

ATTACHMENT 1: DESCRIPTION OF THE PROPOSED SIGN, REQUESTED VARIANCES AND REQUIRED CONDITIONS

Proposed Sign Description:

One third party electronic ground sign described as follows:

- a) Contains no more than two rectangular sign faces;
- b) Where the sign has two sign faces, the sign faces shall be displayed in a "V-shape" configuration, oriented as follows:
 - i) one facing in an approximate easterly direction; and,
 - ii) one facing in an approximate south-westerly direction;
- c) Each sign face shall comply with the following:
 - i) Have a maximum bisecting line no greater than 2.3 metres;
 - ii) Have a maximum centre line no greater than 8.8 metres;
 - iii) Have a maximum sign face area no greater than 20.0 square metres;
 - iv) Display electronic static copy, only;
- d) The height shall not exceed 10.0 metres;
- e) Shall be located on the south frontage of the property, along Rexdale Boulevard.

Requested Variances:

1) The Requirement of § 694-25C(2)(e) 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 40.0 metres of premises to the east located in a CR sign district, while not being closer than 60.0 metres of any premises located, in whole or in part, in an R, RA, I or OS, subject to Conditions 1, 2, 3, 4, 5 and 6 below.

2) 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 located no closer than 40 metres of, and facing, a premises located in a CR sign district, no closer than 150 metres of, and facing, premises located in the RA sign district, no closer than 155 metres of, and facing, premises located in the R sign district, and no closer than 180 metres of, and facing, premises located in the OS sign district while not being able to be within 250 metres of, and facing, premises located in an I sign district, subject to Conditions 1, 2, 3, 4, 5 and 6 below.

3) The Requirement of § 694-25.C(2)(h) that: An E – Employment Sign District may contain a third party electronic ground sign, provided there shall be no more than one ground sign or electronic ground sign erected on the premises; be varied to allow the Proposed Sign to be an additional sign erected on a premises containing one first party ground sign, subject to Conditions 1, 2, 3, 4, 5 and 6 below.

4) The Requirement of § 694-25.C(2)(h) that: An E – Employment Sign District may contain a third party electronic ground sign, provided where the sign has two faces, the sign faces shall be back-to-back; be varied to allow the Proposed Sign to be have two sign faces displayed in a “V-shape” configuration, subject to Conditions 1, 2, 3, 4, 5 and 6 below.

Required Conditions:

Condition 1) The sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise;

Condition 2) Light shielding technology shall be installed on the Proposed Sign, which shall sufficiently block illumination from the sign to the satisfaction of the Chief Building Official;

Condition 3) The Proposed Sign's sign faces shall each have a sign face area not exceeding 20.0 square metres;

Condition 4) There shall be only one ground sign on the south frontage along Rexdale Boulevard, and the existing first party sign on the south frontage shall be removed and all associated permits be revoked prior to the issuance of a sign permit for the Proposed Sign;

Condition 5) Any and all existing third party signs located at 130 Rexdale Boulevard shall be removed and all associated permits be revoked prior to the issuance of the sign permit for the Proposed Sign.

Condition 6) The interior angle of the Proposed Sign's sign faces not exceed 11 degrees, in such a manner so that the centre line of each sign face, if projected to the street line separating the premises from Sheppard Rexdale Boulevard, would possess an internal angle with the street line separating the premises from Rexdale Boulevard of no less than 84 degrees and no greater than 90 degrees.

ATTACHMENT 2 – APPLICANT'S SUBMISSION PACKAGE



Data Sheet
Sign Variance

Folder number	Request Date (yyyy-mm-dd)
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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
130	Rexdale Blvd		

Site and Building Data

Lot Area 1470 sq m	Lot Frontage 35m	Lot Depth 42m
Number of Building(s) on the lot One	Date of Construction of Building(s) if known (yyyy-mm-dd) 1998-02-02	
Building Height(s) 6.5 m	Number of Storeys one	Building(s) Gross Floor Area
Building Uses(s) Pizza Pizza and Western Union		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)
North E - Employment
South E- Employment Zone
East CR - Comercial Residential Zone
West E-Employment Zone

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) See Attached
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Continue on next page

Application
Sign Variance

Applicant Information and Declaration

First Name I. Roy		Last Name Dzeko	
Company Name Target Outdoor Billboard Corp.			Telephone Number (416) 707-7684
Street Number of 5405	Street Name Eglinton Avenue West	Suite/Unit Number 214	Mobile Number (416) 707-7684
City/Town Toronto	Province Ontario	Postal Code M9C 5K6	Fax Number
Email roydzeko@targetoutdoor.ca			
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. ☐ 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.			
 Signature		Roy Dzeko Print Name (First, Last)	2023-05-09 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 statistical 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.

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)
See Attached

Sign Data Sheet

Date (yyyy-mm-dd) 2023-05-04 <i>May 11 2023</i>	Folder No.
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Sign Information

Sign No.*	Sign Type	Method of Copy Display	Sign Face Dimensions (maximum)			Sign Depth (metres)	Sign Height (metres)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (metres)	Width (metres)	Area (m ²)				
1	Ground Sign	Electronic Static Copy	8.84	2.29	1.00 <i>20.24</i>	3.00	10.00	Yes	Yes
1	Ground Sign	Electronic Static Copy	8.84	2.29	1.00 <i>20.24</i>	3.00	10.00	Yes	Yes
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				

* Please ensure that the sign numbers listed in this sheet are indicated on all sign plans

Receipt No: 1698199

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 148132 ZSV 00 ZR	Date & Time:	June 26, 2023 12:26:21 PM
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Paid By:	TARGET OUTDOOR BILLBOARD CORP C/O ROY DZEKO 5405 EGLINTON AVE W SUITE 214 TORONTO ON M9C 5K6		
Project Location:	130 REXDALE BLVD TORONTO ON M9W 1P6		
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-Visa - online	110583 - PAYMENT	-\$1,885.58	
Total:			\$0.00
Paid Amount			\$1,885.58
Paid by :TB-Visa - online			

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



City of Toronto Sign Bylaw-Unit
100 Queen Street West . Floor I E
Toronto Ontario
M5H 2N2

RE: 130 Rexdale Blvd Sign Variance Rational for relief to the Sign By-Law 694-22

Dear Sign By-Law Unit

My name is Roy Dzeko Co-Founder of Target Outdoor Canada's newest and fastest growing DOOH Companies with Third Party ground signs with "electronic static copy" in London On, Brantford ON. Bellville On, Vaughan ON and Windsor ON.

I am looking to expand our company's inventory in the great City of Toronto where I was born, where I live and worked in the OOH Industry for many years.

We are proposing to remove an existing Legal Non-Conforming (currently Prohibited) Third Party Roof Sign and seek approval of Three (3) Variances to permit construction of a new double-sided Third-Party ground sign with "electronic static copy" with an overall height of 10m from grade level. The sign faces will face Southeast and Southwest, and the sign shall be a Vee configuration to be viewed from Rexdale Blvd and Kipling Ave.

Sign Variances Required

1. 694 – 25.C (2) (f) – An E – Employment Sign District may contain a Third Party Electronic Ground sign provided, where a ground sign is located within 250 meters of an R, RA , CR, I, or OS sign district ,the sign cannot face any premises in the R, RA, CR, I, or OS sign district.

As per the drawings by Surveyor Vlad Dosen attached Fig: 8 & 9 ,the proposed sign is 211 meters to the nearest R Zone and 185 meters to OS due to the fact that the R Zone is below grade with the Canadian Tire Store blocking the sign will not be visible as shown from the R sign district. Nor will the sign be visible to OS due to a tree line that obstructs any view to the North.

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2. 694-25 C (2)(k) – An E- Employment Sign District may contain a Third-Party Electronic Ground Sign provided, where the sign has two faces, the sign faces shall be back-to-back. We are proposing to construct the said sign in a Vee configuration.

The reason for this variance is as per the sign bylaw the sign cannot face an R, RA, CR, I or OS and the Vee configuration shall further ensure that the sign faces do not face any of the above aforementioned sign districts. See Fig; 1.

3. 694 -25 C. (2) (a) – An Employment Sign District may contain Third Party Electronic Ground sign where the sign face shall not exceed 20.0 square meters.

As a new company and in order to be more competitive in the Out of Home Industry we are requesting an increase in overall sign area from 20.0 square meters per face to 20.47 square meters. Larger sign face areas have been approved and permitted through the Sign Variance process in the past.

In addition are also proposing a condition of approval that prior to the issuance of any new sign permit, the existing Third Party Tri vision Roof sign with sign permit # 10 135012 SGN 00 SP at the premises shall be removed and all related permits be cancelled. See Fig 5

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

(1) Belong to a 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 and services, matters or activities which are not available at or related to the premises where the sign is located. The Subject Premises is in an E- Employment sign district where Third Party ground signs are permitted. Thus, we believe this criterion 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 ground sign with electronic static sign copy. This type of sign is permitted in the E – Employment sign district where the subject property is located. Thus, we believe that this criterion has been met.

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

The subject property at 130 Rexdale Blvd is designated E- Employment. The property is located at the Northwest Corner of Rexdale Blvd and Kipling Ave.

The properties immediately to the north, south and west of the property are zoned E-Employment and are zoned such for more the 350m.

The property directly to the East of the subject property is zoned CR sign district and has a large Canadian Tire Store. The sign by-law requires that any Third-party electronic ground sign must be located at least 60 m away from a R, RA, CR, I or OS. The proposed sign is located more than 60 m from the CR sign district. I addition, the sign bylaw also requires that where a sign is located within 250 meters of an R, RA, CR, I, or OS sign district the sign cannot face any premises in the R, RA, CR, I, or OS.

The proposed sign is located 211 meters from an R sign district to the east, 185 meters from an OS sign district to the North and 65 meters to the CR sign district to the East. We are looking to construct the sign in a Vee configuration, so the sign does not face the CR, OS or R sign districts. This would mitigate any impact the proposed sign might have.

In addition the R sign district located 211 m to the east of the sign is below the road grade of Kipling Ave and Rexdale Blvd and blocked completely by the Canadian Tire Store and Petro Canada Gas Station and Carwash, thus sign will not even be visible from the R sign district. Also, the OS sign district has a mature tree line that would block any view of the property at 130 Rexdale Blvd including the proposed Third party ground sign electronic ground sign. See Fig; 2,3,4 & 5

The general area has a number of Third-Party roof signs and Third-Party ground signs for many years including a Third-Party electronic ground sign more than 500 meters away.

The proposed sign also meets all distance requirements to any other Third-Party sign as shown in the attached Surveyors drawing and Letter. Fig: 8&9

There has been a Third Party roof sign at the subject premises since 1999 and we are proposing to remove the existing roof sign as a condition prior to issuance of any new sign permit . The sign will also operate at 3000nits from dawn to dusk and operate at 150 nits from dusk to 11pm.as per the Illumination requirements in Sign By-Law 694-22

By the removal of the prohibited roof sign and the installation of a permitted sign type and class including the reasons stated above we feel that this sign will be compatible with the development of the premises and surrounding areas and thus the criteria is met.

(4) Support the Official Plan objectives and surrounding area

The property at 130 Rexdale Blvd is designated as a General Employment Area which are places for business and economic activities and are generally located on the peripheries of Employment areas.

The proposed sign will promote both local businesses, national businesses, goods and services to the public. The Harmonized Zoning bylaw designates this property as E- Employment Area and the sign will meet all setback requirements from all property lines that abut the property. In addition, the sign meets all distance requirements from existing Third Party signs with both static and electronic static copy. Let it also be noted that the property is not Zoned a Heritage Building

The proposed sign is compliant with the Official Plan Designation and thus we feel that this criterion has been met.

Official Plan Designation of property located at 130 Rexdale Blvd



(5) Not Adversely affect adjacent premises

The property known as 130 Rexdale is an E- Employment Zone and the properties directly adjacent to the property which consist of a KFC Restaurant and CIBC Bank are also zoned E- Employment Zones. However to the east of the property and across the street (Kipling Ave) is designated CR-Commercial sign district and contains a large Canadian Tire Store . The sign is 211 m away from R-Residential sign district and the grade level of the homes is below the Kipling and Rexdale Ave and the property and sign at 130 Rexdale Blvd will not be visible at all. Attached is a Lighting Analysis is attached that shows minimal or no illumination impact of the sign to adjacent properties

In addition the sign will operate at illumination levels as outlined in Sign Bylaw 694-22.

The sign will be constructed in a VEE configuration to deflect any light spill and will not be in close proximity and most importantly not face any sensitive areas in addition attached is a lightning study clearly indicating the sign will not impact nor face the residential uses over 200 meters away . We are prepared to add a condition that the sign will operate at a lower level of 150 nits during sunset till 11pm and 3000 nits during the day and have shielding built into the South Easterly facing sign face. In addition as per the sign By-Law 694 the sign must be turned off at 11 pm.

We feel this criterion has been met.

(6) Not adversely affect Public Safety, including traffic and pedestrian safety

The proposed sign will not be in a visibility zone and will be located 30.5 meters away from the intersection of two streets of Kipling Ave and Rexdale Blvd, whereas the required distance from the intersection of two streets is 30m. The sign will met the setback distance and be setback 3.0 m from the property line.

The proposed sign will have an overall height of 10.0 m from grade thus meeting the minimum Third-Party sign clearance requirements. The sign will not obstruct or impede Pedestrian or Vehicular movement.

City of Toronto along with Transportation Services commissioned Traffic Studies prior to enacting the Sign By-Law 694-22 and put into place requirements as to the operation of Third Party ground signs with electronic static copy. Aside from the above noted sign requirements met we will operate the sign as per all the Illumination and Transition of copy requirements and there will be No Animation, Flashing on the sign. The sign will have a failsafe system that should a malfunction of Illumination take place the sign will automatically be turned off until it is repaired.

For the above reasons we feel that this criteria has been met.

(7) Not be a sign prohibited by section 694-15B

The proposed Third Party ground sign with electronic static copy is allowed in an E-Employment sign district and thus it is not a prohibited sign and this criteria has been met.

(8) Not Alter the character of the Premises or surrounding area.

The surrounding area where the sign is to be located is an E-Employment Zone and Commercial Zone with many Light Industrial and commercial businesses. There are currently 10 Third Party ground or roof signs within a 2 km radius of the proposed sign. The size of the sign area we are requesting is 20.55 Sq meters per face as opposed to the permitted sign area of 20.00 square m.

Third Party signs have had a presence in this general area for many years. We are proposing to remove an existing prohibited Third Party roof sign and cancel all permits associated with the sign this will remove sign clutter and we feel that this criteria has been met.

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

The sign will not be contrary to the public interest due to the fact that the sign will be constructed with all applicable building code regulations, designed by a Professional Engineer, meet set back distances to other billboards , property lines , intersections and be at a 10m height.

As to the variances we are requesting a slightly larger sign face area which in the past other signs of this type have been granted similar variances.

In addition, the new proposed sign will have a Third Party Sign Tax of over \$13,000.00 per year as opposed to the existing roof sign Third Party Sign Tax of \$6000.00 annual increase of revenue to the City of Toronto.

We also feel that this criteria has been met.

In closing we are confident that all 9 criteria have been met.

In addition the property has Two frontages facing Kipling Ave and Rexdale Blvd.

There is currently a First Party ground sign that is located on the same frontage where the proposed Third Party Ground sign is located. In order to reduce sign clutter on the Rexdale Blvd

frontage the Owner of the property has secured a First Party sign permit to relocate the existing First Party Ground sign to the Kipling Ave frontage drawings and permit included in Rational.

The Sign Variances we are requesting are minor in nature and this sign is similar in size and smaller than other previously Sign Variances that have been approved sign By-law has been enacted.

We are also agreeing to impose conditions prior to and subsequent to the construction of the said sign.

1. Build the sign in a VEE configuration to minimize any light spill to properties,
2. Incorporate light shields on the sign to further mitigate any light spill to properties
- 3.Reduce the nit level to 150 nits from dusk till 11 pm
- 4.Relocated the existing sign on Rexdale frontage to the Kipling Ave frontage

Best Regards

Roy Dzeko Co Founder
www.targetoutdoor.ca

Fig ; 1



Fig; 2



Fig :3



Fig 4

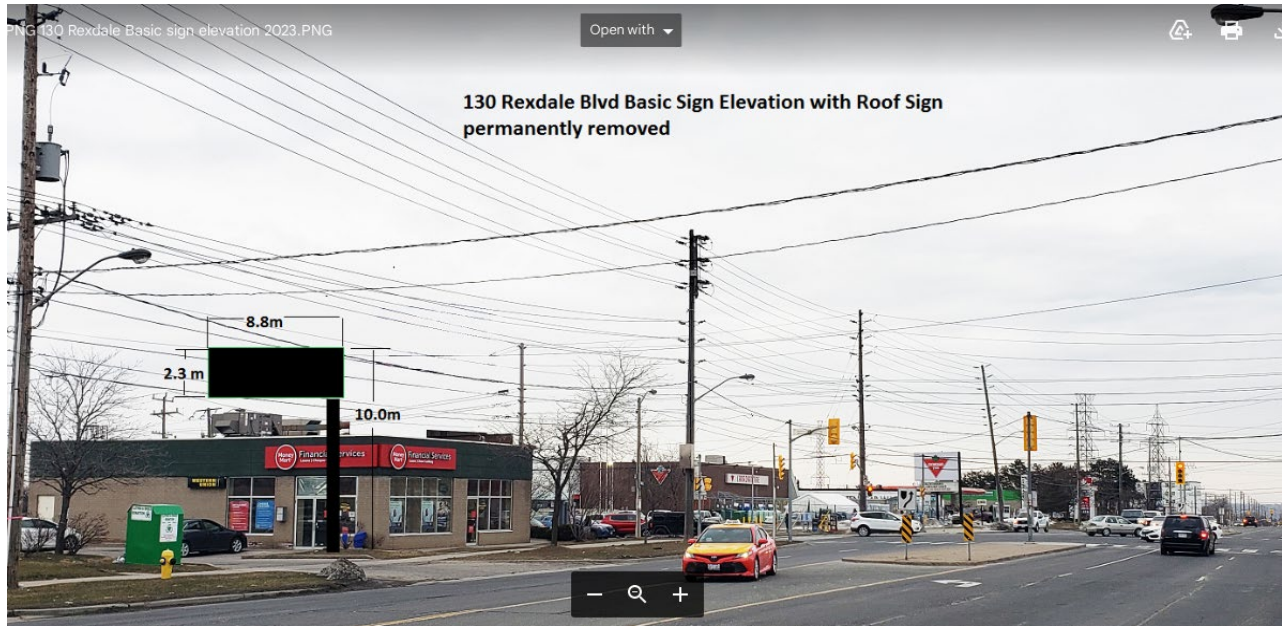


Fig:5

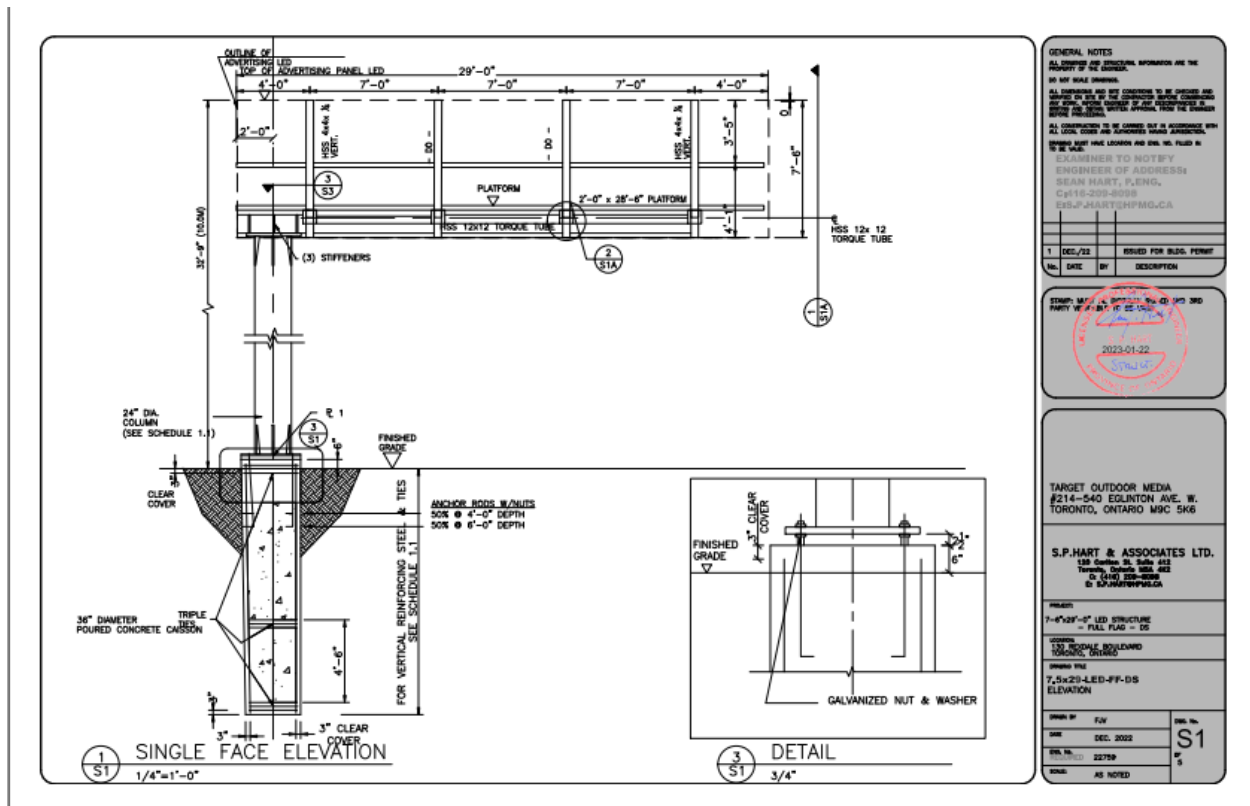


Fig:6





Sign Elevation and Base Detail



5/8/23, 2:41 PM

130 REXDALE BLVD.png

Vladimir Dosen Surveying Inc.

address: 555 Davisville Ave. Toronto, ON M4S 1J2 • office: 416-466-0440 • email: vlad@vldosen.com

February 20, 2023

City of Toronto
100 Queen Street West
1st Floor, East Tower
Toronto, Ontario
M5N 2H2

Re: 130 REXDALE BOULEVARD
City Of Toronto
(Formerly City of Etobicoke)

The attached sketch dated February 20, 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.

The billboard sketch shows distance from proposed electronic billboard:

- 1) Distances to existing static billboards as shown on the attached sketch (3 billboards)
- 2) No digital billboards on the attached sketch in radius of 500m
- 3) Distance to Residential 211m
- 4) Distance to Intersection of two streets of 30.25m
- 5) Distance to open space 180m

Distances to existing billboards:

- | | |
|-------------------------------|------|
| 1) Existing Regular Billboard | 291m |
| 2) Existing Regular Billboard | 382m |
| 3) Existing Regular Billboard | 291m |



Vladimir Dosen Surveying Inc.

address: 555 Davisville Ave. Toronto, ON M4S 1J2 • office: 416-466-0440 • email: vlad@vldosen.com

Yours truly,
VLADIMIR DOSEN SURVEYING INC.

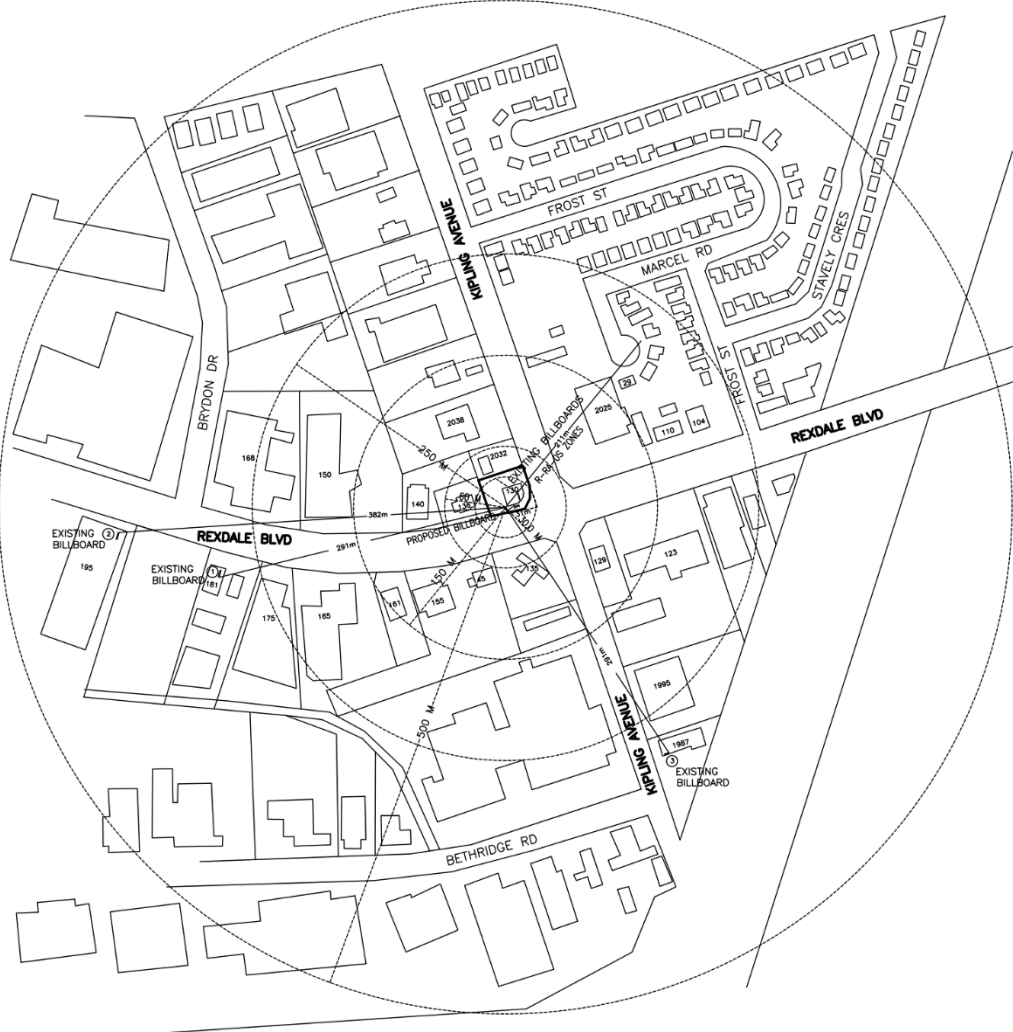
A handwritten signature in blue ink, appearing to read "V. Dosen", is written over a horizontal line.

Vladimir Dosen, O.L.S., O.L.P.

Submitted by: Roy Dzcko, Target Outdoor
I hereby certify the accuracy of the attached Sketch submitted herewith.



SKETCH SHOWING EXISTING BILLBOARDS OF
130 REXDALE BOULEVARD
CITY OF TORONTO
(FORMERLY CITY OF ETOBICOKE)
NOT TO SCALE
VLADIMIR DOSEN SURVEYING O.L.S.



NO PERSON MAY COPY, REPRODUCE, DISTRIBUTE OR ALTER THIS PLAN IN WHOLE OR IN PART WITHOUT THE WRITTEN PERMISSION OF V. DOSEN O.L.S.

NOTE

THIS IS NOT A PLAN OF SURVEY
AND SHALL NOT BE USED FOR
MORTGAGE OR TRANSACTION
PURPOSES.

SURVEYOR'S CERTIFICATE

I CERTIFY THAT:

THE FIELD WORK WAS COMPLETED ON THE
14th, DAY OF FEBRUARY 2023

FEBRUARY 20, 2023

DATE

VLADIMIR DOSEN, B.Sc.
ONTARIO LAND SURVEYOR

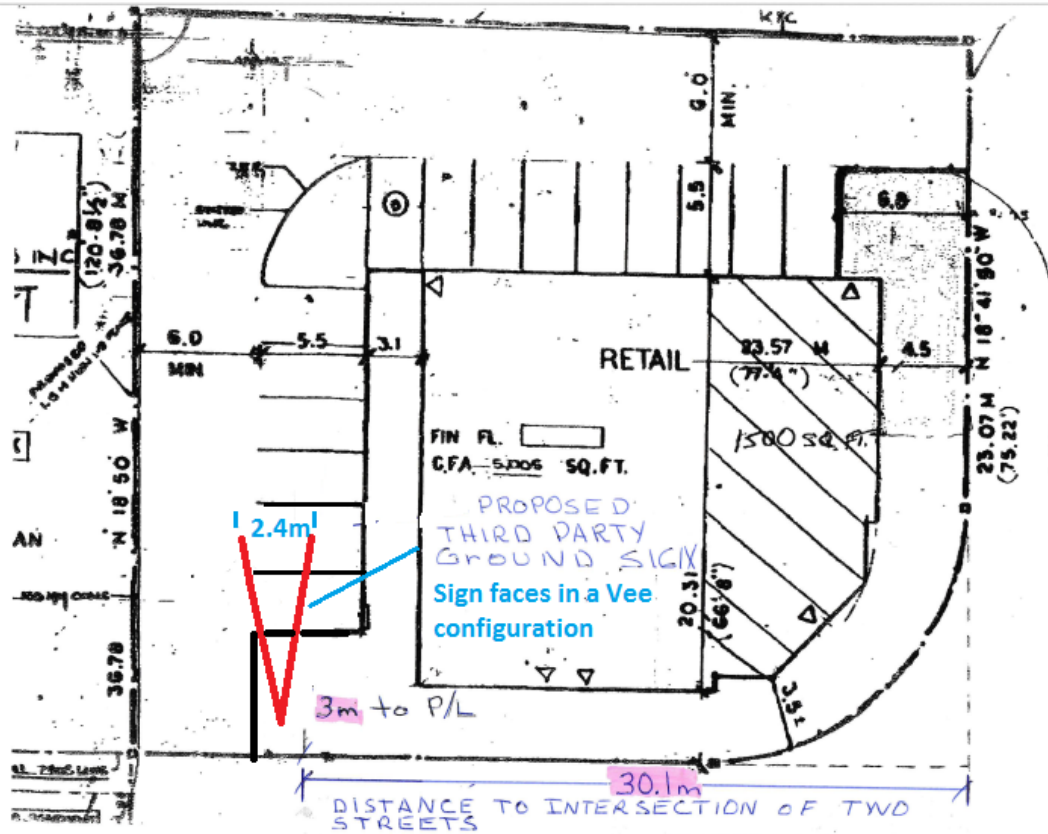
VLADIMIR DOSEN SURVEYING ONTARIO LAND SURVEYORS

555 DAVISVILLE AVENUE
TORONTO, ONTARIO M4S 1J2
PHONE: (416) 527-0408 EMAIL: vladdosen@rogers.com

DRAWN BY: NM
CHECKED BY: VD

CAD FILE: 130 REXDALE BLVD
FILE: 23-018
JOB No : 23041

KIPLING AVE.



130 REXDALE BOULEVARD DEVELOPMENTS LTD.

5451 Highway 7, Suite 200, Woodbridge, Ontario, L4L 0B2 Tel: (905) 856-3031, Fax: (905) 856 -2087

January 20, 2023

ATTN: City of Toronto, Sign Bylaw Unit

RE: 130 Rexdale Boulevard, Etobicoke, Ontario M9W 1P6 – Sign Permit Application

We, 130 Rexdale Boulevard Developments Ltd., are the owners of the above captioned premises in Toronto. We hereby authorize Roy Dzeko, of Target Outdoor to apply for any and all sign permits required in the City of Toronto.

Yours truly,

130 REXDALE BOULEVARD DEVELOPMENTS LTD.



Marco Tirone
marco@firstavenue.ca
Director, Property Management



Existing First Party ground sign to be relocated from Rexdale Blvd frontage to Kipling Ave frontage

130 Rexdale Blvd

Kipling Ave

Image Landsat / Copernicus

New location of First Party ground sign 2m from front and side yard property lines

Google Earth

ev 540 ft eye alt 804 ft

1985

BUILDING PERMIT

This card must be kept posted in a conspicuous place on site of construction.

24 100906 DST 00 DS

Site Address 130 REXDALE BLVD

Project Description First Party;

Sign Building Permit Related

Date Issued Wednesday January 10, 2024

Kamal Gogna, P. Eng. (Acting)
Chief Building Official and
Executive Director

Sandra Burrows, P. Eng.
Deputy Chief Building Official and
Director

Re: Use of digital display at 130 Rexdale Boulevard, Etobicoke, ON

To whom it may concern,

Media Resources Inc. has been engaged by Target Outdoor to review and assess the lighting impact of the proposed digital billboard installation at 130 Rexdale Boulevard. This document will describe the lighting impacts of our VISIONiQ digital billboards 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.

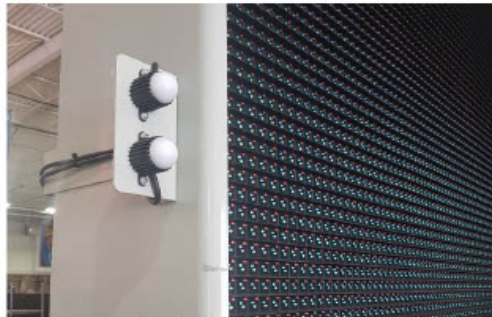


Figure 1. Media Resources standard - dual ambient brightness measuring photocells for hardware redundancy



1-800-667-4554
1387 Cornwall Rd.
Oakville, ON L6J 7T5
mediaresources.com

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.

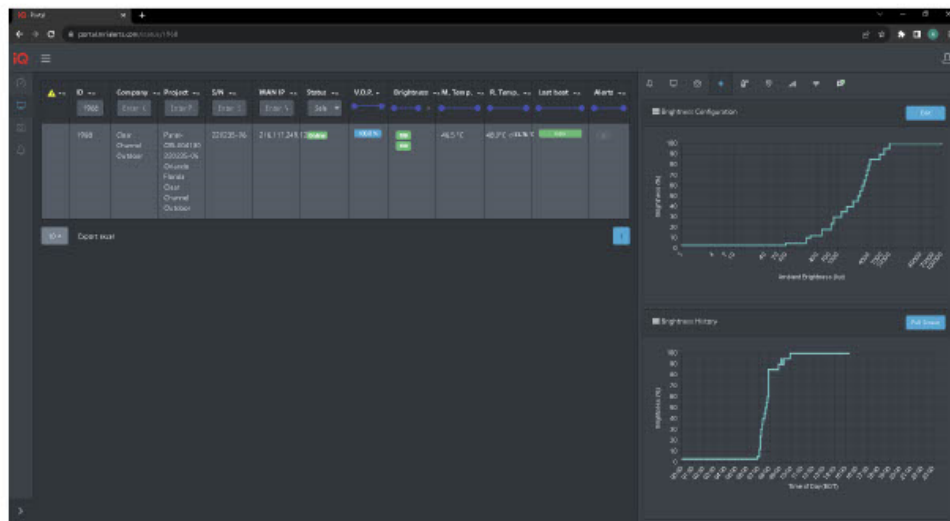


Figure 2. Media Resources web portal showing brightness configuration and history of the current day



1-800-667-4554
 1387 Cornwall Rd.
 Oakville, ON L6J 7T5
 mediaresources.com

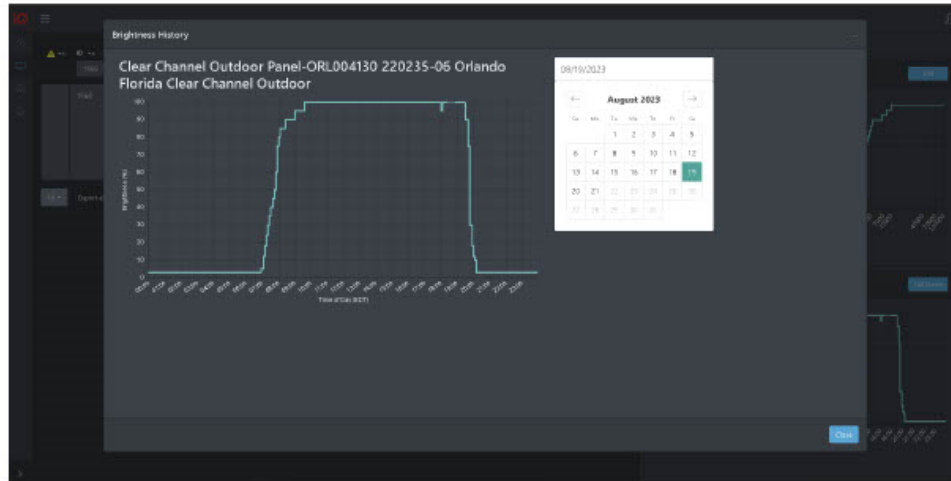


Figure 3. Media Resources web portal showing brightness history of any selected previous date. Brightness history data is logged indefinitely on Media Resources servers.

Media Resources commits to the effectiveness of this light restriction technology when deployed at 130 Rexdale Boulevard. 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.



Figure 6. Site satellite photo overlay of distances and angles from proposed digital billboard site, corresponding to calculated illuminance figures in lux provided in Table 1.

Site Calculations - 8.5' x 29' Standard RGB VIQ3 Modules 150 NITS									
	Measurement Angle								
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.204lux	0.671lux	1.497lux	2.003lux	2.092lux	2.003lux	1.497lux	0.671lux	0.204lux
100	0.052lux	0.170lux	0.385lux	0.522lux	0.551lux	0.522lux	0.385lux	0.170lux	0.052lux
150	0.023lux	0.076lux	0.172lux	0.234lux	0.248lux	0.234lux	0.172lux	0.076lux	0.023lux
200	0.013lux	0.043lux	0.097lux	0.132lux	0.140lux	0.132lux	0.097lux	0.043lux	0.013lux

Table 1. Site calculations in lux based on Standard RGB VIQ3 modules.



1-800-667-4554
1387 Cornwall Rd.
Oakville, ON L6J 7T5
mediaresources.com

In Conclusion:

There are no residential zones within 100M of both displays. This display has no concern for lighting impact to the residential zones beyond 200M, due to the brightness value of the display, as well as the placement, size, and rotation of the display.

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
Media Resources Inc.
289-681-0035
aknight@mediaresources.com

Fernanda Patza

From: Nikoo Shabestari
Sent: April 15, 2024 3:57 PM
To: Fernanda Patza
Subject: FW: Third party sign at 130 Rexdale Blvd. 23-148132
Attachments: 130 Rexdale Final Rationale VEE a February 2024.docx

Hi Fernanda,
I assigned this application to you. Let me know if you need any help with this.
Thank you,
Nikoo

From: Roy Dzeko <roydzeko@targetoutdoor.ca>
Sent: February 12, 2024 2:32 PM
To: Nikoo Shabestari <Nikoo.Shabestari@toronto.ca>
Cc: Raymond Stanton <rays@londonprop.com>; Ray Stanton <rays@londonproperty.ca>; Roy Dzeko <roydzeko@targetoutdoor.ca>
Subject: [External Sender] Third party sign at 130 Rexdale Blvd. 23-148132

Good Afternoon Nikoo and Happy New Year

I am sorry it has taken some time to get back to you regarding my Sign Variance application for 283 Rexdale Blvd in the City of Toronto due to factors beyond my control.

Attached is a revised sign rational that has addressed some more requirements and conditions we are proposing for this application.

Staff indicated that there would be two ground signs on the same Rexdale frontage.

- (a) Landlord has received a permit to remove the Pizza Pizza sign along Rexdale Blvd and the sign to be moved along the Kipling frontage.(shown in Rational)

Staff indicated that they would allow for a single face facing West and not a sign face facing East as there were concerns of the sign illumination to Cr and R Sign Districts to the East

- (a) A Light Study and Analysis was conducted to show minimal or no light impact to those areas (attached in Rational)
- (b) A light shield to be added to the East facing sign face

Conditions to be implemented as part of the Permit

1. Illumination of the sign to be No more than 3000 nits during the day and No more than 150 nits from Dusk to 6am.
2. First Party sign on Rexdale Blvd frontage to be removed and relocated on Kipling frontage. Permit # 24 – 100906 DST 00 DS prior to installation of a Third Party Ground Sign.
3. Third Party Roof sign to be permanently removed and all permits for this sign to be revoked.

4. Install Light Shielding attachments to mitigate light spill .

Please let me know that you have received this email

Thank You

Roy Dzeko CEO & Co-Founder
Cell: 416-707-7684
5405 Eglinton Ave W, Suite 214, Toronto, Ontario M9C 5K6
www.targetoutdoor.ca

From: Nikoo Shabestari <Nikoo.Shabestari@toronto.ca>
Sent: Friday, August 18, 2023 1:49 PM
To: Roy Dzeko <roydzeko@targetoutdoor.ca>
Subject: Sign Review Team's Feedback - third party sign at 130 Rexdale Blvd. 23-148132

Hi Roy,

The sign review team has reviewed the proposal. Please see the below notes as the sign team's feedback:

- **If the existing first party ground sign – Pizza Pizza sign- at the same frontage is going to stay**, the sign team will not be supportive of any third party sign at this property.
- **If the existing first party ground sign at the same frontage is going to be removed:**
 - The sign team still is not supportive of the proposed sign (two sign faces in V shaped configuration). The major issue is the impact of the east face on the CR and R sign district to the east.
 - The sign's team will be supportive of a third party electronic ground sign at this location, if:
 - The sign contains ONLY one sign face to the west; and
 - The sign face area to be reduced to the maximum of 20 sqm (now is 20.24 sqm) to avoid the required variance for the sign face area.

I hope it helps. If you have any question or concern, let me know. I will be available to discuss next week.

Have a great weekend,

Nikoo Shabestari (she/her)

Building Code Examiner
Toronto Building – Express Services
[City of Toronto](#)
416-338-1445





Financial Services
Loans & Credit Card

Financial Services
Loans & Credit Card







City Councillor
Vincent Crisanti



To: Ted Van Vliet, Project Director
City of Toronto Sign By-law Unit
City Hall, Ground Floor East 100 Queen St. West
Toronto, ON. M5H 2N2

July 20, 2023

RE: 130 Rexdale Boulevard

Dear Ted,

I am writing this letter in support of the above mentioned Signage Variance Appeal as submitted by Roy Dzeko. The variance that was applied for is requesting the removal of an existing Legal Non-Conforming (currently prohibited) third party roof sign and seeking approval of three variances to permit construction with an overall height of 10m from grade level.

The approval of this variance application will support local businesses within this designated General Employment Area and increase annual revenues for the City of Toronto.

Sincerely,

Vincent Crisanti

A handwritten signature in black ink, appearing to read "Vincent Crisanti", with a long horizontal flourish extending to the right.

Councillor, Ward 1 Etobicoke North