

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) The height shall not exceed 10.0 metres;
- b) Contains no more than four rectangular sign faces;
- c) Where the sign has four sign faces, the sign faces shall comply with the following:
 - i) One sign face (Sign Face A) that complies with:
 - a. Is oriented to face north;
 - b. Has a maximum bisecting line of 3.03 metres
 - c. Has a maximum centre line of 5.91 metres
 - d. Has a maximum sign face area of 17.90 square metres;
 - e. Is displayed in a back-to-back configuration with Sign Face C; and
 - f. Displays electronic static copy only;
 - ii) One sign face (Sign Face B) that complies with:
 - a. Is oriented to face north;
 - b. Has a maximum bisecting line of 2.70 metres;
 - c. Has a maximum centre line of 1.50 metres;
 - d. Is displayed in a back-to-back configuration with Sign Face D;
 - e. The top of the sign face is not greater than the lowest point of Sign Face A;
 - f. Displays static copy only; and
 - g. Display sign copy which identifies, advertises, promotes or directs attention to a business, service or activity available at the premises where the sign is located only;
 - iii) One sign face (Sign Face C) that complies with:
 - a. Is oriented to face south;
 - b. Has a maximum bisecting line of 3.03 metres
 - c. Has a maximum centre line of 5.91 metres
 - d. Has a maximum sign face area of 17.90 square metres;
 - e. Is displayed in a back-to-back configuration with Sign Face A; and
 - f. Displays electronic static copy only;
 - iv) One sign face (Sign Face D) that complies with:
 - a. Is oriented to face south;
 - b. Has a maximum bisecting line of 2.70 metres;
 - c. Has a maximum centre line of 1.50 metres;
 - d. Is displayed in a back-to-back configuration with Sign Face B;
 - e. The top of the sign face is not greater than the lowest point of Sign Face C;

- f. Displays static copy only; and
- g. Display sign copy which identifies, advertises, promotes or directs attention to a business, service or activity available at the premises where the sign is located only.

d) Shall be designed and located substantially in accordance with the diagram labeled "Proposed Sign Details" indicated in subsection e) below;

e) Proposed Sign Details:



Requested Variances:

1) The Requirement of § 694-22E that: A third party electronic sign, as permitted by Subsections 694-25A(2), C(2), D(3), D(4), 694-26I(1), (2), and (3) shall not be erected within 150 metres of any other lawful third party sign, whether or not erected; be varied to allow the Proposed Sign to be erected no closer than 89 metres of existing third party ground signs, subject to Conditions 1 and 2 below;

2) The Requirement of § 694-25C(2)(a) that: An E – Employment Sign District may contain a third-party electronic ground sign, provided the maximum sign face area shall not exceed 20 square metres; be varied to allow the Proposed Sign to contain a sign face area not exceeding 21.95 square metres, subject to Conditions 1 and 2 below;

3) The Requirement of § 694-25C(2)(g) 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; or on a street which forms an intersection with the street on which the sign is located; be varied to allow the Proposed Sign to be located no closer 365 metres of an existing third party electronic ground sign located on the same street; and no closer than 283 metres of a third party electronic sign located on a street which forms an intersection with the street on which the sign is located, subject to Conditions 1 and 2 below;

4) The Requirement of § 694-25C(2)(j) that: An E – Employment Sign District may contain a third-party electronic ground sign, provided the sign shall have no more than two sign faces; be varied to allow the Proposed Sign to contain four sign faces, subject to Conditions 1 and 2 below.

Required Conditions:

Condition 1) Any and all existing first party ground signs located on the Subject Premises shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;

Condition 2) Any and all existing third party signs located on the Subject Premises shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign.

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

	Lot Number	Plan Number
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4-25C(2)(g), 694-25C(2)(j) and 694-22E. Our rationale for these variances can be found in the accompanying Rationale Document.

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
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Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):

Property Owner Information

		Last Name Mancini	
		Telephone Number	
Street Number 48	Street Name Signet Drive	Suite/Unit Number	Mobile Number
City/Town Toronto	Province ON	Postal Code M9L 2T6	Fax Number
Email dannymancini@rogers.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

Applicant Information and Declaration

First Name I, Nathan		Last Name Jankowski	
Company Name Pattison Outdoor Advertising LP			Telephone Number (905) 282-6872
Street Number of 2700	Street Name Matheson Boulevard East	Suite/Unit Number 500	Mobile Number
City/Town Mississauga	Province ON	Postal Code L4W 4V9	Fax Number
Email njankowski@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. ☒ an officer/employee of <u>Pattison Outdoor</u>, 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.			
Nathan Jankowski Digitally signed by Nathan Jankowski Date: 2024.04.10 10:53:52 -04'00' Signature		Nathan Jankowski Print Name (First, Last)	2024-04-10 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.

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
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Site and Building Data

Lot Area	Lot Frontage	Lot Depth 76 metres
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	Number of Storeys 1	Building(s) Gross Floor Area
Building Uses(s) Commercial / Retail / Employment		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	Employment Sign District - one building with parking area
South	Employment Sign District - vacant parcel with paved area
East	Utility Sign District - Hydro Utility Corridor
West	Employment Sign District - one building with parking area

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) We are proposing to build one new Third Party Electronic Ground Sign which includes tenant identification for multiple businesses operating at the Subject Property. Please see attached Rationale Document for more details on why the required variances are suitable at this location.

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 Rationale Document for more details on why the required variances are suitable at this location, and how each of the nine criteria are achieved.

Sign Data Sheet

Date (yyyy-mm-dd) 2024-02-26	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	5.91	3.03	17.90			Yes	Yes
2	Ground Sign	Electronic Static Copy	5.91	3.03	17.90			Yes	Yes
3	Ground Sign	Static Copy	1.50	2.70	4.05			Yes	Yes
4	Ground Sign	Static Copy	1.50	2.70	4.05			Yes	Yes

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

Receipt No: 1746248

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:	24 138342 ZSV 00 ZR	Date & Time:	April 22, 2024 12:06:08 PM
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Paid By:	PATTISON OUTDOOR ADVERTISING C/O NATHAN JANKOWSKI 2700 MATHESON BLVD E WEST TOWER MISSISSAUGA ON L4W 4V9		
Project Location:	1987 KIPLING AVE TORONTO ON M9W 4J4		
Project Description:	Zoning Review; ; 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	_____
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Payment of these fees accepted through the Toronto Building Payments web application.

LETTER OF AUTHORIZATION

TO WHOM IT MAY CONCERN,

CMS KIPLING hereby authorizes Pattison Outdoor Advertising and its agents to apply for all necessary municipal building and other regulatory permits and approvals, which may be required to build a digital billboard on its land, in the approximate area of the east side of Kipling Avenue, 240m south of Rexdale Boulevard - also known as 1987 Kipling Avenue.

Please contact them for any questions, as follows:

Pattison Outdoor Advertising
2700 Matheson Boulevard East, Suite 500
Mississauga, ON L4W 4V9

Attn: Shawn Grainger
Position: Leasing Representative, Central Region
Phone: (905) 282-6910
Email: sgrainger@pattisonoutdoor.com

Sincerely,


Danny Mancini



April 9th, 2024

Attn: City of Toronto Sign By-law Unit
100 Queen Street West, 1st Floor East Tower
Toronto, ON
M5H 2N2

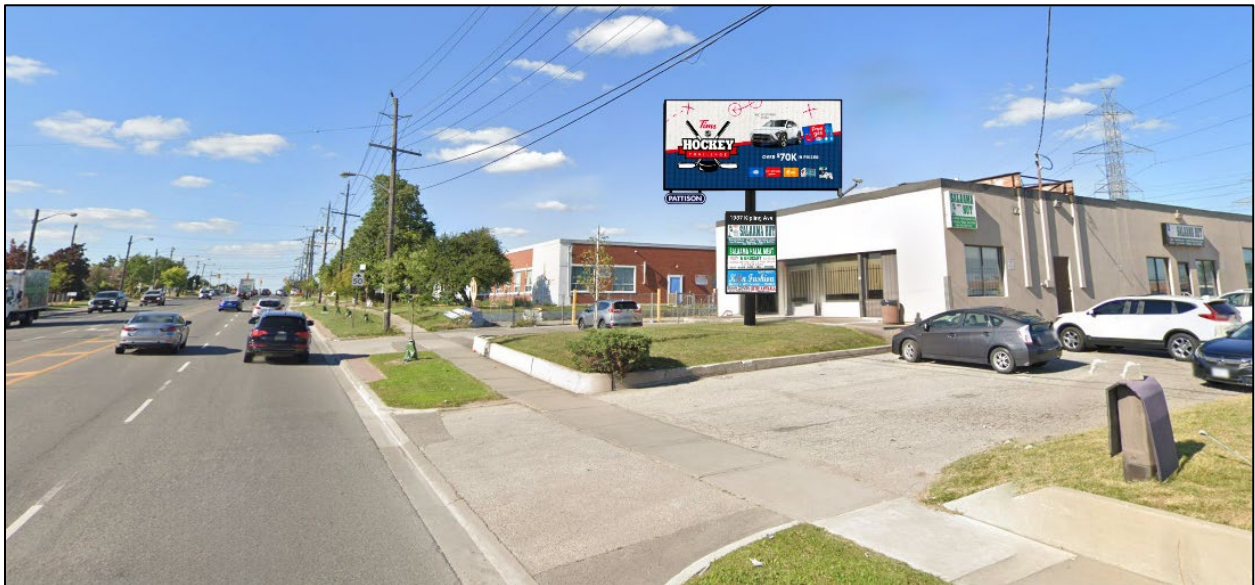
RE: Rationale for Sign By-law Variance – 1987 Kipling Avenue, Etobicoke

Please accept this letter as the rationale portion of our application for four variances from the Sign By-law, regarding a new Third Party Electronic Ground Sign being proposed at 1987 Kipling Avenue (the “Subject Premises”) in Etobicoke. This property is designated as an Employment (E) Sign District, which may contain a third party electronic ground sign.

Our application is seeking approval of four variances, each subject to two Conditions of Approval, in order to permit one double-sided ground sign in a back-to-back configuration, displaying third party electronic static copy and first party static copy, at a height of 10.0 metres.

The electronic portion of each sign face measures 5.91 metres horizontally by 3.03 metres vertically, for a total of 17.91 square metres (the “Proposed Sign”). The Proposed Sign includes an additional 4.05 square metres on each side for tenant identification, measuring 1.5 metres horizontally by 2.7 metres vertically. In total, each side will have a total sign face area of 21.95 square metres. See Figure 1 below for a rendering of the Proposed Sign.

Figure 1: Looking north along Kipling Avenue, towards the Proposed Sign





Required Variances:

1. **694-25C(2)(j)** – An Employment Sign District may contain a third party electronic ground sign, provided the sign shall have no more than two sign faces.

Although the Proposed Sign has more than two sign faces, it will result in a net reduction of sign clutter at the property by including two Conditions of Approval – 1) that the existing third party roof sign be removed, prior to permit issuance, and 2) that the existing first party ground sign be removed, prior to permit issuance. This will help to achieve higher-level objectives of the Sign By-law.

While the Proposed Sign has more sign faces than otherwise permitted in an E Sign District, the Conditions of Approval would also result in eliminating a prohibited sign type from the Subject Premises (the third party roof sign) in favor of a compatible sign type (third party electronic ground sign). As such, we believe the Conditions of Approval establish that the variance from 694-25C(1)(g) can be granted.

Figure 2: The Existing Two Sign Structures Currently in Place at the Subject Premises

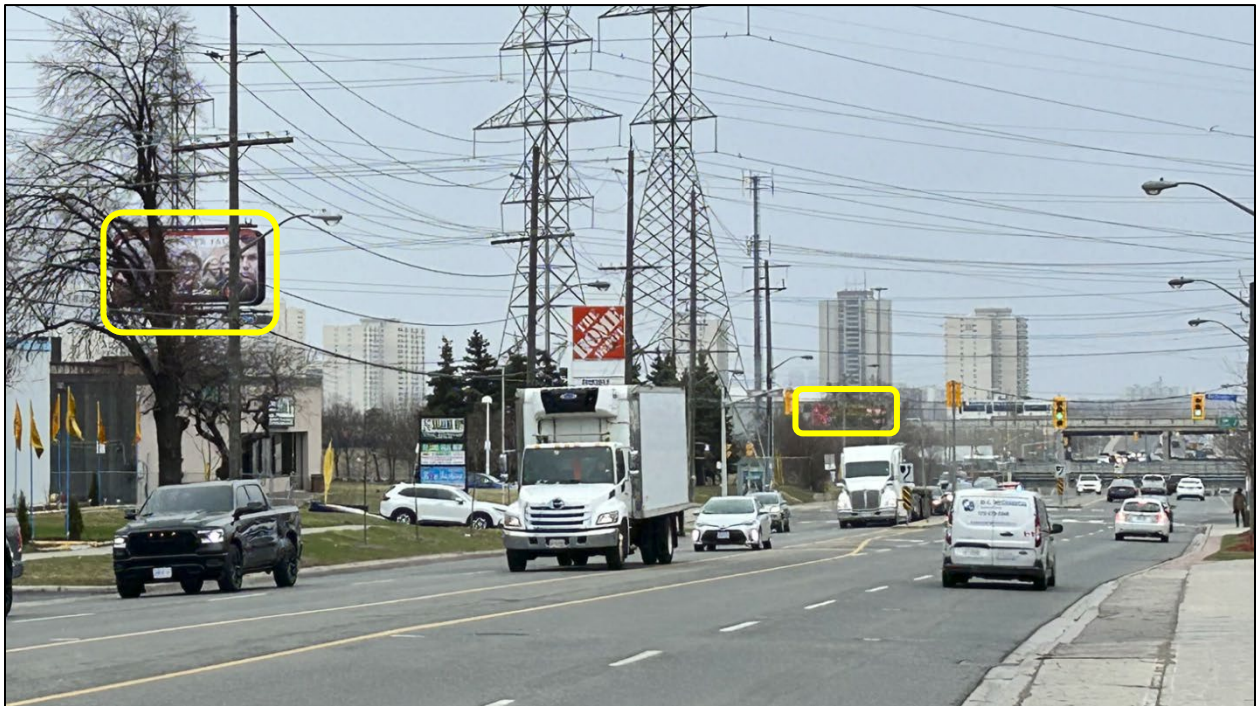




2. **694-25C(2)(g)** – An Employment Sign District may contain a third party electronic ground sign, provided the sign be located a minimum of 500 metres from any other third party electronic sign located on the same street; or on a street which forms an intersection with the street on which the sign is located.

As illustrated in Figure 3 and 4 below, there is one other third party electronic ground sign within 500 metres of the Proposed Sign, located approximately 367 metres to the south. However, due to the mature tree line, changes in grade and other built form, these two signs will not be visible at the same time. As a result, we believe the variance to allow the Proposed Sign to be located within 500 metres from another third party electronic sign can be granted.

Figure 3: Two Third Party Electronic Signs Not Visible at the Same Time



3. **694-22E** – A third party electronic sign, as permitted by Subsections 694-25A(2), C(2), D(3), D(4), 694-26I(1), (2), and (3) shall not be erected within 150 metres of any other lawful third party sign, whether or not erected.



Figure 4: These Two Signs Are Not Visible at the Same Time



While there are two other third party signs within 150 metres of the Subject Premises – the nearest located approximately 91 metres to the south – these signs are also heavily obstructed resulting in very limited visibility while travelling south, as there are natural barriers (mature trees) and built form structures (buildings, signs) which obstruct visibility.

This stretch of Kipling Avenue has mature trees, measuring from 5 to 10 metres in height, lining many of the property frontages south of the Subject Premises. There are a number of ground signs that also range in height between 5 and 10 metres in height, located south of the Proposed Sign.

There is a third party ground sign located 91 metres south of the Proposed Sign, which is situated within a hydro utility corridor (See Figure 5 below). As can be seen in this image, visibility of the Proposed Sign will be significantly obstructed year-round by the mature natural growth, in addition to an existing first party ground sign for Home Depot, which is taller than the tree line.

The other third party ground sign located in proximity to the Proposed Sign is found approximately 127 metres to the south-west, and is also heavily obstructed by adjacent first party ground signs of similar height and dimensions (see the “Kal Tire” ground sign in Figure 6), as well as mature trees and natural growth. We are confident that the existing ground sign for Kal Tire and the natural vegetation will ensure that only one third party ground sign will be visible at any given time.



Figure 5: Looking North Along Kipling Avenue Towards the Proposed Sign



Based on the extremely limited visibility of any other third party signs in proximity to the Proposed Sign, we expect that they will have no relationship to one another. Also, based on reducing the total number of signs on the Subject Premises from two down to one, the Proposed Sign results in an overall reduction in sign clutter in the surrounding area.

The second Condition of Approval, that the existing third party roof sign be removed, also achieves one of the higher-level objectives of the Sign By-law. As the Subject Premises is designated as an Employment Sign District, with a similar Employment designation under the Zoning By-law and the Official Plan, and is surrounded by properties with the same Employment designations, the presence of the Proposed Sign is compatible with the property and surrounding area. As such, we believe that the variance for 694-22E can be granted.



Figure 6: Looking South Towards a Third Party Ground Sign located 127 Metres Away



4. **694-25C(2)(a)** – An Employment Sign District may contain a third party electronic ground sign, provided the maximum sign face area shall not exceed 20 square metres.

By removing the existing first party ground sign and the existing third party roof sign, in order to build the Proposed Sign, there will be a net reduction in overall signage at the Subject Premises. Currently, the existing ground sign has a sign face area of 6.28 m² per side, and the existing roof sign has a sign face area of 18.6 m² per side. Together, the existing signage has a total sign face area of 24.88 m².

The Proposed Sign will only have one structure with multiple sign faces, with a total sign face area of 21.95 square metres – this results in a reduction in total sign face area of nearly 3.0 square metres.

Further, the Proposed Sign is only 9% larger than the maximum permitted size for a third party electronic ground sign in an E Sign District, representing only a minor variance. There are also several other ground signs in the surrounding area that display information related to multiple tenants / businesses, which exceed the 20 square metre maximum permitted. The ground sign at 1735 Kipling Avenue has a sign face area of 32.75 square metres, and the ground sign at 2141 Kipling Avenue has a sign face area of 22.14 square metres.

There are hundreds of examples of ground signs throughout Toronto for multi-tenant plazas that exceed the 20 square metre size. This demonstrates that the size of the Proposed Sign represents only a minor variance to the Sign By-law provisions, and will not look out of place when compared to other signage in the surrounding area.



Both the existing first party ground sign and the existing third party roof sign at the Subject Premises have been in place for many years, and have worn and weathered over this time. Replacing these two existing signs with the Proposed Sign will have a positive impact on the overall aesthetics of the Subject Premises, and in turn also have a positive impact on the surrounding area.

The Proposed Sign will comply with the majority of applicable Sign By-law requirements for third party electronic ground signs, including:

- It is located within an Employment Sign District;
- The Official Plan and Zoning Designations are also 'Employment';
- The Subject Premises will only have one ground sign;
- It will comply with the permitted height of 10 meters;
- It will not be located within 60 metres of any R, RA, CR, I or OS Sign Districts;
- It will not face any R, RA, CR, I or OS Sign Districts within 250 metres;
- It will not be located within any visibility zones;
- It will not be located within 30 metres of any controlled intersections;
- The Proposed Sign will be powered by Renewable Energy;
- It will comply with all Illumination and Operating Requirements, and;
- The Proposed Sign will turn off between 11 pm and 7 am

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 is located.

The Proposed Sign is classified as 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 is located.

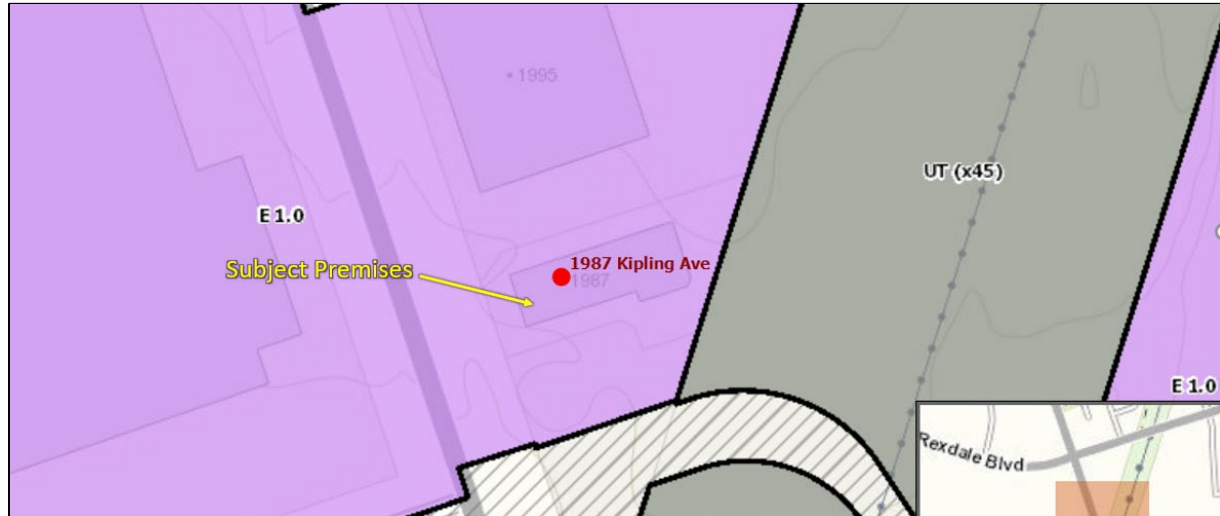
The Proposed Sign, which is a third party electronic ground sign which also contains tenant identification, is a sign type that is permitted in the E Sign District where the Subject Premises is located. Therefore, we believe this criteria has been met.

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

The Subject Premises is zoned **E 1.0 – Employment Industrial**, as shown in Figure 7 below. The Subject Premises contains a one-story building with multiple tenants including a restaurant, a grocery market, an international money transfer service, and commercial clothing store. All of these small businesses contribute towards growing the economy.



Figure 7: Subject Premises is Designated as an E 1.0 – Employment Industrial Zone



The zoning designation of 'Employment 1.0' requires a setback of any buildings or structures from the street lot line of 3.0 metres, along with a rear-yard setback of 7.5 metres. The Proposed Sign achieves all of the required setbacks, which demonstrates that it is compatible with the intended and existing Zoning uses of the Subject Premises.

All of the properties north of Highway 409 along this stretch of Kipling Avenue (north to Rexdale Boulevard) are designated as E Sign Districts or U Sign Districts – both of which permit third party electronic ground signs. There are no Residential, Institutional or Open Space Sign Districts or uses within 250 metres of the Proposed Sign, and the surrounding area is home to several other third party ground and roof signs.

The Proposed Sign is consistent in height and size with the Sign By-law requirements, and the Conditions of Approval proposed will ensure that sign clutter is reduced and a prohibited sign type is removed. For these reasons, we believe that the Proposed Sign is compatible with the Subject Premises and surrounding area, and therefore this criteria has been established.

(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 8 below). Employment Areas are expected to include places of business and economic activity, and are typically located on major roads, where businesses and services would benefit from visibility and transit access to draw the broader public.

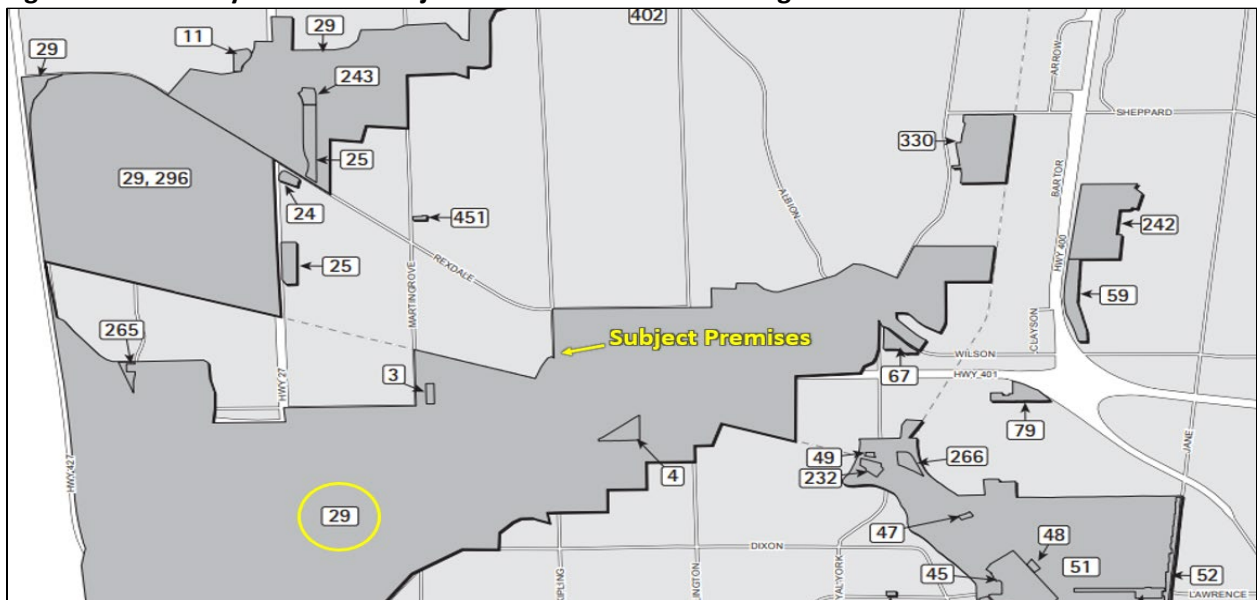


Figure 8: Official Plan Designation of Subject Premises and Surrounding Area



The Subject Property is also subject to Secondary Plan #29 – Sheppard Avenue Commercial Area. These site- and area-specific policies help establish a Commercial / Employment-focused character of the area that would not be significantly affected by the proximity of the Proposed Sign, see Figure 9 below.

Figure 9: Secondary Plan #29 - Subject Premises and Surrounding Area





We have also reviewed the Development Applications submitted to the City for the Subject Premises and surrounding area, and there is only one application in process – located south of the Subject Premises at 1983 Kipling Avenue. This application is for a five-storey self-storage facility, which would not be impacted by the Proposed Sign. Any other development applications are well beyond the 250-metre facing requirement set out in the Sign By-law for sensitive land uses.

Due to the lack of residential development opportunities at the Subject Premises and in the surrounding area, and with the brightness levels of the Proposed Sign being reduced after sunset in accordance with the Sign By-law requirements, the Proposed Sign will have minimal or no impact on any potential future uses at the property or on the surrounding properties.

Furthermore, the Proposed Sign fully supports the Official Plan objectives for the Subject Premises (General Employment Areas) and, due to the Conditions of Approval, the Proposed Sign helps achieve a more compatible signage plan for the Subject Premises. As a result, we believe that this criteria has been achieved.

(5) Not adversely affect adjacent premises.

The Proposed Sign would be built at a size and height that is consistent with the Sign By-law requirements for the Subject Premises, and is compatible with the employment, utility and commercial uses found in the surrounding area. The Proposed Sign further complies with the required setbacks from all lot lines as established in the Zoning By-law.

Although there are other third party signs located in proximity to the Proposed Sign, the existing buildings, signage and natural growth to the south of the Subject Premises ensures that none of these signs will be fully visible at the same time.

We remain confident that the Proposed Sign will have little to no impact on the intended uses of the surrounding area, or on any of the adjacent properties. To the north is a one-storey building containing a cultural / banquet facility, and to the south is a vacant lot with a hydro utility corridor beyond that. These are both E Sign Districts, and zoned for Employment / Industrial uses.

The Proposed Sign's compliance with the Sign By-law's brightness requirements after sunset and required hours of operating further confirm that it will not adversely affect the adjacent premises or the surrounding area. As such, 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.

The Proposed Sign will not interfere with or obstruct the visibility of vehicular traffic along Kipling Avenue. It is located beyond the minimum distance from a controlled intersection, and outside of the visibility zone to allow a clear view of oncoming traffic while entering or exiting the Subject Premises.



While we are seeking a variance for proximity to other third party signs, all of these signs are located south of the Subject Premises by at least 91 metres, and all of these signs are either partially or fully obstructed by other signs, buildings and natural growth in the form of mature trees. Because these signs are not visible at the same time, we believe there will be no impacts on public safety and that intent of the spacing requirements in the Sign By-law are achieved.

The Proposed Sign will comply with the Sign By-law provisions for a message duration of 10 seconds between changes in 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 potential driver distraction.

The Proposed Sign will also be professionally designed, engineered and installed in accordance with 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 ground sign consisting of third party electronic static copy, is not a prohibited sign under the 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 surrounding area is in part established by existing first party and third party signs along the Kipling Avenue frontage. Most businesses along the east and west sides of Kipling Avenue have first party ground signs, and the hydro utility corridor south of the Subject Premises – along with several private properties – have contained third party signs for many years.

These first party and third party signs have been a fixture along this section of Kipling Avenue for several decades, and the Sign District, Zoning and Official Plan designations of the Subject Premises verify that it is intended for employment, industrial and commercial uses, which are further supported by the advertising opportunities that the Proposed Sign (and other third party signs) provide.

The two Conditions of Approval ensure that the tenants at the Subject Premises will maintain exposure and can be easily identified from Kipling Avenue, while also reducing sign clutter and removing a prohibited sign type in favor of a compatible, permitted sign type.

With the built form of the Proposed Sign being consistent with the Subject Premises and surrounding area, and compliant with all other requirements of the Sign By-law except for the variances being sought (including those related to illumination and operating requirements), we believe the Proposed Sign will not alter the character of the Subject Premises or surrounding area, and 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, and the Proposed Sign complies with the majority of the requirements for third party electronic ground signs in an E Sign District.

The Proposed Sign is in line with the built form requirements for height (10.0m permitted; 10.0m proposed) and method of copy displayed (electronic static copy permitted and proposed). It also complies with the setback from lot lines (3.0m permitted for front and side lot lines; 3.0m proposed), setback from an intersection (30.0m permitted; approximately 40.0m proposed), and back-to-back configuration.

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 number of sign faces being greater than two, removing two existing signs and combining them into one ground sign that serves multiple purposes achieves higher-level goals and objectives of the Sign By-law.

The variances required to locate the Proposed Sign within 150 metres of another third party sign, and within 500 metres of another third party electronic sign, can be justified based on the built form and natural growth which is present in the surrounding area. As detailed in the images above, any visibility of these other third party signs from the Subject Premises is either partially or fully obstructed, which ensures that none of these signs will be visible at the same time. This helps reduce distraction and ensures that the Proposed Sign is not contrary to the public interest.

The Conditions of Approval also result in a reduction in sign clutter at the Subject Premises and in the surrounding area, and will remove a prohibited sign type (third party roof sign) from the property. It will also create a more appealing, modern and versatile signage display along this stretch of Kipling Avenue.

Like all of our digital signs, the Proposed Sign will be equipped with a video camera that monitors the screens 24/7 by Staff in our National Operations Centre. This ongoing supervision ensures we are able to remedy any malfunctions immediately and remotely. The Proposed Sign will also be equipped with an ambient light sensor which automatically adjusts brightness levels based on the surrounding environment and ambient light conditions.

The Proposed Sign will not affect public safety. The content on the sign will display a static image for a minimum of 10.0 seconds, with an instantaneous change to the next message in the cycle. At no time will the sign display any distracting visual effects such as flashing, scrolling, or full-motion video.

Based on the site-specific factors in place and in the surrounding area, we believe that the Proposed Sign, in conjunction with the two proposed Conditions of Approval, satisfy all of the nine criteria



required for approval, and that the variances required for the Proposed Sign can be granted with confidence. We thank you for your time and consideration of our submission. If you require any additional information, please do not hesitate to contact us.

Sincerely,

Nathan Jankowski
Manager, Permits & Legislation
Pattison Outdoor Advertising



SCHAEFFER DZALDOV PURCELL LTD.
Ontario Land Surveyors

Ontario Land Surveyors

OPHIR N. DZALDOV

DAN DZALDOV

TOM KRISTJANSON

SOFIA LOSYEV

ROBB MCKIBBON

MURRAY PURCELL

KEVIN THOM

JUSTYNA ZIEMLEWSKA

November 3, 2023

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

W. M. FENTON, Ret.

RICHARD PREISS, Ret.

FRED SCHAEFFER, Ret.

Attention: Mr. Ted Van Vliet

Re: 1987 Kipling Avenue
City of Toronto – Our Job No. 23-371-00

**SURVEY RECORDS
SINCE 1850s of:**

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

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

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

RICHARD A. PREISS
REID J. WILSON
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ROBERT BASIL LEE
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SCHAEFFER DZALDOV BENNETT
SCHAEFFER & REINTHALER
WILDMAN HADFIELD STEWART
WILSON & BUNNELL
W.M. FENTON
YATES & YATES

The attached sketch dated November 3, 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.

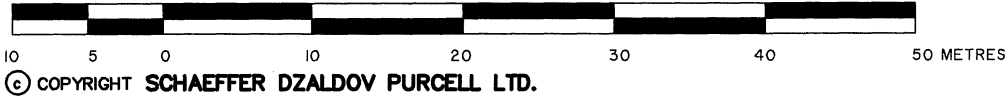
Dan Dzalldov, B.Sc., O.L.S., O.L.I.P.
DD/dr.

Submitted by: Nathan Jankowski – Pattison Outdoor

I hereby certify the accuracy of the attached Sketch submitted herewith

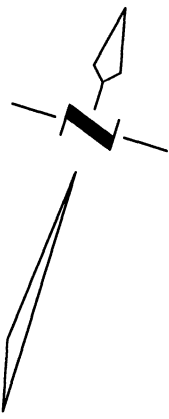
METRIC: MEASUREMENTS SHOWN ON THIS PLAN ARE IN METRES AND CAN BE CONVERTED TO FEET BY DIVIDING BY 0.3048.

SKETCH SHOWING PROPOSED DIGITAL SIGN ON
No. 1987 KIPLING AVENUE
CITY OF TORONTO
SCALE 1 : 500



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NO INTERSECTION WITHIN 30m
NO R, RA, OS, CR OR I SIGN DISTRICTS WITHIN 60m RADIUS
NO R, RA, OS, CR OR I SIGN DISTRICTS WITHIN 250m RADIUS
TWO THIRD PARTY GROUND SIGNS WITH STATIC COPY WITHIN 150m
ONE THIRD PARTY ELECTRONIC GROUND SIGN WITHIN 500m



EMPLOYMENT (E)
SIGN DISTRICT

EMPLOYMENT (E)
SIGN DISTRICT

60m— NO R, RA, OS, CR OR I SIGN DISTRICTS

1 STOREY
TEMPLE BLOCK BUILDING
No. 1995

30.0m—NO INTERSECTIONS

PROPOSED LOCATION OF
DIGITAL SIGN

(EXISTING ROOF SIGN
TO BE REMOVED)

1 STOREY
STUCCO BUILDING
No. 1987

EMPLOYMENT (E)
SIGN DISTRICT

UTILITY (U)
SIGN DISTRICT

ONTARIO HYDRO
STRAIN LINK FENCE

INDUSTRIAL
BUILDING
No. 2000

1 STOREY
OFFICE

EMPLOYMENT (E)
SIGN DISTRICT

BETHRIDGE ROAD

BETHRIDGE ROAD

1 STOREY
BUILDING

EMPLOYMENT (E)
SIGN DISTRICT

OUT FRONT
ROOF SIGNS

1 STOREY
BUILDING

366.3m± (TO EXISTING DIGITAL GROUND SIGN) (NOT TO SCALE)

OUT FRONT
DIGITAL GROUND SIGN

SURVEYOR'S CERTIFICATE

THIS SKETCH IS NOT A PLAN OF SURVEY AND SHALL ONLY
BE USED FOR THE PURPOSE INDICATED IN THE TITLE BLOCK.

DATE: NOVEMBER 3, 2023

DAN DZALDOV
ONTARIO LAND SURVEYOR



SCHAEFFER DZALDOV PURCELL LTD.
ONTARIO LAND SURVEYORS

64 JARDIN DRIVE CONCORD, ONTARIO L4K 3P3 TEL (416) 987-0101
DRAWN ACAD/LW CHECKED DD SCALE 1:500 JOB NO. 23-371-00

Sign Attributes:

Grade to Top of Sign – 10 metres

Grade to **Bottom of Lower Sign Faces** – 2.13 metres

Screen Dimensions – **5.91 m horizontally by 3.03 m vertically**

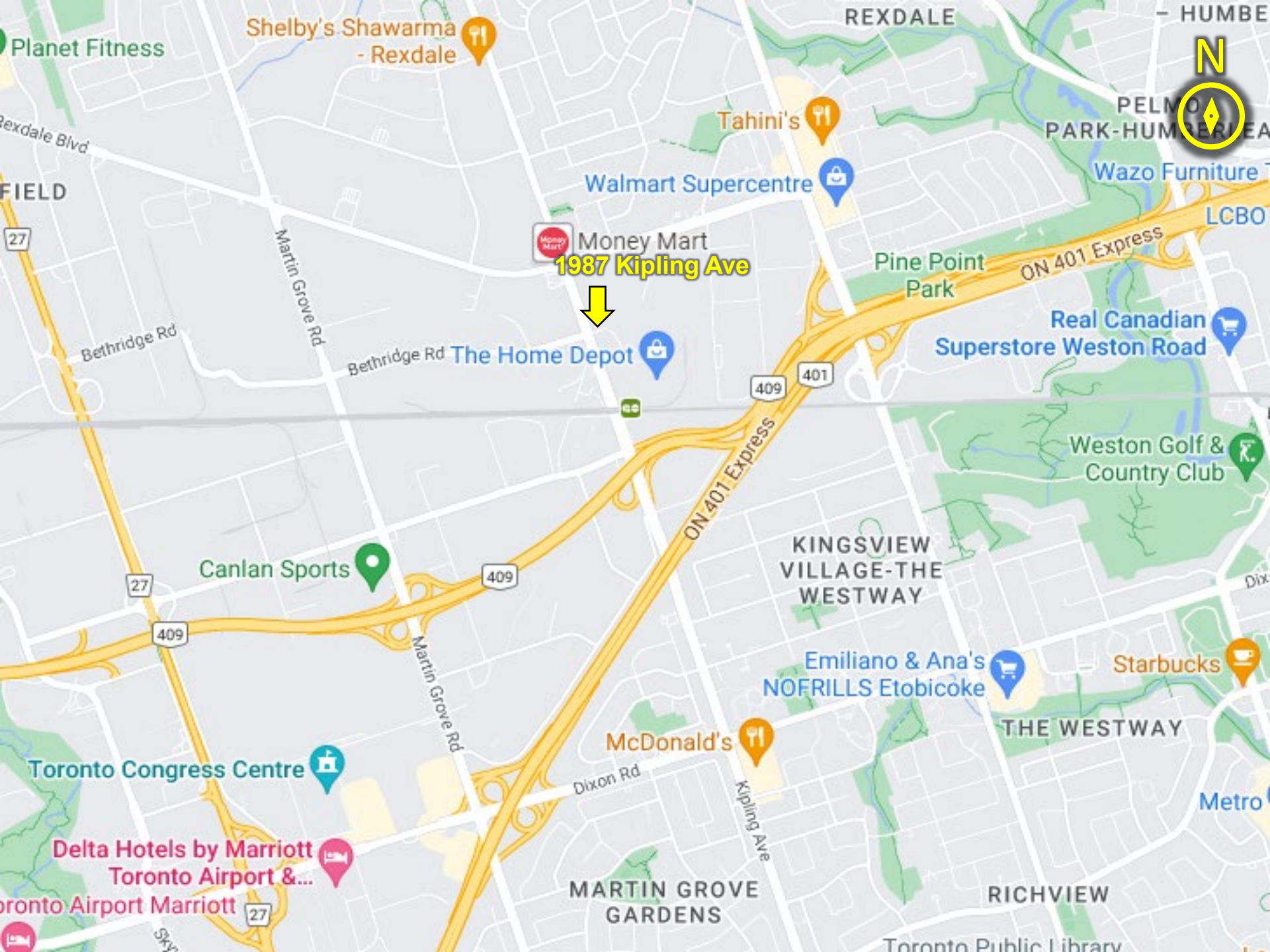
Static Sign Faces – **3x 0.9 m horizontally by 1.5 m vertically**

Address – **1x 0.9 m horizontally by 1.5 m vertically**

(Address doesn't count towards Sign Face Area)

Total Sign Face Area = 21.95 m² on each side





Planet Fitness

Shelby's Shawarma
- Rexdale

REXDALE

N

PELMO
PARK-HUMBERIA

Rexdale Blvd

FIELD

27

Walmart Supercentre



Money Mart

1987 Kipling Ave



Tahini's

Pine Point
Park

ON 401 Express

LCBO

Bethridge Rd

Martin Grove Rd

Bethridge Rd

The Home Depot

Real Canadian
Superstore Weston Road

Weston Golf &
Country Club

Canlan Sports

409

ON 401 Express

KINGSVIEW
VILLAGE-THE
WESTWAY

27

409

Martin Grove Rd

Dixon Rd

McDonald's

Kipling Ave

Emiliano & Ana's
NOFRILLS Etobicoke

Starbucks

THE WESTWAY

Metro

Toronto Congress Centre

Delta Hotels by Marriott

Toronto Airport &...

Toronto Airport Marriott

MARTIN GROVE
GARDENS

RICHVIEW

Toronto Public Library



Kipling Ave

1987 Kipling Ave
1987





Proposed Sign

1987 Kipling Ave
1987

Existing Roof Sign

Kipling Ave

