

ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE



Application
Sign Variance

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

Street Number 4711	Street Name Steeles Avenue East	Lot Number 120	Plan Number
Describe the variance s being applied for: 1. 694-15A Please see attached Sign Variance 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	
Please provide the reasons/justification for the request Attach any supporting documentation or additional pages as required): Please see attached Sign Variance Rationale document			

Property Owner Information

		Last Name Radovski	
		Telephone Number 416-202-5730	
Street Number 97	Street Name Front Street West	Suite/Unit Number	Mobile Number
City/Town Toronto	Province ON	Postal Code M5J 1E6	Fax Number
Email rick.radovski@metrolinx.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		Telephone Number (905) 282-6872	
Street Number of 2700	Street Name Matheson Blvd E, West Tower	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 <u>Pattison Outdoor Ad</u>, 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. DocuSigned by: Nathan Jankowski AB3E5ECB8BB64F3 Nathan Jankowski 2024 - 06 - 26 Signature Print Name (First, Last) 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.



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 4711	Street Name Steeles Avenue East	Lot Number 120	Plan Number
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Site and Building Data

		Lot Depth 34.33 ft
	f Building s if known yyyy-mm-dd	
Building Height s	Number of Storeys	Building s Gross Floor Area
Building Uses s		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal use additional pages if necessary

North Various commercial / retail / industrial uses

South Commercial uses, C Sign District, Former Scarborough Employment District By-Law No. 24982 (Milliken)

East Commercial uses, C Sign District, Former Scarborough Employment District By-Law No. 24982 (Milliken)

West Railway Corridor, U Sign District, UT Zone

Proposal

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

This application is seeking the approval of one variance, in order to permit a new double-sided ground sign, displaying third party electronic static copy, with a sign height of 10.0 metres and sign faces measuring 3.03 metres vertically and 5.91 metres horizontally (17.9 m2) (the "Proposed Sign"). The sign faces will be oriented for vehicular traffic traveling west-bound and east-bound along Steeles Avenue East.

See attached rationale for additional information.

Continue on next page

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 the attached rationale for details on how the Proposed Sign meets all the criteria required for approval.](#)

Sign Data Sheet

Date (yyyy-mm-dd)	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	3.03	5.91	17.9	0.3	10	Yes	Yes
2	Ground Sign	Electronic Static Copy	3.03	5.91	17.9	0.3	10	Yes	Yes

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

Receipt No: 1776165

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 181868 ZSV 00 ZR	Date & Time:	October 17, 2024 04:13:52 PM
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Paid By:	PATTISON OUTDOOR ADVERTISING C/O NATHAN JANKOWSKI 2700 MATHESON BLVD E #500 MISSISSAUGA ON L4W 4V9		
Project Location:	4711 STEELES AVE E TORONTO ON M1V 4S5		
Project Description:	Zoning Review; Non-Residential Building; Sign		
Fee Description(s):	Cost Center Number:	Value:	
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$897.89	
TB-American Express - online	110583 - PAYMENT	-\$897.89	
Total:			\$.00
Paid Amount			\$897.89
Paid by :TB-American Express - online			

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



March 10th, 2021

LETTER OF AUTHORIZATION

TO WHOM IT MAY CONCERN,

Metrolinx 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 south of the Railway Overpass over Steeles Avenue East, west of Midland Avenue, in Toronto, ON.

Please contact them for any questions, as follows:

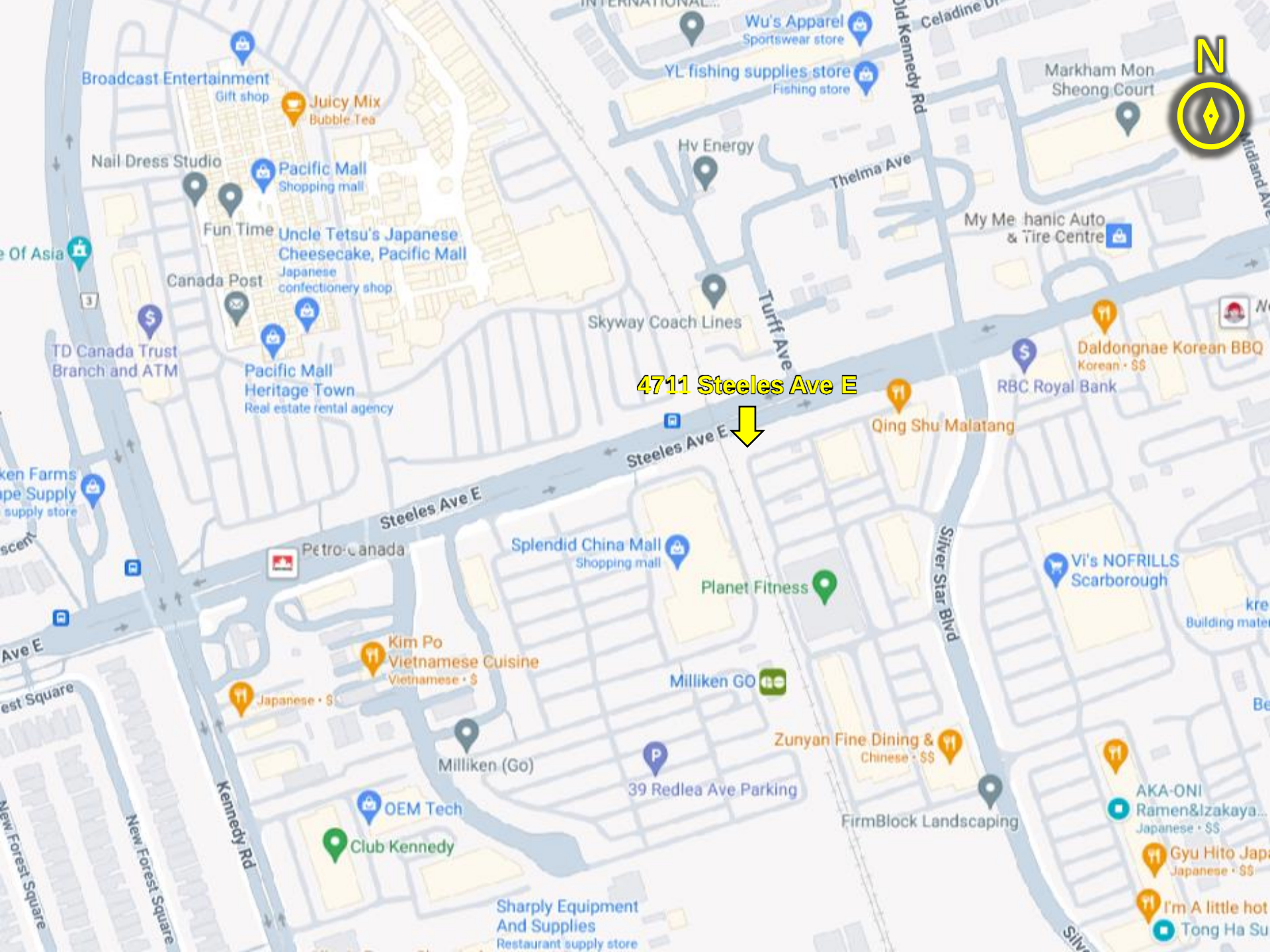
Pattison Outdoor Advertising
2700 Matheson Boulevard East, Suite 500
Mississauga, ON L4W 4V9

Attn: Nathan Jankowski
Position: Manager, Legislation & Permits, Central Region
Phone: 416-473-3366
Email: njankowski@pattisonoutdoor.com

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Radovski', written in a cursive style.

Rick Radovski
Director, Non-Fare Sales
(416) 202-5730



N



Broadcast Entertainment
Gift shop

Juicy Mix
Bubble Tea

Nail Dress Studio

Pacific Mall
Shopping mall

Fun Time

Uncle Tetsu's Japanese
Cheesecake, Pacific Mall
Japanese
confectionery shop

Canada Post

TD Canada Trust
Branch and ATM

Pacific Mall
Heritage Town
Real estate rental agency

Skyway Coach Lines

Hv Energy

YL fishing supplies store
Fishing store

Wu's Apparel
Sportswear store

Markham Mon
Sheong Court

My Me hanic Auto
& Tire Centre

Daldongnae Korean BBQ
Korean • \$\$

RBC Royal Bank

4711 Steeles Ave E

Qing Shu Malatang

Steeles Ave E

Steeles Ave E

Petro-Canada

Splendid China Mall
Shopping mall

Planet Fitness

VI's NOFRILLS
Scarborough

Kim Po
Vietnamese Cuisine
Vietnamese • \$

Japanese • \$

Milliken GO

Milliken (Go)

39 Redlea Ave Parking

OEM Tech

Club Kennedy

Zunyan Fine Dining &
Chinese • \$\$

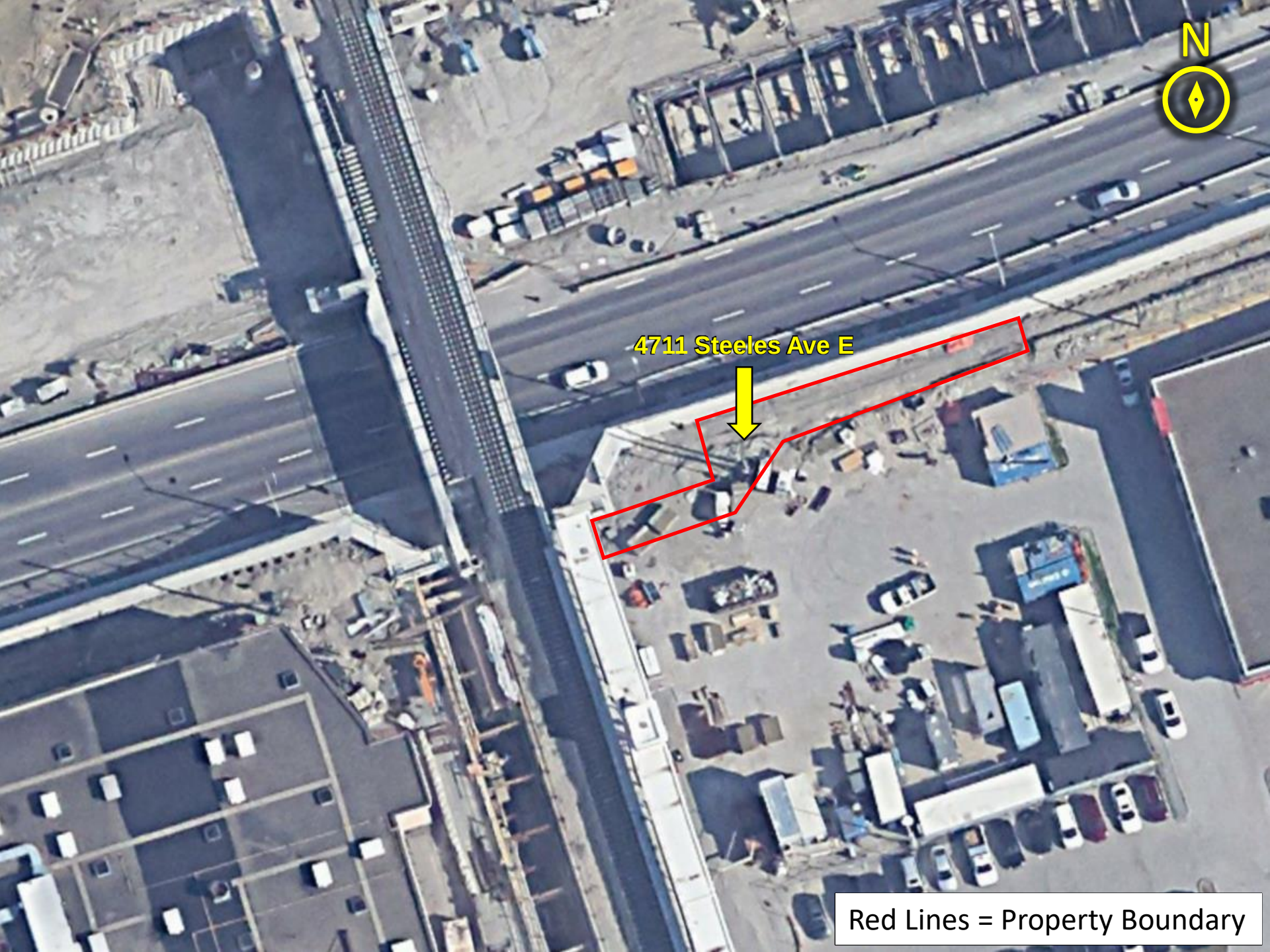
FirmBlock Landscaping

AKA-ONI
Ramen&Izakaya...
Japanese • \$\$

Gyu Hito Japa
Japanese • \$\$

I'm A little hot
Tong Ha Su

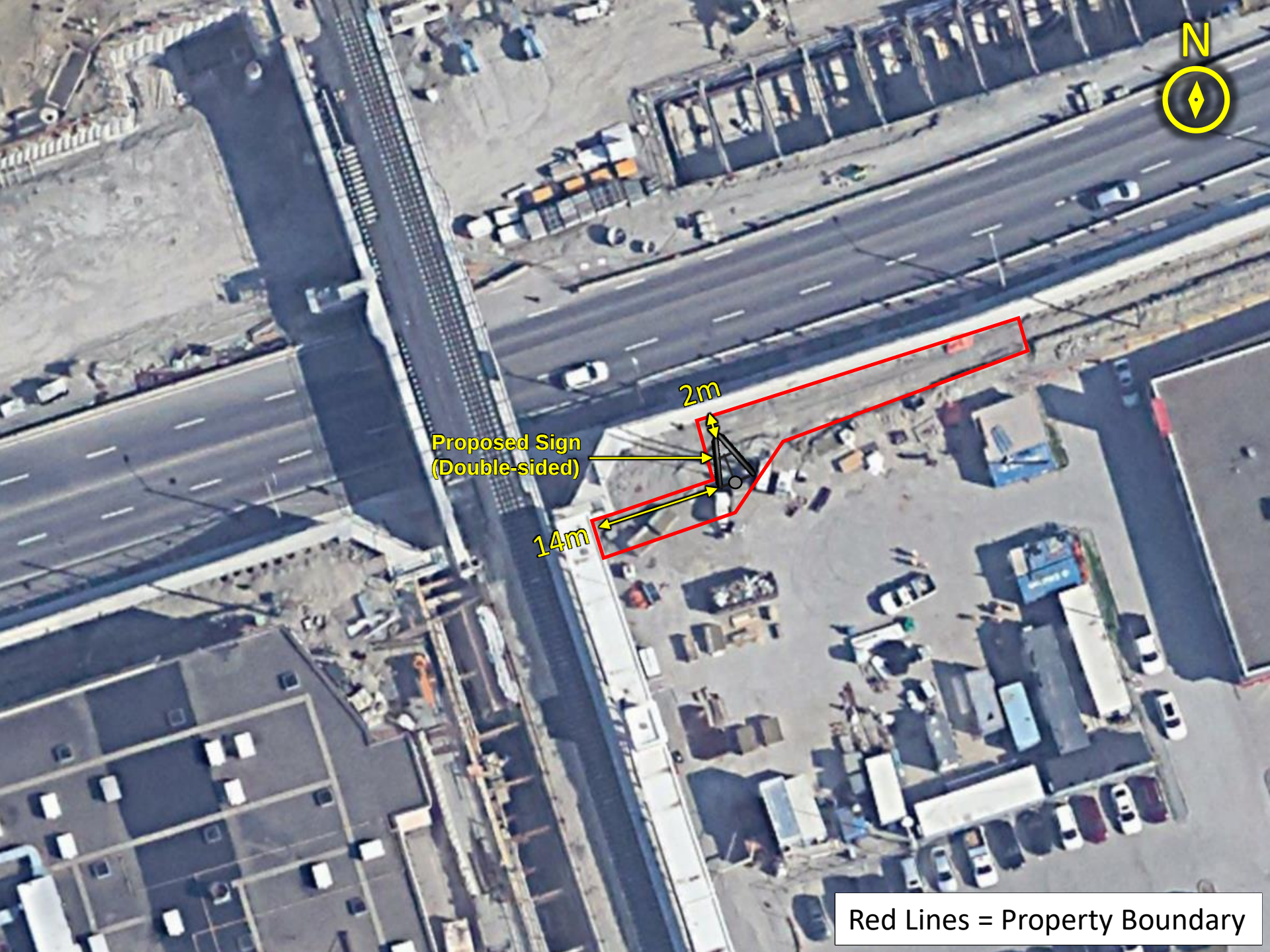
Sharply Equipment
And Supplies
Restaurant supply store



4711 Steeles Ave E



Red Lines = Property Boundary



Proposed Sign
(Double-sided)

2m

14m

Red Lines = Property Boundary



16.2m

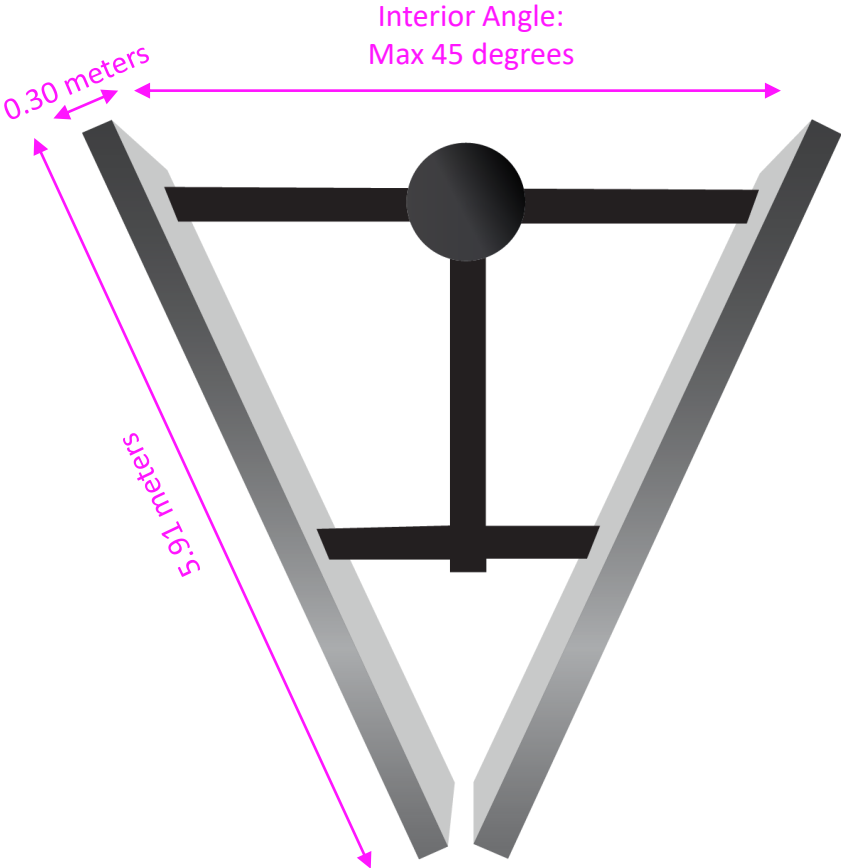
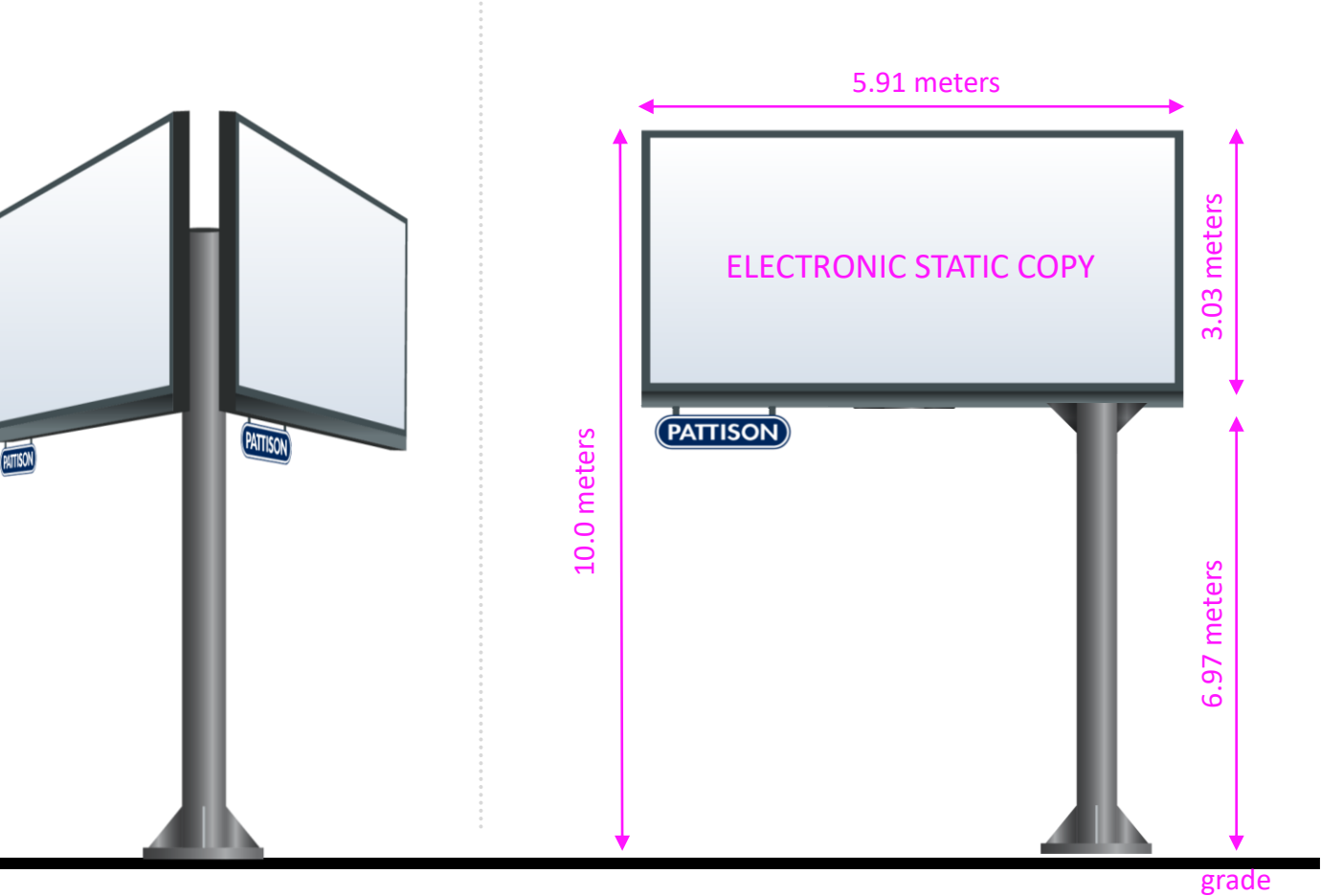
9.2m

Red Lines = Property Boundary

Elevation Drawings of the Proposed Sign (4711 Steeles Avenue East)

Front Elevation

Top Elevation



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

June 26, 2024

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: 4711 Steeles Ave East

City of Toronto – Our Job No. 24-264-00

**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
MILLESSE & BURTON
OPHIR N. DZALDOV
P.J. MCGUINNESS

RICHARD A. PREISS
REID J. WILSON
R.G. MCKIBBON
ROBERT BASIL LEE
ROBERT J. KINGSTON

SCHAEFFER DZALDOV BENNETT
SCHAEFFER & REINTHALER
WILDMAN HADFIELD STEWART
WILSON & BUNNELL
W.M. FENTON
YATES & YATES

The attached sketch dated June 25, 2024 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 Dzaldov, B.Sc., O.L.S., O.L.I.P.
DD/dr.

Submitted by: Nathan Jankowski – Pattison Outdoor

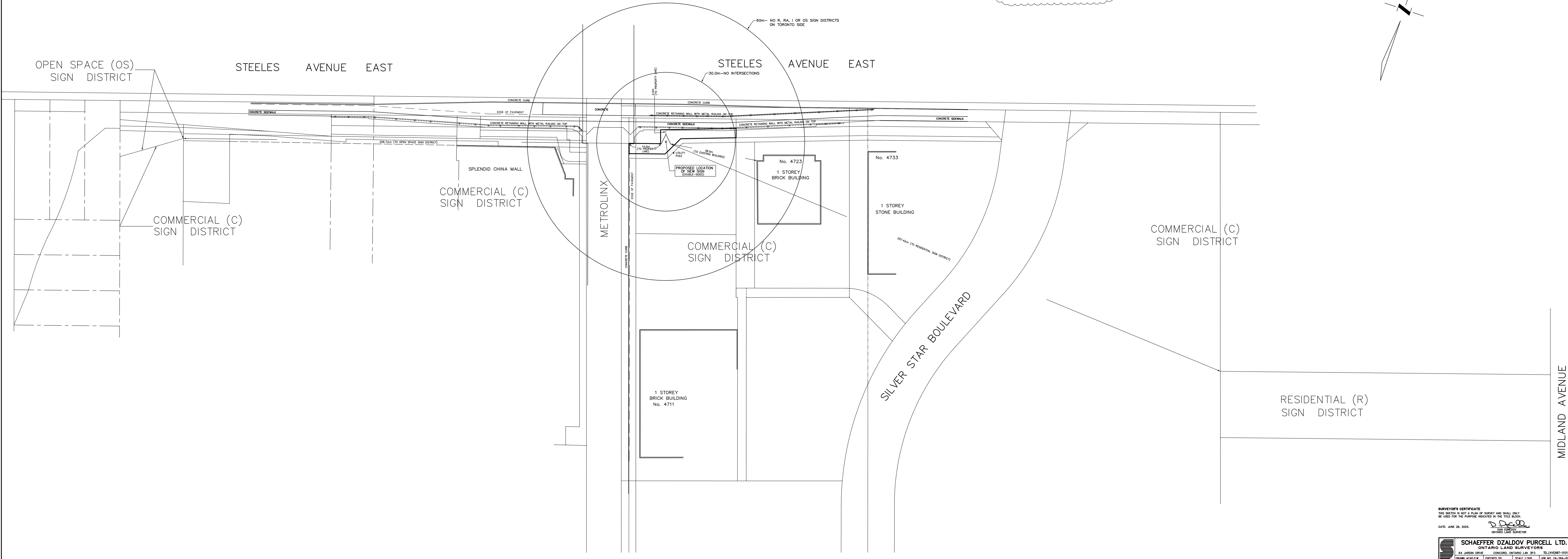
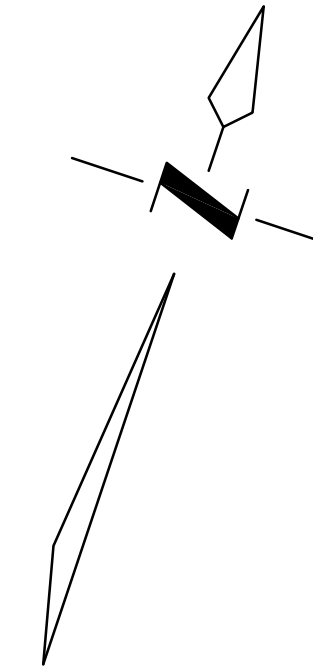
I hereby certify the accuracy of the attached Sketch submitted herewith

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. 4711 STEELES AVENUE EAST
CITY OF TORONTO
SCALE 1 : 500

10 5 0 10 20 30 40 50 METRES
© COPYRIGHT SCHAEFFER DZALDOV PURCELL LTD.

NO INTERSECTION WITHIN 30m
NO R, RA, OS, CR OR I SIGN DISTRICTS WITHIN
60m RADIUS EXCEPT AS SHOWN
NO THIRD PARTY SIGN WITHIN 150m
SIGNS DO NOT FACE ANY R, RA, OS, OR I
SIGN DISTRICTS WITHIN 250m EXCEPT AS SHOWN
NO DIGITAL GROUND SIGN WITHIN 500m
400m FROM ANY BOUNDARY OF HIGHWAY No. 400



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: JUNE 26, 2024.
D. Dzalov
DAN DZALOV
ONTARIO LAND SURVEYOR

SCHAEFFER DZALDOV PURCELL LTD.
ONTARIO LAND SURVEYORS
64 JARVIS DRIVE - CINCINNATI, ONTARIO L4K 3P2 TEL: (416) 987-0001
DRAWN: ACAD/LW CHECKED: DP SCALE: 1:500 JOB NO. 24-264-00



July 16th, 2024

Attn: Ted Van Vliet, Manager, Express Services
City of Toronto Sign By-law Unit
100 Queen Street West, Floor 1 East Tower
Toronto, ON
M5H 2N2

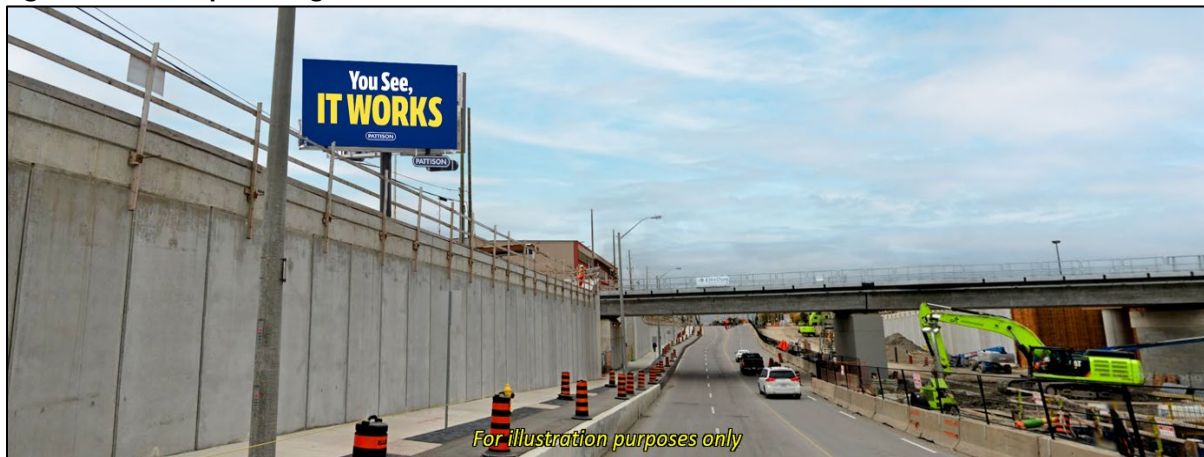
RE: Rationale for Sign By-law Variance – 4711 Steeles Avenue East, Toronto

Please accept this letter as the rationale portion of our application for one variance from the Sign By-law, regarding a new third party electronic ground sign being proposed at 4711 Steeles Avenue East (the “Subject Premises”) in Toronto. This property is designated as a Commercial (C) Sign District, which does not expressly permit third party electronic ground signs.

On behalf of the Property Owner (Metrolinx), Pattison is seeking approval of one variance, to permit a new double-sided ground sign in a V-shaped configuration, displaying third party electronic static copy, with a sign height of 10.0 metres (the “Proposed Sign” – See Figure 1 below). Each sign face measures 5.91 metres horizontally by 3.03 metres vertically (17.90m²).

The sign faces will be oriented to the north-west and north-east, in a V-shaped configuration, to be viewed by vehicular traffic travelling west-bound and east-bound along Steeles Avenue East.

Figure 1: The Proposed Sign



Required Variances:

1. **694-15A** – Anything not expressly permitted by this Chapter is prohibited.

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The sole variance required is because the Proposed Sign is a third party electronic ground sign, and only third party electronic wall signs are permitted in a C Sign District. In a recent amendment to the Sign By-law that repealed subsection 694-30A(2), the Proposed Sign no longer has to be of a sign type expressly permitted in the Sign District.

The Subject Premises is a vacant parcel adjacent to a Metrolinx-owned railway corridor, specifically the Milliken GO Station. While this parcel is currently designated as a C Sign District, it displays characteristics more aligned with an E-Employment or U-Utility Sign District.

In the Official Plan, this property is designated as *General Employment Areas*, which is described as major roads where retail, service and restaurant uses can serve workers in employment areas, and would benefit from visibility and transit access to draw the broader public (see Figure 2 below).

The neighboring properties to the east and south also contain uses that are consistent with *General Employment Areas*, including Scotiabank, Planet Fitness, an aquarium store, multiple restaurants, and parking lots that service these establishments (see Figure 3). These uses are also consistent with E Sign Districts, which often include businesses and services that drive economic activity in the area.

Furthermore, the adjacent property to the west (14 metres from the Proposed Sign) is designated in the Official Plan as a *Utility Corridor*, and contains the Milliken GO Station, which provides transit access to the area, including the Subject Premises. This rail corridor is designated as a U Sign District, and is also owned by Metrolinx (these two parcels are connected).

As demonstrated by these existing uses and their Official Plan designations, it is evident that the Subject Premises, along with the surrounding neighboring properties, is represented by characteristics consistent with E and U Sign Districts, both of which are suitable for third party electronic ground signs.

Figure 2: Official Plan Designation of Subject Premises and Surrounding Area

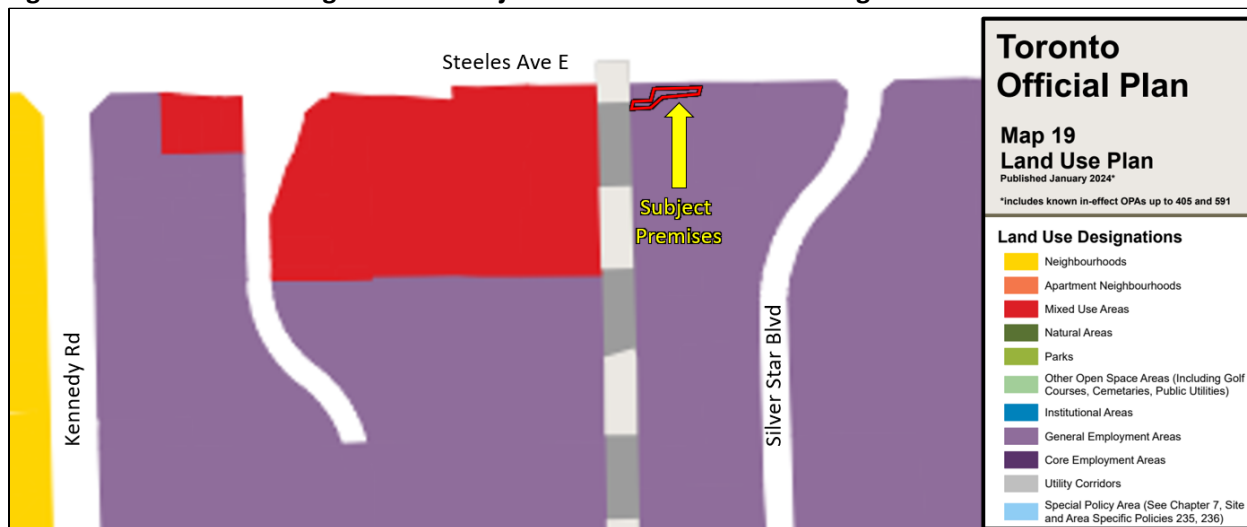
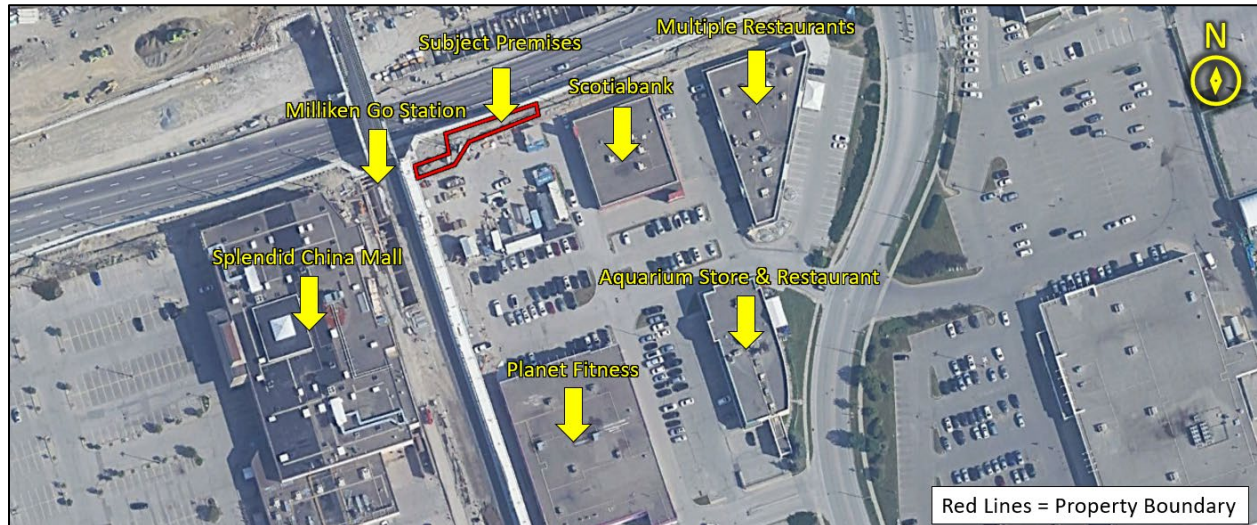


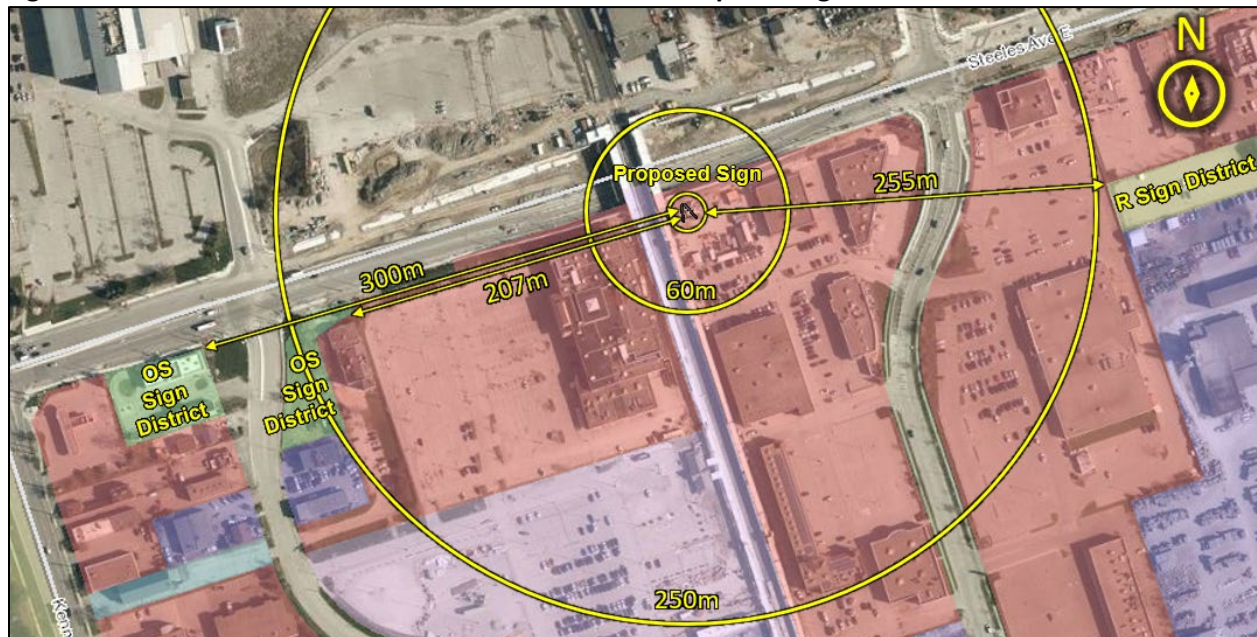


Figure 3: Current Uses of Subject Premises and Surrounding Area



The Proposed Sign will comply with nearly all of the provisions set out for a third party electronic ground sign in an E or U Sign District. There is only one sensitive land use within 250 metres of the Proposed Sign, shown in Figure 4 below. The Proposed Sign has been strategically designed with a V-shaped configuration, to direct the sign copy towards the intended audience (see Figure 5).

Figure 4: Sensitive Land Uses Within 250 metres of the Proposed Sign

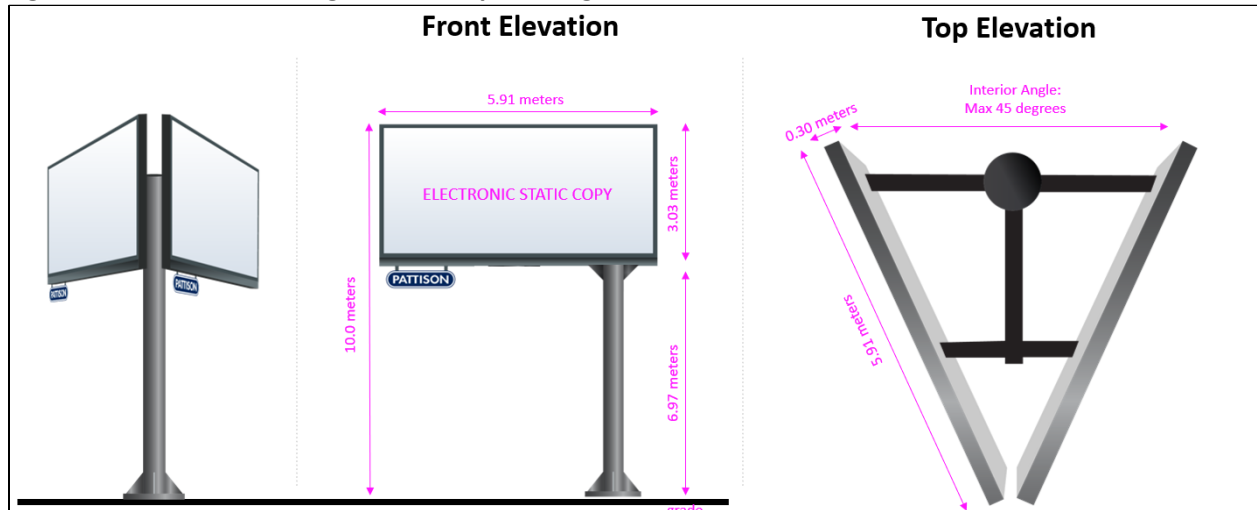


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Figure 5: Elevation Drawings of the Proposed Sign



The OS Sign Districts located 207 metres west of the Proposed Sign do not contain any “typical” Open Space uses, such as public parks or walking trails. Instead, these properties include a medical centre (at 4631 Steeles Ave E) and vacant space (at 4611 Steeles Ave E and 4621 Steeles Ave E). Both of these OS Sign Districts are designated as Employment Areas in the Zoning By-law and Official Plan.

In addition, the OS Sign District found 300 metres to the west of the Proposed Sign contains a Chinese medicinal store and a car wash (at 4577 Steeles Ave E), which further establishes that all of the OS Sign Districts in the area do not contain any “typical” Open Space uses.

While there is an R Sign District located 255 metres to the south-east of the Proposed Sign, it does not contain any residential uses. Instead, it is operated as a child daycare centre (at 4220 Steeles Ave E), and is also designated as an Employment Area in the Zoning By-law and the Official Plan. For additional clarity, this R Sign District is also beyond the 250-metre setback requirement for third party electronic ground signs in E or U Sign Districts.

Moreover, the V-shaped orientation of the Proposed Sign will direct the sign copy away from this R Sign District, further mitigating any potential impacts.

Due to the limited spacing of the property boundaries at the Subject Premises, the V-shaped orientation further allows the Proposed Sign to fit within the property boundaries while still achieving a reasonable setback to the street line along Steeles Avenue East.

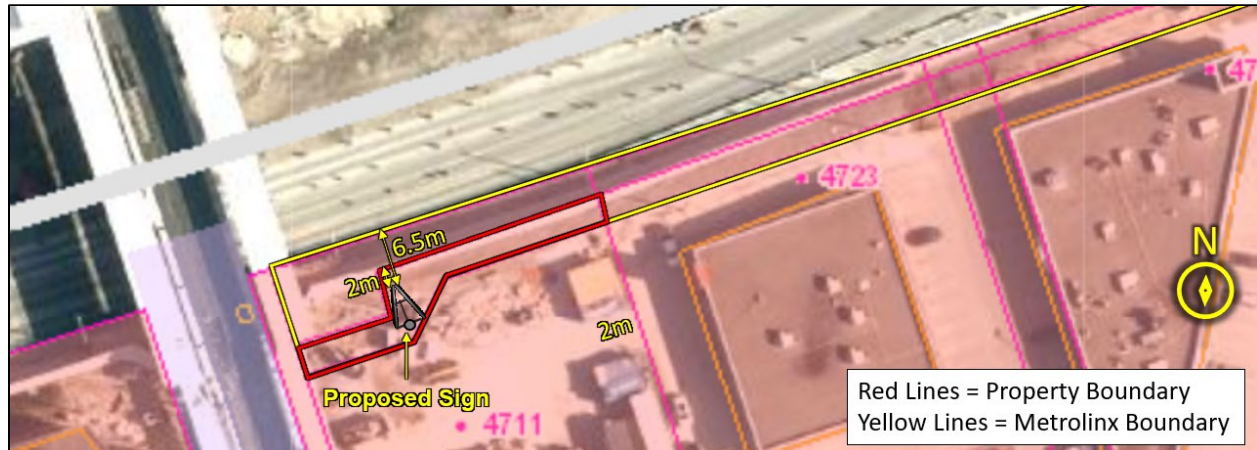
The property owner of the Subject Premises (Metrolinx) also owns parcels directly north, west, and east of the Subject Premises. The parcel to the immediate north creates a total setback of the Proposed Sign from the property boundary of Steeles Avenue East of 6.5 metres, as shown in Figure 6 below.

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A V-shaped orientation for third party ground signs has been an industry standard for decades, seen in many municipalities in Canada and the GTA. They are proven to be safe and structurally sound, as certified by a structural engineer, and can help mitigate or eliminate any lighting impacts by directing the sign copy away from sensitive land uses and towards the intended audience.

Figure 6: Setbacks Achieved with a V-Shaped Orientation



As the Subject Premises demonstrates characteristics consistent with E and U Sign Districts, and further has an Official Plan and Zoning designations typically associated with Employment Areas, we submit that the Proposed Sign aligns with the uses of the Subject Property and its surrounding area.

The Proposed Sign also largely complies with the provisions set out for third party electronic ground signs in an E or U Sign District, and any concerns regarding sensitive land uses can be considered very minor in nature. These are further mitigated through existing physical obstructions and the strategic V-shaped orientation of the sign faces. Considering all of these factors, we strongly believe that the variance to permit a third party electronic ground sign in a C Sign District can be supported.

Establishing that each of the eight 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 a C Sign District. As third party signs are permitted in C Sign Districts, we believe this criteria has been met.

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

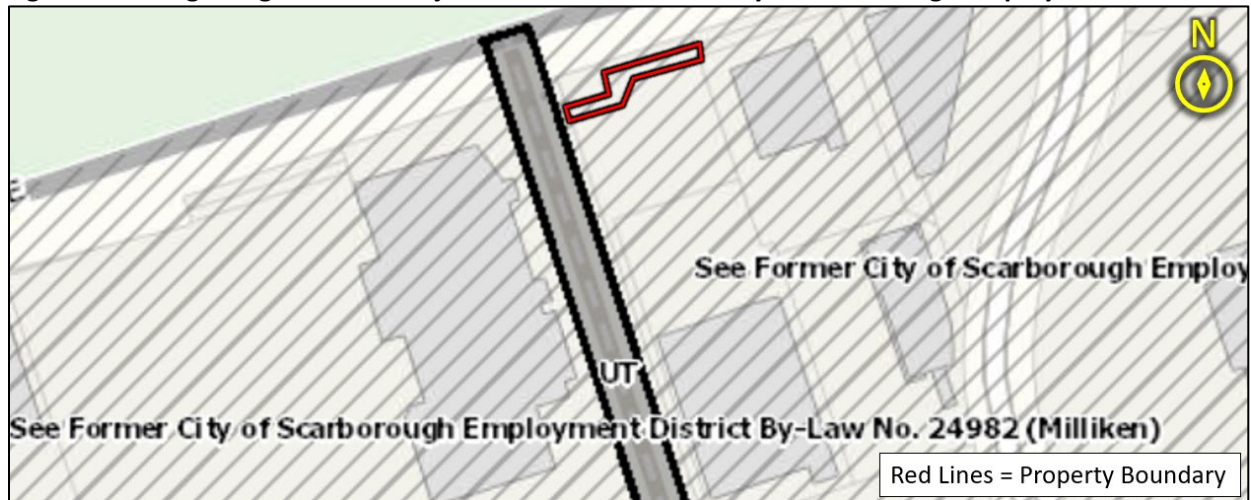
As seen in Figure 7 below, the Subject Premises is zoned as an Employment District under the *Former City of Scarborough Employment District By-Law No. 24982 (Milliken)*, and the surrounding area is

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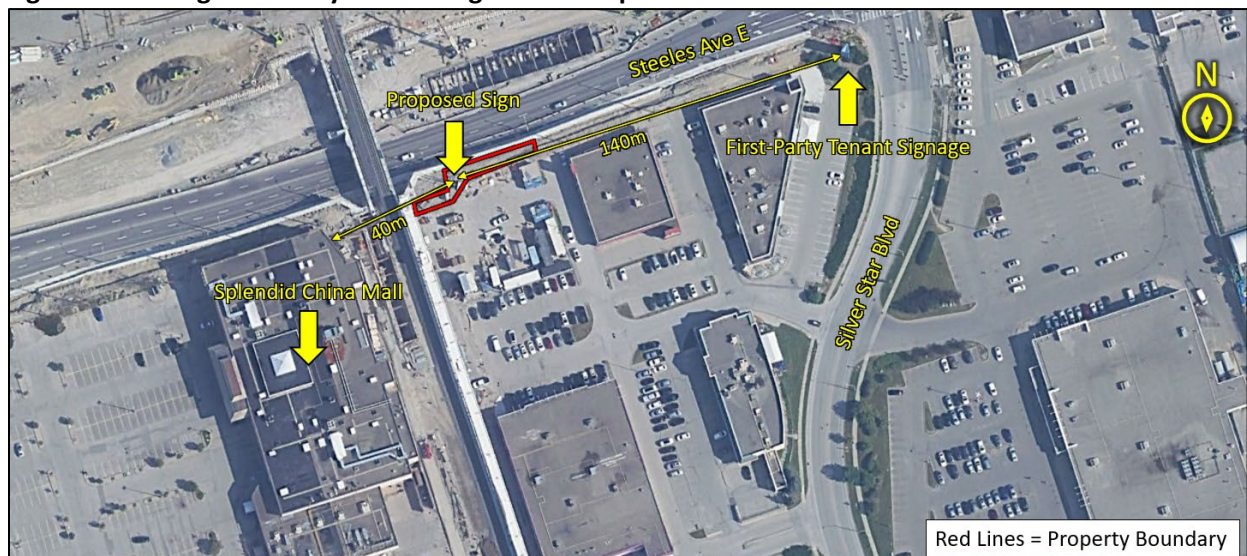
strictly used for employment purposes such as retail, services, and dining; driving business growth and contributing towards growing the economy. The Proposed Sign achieves the same goal by offering advertising opportunities for businesses in the area and beyond, also driving business growth and contributing towards growing the economy.

Figure 7: Zoning Designation of Subject Premises – Former City of Scarborough Employment District



The Proposed Sign has a height of 10 metres, which is consistent with the development of the surrounding area. The Splendid China Mall is located 40 metres west of the Proposed Sign, and contains a two-storey commercial building at an approximate height of 10.5 metres. To the east is a first party ground sign with an approximate height of 9.6 metres (see Figure 8 and Figure 9).

Figure 8: Existing First Party Ground Sign and the Splendid China Mall



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The Proposed Sign will not be taller than the built form and other signage in the surrounding area, and complies with the maximum height for this sign type in an E or U Sign District. It will be 16 per cent smaller than the maximum permitted size. As such, we believe that this criteria has been established.

Figure 9: First Party Ground Sign at Steeles Ave E & Silver Star Blvd



(3) 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 2 above). Employment Areas are expected to include places of business and economic activity, and *General Employment Areas* in particular are typically located on major roads, where businesses and services would benefit from visibility and transit access to draw the broader public. In addition, residential uses are further prohibited in *General Employment Areas*.

There are no Secondary Plans associated with the Subject Premises. There are no existing residential uses in this entire area, and the immediate 200 metres west of the Proposed Sign is currently used for the Milliken GO utility/railway corridor, as well as the Splendid China Mall (commercial/retail plaza) and associated parking lot. As an added measure for limiting potential impacts to the future development of the *Mixed Use* areas, the Proposed Sign will have a V-shaped configuration to direct the sign copy towards Steeles Avenue East.

The Proposed Sign fully supports the Official Plan objectives for the Subject Premises, and for the General Employment Areas to the east and south as well. While *Mixed Use Areas* are present further west of the Subject Premises, there are no existing residential uses in these areas. As a result, we believe that this criteria has been achieved.

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(4) Not adversely affect adjacent premises.

The built form of the Proposed Sign is of a size and magnitude that is consistent with the surrounding area, and in line with the requirements for third party electronic ground signs set out in the Sign By-law. Although there is one sensitive land use within 250 metres of the Proposed Sign, this is not a “typical” OS Sign District, and the underlying uses and designations are Employment in nature.

The adjacent premises to the west of the Proposed Sign consists of the Milliken GO Station and the Splendid China Mall, which are areas of economic activity as well as providing transportation of people to these areas. The adjacent premises to the east and south consist of various employment uses such as Scotiabank, Planet Fitness, an aquarium store, multiple restaurants, and parking lots that service these establishments. There are no residential or public open space uses at any of the adjacent premises. As a result, the Proposed Sign is highly compatible with the surrounding area, and the Proposed Sign will not adversely affect the adjacent premises. Therefore, we believe that this criteria has been achieved.

(5) Not adversely affect public safety.

The Proposed Sign will not interfere with or obstruct the visibility of vehicular traffic along Steeles Avenue East, as it is far beyond the required distance from a controlled intersection, and is located outside of any visibility zones to avoid creating any obstructions.

While it would be possible to comply with the back-to-back configuration required as set out in the Sign By-law, doing so would potentially increase the impact on sensitive land uses (although these have limited or no visibility to the Proposed Sign). The V-shaped configuration of the Proposed Sign is also a tried-and-tested configuration for this sign type which is prevalent throughout the City and the GTA, and does not pose any threats to public safety.

With electronic signs that change from one message to the next, shorter message duration results in drivers being more likely to observe a change in the message being displayed, which can result in a higher likelihood that a driver will glance at it for a longer duration. In order to further reduce the potential for driver distraction, the Proposed Sign will comply with the Sign By-law provisions for a message duration of 10 seconds between changes in copy.

The Proposed Sign will 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.

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(6) 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 Toronto Municipal Code Chapter 694-15B. Therefore, this criteria has been established.

(7) Not alter the character of the premises or surrounding area.

The character of the premises and surrounding area is largely established by the Sign District, Zoning and Official Plan designations which, as highlighted previously, consists of businesses that drive economic growth, and the transportation of people to and from these areas. In addition, many of the establishments along Steeles Ave East benefit from large-format signage, which are common along Steeles Avenue East to inform the travelling public of the businesses in this area.

With the built form of the Proposed Sign being consistent with the subject premises and surrounding area, and compliant with nearly every requirement of the Sign By-law except for the variance being sought (including for all 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.

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

Based on the site-specific conditions of the Subject Premises and in the surrounding area, 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 nearly every requirement for third party electronic ground signs in an E or U Sign District.

This variance is suitable based on the recent amendment to the Sign By-law that repealed subsection 694-30A(2), which now allows sign types not expressly permitted in specified Sign Districts to be permitted. As a result, this variance requested aligns with the guidelines of the Sign By-law, and is not contrary to the public interest.

The public interest is further established by the underlying designations of the Subject Premises by way of the Official Plan and the Zoning By-law. Because the Subject Premises and the surrounding area are all designated as General Employment Areas and Employment Zones, the Proposed Sign is compatible with the fundamental vision for this stretch of Steeles Avenue East.

The Proposed Sign is also in line with the Sign By-law requirements for maximum height (10.0m permitted; 10.0m proposed), sign face area (20.0m² permitted; 16.85m² proposed), number of sign faces (2 permitted; 2 proposed), and method of copy displayed (electronic static copy permitted and proposed). It also complies with the setback from an intersection (30.0m permitted; approximately 140.0m proposed), and setback from existing third party signs (150.0m permitted; 210.0m proposed).

PATTISON OUTDOOR ADVERTISING



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).

Furthermore, the sign copy will display a variety of messages that inform and educate the public. In addition to displaying content related to local and national businesses, it will also include important updates on Metrolinx initiatives, construction projects and public health and safety messaging.

As with all of our electronic signs, there are standard “over-rides” of any content displayed to allow for Amber Alerts and Extreme Weather Advisories, in an effort to increase public awareness and emergency response capabilities.

For these reasons, we believe that all eight of the required criteria have been established by the Proposed Sign, and we kindly request your support of this application. Thank you for your time and consideration, and please don’t hesitate to contact us with any questions or concerns.

Sincerely,

Richard Lee

Richard Lee
Pattison Outdoor Advertising LP

Nathan Jankowski

Nathan Jankowski
Manager, Permits & Legislation
Pattison Outdoor Advertising LP



The Building Proposed to be nearest to Steeles Ave East is slated to contain Medical Office / Clinic Uses, based on the plans downloaded off the City's website.

Our belief is that any residential uses set back 50 to 100 metres from Steeles will have zero of very limited visibility of the Proposed Sign.

The tree line indicated in this drawing would provide a further natural barrier to obstruct any visibility.

Re: Use of SITELINE digital display at 4711 Steeles Avenue East, Scarborough, ON.

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 at 4711 Steeles Avenue East. This document will describe the brightness management features of our digital billboards as well as provide details on the VISIONiQ SITELINE principles of operation.

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.

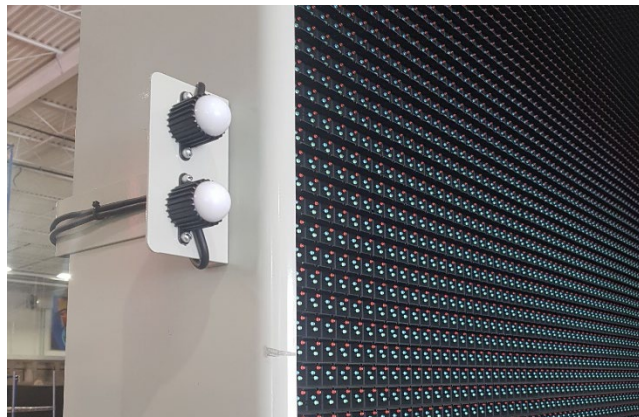


Figure 1. Media Resources standard - dual ambient brightness measuring photocells for hardware redundancy

During night-time, brightness control becomes critical as the digital billboards must be operated at a small percentage of their 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 fallback 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.

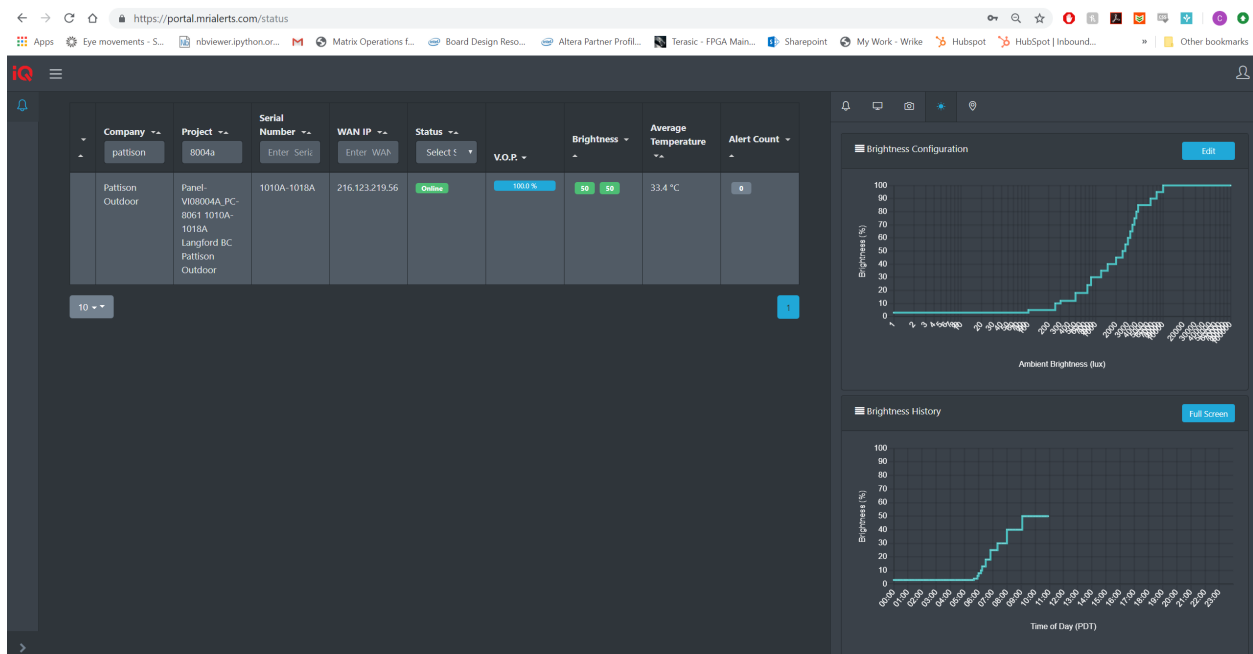


Figure 2. Media Resources web portal showing brightness configuration and history of the current day

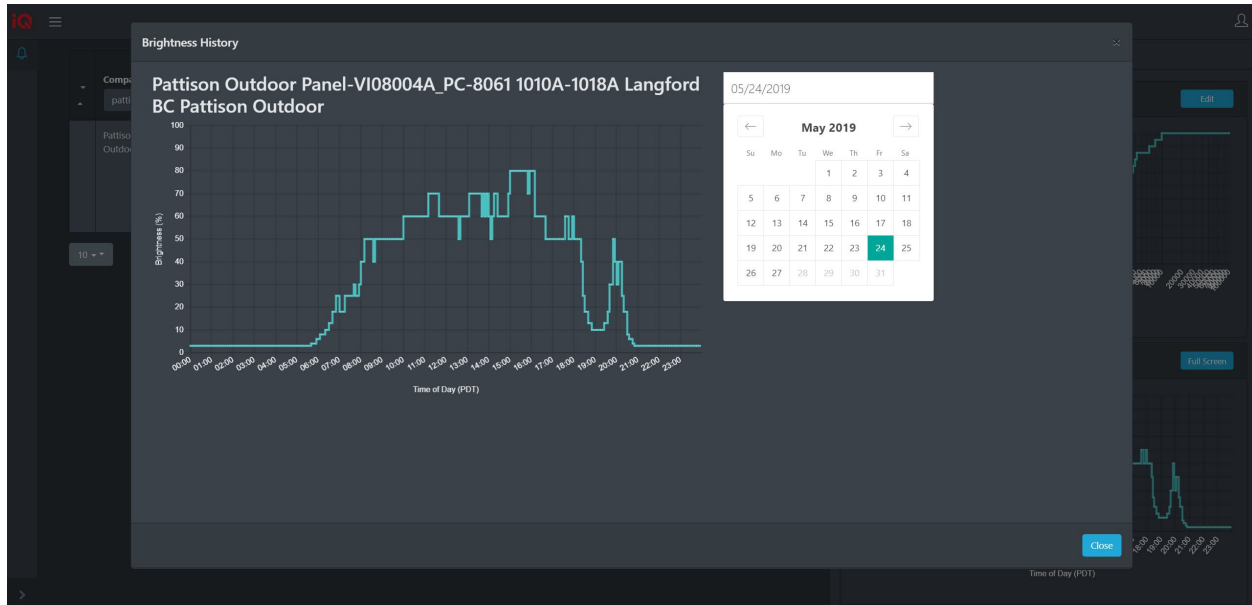


Figure 3. Media Resources web portal showing brightness history of any selected previous date. Brightness history data is logged indefinitely on Media Resources servers.

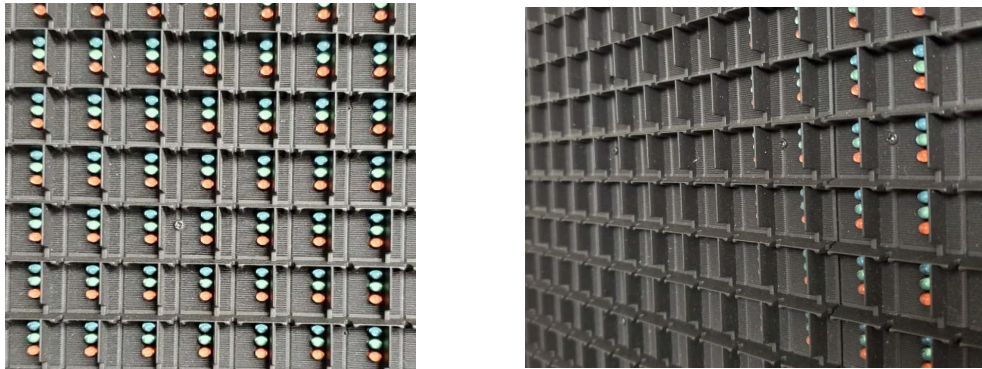
SITELINE and Site Specific Considerations

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

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

As can easily be seen in the figures below, the mechanical baffles/louvers (made of matte-finished black polymer) do not have the effect of any optical focusing or re-direction of light, and thus do not increase the light emission from the LEDs in any direction. They serve strictly as carefully configured mechanical baffles which absorb the light from the LEDs and prevent its passage in the protected direction. A specified NITS value of the display is the maximum output in any direction and is therefore the upper bound on luminance. Any statement suggesting that the SITELINE system can increase brightness above the NITS value of the display is incorrect.

For a video reference of the effectiveness of the Media Resources SITELINE product, please see <https://vimeo.com/365082755>.



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

Media Resources commits to the effectiveness of this light restriction technology when deployed at 4711 Steeles Avenue East. 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 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 - 10 x 20 150 NITS Right-Blocking									
Measurement Angle									
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.144lux	0.473lux	1.067lux	1.441lux	1.516lux	1.291lux	0.021lux	0.009lux	0.003lux
100	0.036lux	0.119lux	0.271lux	0.367lux	0.390lux	0.339lux	0.005lux	0.002lux	0.001lux
150	0.016lux	0.053lux	0.121lux	0.164lux	0.175lux	0.152lux	0.002lux	0.001lux	0.000lux
200	0.009lux	0.030lux	0.068lux	0.092lux	0.099lux	0.086lux	0.001lux	0.000lux	0.000lux

Table 1. Site calculations based on MRI VIQ3 16.67mm RGB Right Blocking Siteline Modules.



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

Sincerely,

Anthony Knight
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