centre line of the sign face, if projected to the street line separating the premises from Finch Avenue West, would possess an internal angle with the street line separating the premises from Finch Avenue West of no less than 85° and no greater than 95° and the Proposed Sign be located within the Proposed Location that is substantially in accordance with the specific location within the Proposed Location indicated as the location of the Proposed Sign as noted in the diagram titled Diagram 1: Location of Proposed Sign, noted below;

Diagram 1 – Location of Proposed Sign



Attachment 2 – Applicant's Submission Package



Application Sign Variance

Folder Number	Date (yyyy-mm-dd)
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Project Information

Street Number	Street Name	Lot Number	Plan Number
2300	Finch Avenue West	21/5	AT4908832
Describe the variance(s) being applied for: Please see the attached			
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		Last Name	
Ravi		Mahatoo	
Company Name (if applicable)			Telephone Number
York Condominium Corporation #484			416 785 3232 x22
Street Number	Street Name	Suite/Unit Number	Mobile Number
2300	Finch Avenue West	41	
City/Town	Province	Postal Code	Fax Number
Toronto	ON	M9M 2Y3	416 785 6137
Email			
ravi@oramacgroup.com			

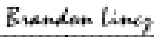
Attachment Required

- 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 Brandon		Last Name Lincz	
Company Name Pattison Outdoor Advertising			Telephone Number 905 282 8935
Street Number of 2700	Street Name Matheson Blvd East	Suite/Unit Number 500	Mobile Number 416 357 9018
City/Town Mississauga	Province ON	Postal Code L4W 4V9	Fax Number 905 282 1644
Email BLincz@pattisonoutdoor.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. Pattison Outdoor Advertising ☒ 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.			
Digitally Signed by:  Signature of (Print Name)		_____ Print Name (First, Last)	
		3/31/2023 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 statistics/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.



Data Sheet
Sign Variance

Folder number	Request Date (yyyy-mm-dd)

This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street Number	Street Name	Lot Number	Plan Number
2300	Finch Avenue West	21	AT4908832

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
22,392.97 sqm	109.2m	260m
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
5 buildings		
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
5.4m	1 storey	
Building Uses(s)		
Multi tenant condominium		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)

North	Employment
South	Commercial Residential
East	Employment
West	Commercial Residential

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)

Please see the attached

Continue on next page

Sign Variance

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)

Please see attached

Receipt No: 1693259

Receipt NOTE: This is not a Permit. Do not construct until a permit is issued. You will be notified when your permit is ready.			
Folder No:	23 150583 ZSV 00 ZR	Date & Time:	May 25, 2023 02:18:49 PM
Paid By:	PATTISON OUTDOOR ADVERTISING C/O BRANDON LINCZ 2700 MATHESON BLVD E SUITE 500 MISSISSAUGA ON L4W 4V9		
Project Location:	2300 FINCH AVE W TORONTO ON M9M 2Y3		
Project Description:	Zoning Review; Multiple-Use Building; Sign		
Fee Description(s):	Cost Center Number:	Value:	
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$1,885.58	
TB-American Express - online	110583 - PAYMENT	-\$1,885.58	
Total:			\$0.00
Paid Amount			\$1,885.58
Paid by :TB-American Express - online		_____	

Payment of these fees accepted through the Toronto Building Payments web application.

AUTHORIZATION

Owner's Authorization

With Respect to the land's owned by:

YORK CONDOMINIUM CORPORATION #484

(Owner's Name)

Known as:

2300 Finch Avenue West

(Legal Description / Municipal Address of Lands)

Declare that I/We, the registered owner(s) of the lands described in the application, have been examined the contents of this application and hereby certify that the information submitted with the application is correct insofar as I/We have knowledge of these facts, and I/We hereby authorize:

Brandon Lincz

(Name of Agent)

Pattison Outdoor Advertising

(Name of Company)

To act on my behalf in this matter.

I/We further consent to the city or representative therefore, inspecting the subject lands and structures.

Date: **March 31, 2023**

Date: March 31, 2023

Signed: *Ravi Mahatoo*

Signed: 

Name: **Ravi Mahatoo**

Name: John Colantonio

York Condo 484



SCHAEFFER DZALDOV PURCELL LTD.
Ontario Land Surveyors

Ontario Land Surveyors

OPHIR N. DZALDOV

DAN DZALDOV

TOM KRISTJANSON

NEIL LEGROW

SOFIA LOSYEV

ROBB MCKIBBON

MURRAY PURCELL

KEVIN THOM

JUSTYNA ZIEMLEWSKA

March 7, 2023

City of Toronto
2 Civic Centre Court
3rd Floor
Toronto, Ontario
M9C 5A3

Attention: Mr. Ted Van Vliet

W. M. FENTON, Ret.

RICHARD PREISS, Ret.

FRED SCHEAFFER, Ret.

Re: 2300 Finch Avenue West
City of Toronto – Our Job No. 23-079-00

**SURVEY RECORDS
SINCE 1850s of:**

ANTON KIKAS
BENNETT & NORGROVE
BENNETT YOUNG
BROWNE CAVELL & JACKSON
D.J. NORGROVE
DAVID ANSHUTZ

H.C.J. WHEELER
H.G. ROSE
H.H. GIBSON
H. KOESTER
J.K. YOUNG

J.T. RANSOM
JOHN C. MOORE
LLOYD & PURCELL
MILLESSE & BURTON
OPHIR N. DZALDOV
P.J. MCGUINNESS

RICHARD A. PREISS
REID J. WILSON
R.G. MCKIBBON
ROBERT BASIL LEE
ROBERT J. KINGSTON

SCHAEFFER DZALDOV BENNETT
SCHAEFFER & REINTHALER
WILDMAN HADFIELD STEWART
WILSON & BUNNELL
W.M. FENTON
YATES & YATES

The attached sketch dated March 7, 2023 was prepared by my office based on Registry records and field verification and is correct as of the date shown. This sketch is prepared to illustrate the locations as they relate to the regulations outlined in Chapter 694, Signs, General, of the City of Toronto Municipal Code.

If further information is required, please contact the undersigned.

Yours truly,

SCHAEFFER DZALDOV PURCELL LTD.

Dan Dzaldiv, B.Sc., O.L.S., O.L.I.P.
DD/pl

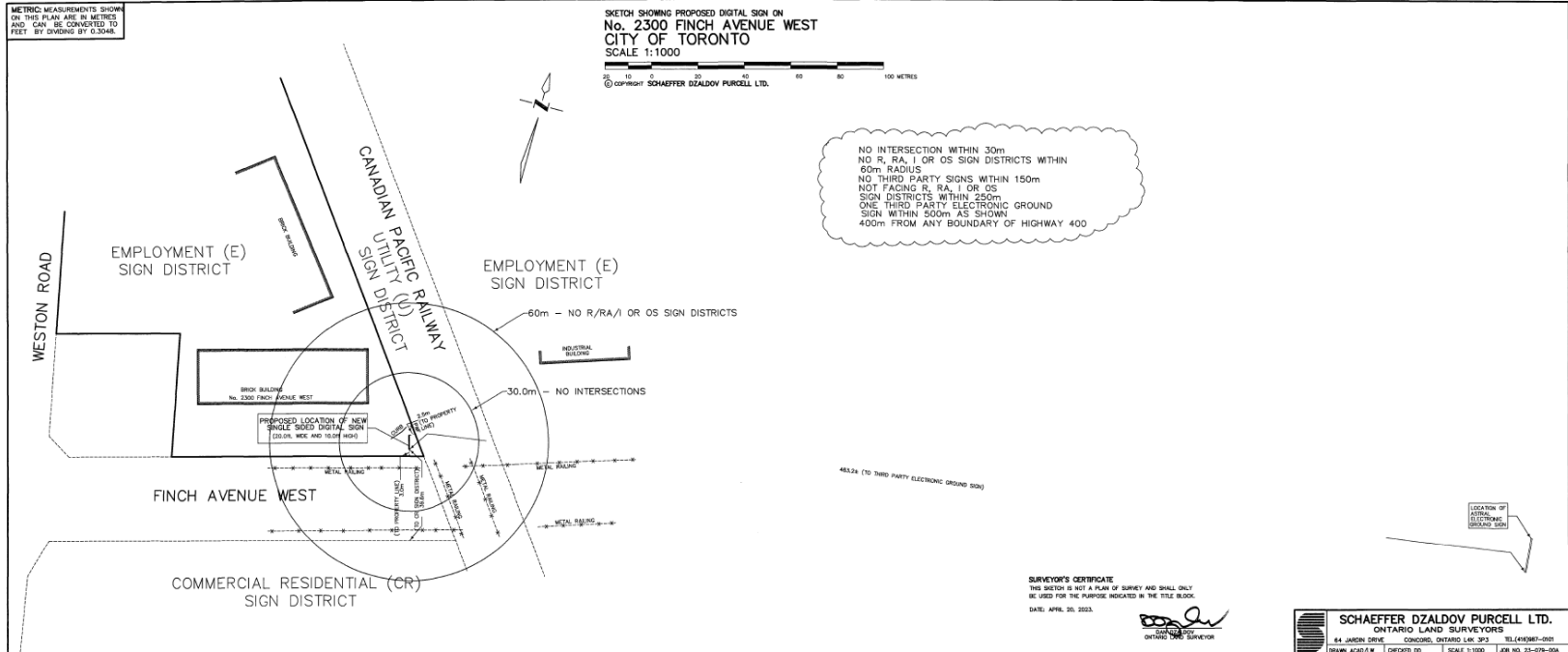
Submitted by: Nathan Jankowski – Pattison Outdoor

I hereby certify the accuracy of the attached Sketch submitted herewith

METRIC MEASUREMENTS SHOWN
ON THIS PLAN ARE IN METRES
AND CAN BE CONVERTED TO
FEET BY DIVIDING BY 0.3048

SKETCH SHOWING PROPOSED DIGITAL SIGN ON
No. 2300 FINCH AVENUE WEST
CITY OF TORONTO
SCALE 1:1000

25 10 0 25 40 60 80 100 METRES
© COPYRIGHT SCHAEFFER DZALDOV PURCELL LTD.





May 3rd, 2023

Ted Van Vliet
Manager, Sign By-law Unit
City of Toronto Sign Bylaw Unit
100 Queen Street West, 1st Floor East Tower
Toronto, ON
M5H 2N2

RE: Rationale for Sign Variance Application at 2300 Finch Ave West, North York (Ward 7)

Please accept this letter as the rationale portion of our application for 4 variances from the Sign By-law, respecting a new sign being proposed at 2300 Finch Avenue West (the "Subject Premises") in North York. This property is designated as an Employment (E) Sign District, which may contain a third party electronic ground sign.

Our application is seeking the approval of these variances in order to permit a new, single-sided third party electronic ground sign, which would display electronic static copy. The sign would have one sign face measuring 6.10 metres horizontally by 3.05 metres vertically (approximately 10' x 20'), at a height of 10 metres (the "Proposed Sign"). The sign face will be oriented facing east, to be viewed by traffic travelling west along Finch Avenue West.

Required Variance:

1. **694-25C(2)(g)(i)** – An E – Employment Sign District may contain a third party electronic ground sign, provided the sign be located a minimum of 500 metres from any other third party electronic sign located on the same street (the Proposed Sign would be located approximately 489.7 metres from a third party electronic sign, located east on Finch Avenue West);
2. **694-25C(2)(d)** – An E – Employment Sign District may contain a third party 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 Zoning By-law (this property is regulated under Former North York Zoning By-law 7625, which requires a setback of 9.0 metres, where the Proposed Sign will have a setback of 3.0 metres);
3. **694-25(C)(2)(e)** - An E – Employment Sign District may contain a third party electronic ground sign, provided the sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district (The Proposed Sign is approximately 40 metres north of the property boundary of a CR Sign District to the south), and;

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4. 694-25(C)(2)(f) - An E – Employment Sign District may contain a third party electronic ground sign, provided where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district (The Proposed Sign is partially facing a CR Sign District 40 metres to the south).

We are also proposing two **Conditions of Approval**, which are intended to eliminate any impacts on the CR Sign District located on the south side of Finch Avenue West:

- 1) That the Proposed Sign be operated at a maximum brightness level of 150 nits between sunrise and sunset, which is 50% lower than the Sign By-law requirement for night-time operation of 300 nits, and;
- 2) that a physical barrier be installed along the left edge of the sign face.

The Subject Premises is designated as an **Industrial Zone 2, or M2 MOF(H)** zone, under the Former North York Zoning By-law 7625, and the required minimum front-yard setback is 9.0 metres. We believe a 3.0-metre setback for the Proposed Sign will still be sufficient, and would keep the sign structure located outside of the parking area and within the grass embankment, while still allowing space for any road-widening plans to be carried out without interference.

As the Proposed Sign is located in an E Sign District, which permits third party electronic ground signs, and is compliant with most of the applicable requirements, we are confident that the requested variances can be granted and that the nine criteria required for approval have been achieved.

Figure 1: Sign District Designations for the Subject Property and Surrounding Area



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Including the Conditions of Approval will help achieve the nine criteria by reducing the night-time brightness levels to 50% lower than required by the Sign By-law, and the physical shielding will offer further mitigation of any impacts to the CR Sign District to the south.

The first variance required for the Proposed Sign is related to its proximity to an existing third party electronic ground sign, which is located approximately 486.7 metres to the east (see Figure 2 below). The Sign By-law requires 500 metres of separation, and the Proposed Sign is only 13.3 metres short of meeting this setback. The Proposed Sign location would achieve about 97% of the required setback, representing a very minor variance from this requirement.

Additionally, the Proposed Sign would have only one sign face directed east, while the existing electronic ground sign located 486.7m away has only one sign face directed west. Because these signs are intended for traffic travelling in opposite directions, and the content displayed on both signs will never be visible at the same time, we believe the intention of this requirement is achieved, and this variance can be granted with confidence that the nine criteria are satisfied.

The Proposed Sign will also be considerably smaller than the existing Electronic Ground Sign to the East - about 70% smaller than that existing sign. The Proposed Sign is more appropriately scaled to the Subject Premises, which will allow it to better compliment the streetscape, and further ensure that these two signs can co-exist at a separation of 486.7 metres.

Figure 2: The Proposed Sign in relation to the existing electronic ground sign to the East



The second variance required would be related to the Proposed Sign's proximity to a CR Sign District located approximately 40 metres to the south, across Finch Avenue West. We have strategically

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positioned the Proposed Sign as far to the East as possible, and oriented the sign face perpendicular to Finch Avenue West in order to ensure that the sign copy will not be visible from any of the buildings within this CR Sign District (See Figure 3 below).

In addition, we have proposed a Condition of Approval that the brightness maximum be reduced between sunset and sunrise from the required 300 nits down to a maximum of 150 nits, to effectively reduce any impacts from the sign copy by 50% on this CR Sign District.

Figure 3: Orientation of the Proposed Sign relative to the CR Sign District to the South



The final variance required is for the Proposed Sign to be partially facing a CR Sign District within 250 metres. As mentioned above, we have placed and oriented the Proposed Sign in a manner that will ensure the sign copy is directed at the intended audience, and away from this CR Sign District.

In addition to reducing the night-time maximum brightness by 50%, we have also included a second Condition of Approval that a physical barrier will be installed along the left edge of the sign face, to eliminate any visibility of sign copy from the nearby CR Sign District.



Establishing that each of the nine criteria outlined in 694-30(A) are met:

(1) Belong to a sign class permitted in the sign district where the premises are located.

The Proposed Sign is a third party electronic ground sign, which advertises, promotes, or directs attention to businesses, goods, services, matters or activities which are not available at or related to the premises where the sign is located. The Subject Premises is located in an E Sign District. As third party signs are permitted in E Sign Districts, we believe this criteria has been met.

(2) In the case of a third-party sign, be of a sign type that is permitted in the sign district, where the premises are located.

The Proposed Sign is a third party electronic ground sign, which is a sign type that is permitted in the E Sign District where the Subject Premises is located. Therefore, we believe this criteria has been met.

(3) Be compatible with the development of the premises and surrounding area.

The Sign District designation for 2300 Finch Avenue West is an E – Employment Sign District, and the Subject Premises is located on the north side of Finch Avenue West, about 57 metres east of Weston Road. It is surrounded by an E Sign District to the west, Utility (U) Sign Districts to the north and east, and a CR Sign District to the south.

The other E and U Sign Districts in proximity to the Subject Premises do not contain any sensitive uses, and are compatible with the Proposed Sign type. There are other CR Sign Districts to the south-west and to the west, however these would be located “behind” the sign and none of the sign copy would be visible from these areas. They are also strictly Commercial in nature, and do not include any residential uses (Esso gas station, Tim Horton’s drive-thru and a multi-tenant plaza).

The Sign By-law requires that any third party electronic ground sign be located at least 60 metres away from R, RA, CR, I or OS Sign Districts, and that it cannot face into any premises in any of those Sign Districts within 250 metres. The Proposed Sign will meet the setback requirement from R, RA, I and OS Sign Districts, however there is a CR Sign District to the south, about 40 metres away.

However, the new buildings in this CR Sign District will have no visibility of the sign copy due to the placement and orientation of the sign face, and the Conditions of Approval will ensure that the maximum brightness is reduced to 50% less than the Sign By-law requirement, and the physical barrier will further block the sign copy from being visible to these residents.

Additionally, this stretch of Finch Avenue West has included third party ground and roof signs for several decades, including the existing third party electronic sign to the east. Third party signs have been present and will continue to be a fixture in this area going forward.

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Because the Subject Premises is an E Sign District with an Industrial zoning designation, and is surrounded mostly by other E and U Sign Districts (and CR Sign Districts without any Residential uses), we believe the Proposed Sign is compatible with the property and surrounding area. For these reasons, this criteria has been achieved.

(4) Support the Official Plan objectives for the Subject Premises and surrounding area.

The Subject Premises is designated as a *General Employment Area* in the Official Plan (see Figure 4 below), and there are no *Secondary Plans* for the Subject Premises or adjacent properties. Employment Areas are places of business and economic activity, where *General Employment Areas* are often located on major roads where retail, service and restaurant uses can serve workers in the Employment Area and would also benefit from visibility and transit access to draw the broader public.

As the Proposed Sign will promote businesses and services to the public, the *General Employment Area* designation is an ideal fit for the Proposed Sign, and there are no Official Plan objectives that would be compromised or contradicted by approving a variance to allow the Proposed Sign to be located at 486.7 metres from another third party electronic sign, rather than 500 metres away, or to allow the Proposed Sign to be slightly closer to a CR Sign District, given the Conditions of Approval.

The Former North York Zoning By-law is applicable to the Subject Premises, as per the corresponding zoning map. The Subject Premises is designated as an Industrial Zone 2– which aligns with the Official Plan and Sign By-law designations.

Figure 4: Official Plan Designation of 2300 Finch Avenue West and Surrounding Area



In addition, the Subject Premises is not listed on the City's *Inventory of Heritage Properties*, nor is it designated under the *Ontario Heritage Act*.

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With a setback of more than 11 metres from the travelled portion of Finch Avenue West, any potential road widening in the future could be accommodated. The Proposed Sign's level of compliance with the applicable regulations, establish that it will support the Official Plan objectives for the property and surrounding area.

(5) Not adversely affect adjacent premises.

The Subject Premises is surrounded by other E and U Sign Districts, none of which would be adversely affected by the Proposed Sign. The strategic placement of the Proposed Sign and the orientation of the single sign face east-ward, in addition to the Conditions of Approval, will ensure that the sign copy will be not be visible from the CR Sign District located on the south side of Finch Avenue West (also refer to Figure 3 above).

Optical Engineers at Media Resources completed a Light Impact Study of the Proposed Sign's lighting impacts on the surrounding area. Figure 5 below shows the amount of light that would reach the surrounding properties. As a general reference, 0.3 lux would be the equivalent of the light cast by a full moon. Therefore, any increase in the amount of light spilling into a property which is less than 0.3 lux is considered to be negligible. The residential uses within the CR Sign District to the south would be approximately 100 metres away, and at this approximately 80-degree angle, would only see an increase of 0.036 lux – which indicates a very negligible impact.

Figure 5: Light Impact Study for the Proposed Sign at 2300 Finch Avenue West and Surrounding Area



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The Proposed Sign will comply with the size and height requirements outlined in the Sign By-law. It also meets the required setback to an intersection, and is not located within 60 metres or facing any premises within 250 metres of any residential uses or R, RA, I or OS Sign Districts.

Based on the measures taken to protect the nearby sensitive land uses, and the General Employment, Industrial Zone 2 and E Sign District designation of the Subject Premises, and the fact that the Proposed Sign will comply with all operating requirements for illumination, we are confident that the Proposed Sign will not have any adverse effects on adjacent premises, and that this criteria has been achieved.

(6) Not adversely affect public safety.

We strongly believe that the Proposed Sign will not adversely affect public safety. Although a variance is being sought to permit the sign within the required setback from another third party electronic sign, the Proposed Sign is only 10.3 metres away from meeting this spacing requirement.

Also, as seen in Figure 2 above, these signs are oriented in opposite directions – with the Proposed Sign facing east, and the existing electronic ground sign facing west – which ensures the sign copy will never be visible at the same time. We believe this achieves the intent of this requirement.

The Proposed Sign meets the required setback from a controlled intersection, and is located outside of the visibility zone and will have no impact at all on visitors entering or exiting the property. The Proposed Sign will also provide ample spacing to Finch Avenue West, with a setback of 3.0m from the Street Line and approximately 11.0 metres from the travelled portion of the street.

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

The Proposed Sign will also be professionally designed, engineered and installed in accordance with the Ontario Building Code requirements. As such, we do not believe that any issues related to public safety are foreseeable, and that this criteria has been established.

(7) Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B.

The Proposed Sign, being a third party electronic ground sign displaying static copy, is not a prohibited sign listed within the Toronto Municipal Code Chapter 694-15B. Therefore, this criteria has been established.

(8) Not alter the character of the premises or surrounding area.

We believe that the character of the premises and surrounding area is, in part, established by existing third party signs. This stretch of Finch Avenue West near Weston Road has included third party ground signs and roof signs for many decades, as well as other electronic ground signs.

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The Proposed Sign will have a sign face area of 18.6 square metres, which is less than the maximum for electronic ground signs in an E Sign District and comparable to other third party signs. The predominantly employment, industrial and commercial uses within the surrounding area are further supported by the advertising opportunities that these signs provide.

As the Proposed Sign's attributes are in line with the requirements for an E Sign District, and it will comply with the illumination and operating provisions for electronic signs as set out in the Sign By-law, we do not believe that the character of the premises and surrounding area would be altered by the Proposed Sign.

Including the two Conditions of Approval of 1) reducing the maximum brightness from sunset to sunrise to 150 nits, 50% lower than the Sign By-law requirement, and 2) installing a physical barrier along the left edge of the sign face to prevent the sign copy from being visible from the CR Sign District to the south, support our position that this criteria has been established.

(9) Not be, in the opinion of the decision maker, contrary to the public interest.

We are confident that the Proposed Sign is not contrary to the public interest. The public interest is in part established by the Sign By-law (as well as the Official Plan and Zoning By-law), and the Proposed Sign complies with most of the requirements for third party electronic ground signs in an E Sign District.

It is in line with the requirements for size (20.0m² permitted; 18.6m² proposed), height (10m permitted; 10.0 m proposed), setback from an intersection (30m permitted; approximately 150m proposed), number of ground signs per property (only one), required configuration, setback to sensitive land uses and R, RA, OS and I Sign Districts, and method of copy displayed (electronic static copy is permitted, and electronic static copy is proposed).

The Proposed Sign will also comply with all of the illumination provisions, the requirements for transition and message duration for electronic static copy, as well as the five-year renewal of the Sign Permit and the requirement to be powered by renewable energy (via Bullfrog Power).

While a variance is required for the setback from another third party electronic sign, the Proposed Sign is only 13.3 metres away from complying with this requirement. The level of compliance with the Sign By-law demonstrate that these variances can be approved without the Proposed Sign being contrary to the public interest, with the proposed Conditions of Approval minimizing any impacts on the CR Sign District to the south.

In addition, the surrounding area consists mostly of industrial, employment and/or commercial uses, and is not occupied with residential dwellings or public open spaces. The Proposed Sign is located on a stretch of Finch Avenue West that has contained third party roof and ground signs, and electronic ground signs, for many years. Thus, the sign will not adversely affect the adjacent properties and will not alter the essential character of the area.

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Lastly, the Conditions of Approval help achieve the higher-level objectives of allowing electronic signs where they are most compatible. For these reasons, we believe that all nine of the required criteria have been established by the Proposed Sign, and we kindly request your support for this application. Thank you for your time and consideration, and please contact me with any questions or concerns.

Sincerely,

A handwritten signature in cursive script that reads "Nathan Jankowski".

Nathan Jankowski
Manager, Permits & Legislation
Pattison Outdoor Advertising LP

