December 15, 2023

Mr. Greg Crompton
City of Toronto Sign By-Law Unit
100 Queen Street West, Floor 1E
Toronto, ON M5H 2N2

Re: Sign By-Law Variance, 9 Hanna Ave, Toronto, ON

Mr. Crompton,

OUTFRONT Media Canada L.P. (the Applicant) is applying for a Sign By-Law Variance(s) to the City's Sign By Law for the installation of a third-party electronic ground sign at 9 Hanna Ave. (the Subject Premise) located in Ward 10 (Spadina-Fort York).

The out-of-home advertising industry has lost approximately 15 advertising faces in the Gardiner Special Sign District (GG-SSD) due to Metrolinx expansion (see diagram below). This sign face reduction makes the approval of this request de minimus in regard to the total number of sign faces within the GG-SSD.

Fig. 1 – Aerial Map Depicting Applicant's Existing Sign, Proposed Sign & Signs Removed within GG-SSD:

OUTFRONT Media's proposed sign on the Subject Premise is a third-party electronic ground sign, containing a single rectangular shaped sign face measuring 8.53 meters vertically and 17.07 meters horizontally. The sign face will face southwest and will be orientated facing southwesterly to the F.G.

Gardiner Expressway to be viewed by vehicular traffic travelling eastbound. The proposed sign will have an overall height of 25 meters. It is to be located along the southeasterly frontage of the premises.

The Applicant's proposed 2nd display will be a "mirror" of the 1st. The Applicant's goal with the sign's designs specs is to create conformity with neighboring signs and the Gardiner viewshed, thus reducing perceived sign clutter, often attributable to varying sign sizes, heights & display types.

Proposed Requested Sign Variances

1) Sign Face Area in excess of 50.0 sqm (145.61 sqm proposed) [694-26I(4)(a)]
2) Sign Height in excess of 15.0 m (25m proposed) [694-26I(4)(b)]
3) New Third-Party Sign [694-26I(4)(d)]
4) Additional Third-Party Sign [By-Law No. 214-2016 – Schedule 1 (BB)(1)(k)]

Proposed Conditions of Approval

1) Applicant shall install Ontario produced Siteline™ light shielding technology on the proposed sign (see enclosed light shed study).
2) The sign shall operate with a reduced brightness of 200 NITS between sunset & sunrise.
3) The sign shall be orientated in the south-westerly direction.

Rationale For Granting Applicant's Sign By Law Variances

The proposed sign belongs to a sign class encouraged in the Gardiner Special Sign District ("GG-SSD") and supported by the Official Plan and Garrison Common North Secondary Plan where the premises is located:

The Subject Premises, 9 Hanna Ave., is located within the GG-SSD which allows for third-party electronic ground signs. The Premises is designated as an Institutional Sign District, which is a zoning designation that requires third party signs receive approval via a Sign By Law Amendment or Sign Variance.

In addition to the GG-SSD, the Applicant's application is further supported by the Policies and Objectives put forth in the City's Official Plan & Garrison Common North Secondary Plan whereby media & informational uses are permitted and emerging technologies are encouraged to protect and further business & economic activity within the Plan's identified boundaries.

The proposed sign is compatible with the development of the premises and surrounding area:

The Gardiner Special Sign District ("GG-SSD") was implemented to allow for iconic & unique third-party signs, both digital & static in nature. Signs within the GG-SSD range in size up to 160 square meters. These varying & unique signs establish the character of the GG-SSD and the surrounding area. The proposed sign, with an electronic sign face area of 145.61 square meters, is within the range of previously approved third-party electronic signs in the area and consistent with the intent of the GG-SSD. The Subject Premise's current improvements are a multi-story building, its associated parking improvements and an existing single face third-party electronic ground sign. The existing third-party

sign is operated by the Applicant and contains one electronic sign face with a sign face area of 145.61 square meters and overall height of 25 meters. The proposed sign shall have the same sign face area and height as the existing single face third party electronic ground sign.

To the north of the Subject Premise are commercial uses. To the east is a high-rise residential building with mixed uses. The proposed static digital sign does not face or project toward the east, instead it projects in a southwesterly fashion, serving traffic along the Gardiner Expressway only. To the south of the Subject Premise is utility and open space, comprised wholly of Metrolinx rail corridor. To the west of the Subject Premises is commercial and open space districts with high-rise residential and mixed uses. The proposed sign is approximately 200M from the residential uses to the west and the sign's face is oriented so not to emit light shed toward this property.

The Subject Premise's Land Use designation under the Official Plan is 'Core Employment'. The Plan's Core Employment policies allow for & encourage business and economic activity. Specifically, Policy 1. outlines uses allowed with the Core Employment zone including media, information & technology uses as proposed by the Applicant. Thus, the Applicant's request is further supported by the Official Plan's objectives and policies for the development of and surrounding the premise.

The proposed sign will not adversely affect adjacent properties:

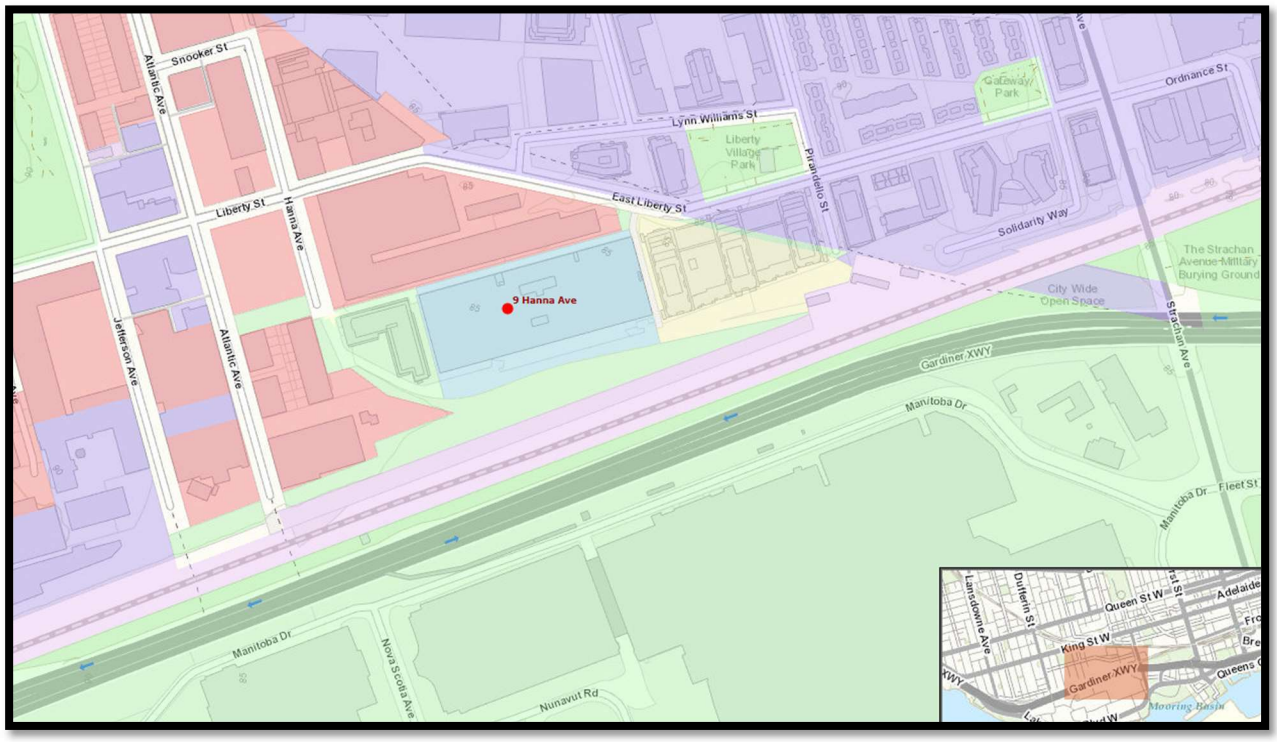
The Applicant has taken steps with the sign's easterly placement and sign face positioning to ensure that the proposed static digital sign face does not negatively impact adjacent areas, which is in part illustrated by way of the light shed study attached hereto. Further, the Open Space district to the south (see zoning/use map below) is primarily rail corridor and surface level parking and does not contain any sustainable or sensitive flora or fauna.

In response to community feedback, the Applicant is proposing to take additional, extraordinary steps to ensure the proposed sign will not adversely affect the adjacent properties. As a self-imposed condition of the Applicant's requested sign being approved by the Committee, the Applicant shall install Ontario produced Siteline™ mitigation technology on the proposed sign. This technology eliminates or diminishes the possibility for light intrusion affecting adjacent properties.

This self-imposed Condition aligns with the Official Plan Garrision Common North Secondary Plan's Major Objectives (Sec 2.1e) to "be sensitive to and protect industrial, communications and media operations, solidifying the area as one of the leading locations for new industry technologies."

Additionally, the Applicant is committed to operating the proposed sign at a reduced brightness level of 200 NITS and shall orient the sign facing in a southwesterly manner. These conditions were developed and implemented post-community consultation where the only attending resident's concerns were light shed.

Fig. 2 Area Zoning/Use Map:



The proposed sign will not adversely affect public safety:

Per the designated location of the static electronic sign identified on the enclosed site plan, the sign shall not interfere or obstruct the visibility of vehicular traffic along the Gardiner Expressway. The location is not near a controlled intersection and the proposed sign does not obstruct a sight triangle for vehicular traffic. The proposed sign location will not adversely affect any parking on the Premises or surrounding areas.

Additionally, there are no impacts to pedestrian safety and upon approval of this request a subsequent building permit shall be required. This permit shall require a professional engineer's approval and shall satisfy all Ontario Building Code regulations.

The proposed sign will have a positive effect on public safety:

Per the terms and conditions of the Applicant's sublease agreement, the Subject Premise's existing tenant, the Toronto Police Department, will be afforded the opportunity to advertise public service messaging at minimum of 10% of the static digital sign face's operating run time. This allows for critical, community messaging to a large number of Torontonians.

Additionally, studies are beginning to show that increases in acceptable ambient light levels lead to reductions of criminal incidents and increased confidence from the public.

The proposed sign is of a sign class type that is not prohibited in the GG-SSD:

The proposed static digital third-party sign is not prohibited by the Sign By Law.

The proposed sign does not alter the character of the premises or surrounding area:

The property at 9 Hanna Ave. is within the Gardiner Special Sign District, which permits the installation of third-party ground signs with electronic copy. The sign face area of the proposed does exceed that permitted under the City Sign Bylaw; however, the proposed sign size is not out of character for the GG-SSD. There are several other third party static electronic ground signs within the GG-SSD (see following pictures) all operating with sign face areas measuring in similar sizes and heights or greater to what the Applicant is proposing in our request.

As previously mentioned and illustrated by the diagram below, the elimination of 15 Third Party sign faces within the GG-SSD has greatly reduced any perceived visual clutter associated with the GG-SSD. Additionally, the Applicant believes the requested variance of an additional Third-Party Sign [By-Law No. 214-2016 – Schedule 1 (BB)(1)(k)] is reasonable and minor in nature given the size and geometry of the subject Premise. The Premise is unique within the GG-SSD in that most properties within the GG-SSD are not large or wide enough to allow for two signs to meet the 100M By Law spacing. The site is approximately 200M wide, measured linearly along the south property line. This allows for the Applicant to provide 100M between the Premise's existing sign and proposed sign, thereby reducing the perception of visual clutter.

Lastly, the surrounding area has many high-rise and multi-storey buildings sizably greater than the proposed Sign's 25M height. Thus, the Applicant believes the proposed sign is compatible with the development of the premises and the surrounding area and will not alter the character of the premises or surrounding area.

Fig. 3 Map Depicting Applicant's Existing Sign, Proposed Sign & Signs Removed within GG-SSD:

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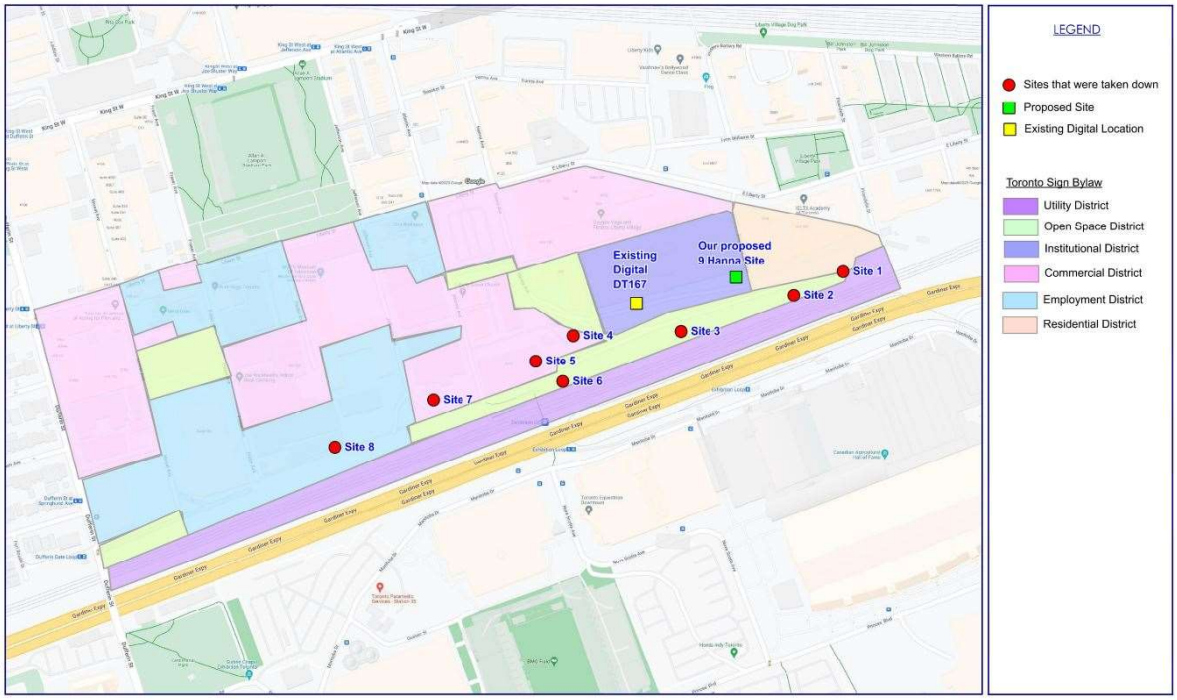

Existing signs within the Gardiner-SSD:

Mock-up of Applicant's Proposed Third-Party Electronic Ground Sign :

Additional Considerations:

The third-party advertisements published on the proposed Sign will abide by the Canadian Code of Advertising Standards ((https://adstandards.ca/code/the-code-online/). This will help to ensure that all messaging is appropriate and that the general public is not exposed to any offensive, explicit, or indecent forms of advertising.

Furthermore, the electricity required to operate the proposed sign shall be provided by and in conjunction with a distributor recognized and licensed by the Ontario Energy Boards and shall be governed by an agreement to purchase renewable energy (Distributor: Bullfrog Power). A copy of said renewable energy agreement for the proposed site is enclosed with OUTFRONT Media's application.

Regarding illumination, the proposed sign will only be operated between the hours of 7am and 11pm. The illumination of the proposed face shall not exceed illumination levels of 200 nits during the period between sunrise and sunset. In addition, the sign faces themselves are also monitored by camera 24 hours per day to ensure that in the case of display malfunction, any problems are recognized and repaired in short order.

In summary, this Sign By-Law Variance request, is for a single face electronic sign within the Gardiner Special Sign District. The signs overall height (25M) and sign face area (146.61 SQ M) are the exact same specifications of the previously approved third-party signs within the Gardiner Special Sign District. The Applicant believes this eliminates any perceived visual clutter with varying sign sizes & types. Additionally, the Applicant has taken the necessary steps to orient the sign southwesterly toward the Gardiner Expressway, set the sign back from neighboring properties and incorporating light shielding technology on the proposed Sign such that the any light emitted will not intrude on neighboring properties.

Thank you for taking the time to consider our application for this Sign By-Law Variance Request to the City's Sign By-Law Unit for the approval, installation & operation of a third-party electronic ground sign at 9 Hanna Avenue. We would like to reiterate that the proposed sign is appropriate for the Gardiner Special Sign District, is not contrary to the Official Plan and is supported by the polices & objectives set forth in the Garrison Common North Secondary Plan. The few variances requested from the City's Sign By-Law are minor & reasonable in nature and would have no adverse effect on the public. Considering the Applicant's commitment to Toronto Police community messaging, the proposed sign will realize a positive the effect on the public while conforming with the intent and spirit of the Gardiner Special Sign District, the Official Plan & the Garrison Common North Secondary Plan.

Respectfully,

Lee A. Beekman
Real Estate Manager, Eastern Region
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Re: Use of SITELINE digital display at 9 Hanna Avenue, Toronto, ON

To whom it may concern,

Media Resources Inc. has been engaged by Outfront Media Canada to review and assess the lighting impact of the proposed digital billboard installation at 9 Hanna Avenue. This document will describe the lighting impacts of our VISIONiQ SITELINE digital billboard, and our VISIONiQ Standard digital billboard in this specific application, and further commit a maximum luminance value of the display as observed from the nearby light-sensitive areas.

Background on Media Resources Digital Display Ambient-Aware Brightness Controls

During dusk, dawn, or cloudy days, the operation of the digital display according to ambient light readings is the ideal way to maintain a glare-free, light-trespass free image. Media Resources digital billboards are all equipped with factory-mounted dual photocell sensors that are redundant and capable of reading ambient brightness even if one unit suffers a hardware failure. The ambient brightness to output brightness response curves have been carefully developed into a standard to provide good readability on the display while keeping in line with the brightness of the overall visual context.

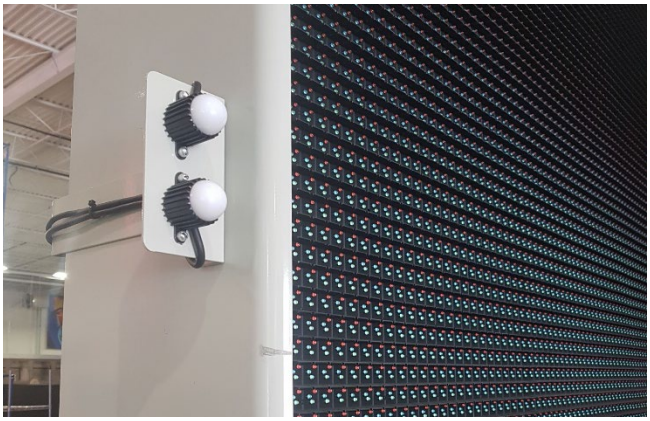

Figure 1. Media Resources standard - dual ambient brightness measuring photocells for hardware redundancy

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During night-time, brightness control becomes critical as the digital billboards must be operated at a small percentage of its maximum brightness in order to avoid glare or light trespass. Media Resources endeavors to have the most comprehensive system of safeties and traceability for night-time brightness management. The proposed digital billboards are well equipped with modern brightness controls. Besides the redundant photocells above, a number of secondary fail-safes are also implemented including a communications watchdog (automatic reduction to night-time brightness in the event of a communication loss), and failback to a location/season aware time-based schedule in the event of catastrophic photocell system failure. With these safety features in place, it becomes extremely unlikely for the digital billboard to operate at high brightness levels at night.

Additionally, the Media Resources Network Operations Centre can monitor brightness and recall brightness history for traceability. See Figure 2 and Figure 3 below on our internal control system for configuring brightness and recalling brightness history.

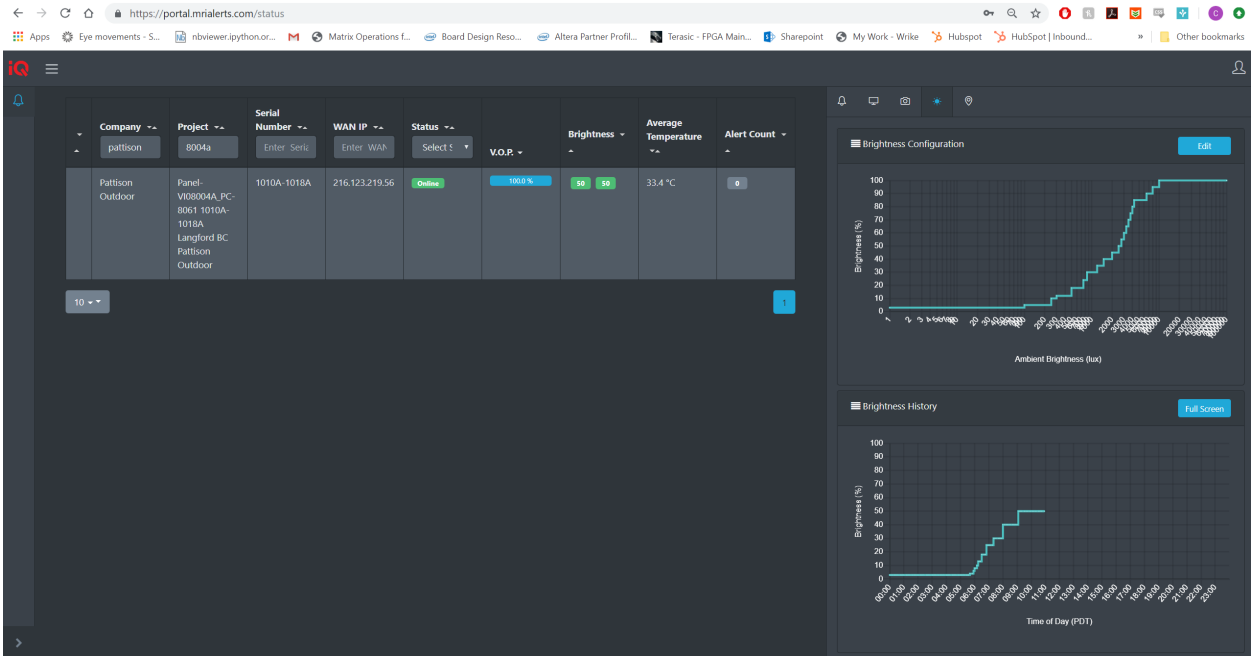

Figure 2. Media Resources web portal showing brightness configuration and history of the current day

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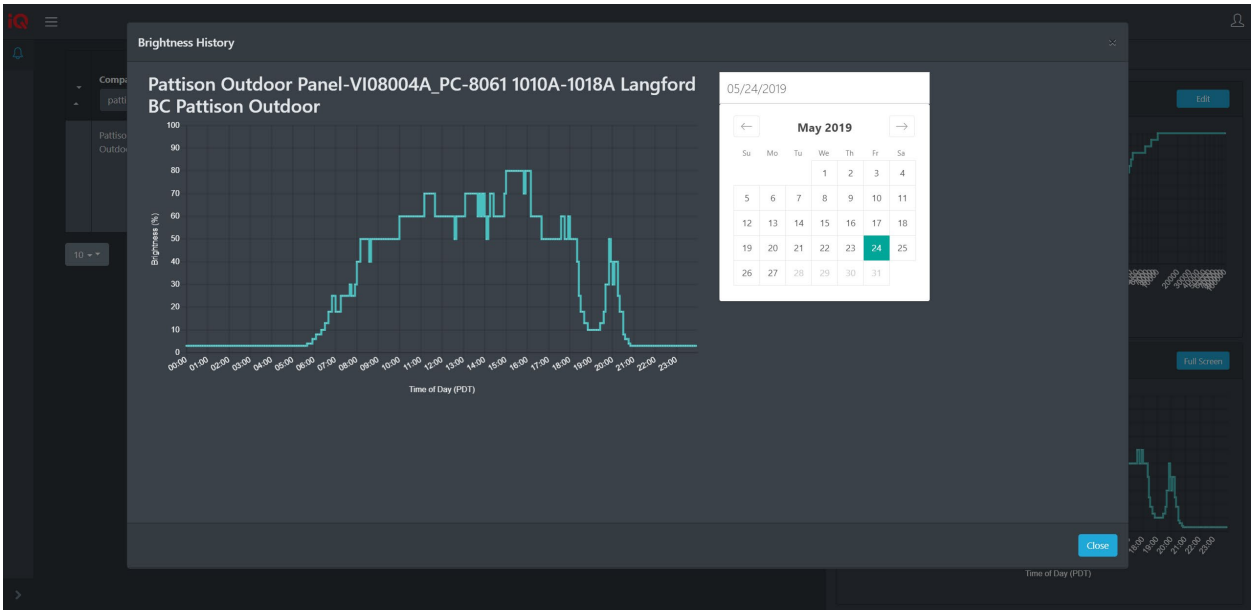

Figure 3. Media Resources web portal showing brightness history of any selected previous date. Brightness history data is logged indefinitely on Media Resources servers.

SITELINE and Site Specific Considerations

Media Resources Inc. invented the SITELINE product specifically to address the issues surrounding individual areas where light emission into nearby areas is undesirable.

The SITELINE system employs a patent-pending mechanical baffle system similar to luminaire baffles to eliminate all projection of light from the Light Emitting Diodes (LEDs) into a "protected region". As a result, the protection is physical (See Figure 4 and 5) – reliable, permanent, and not the outcome of any programming or settings.

For a video reference of the effectiveness of the Media Resources SITELINE product, please see https://vimeo.com/365082755. In the many applications of SITELINE deployed across North America, I can affirm that we have never received a single brightness complaint after installation.

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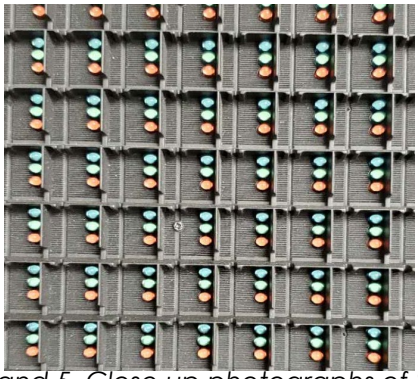
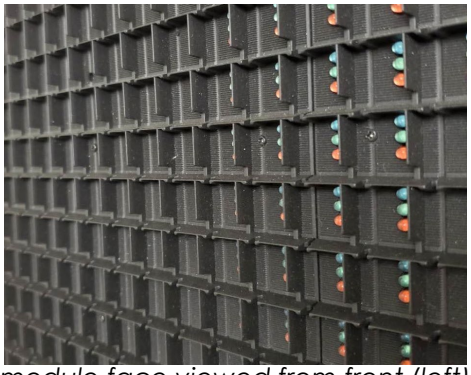

Figures 4 and 5. Close up photographs of SITELINE module face viewed from front (left) and from side (right). Note the red, green and blue diode lenses are directly visible from front direction but are obscured behind baffles viewed from the side.

Media Resources commits to the effectiveness of this light restriction technology when deployed at 9 Hanna Avenue.

We have calculated the expected illuminance impact to surrounding areas of concern, shown in Figure 6, along with a table showing lux values at various distances and angles from the face of the display. Media Resources guarantees that the display will operate within 20% of illuminance impact calculated below. If approved and constructed, we can provide on-site lighting measurements to confirm correct installation and light restriction performance.

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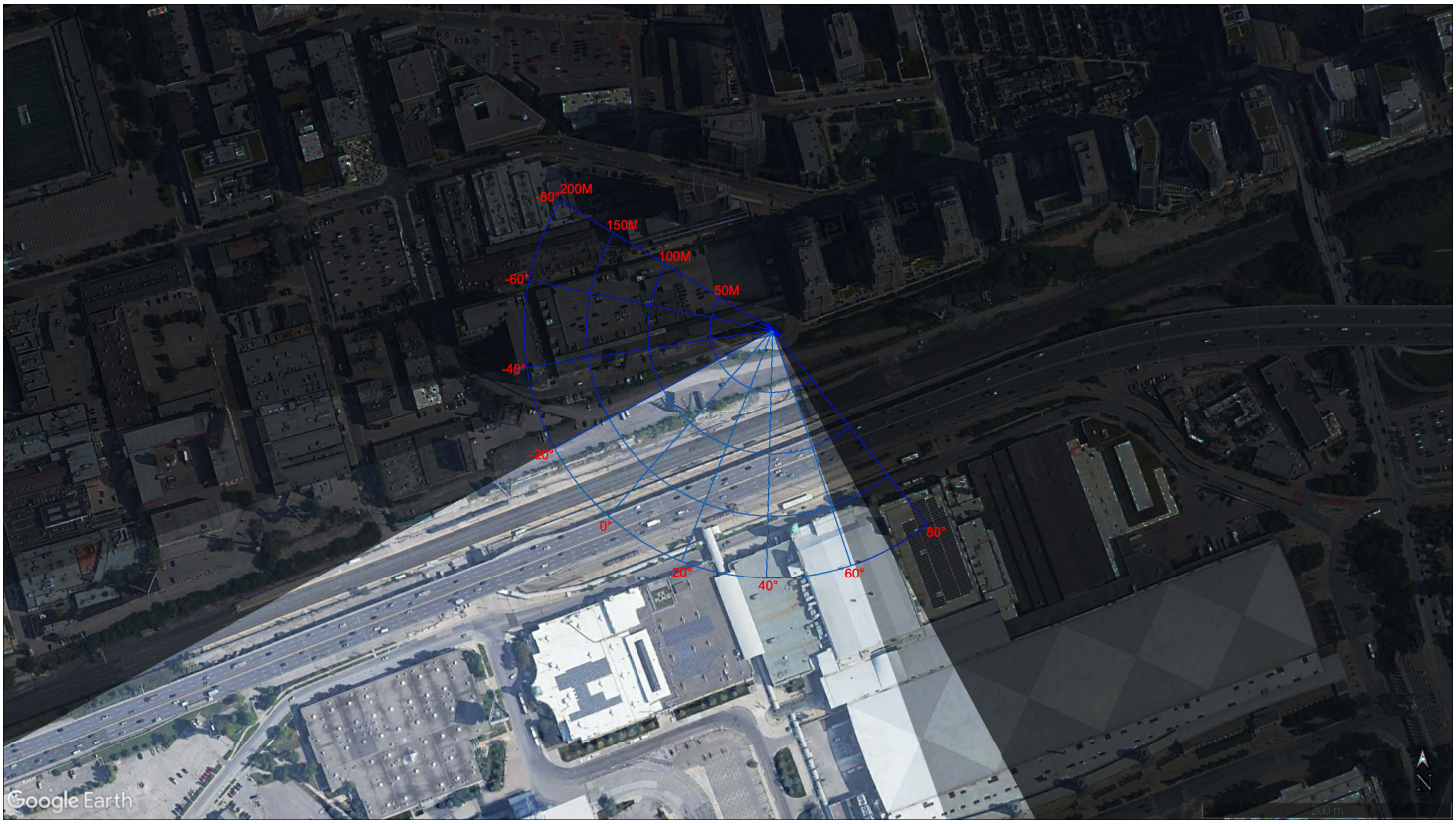

Figure 6. Site satellite photo overlay of distances and angles from proposed digital billboard site.

Site Calculations - 150NITS Left Blocking									
	Measurement Angle								
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.009lux	0.028lux	0.063lux	3.498lux	4.323lux	4.151lux	3.13lux	1.417lux	0.431lux
100	0.002lux	0.007lux	0.016lux	0.968lux	1.136lux	1.08lux	0.800lux	0.354lux	0.108lux
150	0.001lux	0.003lux	0.007lux	0.442lux	0.512lux	0.484lux	0.357lux	0.158lux	0.048lux
200	0.000lux	0.002lux	0.004lux	0.252lux	0.29lux	0.273lux	0.201lux	0.089lux	0.027lux

Table 1. Site calculation in lux based on MRI VIQ Siteline Modules.

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We are always committed to the responsible application of LED digital technology and are happy to engage with regulatory stakeholders at any time. Please feel free to contact us if you have any questions.

Sincerely,

Anthony Knight
Product Implementation Specialist
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aknight@mediaresources.com