

# 5395 Eglinton Ave West

## Sign Variance Application

**PATTISON**

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# Details of the Application

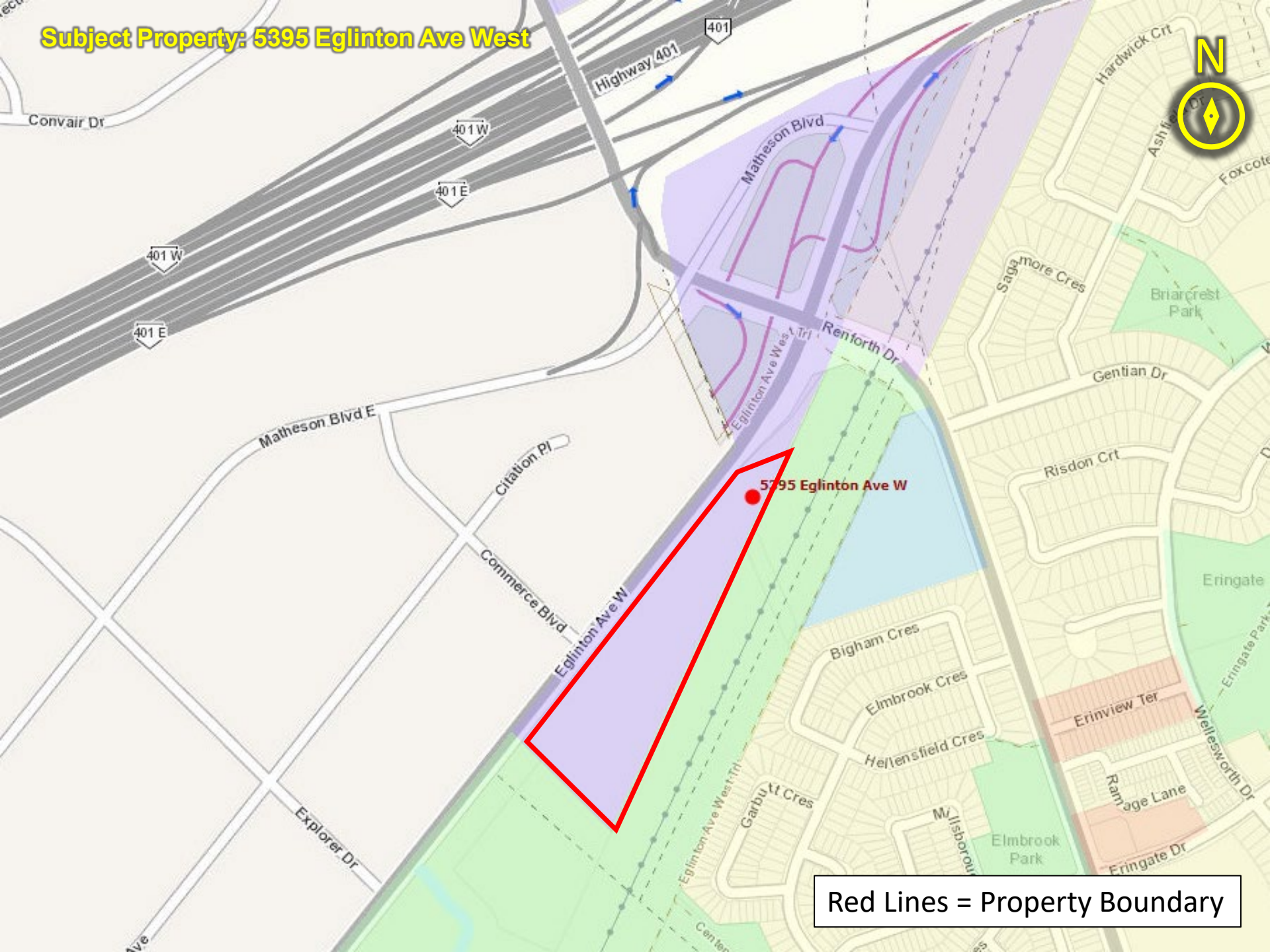
Pattison is seeking approval for one third party electronic ground sign at 5395 Eglinton Avenue West, which is an E – Employment Sign District. The Proposed Sign would have two sign faces in a V-shape configuration, directed north-east and north-west towards traffic on Eglinton Avenue West.

The Subject Property is located within 60 metres of an OS Sign District, commonly known as Centennial Park. However, we have strategically designed the Proposed Sign to face away from this area, and have included Conditions of Approval which eliminate or minimize impacts on the nearby uses.

The V-shape configuration triggers a variance from the back-to-back requirement, but in this case it allows the sign copy to be directed towards the intended audience and away from the Open Space Sign District.

We will also reduce the maximum brightness after sunset to 150 NITS, and install a Light-Shielding Barrier along the sign face edge to significantly reduce any light spill towards the OS Sign District.

**Subject Property: 5395 Eglinton Ave West**



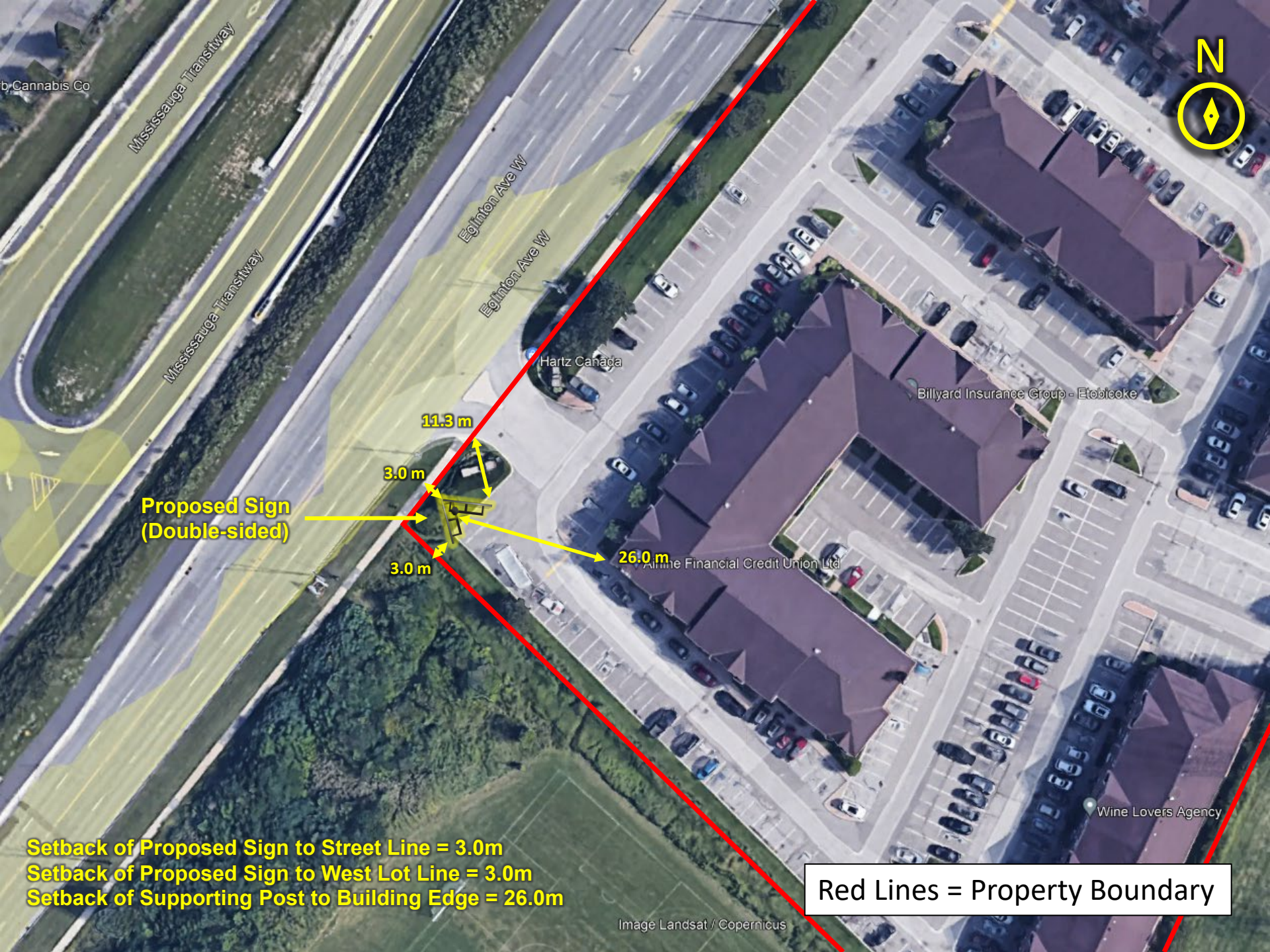
5395 Eglinton Ave W

Red Lines = Property Boundary

# Subject Property: 5395 Eglinton Ave West



Red Lines = Property Boundary



**Proposed Sign  
(Double-sided)**

11.3 m

3.0 m

3.0 m

26.0 m

**Setback of Proposed Sign to Street Line = 3.0m  
Setback of Proposed Sign to West Lot Line = 3.0m  
Setback of Supporting Post to Building Edge = 26.0m**

**Red Lines = Property Boundary**

# Additional Protection – Light-Shielding Barrier

To further mitigate any light spill impacts, Pattison will install a physical light-shielding barrier along the sign face edge to block visibility of the sign copy from the OS Sign District to the West.

We have used this technique successfully in other locations, including recently on 3 other signs in Toronto, and the result has been zero complaints from nearby residents.

We would install this physical barrier along the left edge of the Sign Face, as a Condition of Approval.



# Lighting Impact Analysis - Minimal Impacts



A Lighting Impact Analysis concludes that only a very small portion of the OS Sign District will see a minor increase in ambient light levels. None of the public uses or trails at this Park will be impacted by the Sign.

# Official Plan Map

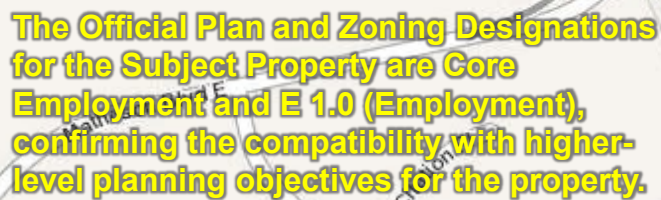
5405 Eglinton Ave West  
Core Employment Area

EGLINTON

RENFORTH

HIGHWAY 427



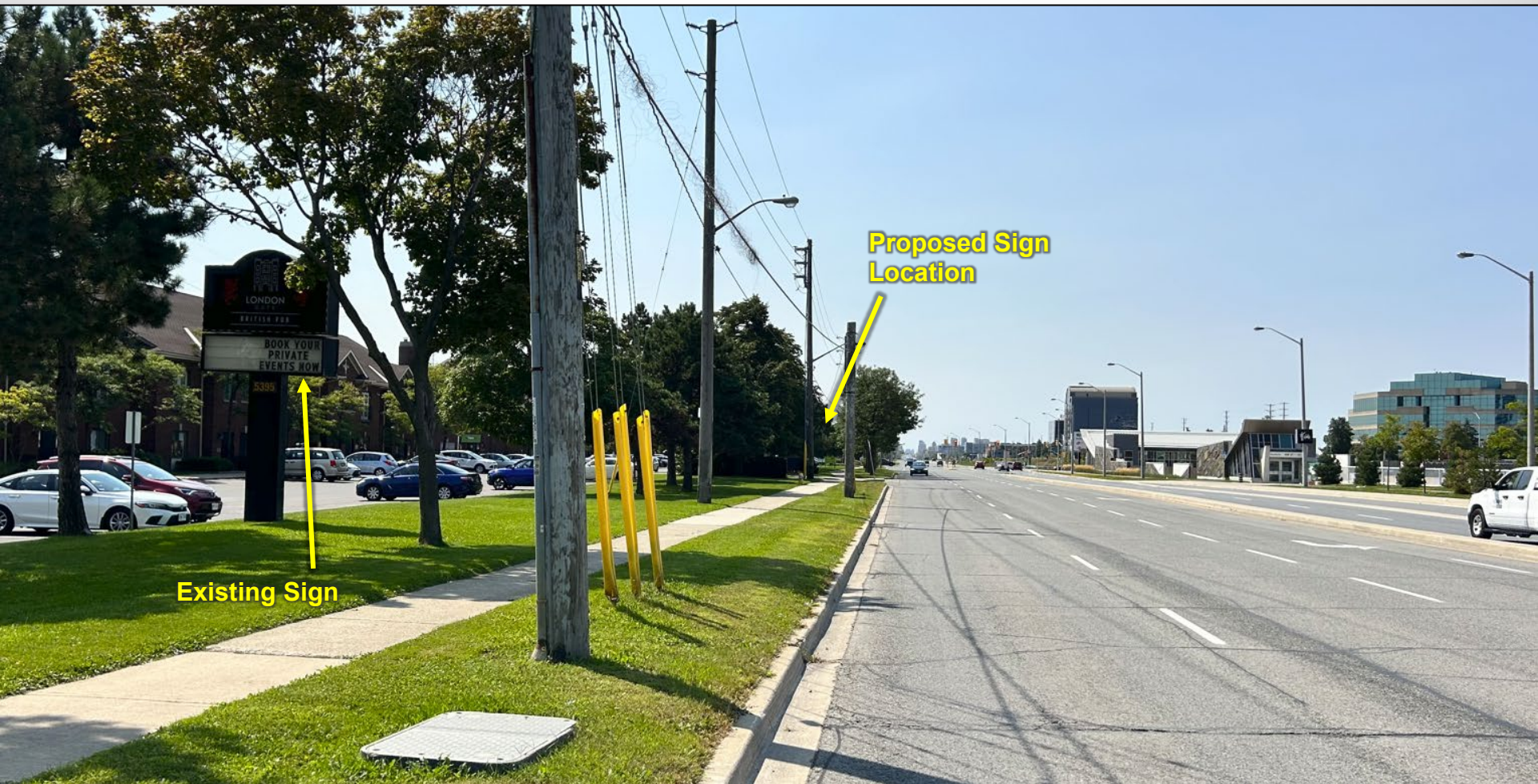


# More Than One Ground Sign on Subject Property



While there is another Ground Sign at the Subject Premises, it is located 392 metres to the East, far exceeding the Sign By-law requirement for spacing of two ground signs on large properties.

# More Than One Ground Sign on Subject Property



The existing Ground Sign at the Subject Premises is for first party identification, and the tree line along the Eglinton Ave West frontage ensures that this sign and the Proposed Sign are not visible at the same time.

365m to Nearest Sport Field  
273m to Nearest Walking Path  
552m to Nearest Picnic Area  
>1 km to Go-Karts / Golf Course

**\*\*Sign By-law Setback Requirement  
to Sensitive Uses is 250 metres\*\***



**Proposed Sign is Located 109 m north-east of a  
Maintenance / Utility Building. It Has No  
Windows That Face Towards the Proposed Sign**

**Existing  
Maintenance /  
Utility Building**



**Proposed Sign  
Location**



Legend

Search Results

Measure

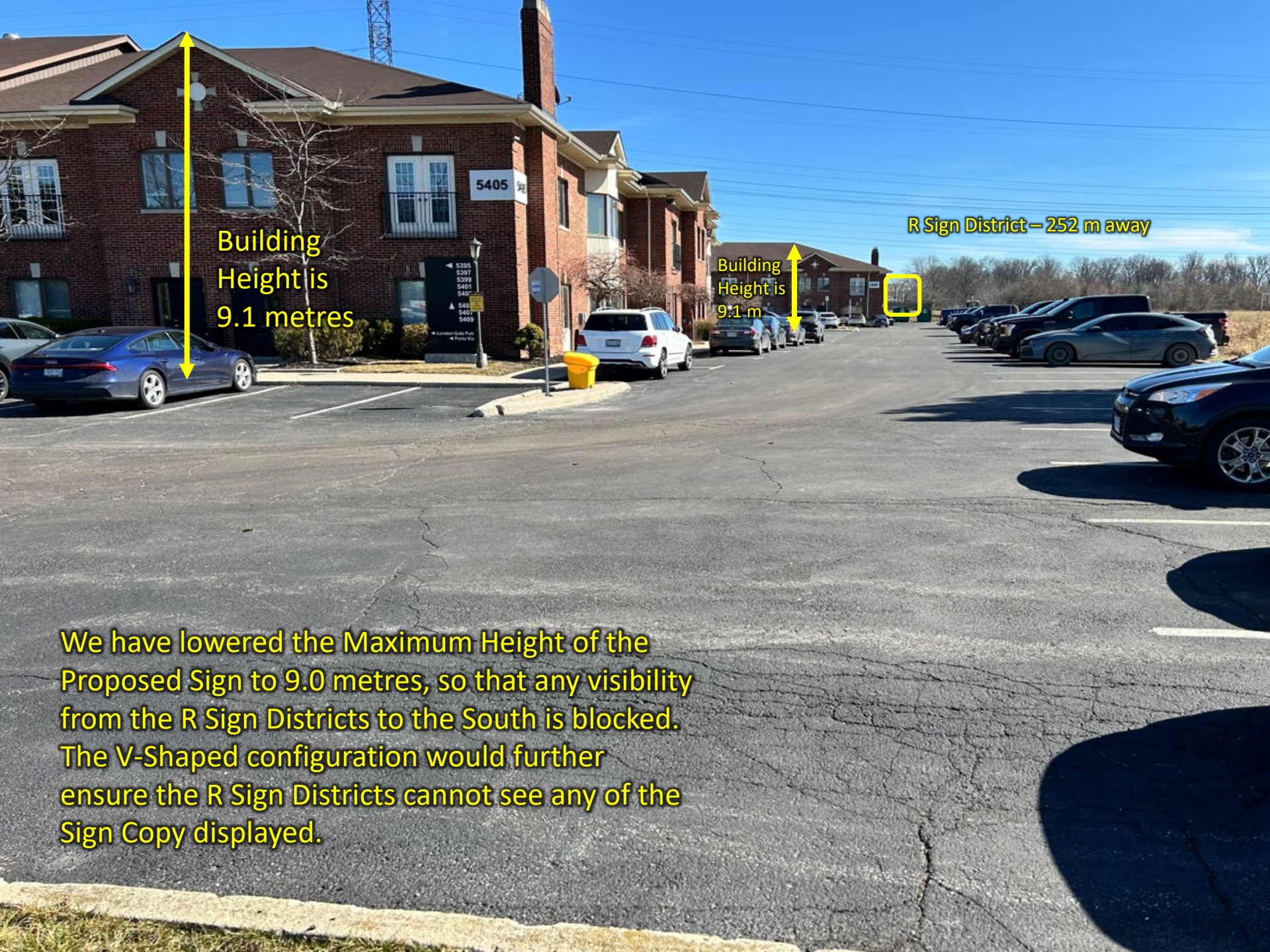
Measurement Result

Length: 251.64 m

Sign By-law



The R Sign Districts to the South are located >250 metres from the Proposed Sign location, and any visibility will be blocked by the 3-storey buildings, which have a height of 9.1 metres.



Building  
Height is  
9.1 metres

Building  
Height is  
9.1 m

R Sign District – 252 m away

We have lowered the Maximum Height of the Proposed Sign to 9.0 metres, so that any visibility from the R Sign Districts to the South is blocked. The V-Shaped configuration would further ensure the R Sign Districts cannot see any of the Sign Copy displayed.



Looking North Towards the Proposed Sign  
from the R Sign Districts / Public Trail to the South.

# No Conflicts With Centennial Park Master Plan

Centennial Park's proximity to Toronto Pearson International Airport and Highway 401 and 427, as well as to the Light industrial and employment areas to the north and north-east, demonstrate that the Proposed Sign can co-exist with Centennial Park similarly to these other uses. We have taken careful consideration to ensure that none of the sign copy will be directed towards the Park, and only visible to the intended audience on Eglinton Ave West.

After reviewing the *Centennial Park Master Plan*, we remain confident that the Proposed Sign is compatible with this OS Sign District. The public amenities and recreational uses are located far beyond 250 metres from the Proposed Sign, and would have zero or very limited visibility to the Proposed Sign.

Centennial Park Boulevard is the main vehicular road that provides public access to the park amenities, and this road is located approximately 815 metres from the Proposed Sign. This confirms it will have no relation nor any negative impacts on public users entering or exiting the Park.

The *Master Plan* identifies several areas within the Park where Flora and Fauna Species of Interest have been found, and none of these areas is anywhere close to the Proposed Sign. Given the reduced brightness after sunset and the light-shielding barrier, there are no natural habitats located within 250 metres of the Proposed Sign that would be impacted.

We believe the strategic orientation of the sign faces and the Conditions of Approval will ensure that the Proposed Sign remains compatible with the Subject Property and surrounding area, and that the required variances can be granted with confidence.

# Thank you!

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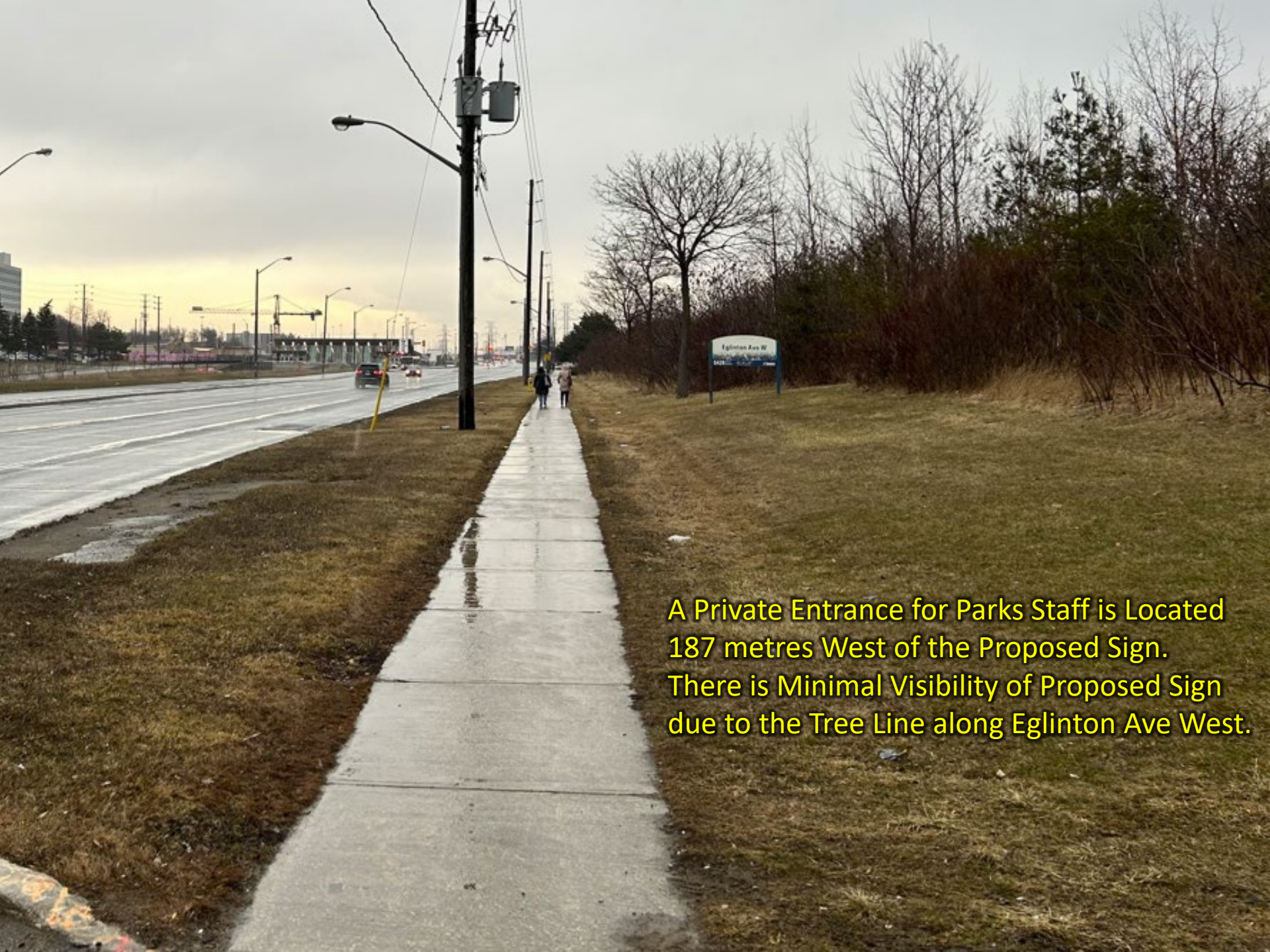
- Point 1 – 109 m south-west of the Proposed Sign
- Point 2 – 187 m south-west of the Proposed Sign
- Point 3 – 316 m south-west of the Proposed Sign
- Point 4 – 663 m south-west of the Proposed Sign



# Not Within Any TRCA-Regulated Areas

The Proposed Sign is not located within any TRCA-Regulated Areas. Therefore, no TRCA Permit is required.





A Private Entrance for Parks Staff is Located 187 metres West of the Proposed Sign. There is Minimal Visibility of Proposed Sign due to the Tree Line along Eglinton Ave West.

The Nearest Public Use (Cricket Pitch) is Located  
316 m south-west of the Proposed Sign, with  
Zero visibility of Proposed Sign due to the  
Maintenance / Utility Building





There is Zero Visibility of the Proposed Sign from any Interior Park Uses due to the Trees and Changes in Grade between them

Proposed Sign is Located 109 m north-east of a  
Maintenance / Utility Building. It Has No  
Windows That Face Towards the Proposed Sign

