Attachment 3 – Applicant's Submission Package

Application

Sign Variance

Folder Number	Date (yyyy-mm-dd)
	2024-09-13

Project Information

Street Number	Street Name	Lot Number	Plan Number
2300	YONGE STREET	SEE DRAWING PA	SEE DRAWING PACKAGE

Describe the variance(s) being applied for:

PLEASE SEE ATTACHED SUPPORTING DOCUMENTATION

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
SEE DRAWING PACKAGE	SOUTH AND EAST ELEVATION BUILDING ALONG EGLINTON AVENUE

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

PLEASE SEE ATTACHED SUPPORTING DOCUMENTATION

Property Owner Information

First Name	Last Name
OLIVER	HARRISON

Company Name (if applicable)	Telephone Number
RIOCAN YEC HOLDINGS INC.	(416) 866-3033

Street Number	Street Name	Suite/Unit Number	Mobile Number
2300	YONGE STREET	2200	

City/Town	Province	Postal Code	Fax Number
TORONTO	ONTARIO	M4P 1E4	

Email

OHARRISON@RIOCAN.COM

Attachment Required

- Sign Variance Data Sheet
- Copies of any supporting documents
- All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Application

Sign Variance

Applicant Information and Declaration

I, First Name: PAUL	Last Name: SEAMAN		
Company Name: SUSSEX PDG			Telephone Number: (416) 347-4868
Street Number of: 155	Street Name: UNIVERSITY AVENUE	Suite/Unit Number: 1900	Mobile Number: (416) 347-4868
City/Town: TORONTO	Province: ONTARIO	Postal Code: M5H 3B7	Fax Number: (416) 961-9935
Email: PSEAMAN@SUSSEX-STRATEGY.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 SUSSEX PDG, 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	Print Name (First, Last)	Date (yyyy-mm-dd)
Paul Seaman Digitally signed by Paul Seaman Date: 2024.08.30 10:23:20 -04'00'	PAUL SEAMAN	2024-09-13

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.

Data Sheet

Sign Variance

Folder number	Request Date (yyyy-mm-dd)
	2024-08-28

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

Project Information

Street Number	Street Name	Lot Number	Plan Number
2300	YONGE STREET	SEE DRAWING PACKAG	SEE DRAWING PACK/

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
19515 sq m.	100.2 m	141.5 m
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
1		
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
164 m	30	150583 sq. m
Building Uses(s)		
COMMERCIAL/RESIDENTIAL		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)
North COMMERCIAL
South COMMERCIAL
East COMMERCIAL
West COMMERCIAL/RESIDENTIAL

Proposal

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

PLEASE SEE ATTACHED SUPPORTING DOCUMENTATION

Continue on next page

Sign Variance

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above
(use additional pages if necessary)

PLEASE SEE ATTACHED SUPPORTING DOCUMENTATION

Sign Data Sheet

Date (yyyy-mm-dd)	Folder No.

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	Wall Sign	Electronic Static Copy	4.48	14.40	1.00	0.25	4.48	Yes	Yes
					1.00				
					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

Please Use Additional Pages as required

TORONTO North District

Receipt No: 1774703

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 216498 ZSV 00 ZR**	**Date & Time:**	**October 08, 2024 11:30:20 AM**

Paid By:	SUSSEX PDG C/O PAUL SEAMAN 155 UNIVERSITY AVE SUITE 1900 TORONTO ON M5H 3B7
Project Location:	2300 YONGE ST TORONTO ON M4P 1E4
Project Description:	Zoning Review; Non-Residential Building; Sign

Fee Description(s):	**Cost Center Number:**	**Value:**
Sign Variance Fee	9010 - BL0014 - PAYMENT	$1,885.58
TB-American Express - online	110583 - PAYMENT	-$1,885.58
	Total:	**$.00**

Paid Amount	**$1,885.58**

Paid by :TB-American Express - online	_____

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

Application

Sign Variance

Folder Number	Date (yyyy-mm-dd)
	2024-08-28

Project Information

Street Number	Street Name	Lot Number	Plan Number
2300	YONGE STREET	SEE DRAWING PA	SEE DRAWING PACKAGE

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SEE DRAWING PACKAGE	SOUTH AND EAST ELEVATION BUILDING

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First Name	Last Name
OLIVER	HARRISON

Company Name (if applicable)	Telephone Number
RIOCAN YEC HOLDINGS INC.	(416) 866-3033

Street Number	Street Name	Suite/Unit Number	Mobile Number
2300	YONGE STREET	2200	

City/Town	Province	Postal Code	Fax Number
TORONTO	ONTARIO	M4P 1E4	

Email

OHARRISON@RIOCAN.COM

Attachment Required

- Sign Variance Data Sheet
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Continue on next page

Application

Sign Variance

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Company Name: SUSSEX PDG			Telephone Number: (416) 347-4868
Street Number of: 155	Street Name: UNIVERSITY AVENUE	Suite/Unit Number: 1900	Mobile Number: (416) 347-4868
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  ☐ the owner's authorized agent.

  ☐ an officer/employee of _____, which is an authorized agent of the owner.

  ☑ an officer/employee of SUSSEX PDG, 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.
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Paul Seaman Digitally signed by Paul Seaman Date: 2024.08.30 10:23:20 -04'00'	PAUL SEAMAN	2024-08-28

Continue on next page

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South COMMERCIAL
East COMMERCIAL
West COMMERCIAL/RESIDENTIAL

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Sign Variance

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Sign Data Sheet

Date (yyyy-mm-dd)	Folder No.

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	Wall Sign	Electronic Static Copy	4.48	14.40	1.00	0.25	4.48	Yes	Yes
					1.00				
					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

Please Use Additional Pages as required

TORONTO North District

Receipt No: 1774699

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 216491 ZSV 00 ZR**	**Date & Time:**	**October 08, 2024 11:27:28 AM**

Paid By:	SUSSEX PDG C/O PAUL SEAMAN 155 UNIVERSITY AVE SUITE 1900 TORONTO ON M5H 3B7
Project Location:	2300 YONGE ST TORONTO ON M4P 1E4
Project Description:	Zoning Review; Non-Residential Building; Sign

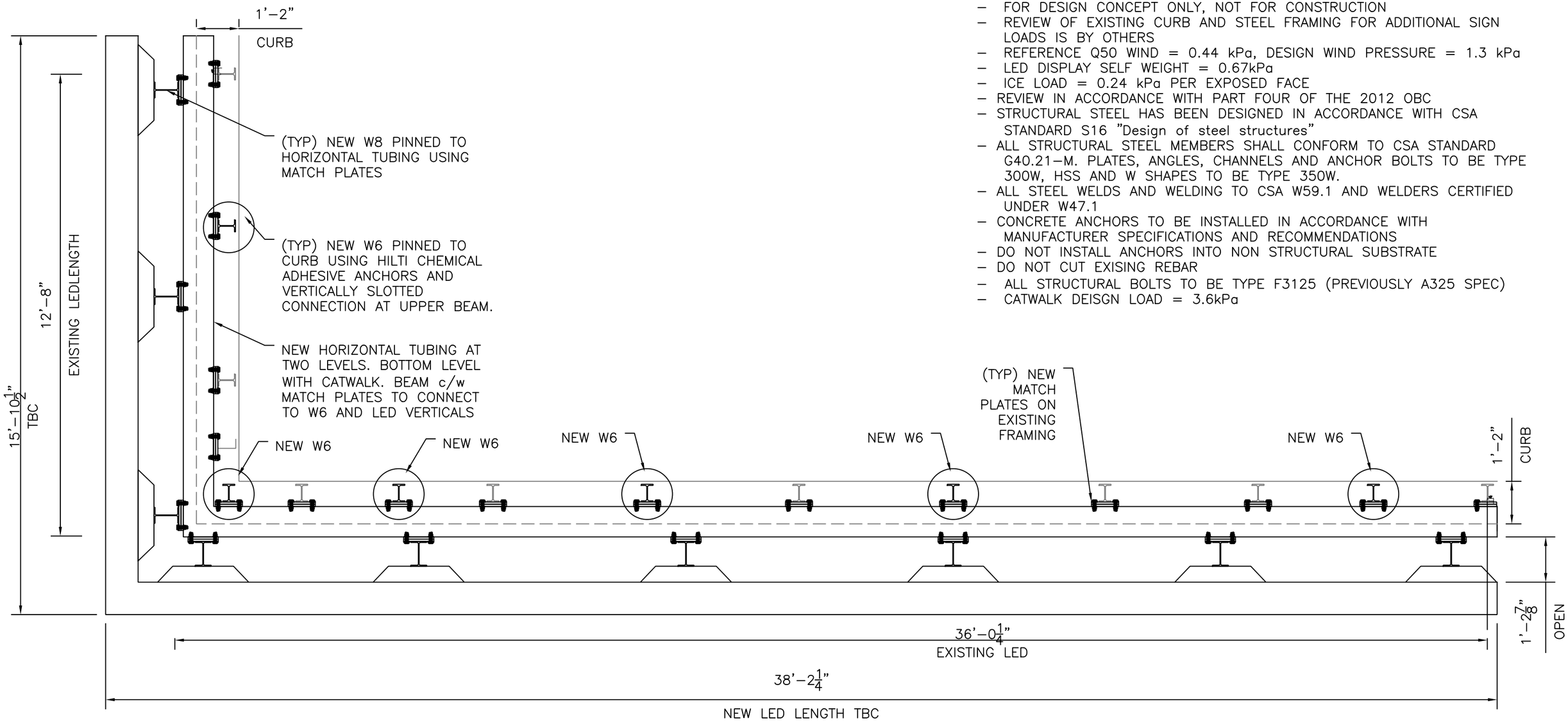
Fee Description(s):	**Cost Center Number:**	**Value:**
Sign Variance Fee	9010 - BL0014 - PAYMENT	$1,885.58
TB-American Express - online	110583 - PAYMENT	-$1,885.58
	Total:	**$.00**

Paid Amount	**$1,885.58**

Paid by :TB-American Express - online	_____

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

NOTES:
- FOR DESIGN CONCEPT ONLY, NOT FOR CONSTRUCTION
- REVIEW OF EXISTING CURB AND STEEL FRAMING FOR ADDITIONAL SIGN LOADS IS BY OTHERS
- REFERENCE Q50 WIND = 0.44 kPa, DESIGN WIND PRESSURE = 1.3 kPa
- LED DISPLAY SELF WEIGHT = 0.67kPa
- ICE LOAD = 0.24 kPa PER EXPOSED FACE
- REVIEW IN ACCORDANCE WITH PART FOUR OF THE 2012 OBC
- STRUCTURAL STEEL HAS BEEN DESIGNED IN ACCORDANCE WITH CSA STANDARD S16 "Design of steel structures"
- ALL STRUCTURAL STEEL MEMBERS SHALL CONFORM TO CSA STANDARD G40.21–M. PLATES, ANGLES, CHANNELS AND ANCHOR BOLTS TO BE TYPE 300W, HSS AND W SHAPES TO BE TYPE 350W.
- ALL STEEL WELDS AND WELDING TO CSA W59.1 AND WELDERS CERTIFIED UNDER W47.1
- CONCRETE ANCHORS TO BE INSTALLED IN ACCORDANCE WITH MANUFACTURER SPECIFICATIONS AND RECOMMENDATIONS
- DO NOT INSTALL ANCHORS INTO NON STRUCTURAL SUBSTRATE
- DO NOT CUT EXISING REBAR
- ALL STRUCTURAL BOLTS TO BE TYPE F3125 (PREVIOUSLY A325 SPEC)
- CATWALK DEISGN LOAD = 3.6kPa



1 SK-S1 PARTIAL PLAN
SCALE 3/8" = 1'-0"

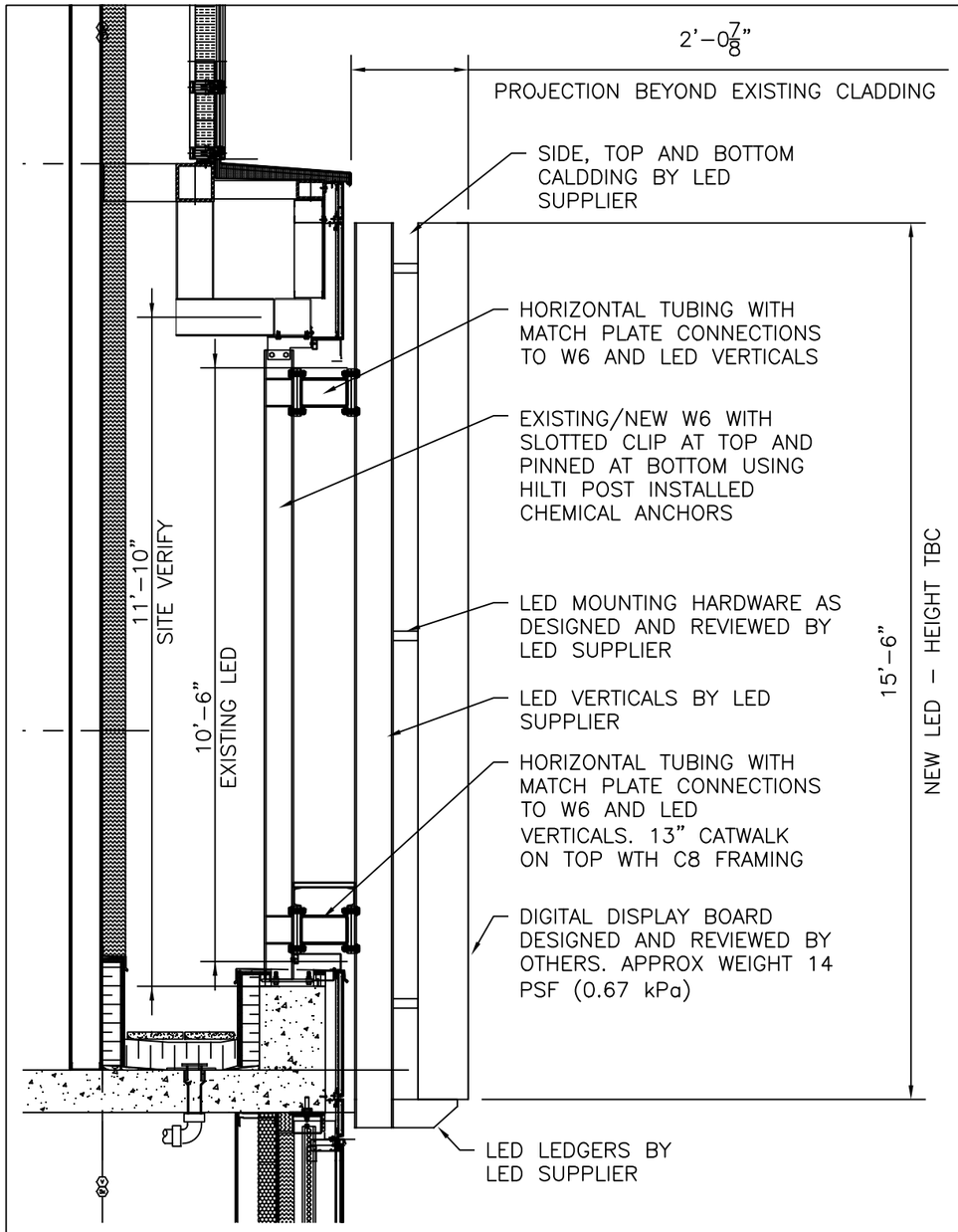
For Concept Only

LICENSED PROFESSIONAL ENGINEER
24190
B. D. ROBERTS
PROVINCE OF ONTARIO

August 16/24

JEROL
JEROL TECHNOLOGIES INC.
95 ALLAURA BLVD.
AURORA, ONT., L4G 3N2
905–726–3817

PROJECT: YONGE AND EGLINTON CENTRE	PROJECT #: 24190
	DATE: JUL. 26/2024
TITLE: REPLACEMENT OF EXSITING LED WITH NEW LARGER DISPLAY	SCALE: NOTED
	SKETCH #: SK–S1



1 SK-S2 SIDEVIEW OF NEW DISPLAY
SCALE 3/8" = 1'-0"

2 SK-S2 EAST - ELEVATION OF EXISTING SIGN TO BE REPLACED
SCALE nts

3 SK-S2 SOUTH - ELEVATION OF EXISTING SIGN TO BE REPLACED
SCALE nts

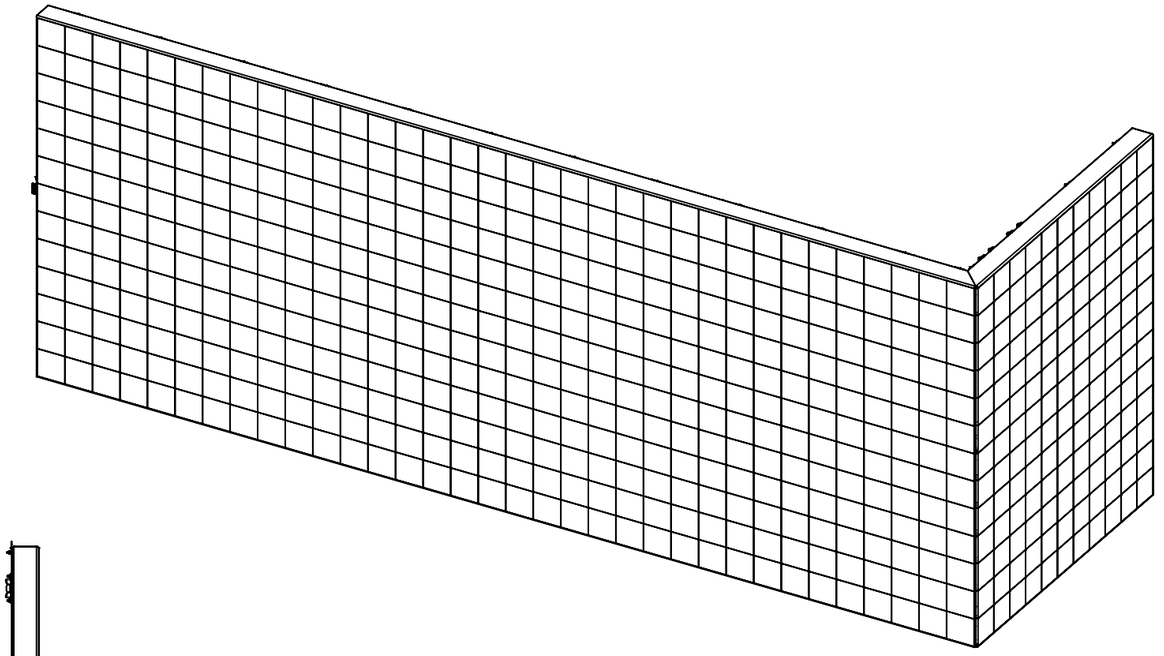
For Concept Only

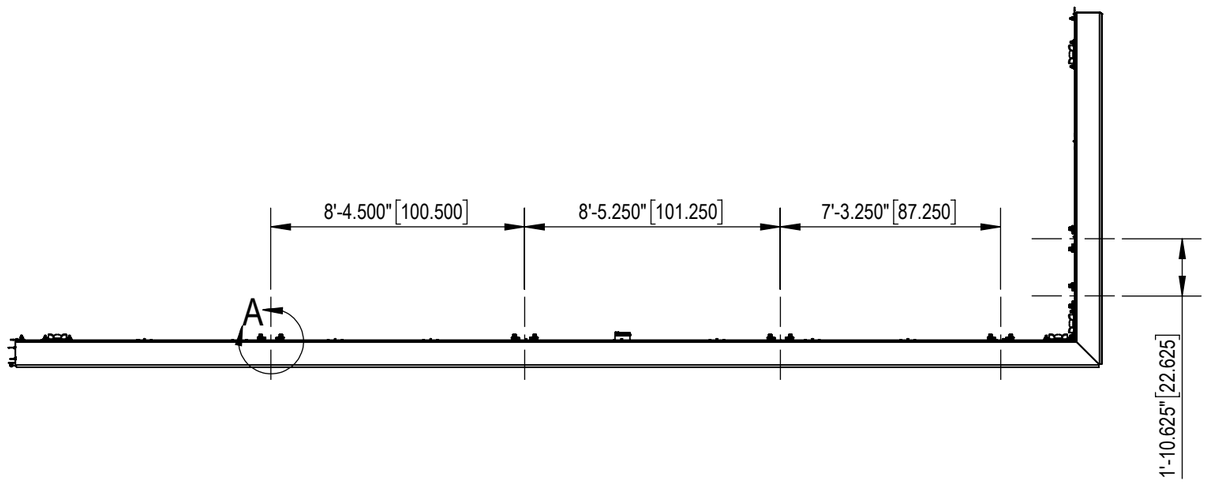
LICENSED PROFESSIONAL ENGINEER
24190
B. B. ROBERTS
PROVINCE OF ONTARIO

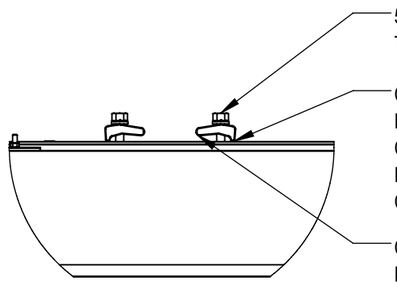
August 16/24

JEROL
JEROL TECHNOLOGIES INC.
95 ALLAURA BLVD.
AURORA, ONT., L4G 3N2
905–726–3817

PROJECT: YONGE AND EGLINTON CENTRE	PROJECT #: 24190
	DATE: JUL. 26/2024
TITLE: REPLACEMENT OF EXSITING LED WITH NEW LARGER DISPLAY	SCALE: NOTED
	SKETCH #: SK–S2







DETAIL A
SCALE 1 : 12

DISPLAY SPECIFICATIONS

- DISPLAY IS ALL ALUMINUM CONSTRUCTION.
- DISPLAY IS FRONT AND REAR ACCESSIBLE.
- DISPLAY SHIPS IN FOUR SECTIONS.

DISPLAY INSTALLATION OBLIGATORY CONDITIONS

- CUSTOMER IS RESPONSIBLE FOR DESIGNING AND CERTIFYING THE SUPPORT STRUCTURE.
- CUSTOMER IS RESPONSIBLE FOR OBTAINING LOCAL CERTIFICATION FOR THE STEEL MOUNTING STRUCTURE.
- CUSTOMER IS RESPONSIBLE FOR SUPPLYING EQUIPMENT WITH SUITABLE SAFETY FACTOR TO LIFT DISPLAY.
- CUSTOMER IS RESPONSIBLE FOR CONFIRMING THE STRUCTURAL VERTICAL QUANTITY AND SIZE.
- LED DISPLAY IS TO BE SUPPORTED EVENLY ACROSS ALL LEDGERS. SUPPORTING LEDGERS SHOULD NOT EXCEED 1/16" TOLERANCE ON THE ELEVATIONS. ENSURE AN EVENLY DISTRIBUTED LOAD APPLICATION OF SHIMS WHERE NECESSARY.

NOTE:

- DRAWING REPRESENTS LOCATION #2 DISPLAY
- VERTICAL BEAM SPACING BASED ON SITE SURVEY

UNLESS OTHERWISE SPECIFIED
DO NOT SCALE DRAWING
INTERPRET DIMENSIONS AND TOLERANCES PER ASME Y14.5M-1994
DIMENSIONS ARE IN mm
TOLERANCES APPLY AS SHOWN BELOW

0 PL DEC	± 0.2	± 5.0 mm
1 PL DEC	± 0.1	± 2.5 mm
2 PL DEC	± 0.01	± 0.3 mm
3 PL DEC	± 0.005	± 0.10 mm
ANGLES	± .1°	± .1°
SURFACE ROUGHNESS	32 µ in	.8 µm

NOTES:
1. COATING:

mediaresources

CUSTOMER: MRI STANDARD DIGITAL DISPLAY
PROJECT:

DRAWN BY	ROHAN	DATE (MM/DD/YYYY) 2024-08-15
CHECKED BY	AJEESH SEBASTIAN	DATE (MM/DD/YYYY) 2024-08-15
APPROVED	TROY MACAVELIA	DATE (MM/DD/YYYY) 2024-08-15

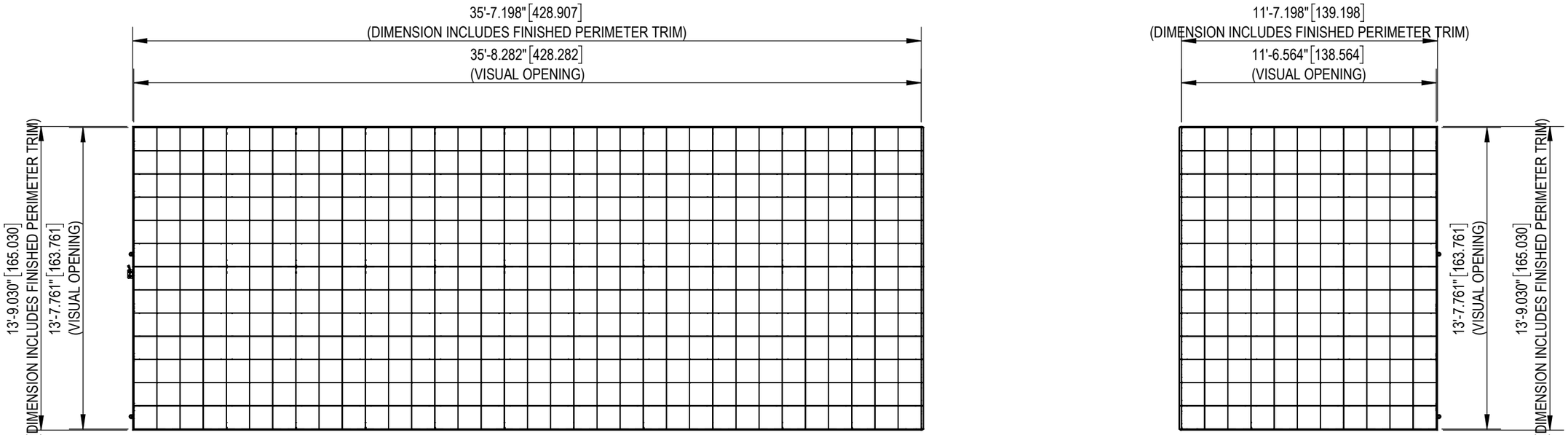
MEDIA RESOURCES INC.
1387 CORNWALL ROAD OAKVILLE ONTARIO
TEL: 1.800.667.4554 FAX: 1.905.337.9531

TITLE
14' x 48' DIGITAL BILLBOARD
13H x 45W MODULES
320mm MITERED

FILE PATH: C:\MRIVault\Projects\MEDIA RESOURCES INTERNATIONAL\$MRI-ROB\2023 Drawing Package\13H x 45W - 320mm (Right Mitered Display)\PAT_MIT-R_14x48_General Arrangement.slddrw

SIZE	DRAWING NO	REVISION
B	PAT_MIT-R_14x48_General Arrangement	

WORK ORDER NO	SCALE	WEIGHT	
	1:60	Kg	SHEET 1 OF 3



FRONT VIEW

UNLESS OTHERWISE SPECIFIED

DO NOT SCALE DRAWING

INTERPRET DIMENSIONS AND TOLERANCES PER ASME Y14.5M-1994

DIMENSIONS ARE IN mm

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3 PL DEC	± 0.005	± 0.10 mm
ANGLES	± .1°	± .1°
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NOTES:

1. COATING:

mediaresources

CUSTOMER: MRI STANDARD DIGITAL DISPLAY

PROJECT:

DRAWN BY: ROHAN	DATE (MM/DD/YYYY):	2024-08-15
CHECKED BY: AJEESH SEBASTIAN	DATE (MM/DD/YYYY):	2024-08-15
APPROVED: TROY MACAVELIA	DATE (MM/DD/YYYY):	2024-08-15

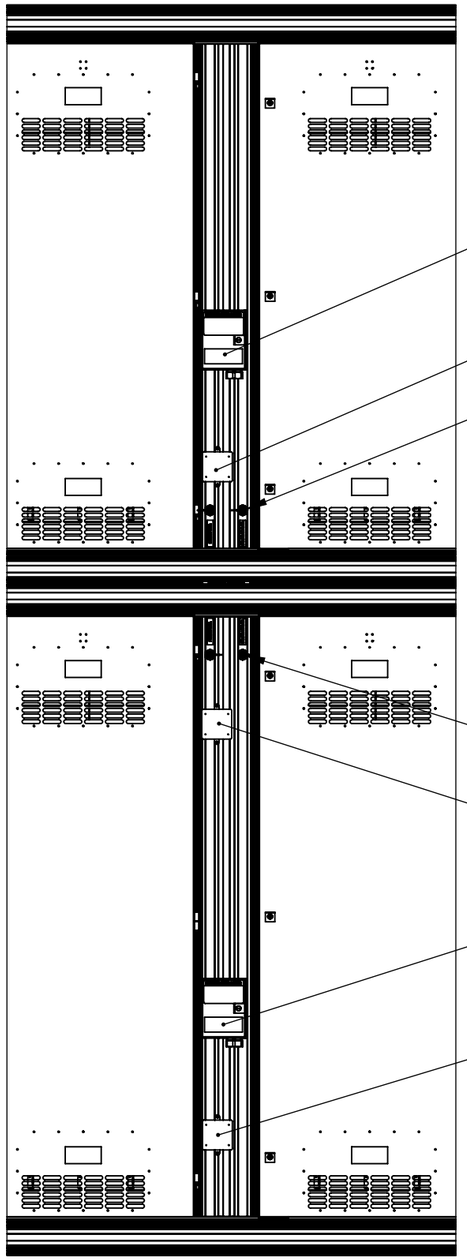
TITLE: **14' x 48' DIGITAL BILLBOARD**
13H x 45W MODULES
320mm PITCH

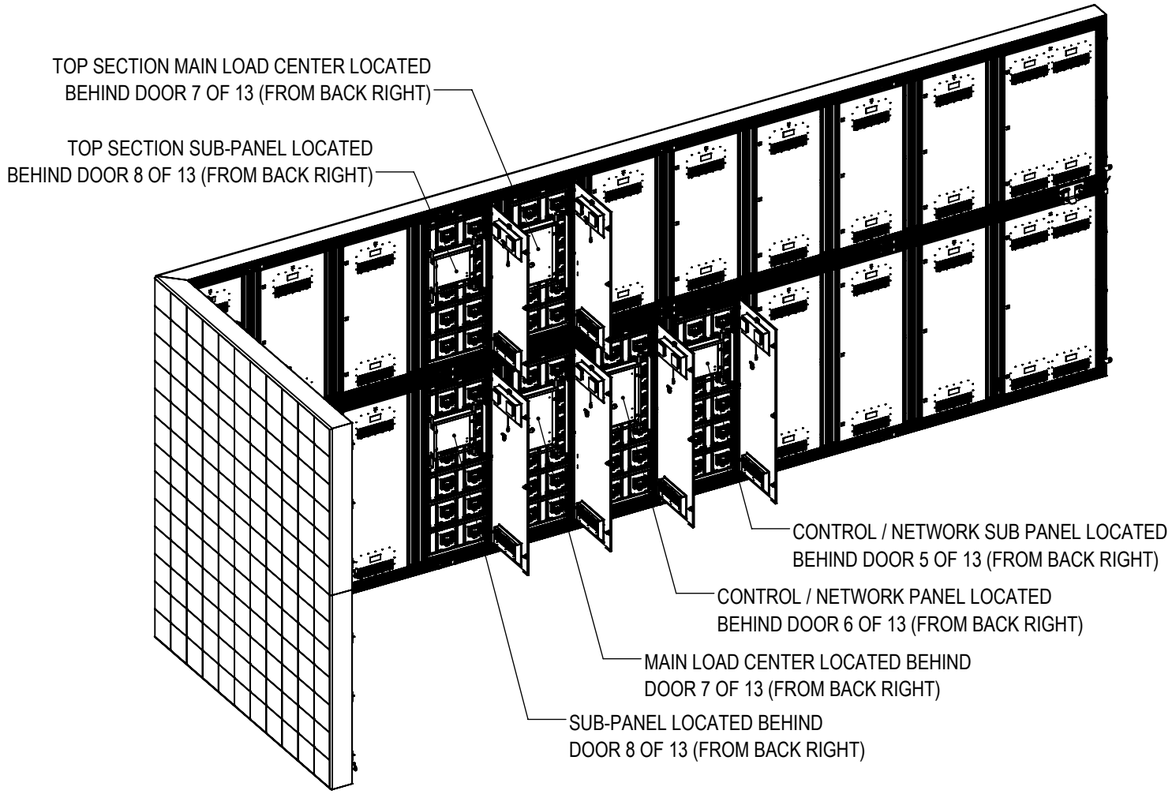
MEDIA RESOURCES INC.
1387 CORNWALL ROAD OAKVILLE, ONTARIO
TEL: 1.800.667.4554 FAX: 1.905.337.9531

FILE PATH: C:\MRVault\Projects\MEDIA RESOURCES INTERNATIONAL\Standard Digital Designs\Design\13H x 45W - 320mm Pitch Mesh Modules\PAT_MIT-R_14x48_General Arrangement.slddrw

SIZE	DRAWING NO	REVISION
B	PAT_MIT-R_14x48_General Arrangement	

WORK ORDER NO	SCALE	WEIGHT	
	1:60	Kg	SHEET 2 OF 3





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NOTES:

1. COATING:

mediaresources

CUSTOMER: MRI STANDARD DIGITAL DISPLAY

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DRAWN BY: ROHAN	DATE (MM/DD/YYYY): 2024-08-15	
CHECKED BY: AJEESH SEBASTIAN	DATE (MM/DD/YYYY): 2024-08-15	
APPROVED: TROY MACAVELIA	DATE (MM/DD/YYYY): 2024-08-15	

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1387 CORNWALL ROAD OAKVILLE ONTARIO
TEL: 1.800.667.4554 FAX: 1.905.337.9531

TITLE

14' x 48' DIGITAL BILLBOARD
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320mm MITERED

FILE PATH: C:\MRIVault\Projects\MEDIA RESOURCES INTERNATIONAL\$MRI-ROB\2023 Drawing Package\13H x 45W - 320mm (Right Mitered Display)\PAT_MIT-R_14x48_General Arrangement.slddrw

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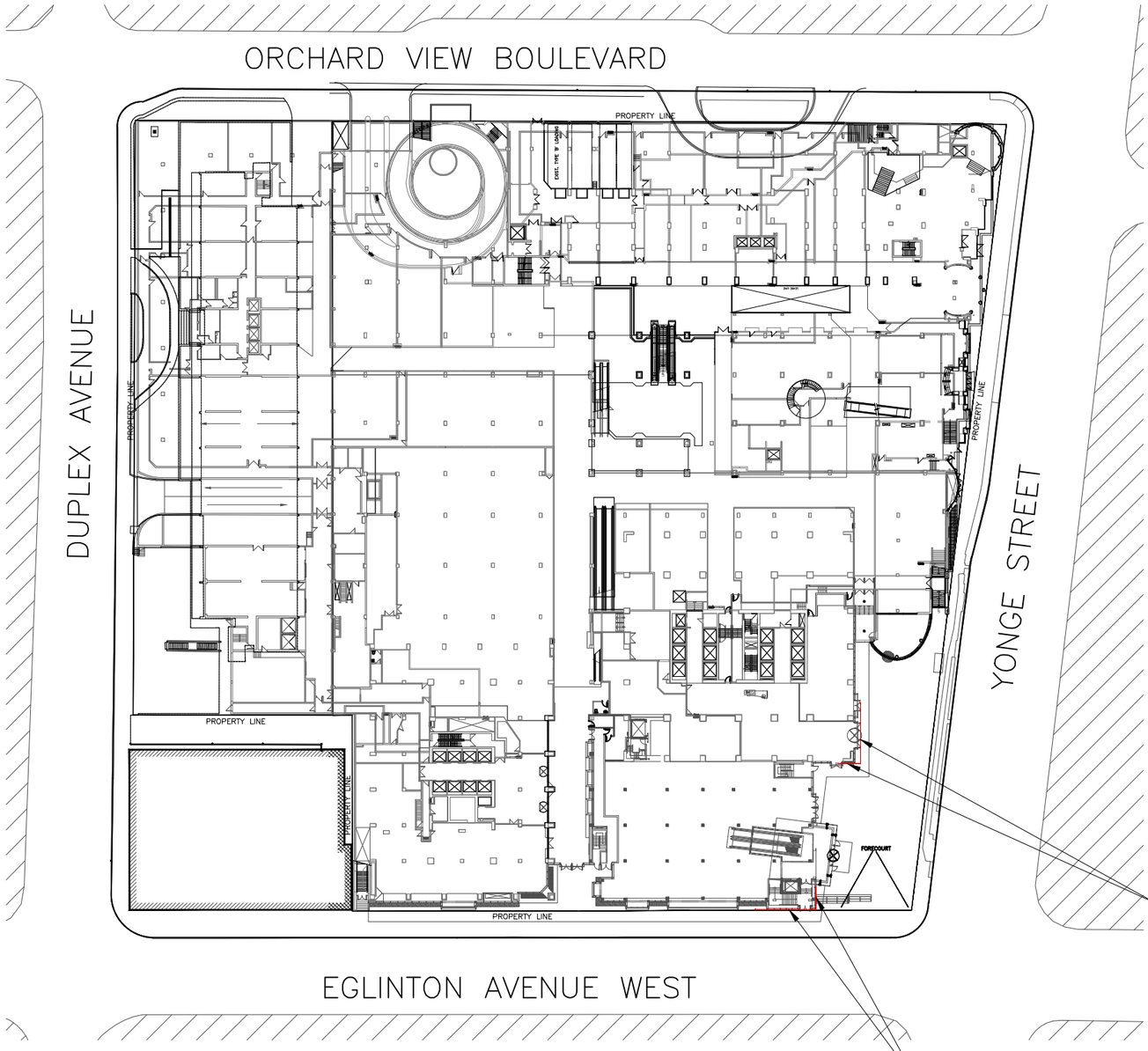
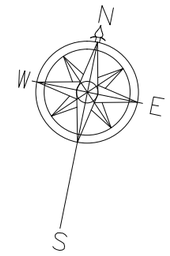


SITE PLAN

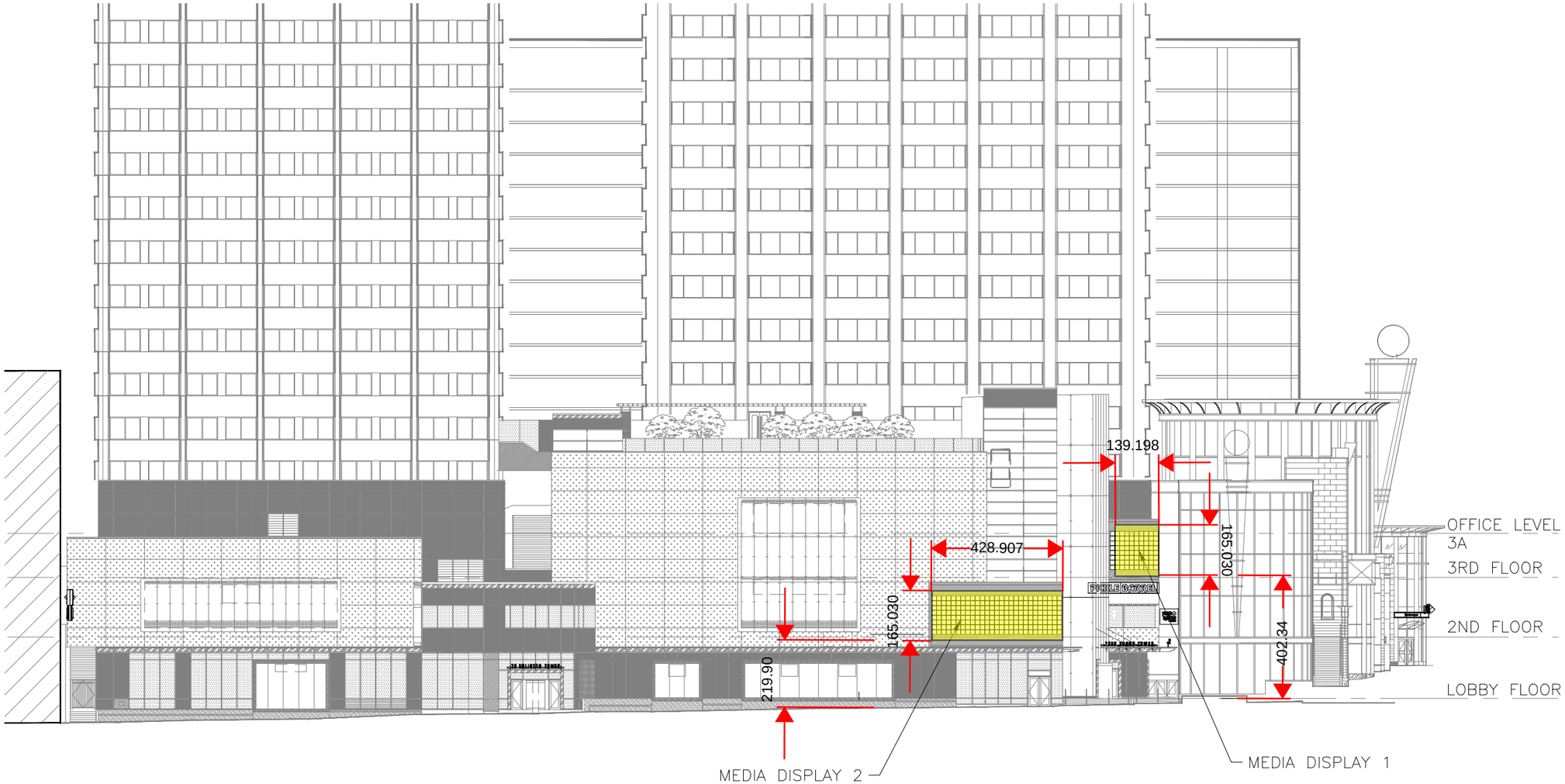


STRUCTURAL NOTES:

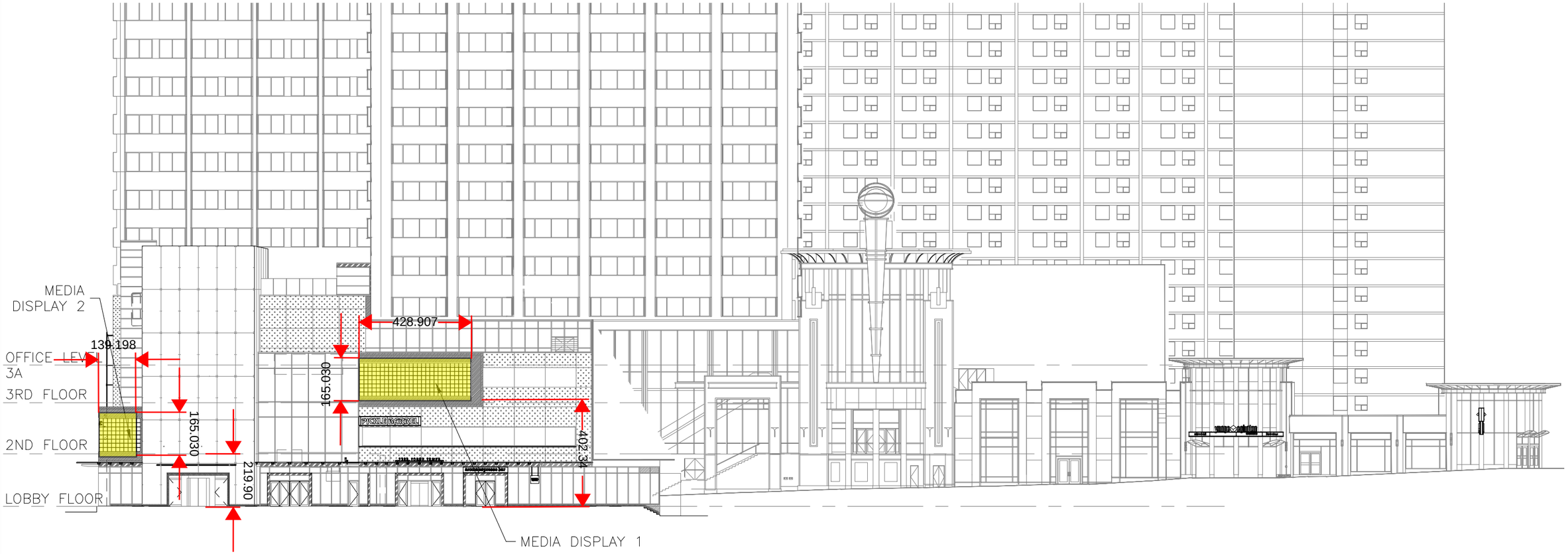
-REFERENCE WIND= 0.44 kPa,
-SIGNAGE REVIEWED IN ACCORDANCE WITH PART FOUR OF THE 2012 OBC INCLUDING SEISMIC REQUIREMENTS
-ALL CONNECTIONS TO BE FULLY WELDED (MUST DEVELOP FULL MOMENT & HALF SHEAR CAPACITY OF WEAKEST MEMBER IN CONNECTION)
-ALL STRUCTURAL STEEL MEMBERS SHALL CONFORM TO CSA STANDARD G40.21-M. PLATES AND ANCHOR BOLTS TO BE TYPE 300W, CHANNELS, HSS AND ANGLES TO BE TYPE 350W.
-ALL BOLTS TO BE MIN. A325
-ALUMINUM SHEET TO BE MINIMUM 5052-O, MIN. Fy=193 MPa
-ALUMINUM TUBES TO BE MIN. 6061-T6, Fy=276 MPa
-ALL WELDS AND WELDING TO CSA W59 AND WELDERS CERTIFIED UNDER W47


yonge eglinton centre
If the only meetings you have all week are with your family
Club Med
yonge eglinton centre
PICKLE BARREL
WINNERS

Mesh LED



SOUTH ELEVATION



EAST ELEVATION

The Corporation of the City of Toronto
Express Services, Toronto Building
16th Floor, East Tower
100 Queen Street West
Toronto, ON M5H 2N3

August 30, 2024

Attn: Fernanda Patza, Building Plans Examiner Inspector, Express Services, Toronto Building

Sent via E-mail: Fernanda.Patza@toronto.ca

Re: Letter of Rationale for Third Party Sign Variance Application – 2300 Yonge Street (Yonge Street)

Dear Ms. Patza,

RioCan YEC Holdings Inc. (RioCan) is the owner of the commercial components of the Yonge-Eglinton Centre (the "Centre"), municipally known as 2300 Yonge Street and 33 Orchard View Boulevard (the "Subject Property'). The Centre is a mixed-use development with office, residential and retail components, that occupies most of the block bounded by Yonge Street, Eglinton Avenue, Duplex Avenue and Orchard View Boulevard.

Sussex PDG Permitting & Development Group (PDG) are writing on behalf of RioCan, to request the following minor variance from Chapter 694 of the City or Toronto Municipal Code ("Sign By-law") to allow for a slight increase in total sign face of the existing third-party Electronic Static Copy wall sign at the subject property, along Yonge Street.

Requested Variance

SECTION	REQUIREMENT	PROPOSAL
694-25A (1)(a)	A third-party wall sign is permitted provided that the sign face area does not exceed 20 square meters.	Currently, the aggregate sign face area is approximately 47.37 square metres. This proposal seeks to increase sign face area to 64.51 square metres.

The History

In 2009, RioCan launched a phased expansion and major renovation of The Centre which included significant updates to the interior mall; office lobbies and pedestrian connections; a three-storey retail and galleria addition on a portion of the existing open plaza; enhancement of the remaining portion of the outdoor plaza; and a new rooftop public open space. As part of this redevelopment, RioCan completed a redesign and replacement of all existing signage at The Centre.

In 2014, RioCan erected the two Electronic Static Copy wall signs along the Yonge and Eglinton frontage that remain there today. Importantly, these two wall signs provide an important communication tool to promote the products and services of the Yonge-Eglinton Centre tenants, product event launch contents, community and BIA initiatives, city-wide cultural activities and entertainment content, along with news, weather and entertainment, making this a useful and engaging communication source for the public and tenants of The Centre.

The Proposal

It is our proposed submission that this minor size increase of the existing third-party Electronic Static Copy wall sign along Yonge Street (i.e., from 10’ x 48’ to 14’ x 48’, which is seen as an industry standard size for digital billboard displays), is reasonable and keeping with the existing design and intent of the community. This proposal continues the existing configuration and placement of the displays.

Below outlines how we feel this proposal satisfies and meets the criteria stated in 694-30A of the Sign By-law.

- **Belong to a sign class permitted in the sign district where the premises is located.**

The premises is located within a CR-Commercial Residential sign district which does permit third-party signs.

- **Be compatible with the development of the premises and surrounding area.**

Two third-party Electronic Static Copy wall signs have existed on the premises since 2014. They remain compatible with the character of The Centre; a major shopping centre that is a destination for residents from across the city and beyond. These signs are a high-quality design that fit cohesively within the second storey façade of The Centre and the screen locations coordinate with the Yonge and Eglinton open space directly below, which is used and enjoyed by residents in the area. The proposed sign remains compatible with the existing and planned development in the surrounding area that forms the Yonge Eglinton Centre and the proposal to slightly increase the sign face area would not alter this area’s character.

The Growth Plan for the Greater Golden Horseshoe identifies the Yonge-Eglinton Centre as an Urban Growth Centre (UGC), which is specifically recognized as a strategic focal point for growth and intensification.

The Yonge-Eglinton Centre is also designated as a Major Transit Station Area, with the convergence of several transit lines, including the Yonge-University-Spadina Subway Line 1, and Eglinton Crosstown LRT, as well as a serves as a hub for transit buses. There are several developments to intensify this area already underway or being proposed, in addition to many recent developments that have been constructed in this area.

The existing area surrounding the premises is largely occupied by retail, commercial, and employment uses. The proposal to slightly increase the existing sign face area is not out of place with the current, urban look and feel of the Yonge and Eglinton intersection as a dynamic employment and commercial district and hub. This area is a destination for the City of Toronto and its visitors and will remain as such for years to come. Updating this sign will add vibrancy and appeal to The Centre and enhance the appeal of the Yonge-Eglinton intersection.

- **Support the Official Plan objectives for the subject premises and surrounding area.**

The subject premises is located in a “Mixed Use Area” as outlined in Toronto’s Official Plan and within the area designated as the Yonge-Eglinton Centre. Centres are dynamic mixed-use areas that are focal points for accommodating economic and residential growth. The Official Plan recognizes the potential for new development in the Yonge-Eglinton Centre and encourages improvements to the quality of the pedestrian realm, parks, and open spaces in conjunction with this development

The proposal is consistent with Official Plan policies for the Yonge-Eglinton Centre. The signs will continue to rejuvenate and add to the vibrance of the Yonge-Eglinton intersection. It is anticipated that the sign will continue to be used not only for the advertisement of goods and services but also to benefit the community through the display of community related content, advertising community events, as well as BIA and other city and local initiatives.

For these reasons, this proposal would be compatible with Official Plan objectives for the premises and surrounding area.

- **Not adversely affect adjacent premises.**

The proposal will not adversely affect adjacent premises. The signs will continue to comply with all restrictions on illumination as specified within the Sign By-law, which will ensure there are no negative impacts on the surrounding properties. A detailed light analysis study is enclosed as part of this sign variance application, which describes lighting impacts of the VISIONiQ digital

billboards in this specific application and further commits a maximum luminance value of the display as observed from the nearby light-sensitive areas.

The existing third-party signs are located within a mixed-use neighborhood, above a bustling area and intersection of two major arterial roads, with a significant commercial presence. There are several similar signs that already exist in proximity – including several third-party signs that are digital and generally illuminated. Over the past decade that these signs have been in place, there have not been any complaints from the community or others with respect to the existing signs nor their illumination.

For these reasons, the proposal for a minor size increase in sign face area will have no impacts to adjacent premises.

- **Not adversely affect public safety, including traffic and pedestrian safety.**

As noted above, these signs are erected well-above street level and would not raise a reasonable basis for any concern regarding adverse effects on public safety, including traffic and pedestrian safety.

The signs will meet all requirements laid out in section 14(I) of By-Law 2010-694 with respect to operating standards (i.e., no animation, audio, flashing effects, odors, 10 second minimum dwell times, etc.). The signs and structure themselves will be designed, engineered and installed in accordance with all applicable Ontario Building Code requirements, thus there would be no negative impacts to public safety.

- **Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B.**

The Proposed Sign does not meet the description of any of the signs which are specifically prohibited by §694-15B. Therefore, this criterion has been met.

- **Not alter the character of the premises or surrounding area.**

The proposed sign variance would not alter the character of the area and not infringe on any other land use, functions, and businesses in the area.

The intersection of Yonge and Eglinton has experienced substantial traffic and interruption over the last 10 years due to the development of the Eglinton Crosstown transit corridor. Whilst the transit initiative is welcome, it has inadvertently caused economic harm to the existing signage through the reduction of visibility, traffic and general market discomfort with the area, during redevelopment. The signage, with minor size increase, will allow RioCan to recognize a return on its investment of the signage capital, and continue contributing to the community as a Class A developer.

- **Not be, in the opinion of the decision maker, contrary to the public interest.**

The proposed signs will not have any negative social impacts. All third-party advertisements displayed on these signs will continue to abide by the Canadian Code of Advertising Standards. 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.

Thus, it is our opinion that this proposal would have an overall positive impact on the premises and surrounding area and would be in the public interest.

We appreciate your consideration of this rationale and proposal for a minor size increase to the size face area. Should you have questions or concerns pertaining to this proposal, please do not hesitate to reach out to myself directly.

Sincerely,

Paul C Seaman

Paul Seaman
Senior Counsel

Sussex PDG/Permitting & Development Group
155 University Ave., Suite 1900
Toronto, ON Canada M5H 3B7
(T) 416-347-4868
(F) 416-961-9935
pseaman@sussex-strategy.com

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

Re: Use of digital display on Eglinton Avenue

To whom it may concern,

Media Resources Inc. has been engaged by Pattison Outdoor to review and assess the lighting impact of the proposed digital billboard installation on Eglinton Avenue. 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.

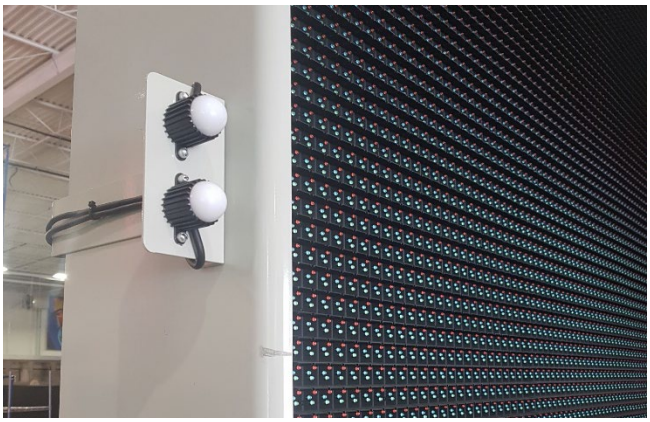


Figure 1. Media Resources standard - dual ambient brightness measuring photocells for hardware redundancy

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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.

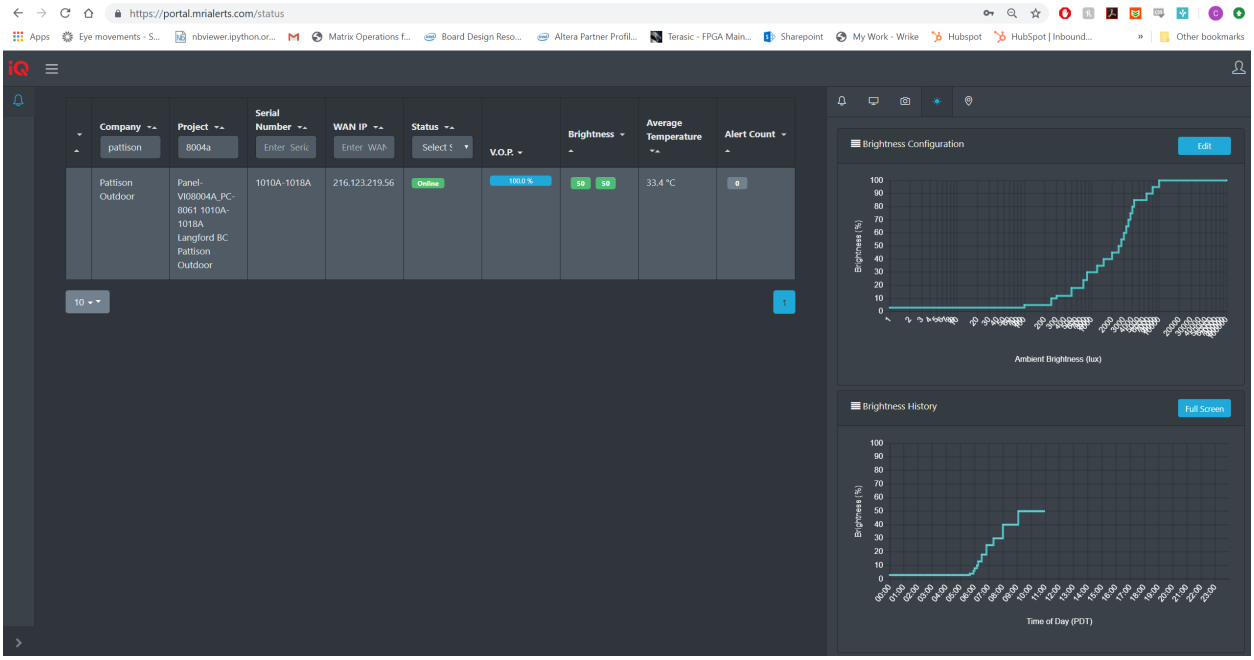

Figure 2. Media Resources web portal showing brightness configuration and history of the current day

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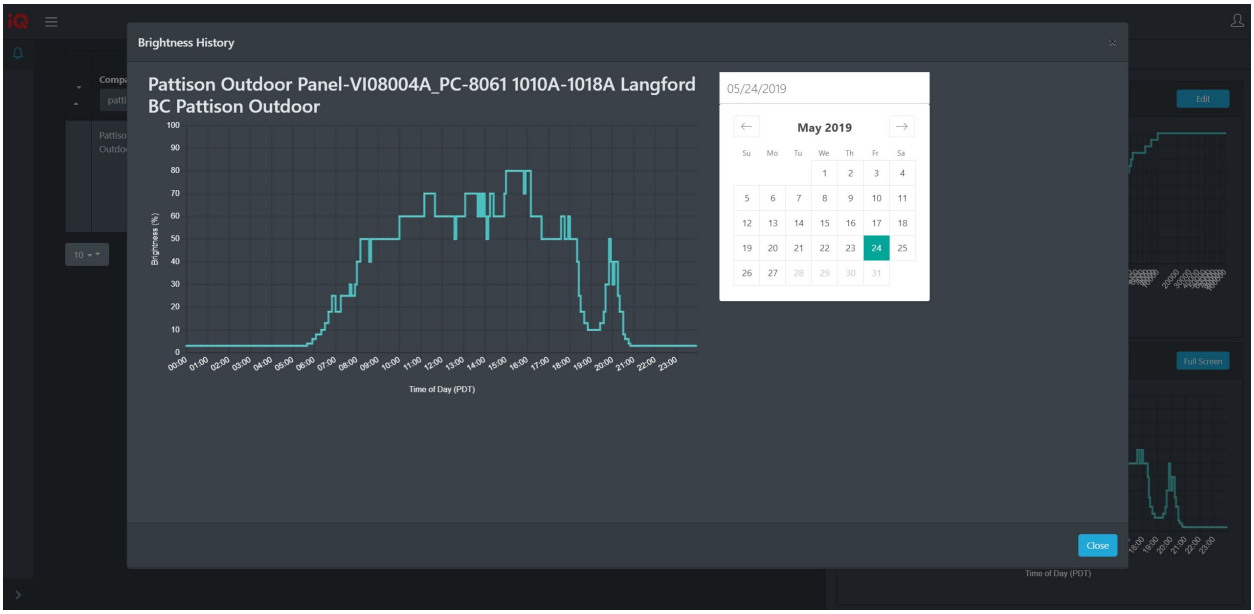

Figure 3. Media Resources web portal showing brightness history of any selected previous date. Brightness history data is logged indefinitely on Media Resources servers.

Media Resources commits to the effectiveness of this light restriction technology when deployed on Eglinton Avenue. We have calculated the expected illuminance impact to surrounding areas of concern, shown in Figure 4, and Figure 5 along with a table for each face of the display showing lux values at various distances and angles. 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 4. 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 - 14 x 36 Standard SMD VIQ3 Modules 300 NITS									
	Measurement Angle								
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.513lux	1.686lux	3.768lux	5.049lux	5.277lux	5.049lux	3.768lux	1.686lux	0.513lux
100	0.141lux	0.460lux	1.042lux	1.411lux	1.489lux	1.411lux	1.042lux	0.460lux	0.141lux
150	0.064lux	0.208lux	0.473lux	0.642lux	0.681lux	0.642lux	0.473lux	0.208lux	0.064lux
200	0.036lux	0.118lux	0.268lux	0.364lux	0.387lux	0.364lux	0.268lux	0.118lux	0.036lux

Table 1. Site calculations in lux based on MRI VIQ 10.67mm SMD Modules.

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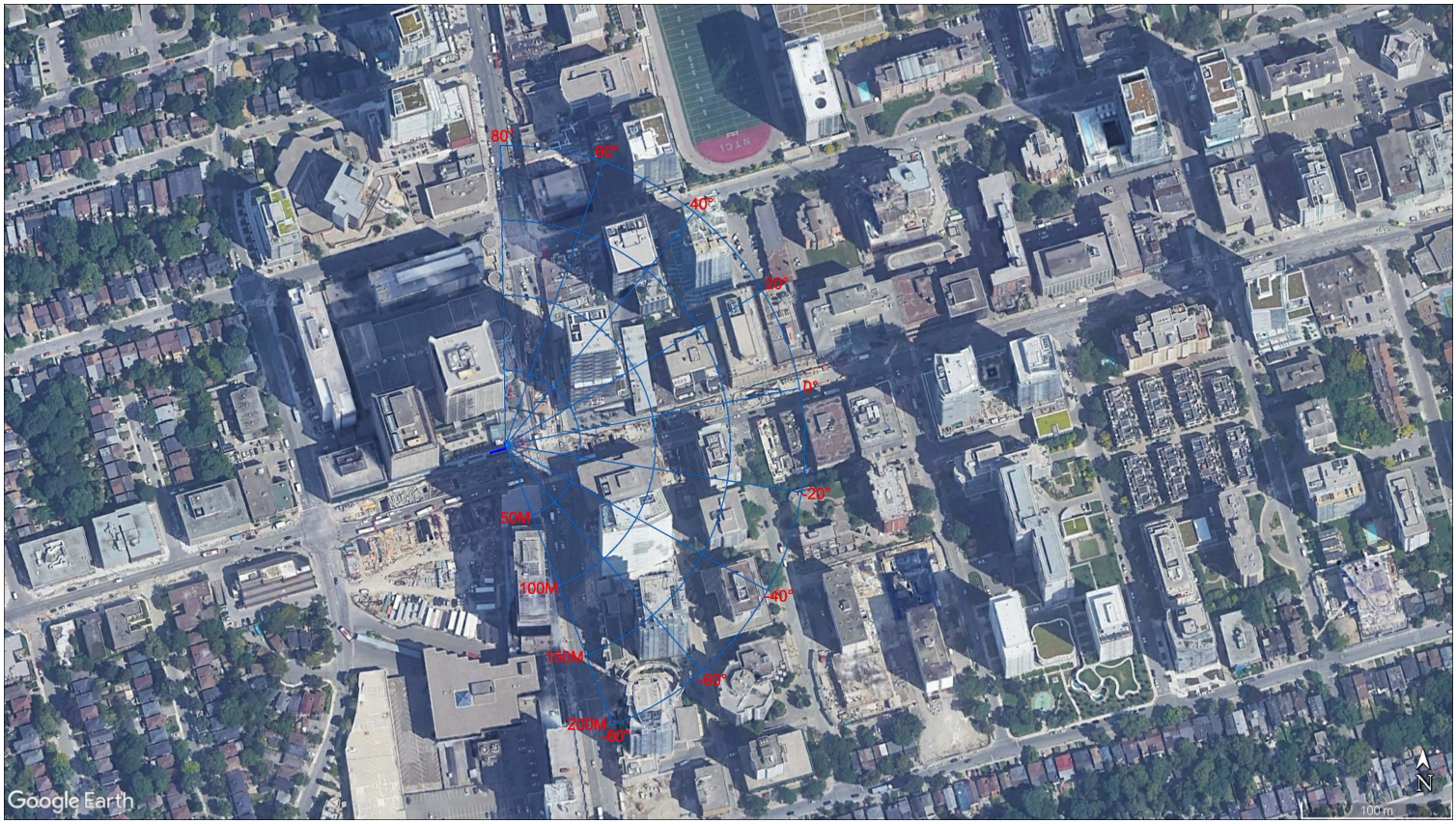

Figure 5. Site satellite photo overlay of distances and angles from proposed digital billboard site, corresponding to calculated illuminance figures in lux provided in Table 2.

Site Calculations - 14 x 12 Standard SMD VIQ3 Modules 300 NITS									
	Measurement Angle								
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.168lux	0.549lux	1.247lux	1.692lux	1.795lux	1.692lux	1.247lux	0.549lux	0.168lux
100	0.047lux	0.153lux	0.347lux	0.471lux	0.503lux	0.471lux	0.347lux	0.153lux	0.047lux
150	0.021lux	0.069lux	0.157lux	0.214lux	0.229lux	0.214lux	0.157lux	0.069lux	0.021lux
200	0.012lux	0.039lux	0.089lux	0.121lux	0.13lux	0.121lux	0.089lux	0.039lux	0.012lux

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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
Media Resources Inc.
(289) 289-0035
aknight@mediaresources.com

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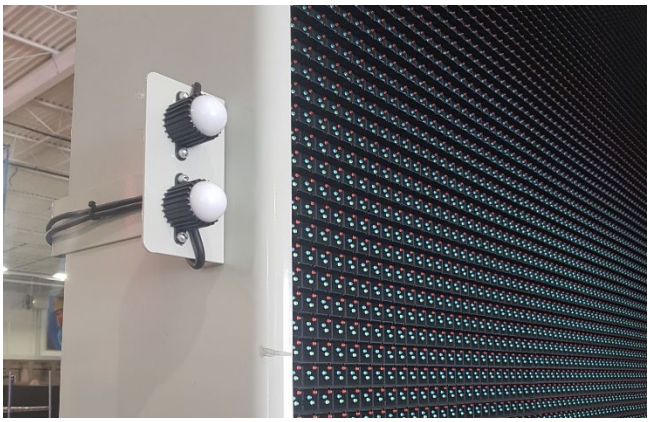

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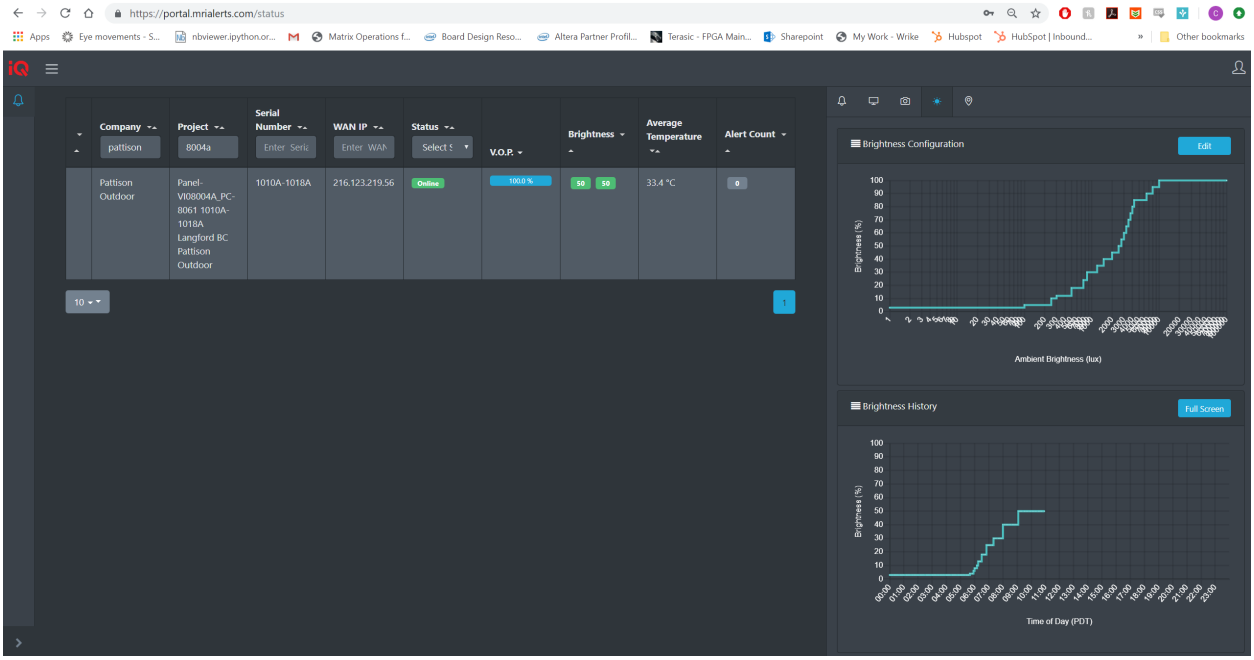

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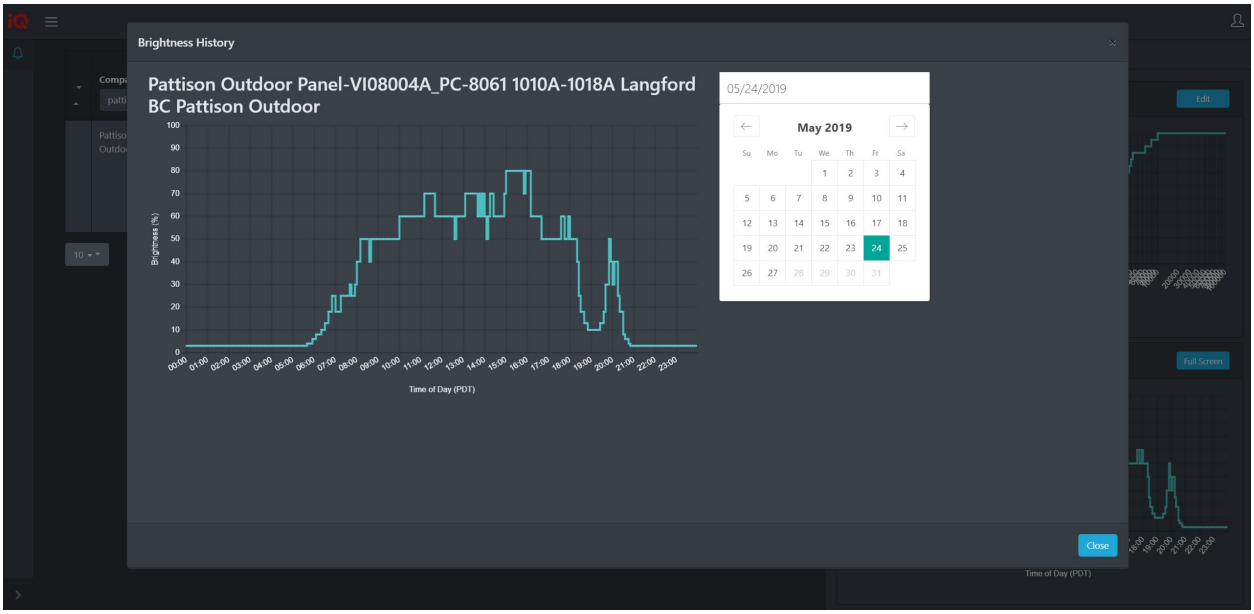

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100	0.119lux	0.389lux	0.881lux	1.193lux	1.26lux	1.193lux	0.881lux	0.389lux	0.119lux
150	0.059lux	0.192lux	0.436lux	0.592lux	0.628lux	0.592lux	0.436lux	0.192lux	0.059lux
200	0.034lux	0.113lux	0.256lux	0.347lux	0.369lux	0.347lux	0.256lux	0.113lux	0.034lux

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Site Calculations - 14 x 12 Standard SMD VIQ3 Modules 300 NITS									
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50	0.097lux	0.316lux	0.718lux	0.975lux	1.035lux	0.975lux	0.718lux	0.316lux	0.097lux
100	0.039lux	0.129lux	0.293lux	0.398lux	0.425lux	0.398lux	0.293lux	0.129lux	0.039lux
150	0.019lux	0.064lux	0.145lux	0.197lux	0.211lux	0.197lux	0.145lux	0.064lux	0.019lux
200	0.011lux	0.037lux	0.085lux	0.116lux	0.124lux	0.116lux	0.085lux	0.037lux	0.011lux

Table 2. Site calculations in lux based on MRI VIQ 10.67mm SMD Modules.

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Sincerely,

Anthony Knight
Product Implementation Specialist
Media Resources Inc.
(289) 289-0035
aknight@mediaresources.com

From: Lauren Gerhardt
To: Fernanda Patza
Subject: [External Sender] Variance Applications for 2300 Yonge Street - Follow up on Conditions
Date: January 21, 2025 1:19:59 PM
Attachments: image152552.png
image189023.png
image382941.png
image111118.png
image795729.png

Hi Fernanda,

Hope you had a great weekend. Lovely chatting with you on Friday morning.

Just to close the loop on this, I can confirm that the applicant for 2300 Yonge Street will ensure that first-party remains a key part of the programming and will continue to be offered to tenants to support local businesses. While the applicant requires the ability to sell advertising with flexibility, they would commit to ensuring that the displays have a balance of first and third-party messaging, that will be managed internally on a weekly basis.

My understanding is that the only changes being contemplated for signage at this address is the slight increase in sign face area, to essentially fill the signs out to their existing frames.

I hope this is helpful. Should you have any questions, please feel free to reach out.

Best,
Lauren

Lauren Gerhardt
SENIOR ASSOCIATE, MUNICIPAL

o: (416) 961-6611 / ext. 244
c: (416) 500-3825
e: lgerhardt@sussex-strategy.com
a: 155 University Ave. Suite 1900 Toronto ON M5H3B7