



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

Street Number	Street Name	Lot Number	Plan Number
100	Eglinton Square		4003
Describe the variance(s) being applied for: 694-15A & 694-24A(5) 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

First Name		Last Name	
Liam		Sauro	
Company Name (if applicable)			Telephone Number
LCG 100 EGLINTON SQUARE LTD			(647) 924-2187
Street Number	Street Name	Suite/Unit Number	Mobile Number
46	Sherbourne St	200	
City/Town	Province	Postal Code	Fax Number
Toronto	ON	M5A 2P7	
Email			
liam@leechow.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... Signature Nathan Jankowski Print Name (First, Last) 2025-02-19 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
100	Eglinton Square		4003

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
17,932.66 sqft	120.18 ft	117.45 ft
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
2		
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
4.5m	1	
Building Uses(s)		
Burger King (Fast Food) and City Optical (Retail)		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	Golden Mile Plaza - Various commercial/retail/employment uses (CR Sign District)
South	Eglinton Square Shopping Centre - Various commercial/retail/employment uses (CR Sign District)
East	Various commercial/employment uses (E and C Sign Districts)
West	Eglinton Square Shopping Centre - Various commercial/retail/employment uses (CR Sign District)

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)
This application is seeking the approval of two variances, in order to permit a new double-sided ground sign in a back-to-back configuration, displaying third party electronic static copy, with a sign height of 8.0 metres (the “Proposed Sign”). Each sign face measures 5.91 metres horizontally by 3.03 metres vertically (17.90m2). See attached rationale for additional information.

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	8	Yes	Yes
2	Ground Sign	Electronic Static Copy	3.03	5.91	17.9	0.3	8	Yes	Yes

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

Receipt No: 1794745

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:	25 121029 ZSV 00 ZR	Date & Time:	February 25, 2025 01:43:49 PM
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Paid By:	PATTISON OUTDOOR ADVERTISING C/O NATHAN JANKOWSKI 2700 MATHESON BLVD E 500 TORONTO ON L4W 4V9		
Project Location:	100 EGLINTON SQ TORONTO ON M1L 2K1		
Project Description:	Zoning Review; Multiple-Use Building; Sign		
Fee Description(s):	Cost Center Number:	Value:	
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$1,961.00	
TB-American Express - online	110583 - PAYMENT	-\$1,961.00	
Total:			\$.00
		Paid Amount	\$1,961.00
Paid by :TB-American Express - online			

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

OWNER'S AUTHORIZATION

With Respect to the lands owned by:

LCG 100 EGLINTON SQUARE LTD

(Owner's Name(s))

Known as:

100 EGLINTON SQUARE, SCARBOROUGH, ONTARIO

(Legal Description / Municipal Address of Lands)

Declare that I/We, the registered owner(s) of the lands described in this application, have examined the contents of this application and hereby certify that the information submitted with the application is correct insofar as I/We have knowledge of these facts, and I/We hereby authorize:

Nicholas Campney & Nathan Jankowski & Richard Lee

(Name of Agent)

Pattison Outdoor Advertising

(Name of Company)

to act on my behalf in this matter.

I/We further consent to the City of Toronto or a representative thereof, inspecting the subject lands and structures.

Date:

11/4/2024

Signed:

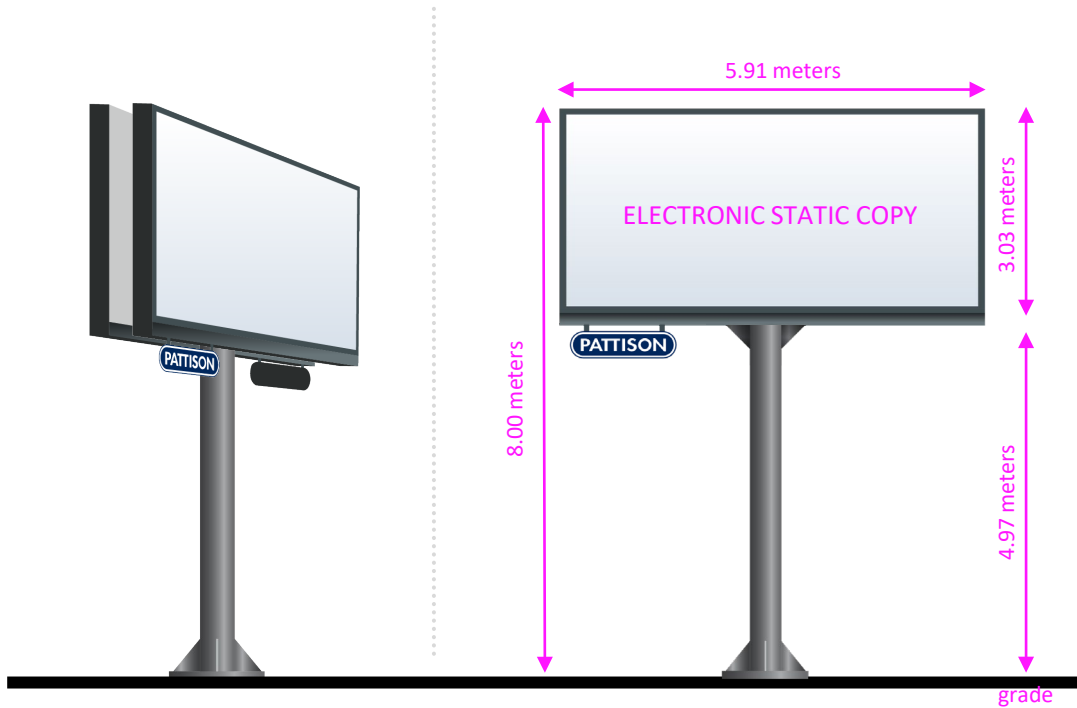
DocuSigned by:

Liam Saurro

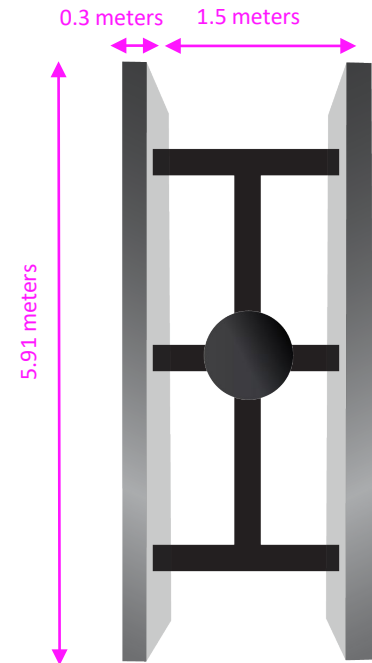
(Signature of Owner(s))

Elevation Drawings of the Proposed Sign (100 Eglinton Square)

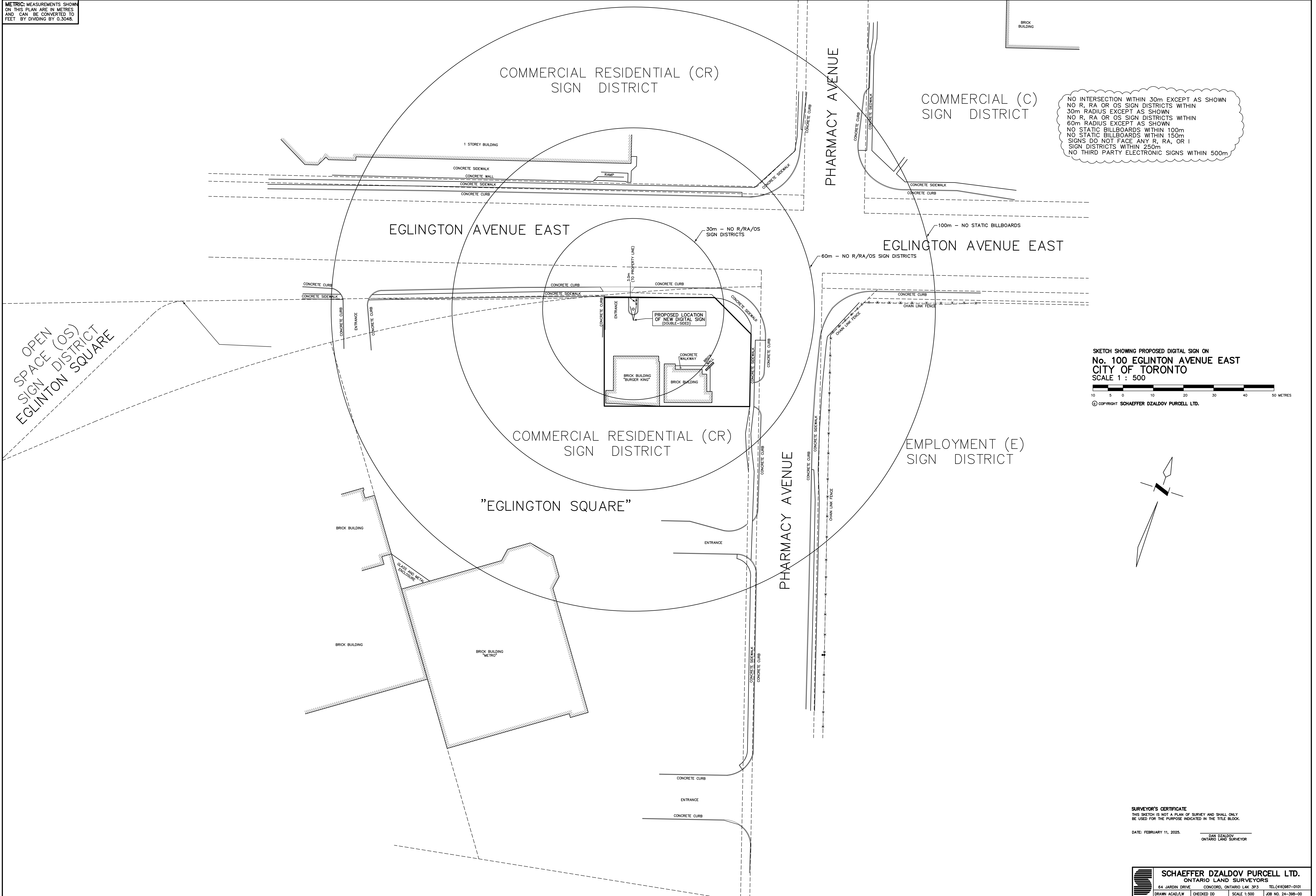
Front Elevation



Top Elevation



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





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

February 5, 2025

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: 100 Eglington Square
City of Toronto – Our Job No. 24-398-00

**SURVEY RECORDS
SINCE 1850s of:**

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

The attached sketch dated February 5, 2025 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,

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

SCHAEFFER DZALDOV PURCELL LTD.

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

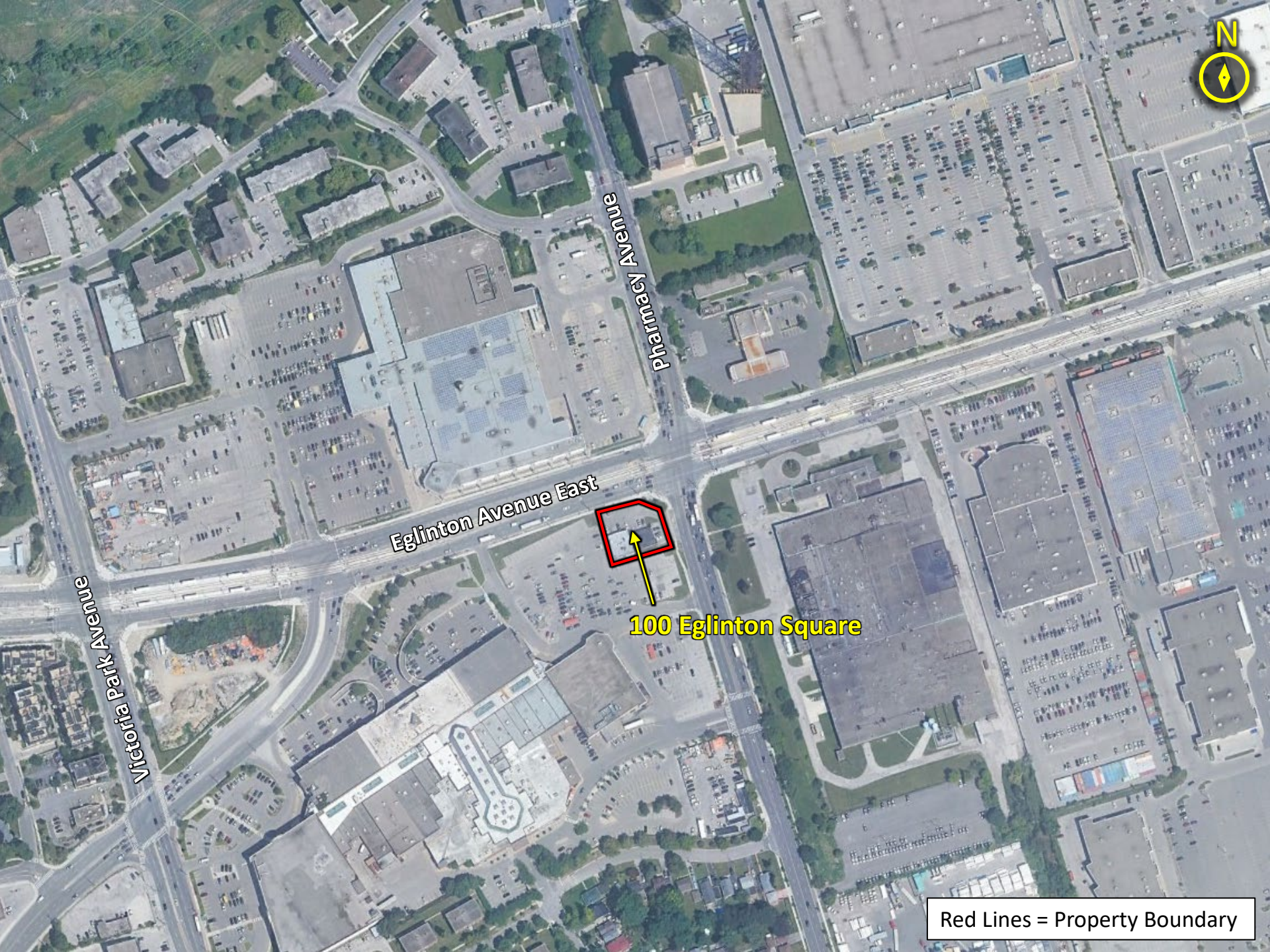
Dan Dzaldiv, B.Sc., O.L.S., O.L.I.P.
DD/dr

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

Submitted by: Nathan Jankowski – Pattison Outdoor

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

I hereby certify the accuracy of the attached Sketch submitted herewith



Pharmacy Avenue

Eglinton Avenue East

Victoria Park Avenue

100 Eglinton Square

Red Lines = Property Boundary



Eglinton Avenue East

Pharmacy Avenue



Proposed Sign

Red Lines = Property Boundary



PATTISON

For Illustration Purposes Only



February 18th, 2025

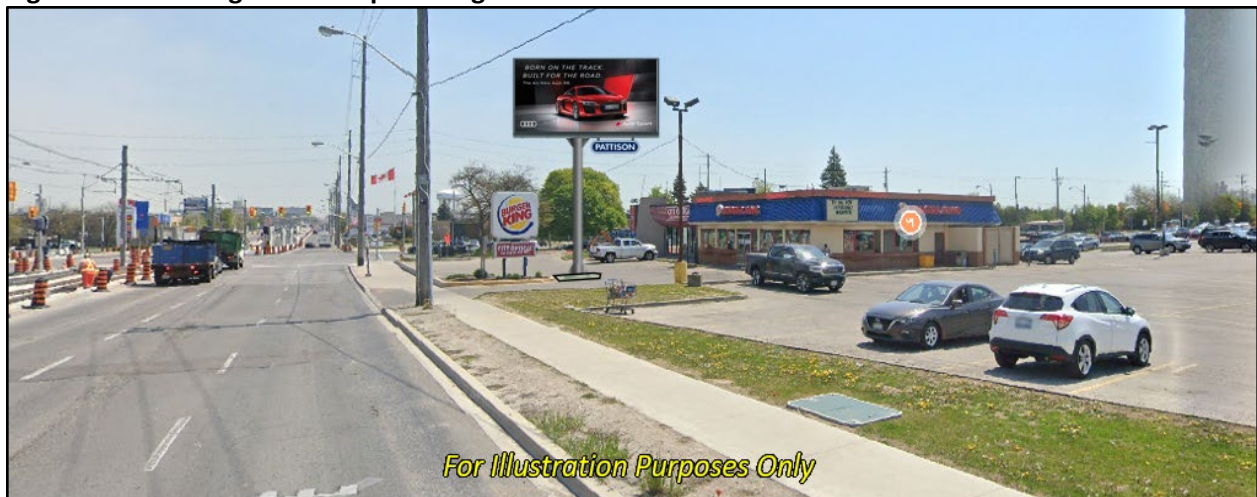
Attn: Ted Van Vliet, Manager, Express Services
City of Toronto Sign By-law Unit
100 Queen Street West, Floor 1 East Tower
Toronto, ON
M5H 2N2

RE: Rationale for Sign By-law Variance – 100 Eglinton Square, Scarborough

Please accept this letter as the rationale portion of our application for two variances from the Sign By-law, regarding a new third party electronic ground sign being proposed at 100 Eglinton Square (the “Subject Premises”) in Toronto. This property is designated as a Commercial Residential (CR) Sign District, which does not expressly permit third party electronic ground signs.

On behalf of the Property Owner (LCG 100 EGLINTON SQUARE LTD), Pattison is seeking approval of two variances, to permit a new double-sided ground sign in a back-to-back configuration, displaying third party electronic static copy, with a sign height of 8.0 metres (the “Proposed Sign” – See Figure 1 and Figure 2 below). Each sign face measures 5.91 metres horizontally by 3.03 metres vertically (17.90m²).

Figure 1: Rendering of the Proposed Sign

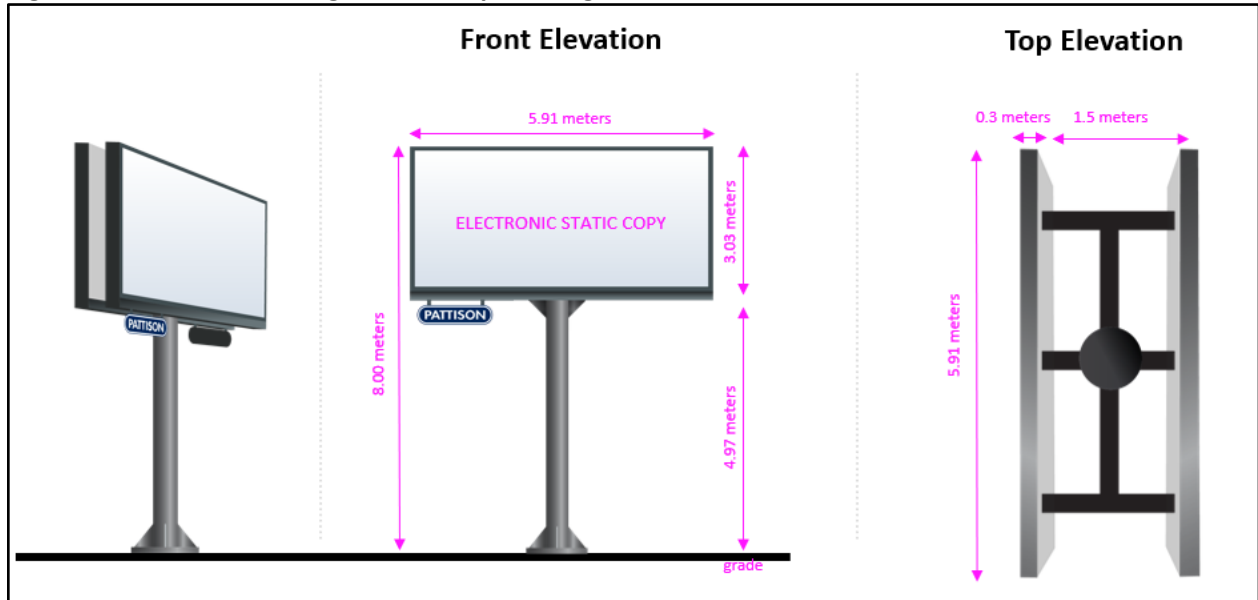


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Figure 2: Elevation Drawings of the Proposed Sign



The sign faces will be oriented to the west and east, in a back-to-back configuration, to be viewed by vehicular traffic travelling west-bound and east-bound along Eglinton Avenue East (see Figure 3 below).

3. Site Plan of the Proposed Sign



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Required Variances:

1. **694-15A** – Anything not expressly permitted by this Chapter is prohibited, and;
2. **694-24A(5)** – the Proposed Sign is located “400 metres of any limit of Eglinton Avenue East from the easterly limit of Brentcliffe Road to the westerly limit of Victoria Park Avenue.”

Conditions of Approval (2):

1. Pattison is seeking a 7-year variance approval, and will remove the Proposed Sign and associated structure entirely on or before seven years from the date of sign permit issuance, and;
2. Pattison commits to reducing the screen brightness of the Proposed Sign to 150 NITS between sunset to sunrise.

The first variance is required to allow a third party electronic ground sign in a CR 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.

Despite the CR Sign District designation, the Subject Premises accurately displays characteristics more often associated with an Employment (E) Sign District. Similarly, while the Subject Premises is designated as *Mixed Use* in the Official Plan, the Subject Premises is more reflective of *General Employment Areas*.

The Subject Premises currently contains no residential uses. It does contain a fast-food restaurant (Burger King) and an optical retail store (City Optical). The Official Plan describes *General Employment Areas* as those located along 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.

The Subject Premises is a corner lot which fronts onto Eglinton Avenue East and Pharmacy Avenue, both of which (especially Eglinton Avenue East) are considered major roads. The existing uses, being a retail store and a restaurant, also function to serve the workers in the area in addition to the broader public, aligning seamlessly with the characteristics of *General Employment Areas* as set out in the Official Plan.

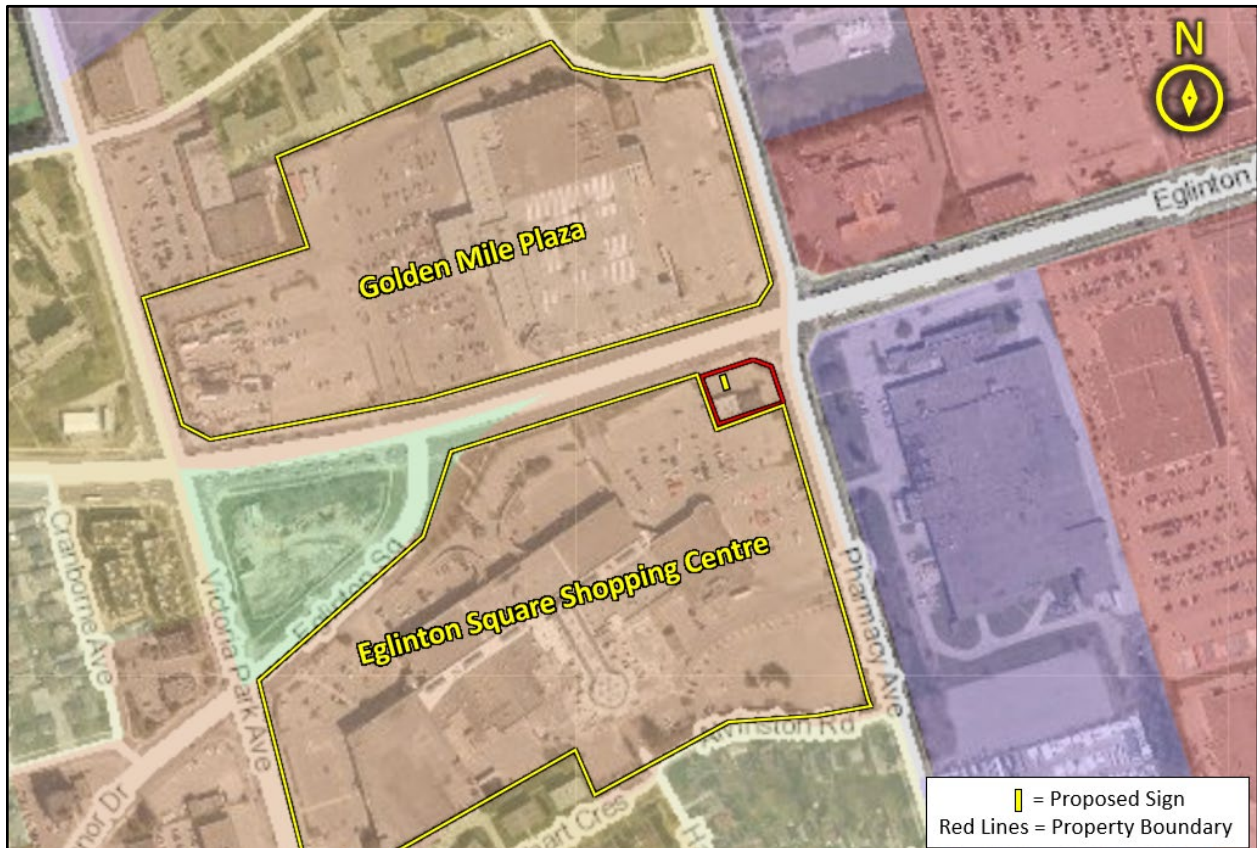
The adjacent property to the west is the Eglinton Square Shopping Centre, which is also designated as a CR Commercial Residential Sign District (see Figure 4 below). Eglinton Square Shopping Centre contains exclusively commercial and employment uses, such as Metro grocery store, TD Bank, Hudson’s Bay, various restaurants, and a variety of retailers. There are no residential uses currently present at Eglinton Square Shopping Centre.

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On a similar note, the adjacent property to the north is the Golden Mile Plaza, which is also designated as a CR Commercial Residential Sign District. Golden Mile Plaza also contains exclusively commercial and employment uses, including Your Dollar Store, Scotiabank, various restaurants, and other retailers. There are no residential uses currently present within this property (see Figure 4 below).

Figure 4: CR Commercial Residential Sign Districts within 250 metres of the Subject Property



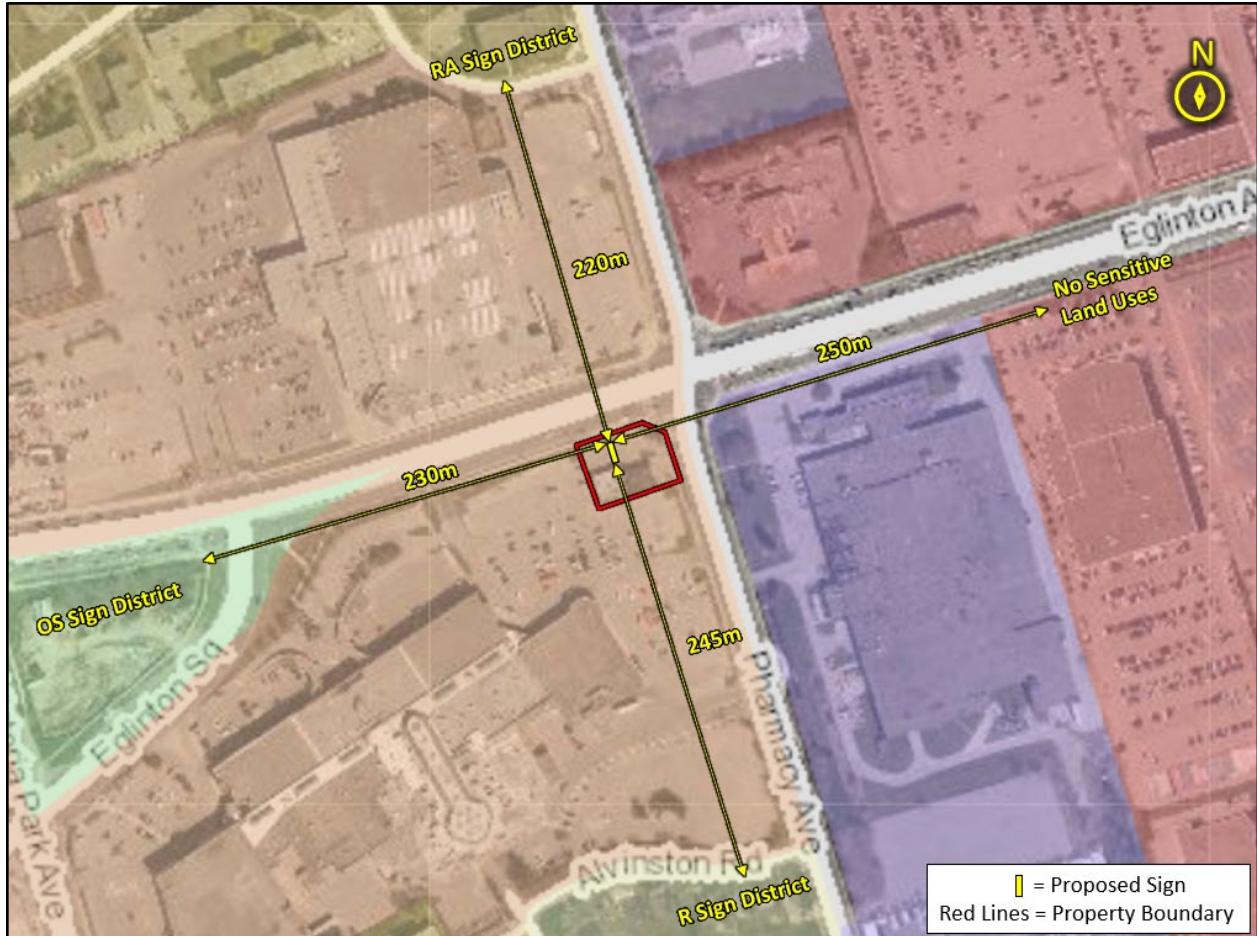
If we apply the standard Sign By-law provisions for third party electronic ground signs in an E Sign District to our Proposed Sign, it would require a setback of 250 metres to residential uses designated as R, RA or CR Sign Districts. In this instance, the Proposed Sign would achieve 88% of the required setbacks, as the nearest sensitive land use (an RA - Residential Apartment Sign District) is located 220 metres north of the Proposed Sign location (see Figure 5 below). Meanwhile, the nearest R - Residential Sign District is found approximately 245 metres south of the Proposed Sign, which is 98% of the setback requirement.

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Figure 5: Sensitive Land Uses Within 250 Metres of the Proposed Sign



As the Proposed Sign will be oriented in a back-to-back configuration, perpendicular to the RA and R Sign Districts, these two properties will have extremely limited or no visibility of the sign copy. To further ensure that any potential impacts of the Proposed Sign are mitigated, as a Condition of Approval, we will limit the brightness of the Proposed Sign to 150 NITS between sunset to sunrise.

With these carefully selected features to mitigate lighting concerns on sensitive land uses, the lighting impacts are also minimized or completely eliminated. The R Sign Districts to the south, located along Pharmacy Avenue, will only see an increase of 0.009 lux, virtually non-existent (see Figure 6 and Table #1 below). The built form will also effectively block visibility and light spill from any surrounding uses.

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Figure 6: Light Impact Study from Media Resources Inc



Table #1: Lux Calculations from Media Resources Inc

Site Calculations - 10 x 20 150 NITS Standard									
Measurement Angle									
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.141lux	0.462lux	1.042lux	1.408lux	1.481lux	1.408lux	1.042lux	0.462lux	0.141lux
100	0.036lux	0.118lux	0.269lux	0.365lux	0.387lux	0.365lux	0.269lux	0.118lux	0.036lux
150	0.016lux	0.053lux	0.120lux	0.163lux	0.174lux	0.163lux	0.120lux	0.053lux	0.016lux
200	0.009lux	0.030lux	0.068lux	0.092lux	0.098lux	0.092lux	0.068lux	0.030lux	0.009lux

Table 1. Site calculations in lux based on MRI VIQ3 Standard Modules.

At the corner of Eglinton Ave East and Victoria Park Avenue, is Victoria Park - Eglinton Parkette, located approximately 230 metres to the West (see Figure 5 above). The Proposed Sign achieves 92% of the required setback to this OS Sign District.

To note, there is a mature tree line along the boulevard of Eglinton Square and Eglinton Avenue East, which further obstructs any visibility of the Proposed Sign from this parkette (see Figures 7 and 8 below). The light spill that would reach this parkette is approximately 0.05 lux - also virtually non-existent. This reading does not take into account the natural obstructions in place (see Figure 6 above).

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Figure 7: Mature Trees Obstruct Visibility to the Proposed Sign from Parkette

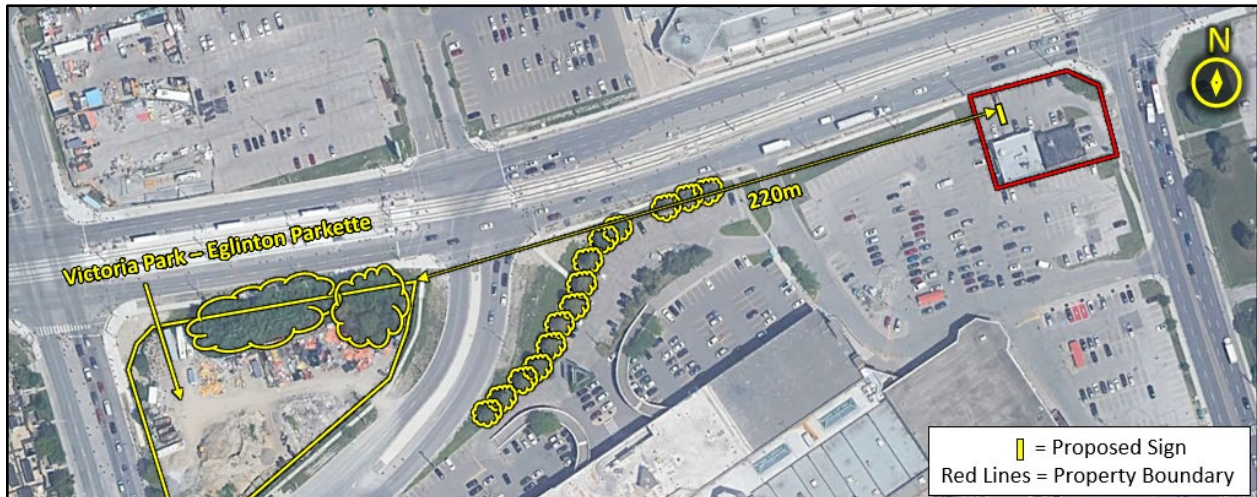
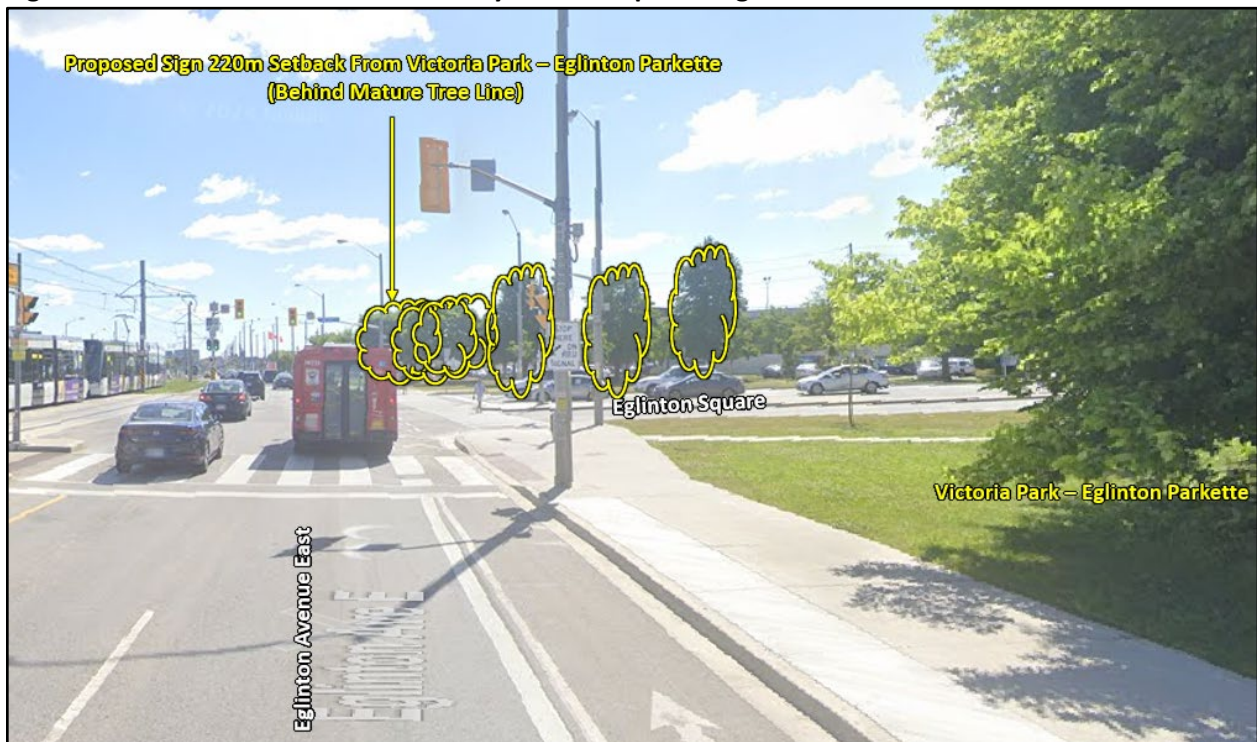


Figure 8: Mature Trees Obstruct Visibility to the Proposed Sign from Parkette



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A third party electronic ground sign in an E Sign District would also require a 30.0-metre setback from an intersection. Based on the shape of the street line at the intersection of Eglinton Ave East and Pharmacy Ave, the Proposed Sign would be located 26 metres away - achieving 87% of the required setback (see Figure 9 below).

However, the Proposed Sign is located 33 metres from the actual nearest traffic light, and 35 metres from the nearest stop line of this intersection. The Proposed Sign is set back nearly 38 metres from the nearest travelled portion of Eglinton Ave East. Based on being more than 30 metres from these key components of the intersection, we believe the Proposed Sign achieves the general intention of the intersection setback set out in the Sign By-law.

In addition, our Condition of Approval to limit the brightness of the Proposed Sign to 150 NITS between sunset and sunrise will further ensure that the Proposed Sign will blend appropriately into the streetscape, and will not adversely impact safety at this intersection.

Figure 9: The Proposed Sign in relation to the Nearest Intersection



There are many existing electronic signs displaying static copy located less than 30 metres from an intersection throughout the City of Toronto. Some examples include: 1 Richmond Street, which has little to no setback to a major intersection; 2300 Yonge Street, which has two sign faces with a setback of approximately 10 metres to a major intersection, and many of the electronic ground and roof signs located in proximity to Yonge-and-Dundas.

The Subject Property is located within the *Golden Mile Secondary Plan Study Area* (Official Plan Map 35, #45) which, as per the corresponding Official Plan Amendment 499 (OPA 499), describes the area as

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having anticipated significant commercial and residential development over the next 20 to 30 years, which would include up to 65,000 new residents and jobs.

Despite the fact that development plans are actively being pursued in the study area, it is reasonably expected to take a few decades to fully transform the Golden Mile area to achieve this vision.

The Subject Premises intends to pursue development plans for a mixed-use building, which is expected to begin in 2030 at the earliest (not accounting for any delays). We've prepared for this by building in termination rights for the property owners within our contract, and by including the Condition of Approval to effectively limit the lifespan of the Proposed Sign to seven years from the date of sign permit issuance.

This Condition of Approval also ensures that the Proposed Sign will remain compatible with the area at present, while the uses remain exclusively commercial and employment, and in the future when the sign will be removed prior to the change to mixed uses and concentrated residential units.

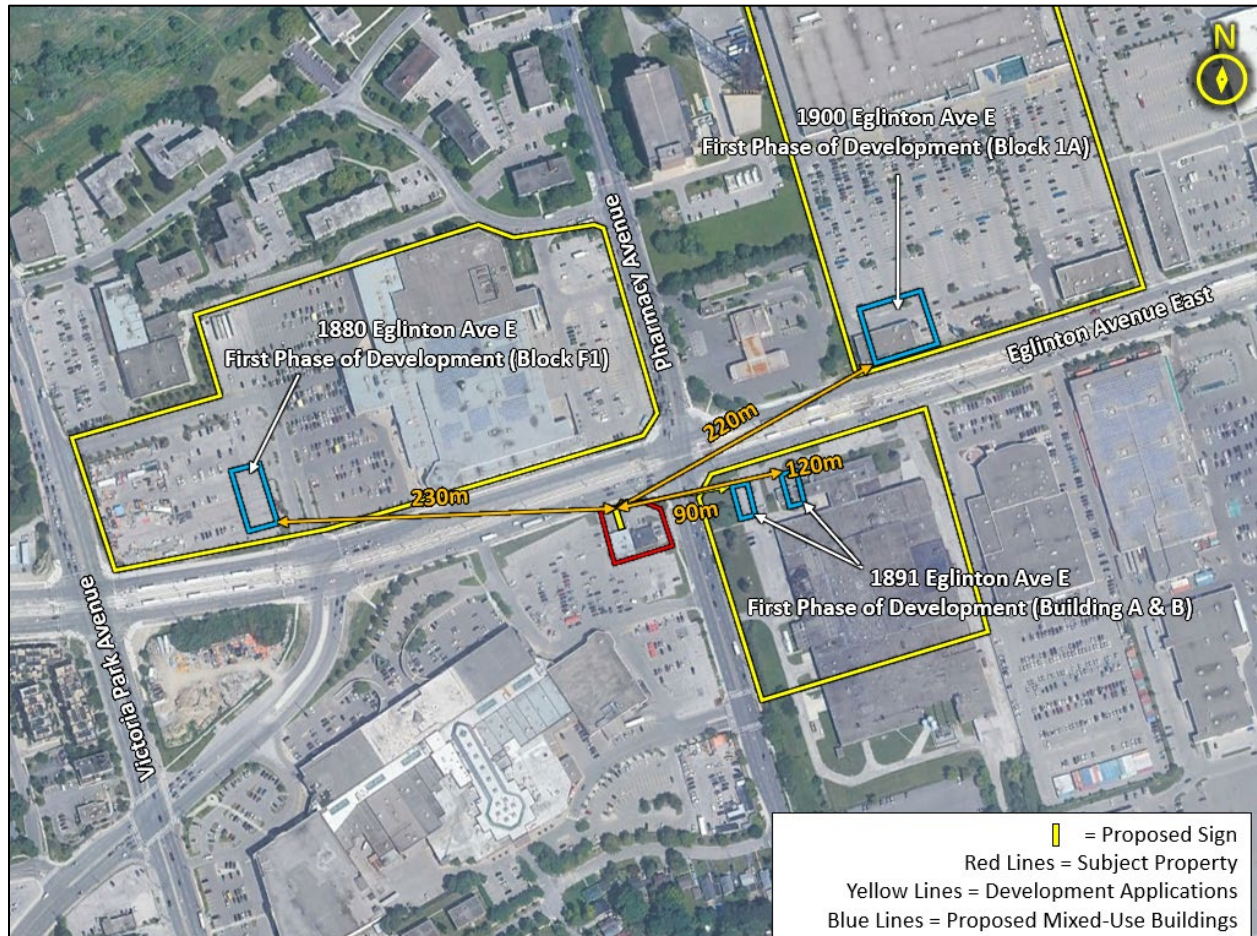
Within 250 metres of the Proposed Sign, there are currently four properties with approved development applications, with three containing first phase mixed-use buildings situated within 250 metres of the Proposed Sign: 1880 Eglinton Ave E, 1900 Eglinton Ave E, and 1891 Eglinton Ave E (see Figure 10 below).

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Figure 10: Proposed Mixed-Use Towers (First Phases) with Development Application Approvals Within 250m of the Proposed Sign



Amongst these three properties, the lowest height of the first residential storey is 8.48 metres. This is taller than the height of our Proposed Sign at 8.0 metres (see Table #2 below).

The Proposed Sign will feature EQ Vision technology, which prevents light spill upwards. This technology, along with the Proposed Sign height, ensures that any residential uses in these mixed-use towers will not have any meaningful visibility, if at all, of the Proposed Sign and therefore not be adversely impacted.

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Table #2: First Phases of Approved Development Applications Within 250m of the Proposed Sign

Address	Block/Building	Setback from Proposed Sign	Height of First Residential Uses
1880 Eglinton Ave E	Block F1	230m	9.20m
1900 Eglinton Ave E	Block 1A	220m	11.55m
1891 Eglinton Ave E	A	90m	8.48m
1891 Eglinton Ave E	B	120m	8.48m

The second variance required is for the Proposed Sign being within 400 metres of Eglinton Avenue East from the easterly limit of Brentcliffe Road to the westerly limit of Victoria Park Avenue. From the westerly limit of Victoria Park Avenue, our Proposed Sign achieves a setback of 380m, which is 95% of the required setback distance.

While the Proposed Sign is within 400m of the westerly limit of Victoria Park Avenue, there is a mature tree line that helps to obstruct visibility of the Proposed Sign (see Figure 11 below). The light will also be near negligible, given that lux figures are 0.098 at a distance of 200m (see Table #1 above) and we are close to double of this distance. This is further ensured with Pattison's commitment to lower the brightness of the sign faces to 150 NITS between sunset and sunrise.

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Figure 11: Setback of the Proposed Sign to the Westerly Limit of Victoria Park Avenue



In addition, part of the character of the area specified within this area-specific restriction, specifically being within 400 metres of Eglinton Avenue East from Brentcliffe Road to the Westerly Limit of Victoria Park Avenue, is established by 8 existing third-party billboard signs (see Figure 12 below). 3 of these existing billboard signs contain four sign faces, and the remaining 5 contain two sign faces each, for a total of 22 sign faces in the area.

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Figure 12: Existing Third Party Billboard Signs Within 400 Metres of Eglinton Avenue East from Brentcliffe Road to the Westerly Limit of Victoria Park Avenue



Narrowing down our focus area to the westerly limit of Victoria Park on Eglinton Avenue East, the nature of the area is largely residential, and these residential uses do not continue East of Victoria Park Avenue (see Figure 13 below).

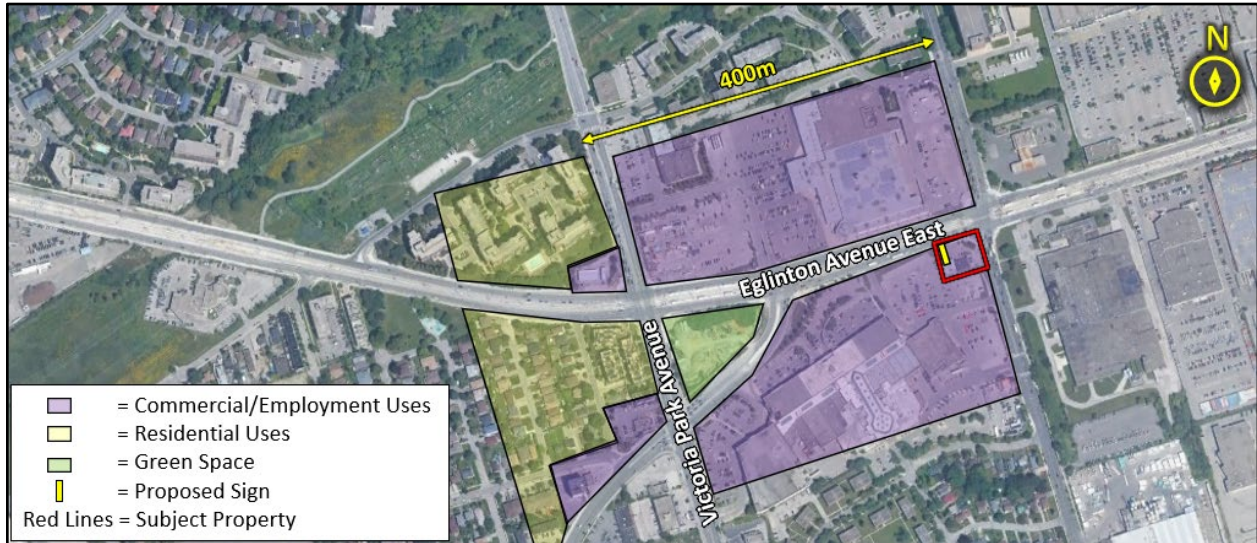
Nearly all development East of Victoria Park Ave along Eglinton Avenue East, including the Subject Premises, are exclusively employment or commercial uses. As a result, it is evident that the Proposed Sign, although within 380 metres of the westerly limit of this area, will not alter the character of the area, and that there are sufficient mitigating factors in place to demonstrate that the Proposed Sign will have little to no impact on this area-specific restriction zone. Therefore, we believe that this variance can be granted.

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Figure 13: Character of the Westerly Limit of Victoria Park Avenue Compared to the Subject Property and Surrounding Area



Although two variances are required for the Proposed Sign, it is highly compliant with the provisions set out for third party electronic ground signs in an E Sign District, which the Subject Property and the surrounding area strongly reflects in its current and near-term state. All sensitive land uses are significantly setback from the Proposed Sign, with little to no visibility of the sign copy.

While development plans for mixed-use condos are in place in the surrounding area, we have strategically included a Condition of Approval to limit the lifespan of the Proposed Sign to seven years following sign permit issuance. We believe the Proposed Sign is highly compatible with the existing uses at the Subject Premises and in the surrounding area, and the Proposed Sign will be removed prior to the large-scale changes planned to bring more residential uses to this area in the decades to come.

To further ensure that the Proposed Sign does not interfere with any residential development during the lifetime of the Proposed Sign, the sign height of 8.0 metres while featuring EQ Vision technology will ensure that light spill does not reach any residents in any meaningful way, if at all, for residents in the planned mixed-use developments within 250 metres of the Proposed Sign.

Considering all of these factors, we strongly believe that the variances sought can be supported.

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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 CR Sign District. As third party signs are permitted in CR Sign Districts, we believe this criteria has been met.

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

The Subject Property currently contains one retailer and one restaurant (Burger King) - uses which are commonly found within Employment areas. The Official Plan classifies Employment areas as places of business and economic growth, generally found on major roads and which have access to transit facilities. Uses can include parks, small-scale restaurants, services and catering.

Mixed Use zones ideally include multiple uses per property, such as residential, office, retail entertainment and recreational opportunities. Mixed Use zones are intended to provide residents with the ability to live, work and shop within a small geographical area.

In the Mixed Use areas surrounding the Subject Property, none have any residential uses and do not therefore achieve the objectives set out by the Official Plan. At present, the Subject Property more accurately reflects an Employment area than a Mixed Use area.

The Subject Property is located next to Employment and Commercial Sign Districts - both of which allow for third party electronic signs. The E Sign Districts are located south and east of the Subject Property along Pharmacy Avenue, while the C Sign District is located to the east along Eglinton Avenue East.

Between Victoria Park (to the west) and Pharmacy there are two shopping destinations: Eglinton Square Shopping Centre and Golden Mile Plaza. The potential for tenants in these shopping destinations to have street-front exposure via the Proposed Sign adds significant value. Neither of these shopping destinations have any residential uses that could be affected by the Proposed Sign.

From the west side of Victoria Park Avenue to the east side of Warden Avenue there are a total of 15 future developments. This includes the development of the Subject Property, on which the property owners are proposing to build a 35-storey residential / commercial building. Of the 15 developments currently in the early stages, none of them have final approval, and are in pre-construction status with the City of Toronto.

The early stage of these nearby developments clearly demonstrate that this area is years, possibly decades away, from having residents move in and live anywhere in proximity to the Proposed Sign. This

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is how the Conditions of Approval establish compatibility of the Proposed Sign both with the current state of the area, as well as the planned future uses.

These Conditions of Approval will minimize any impacts on surrounding uses in the near term by reducing maximum brightness levels to 50% lower than those required by the Sign By-law, while also limiting the lifespan of the Proposed Sign to ensure it is removed before any residential uses are introduced into the Golden Mile.

(3) Support the Official Plan objectives for the Subject Premises and surrounding area.

The Subject Premises contains a City Optical and Burger King, and no residential uses. Mixed Use zones are intended to combine residential, retail, parks and shopping and other services in one area. West of the Proposed Sign location are other Mixed Use zones. However, none of the properties contain residential uses. While the Subject Property and surrounding properties will more fit the description of Mixed Use areas in the years to come, when residential uses are introduced to the area, for now they more accurately resemble Employment areas.

The Subject Property also more accurately resembles an E Sign District at present, and if the Proposed Sign is measured against the requirements for a third party electronic ground sign in that Sign District, it is highly compatible.

The Proposed Sign's east face would be visible from multiple General Employment areas, which are intended to facilitate and serve the workers in Employment Zones. As mentioned previously, the current tenants of the Subject Property are a fast-food restaurant and an optical services retailer. The Subject Property is also located near a major intersection - Eglinton Avenue East and Pharmacy Avenue.

Furthermore, the Subject Property is in proximity to the Eglinton CrossTown LRT transit line, which General Employment areas are contemplated to be in proximity to. These factors all help to establish that the Proposed Sign supports the Official Plan objectives for the Subject Property and surrounding area, while the Conditions of Approval will ensure that the Proposed Sign is removed ahead of the pending development of residential uses, which maintains compatibility moving forward.

(4) Not adversely affect adjacent premises.

The Subject Property is currently designated as a CR Sign District and permits third party advertising. Within a 250-metre radius of the Proposed Sign, there are several Sign Districts including Employment, Commercial, Commercial Residential and Open Space.

Directly east of the Subject Property is an E Sign District. The E Sign District runs south for roughly 890 metres and is adjacent to a Commercial Sign District. The E Sign District properties are used for

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manufacturing purposes, and do not contain any sensitive uses. E Sign Districts are permitted to include third party electronic ground signs, and the Proposed Sign would have little to no effect on these nearby properties.

Northeast of the Subject Property is a series of C and E Sign Districts, both of which permit third party signs. Currently, none of these properties contain any sensitive uses, and the Conditions of Approval help to ensure that the Proposed Sign will not have any negative impact on these properties.

Directly north of the Subject Property is CR Sign District. The property contains the Golden Mile Shopping Plaza, which includes a mix of retail and service-oriented businesses. There are currently no residential or sensitive uses at this property, and the Proposed Sign will have no negative effect on it.

West of the Subject Property is a continuation of the CR Sign District zone. Currently, the Subject Property is adjacent to the parking lot surrounding the Eglinton Square Shopping Centre. There are currently no sensitive land uses on the neighboring property to the west. The Proposed Sign will provide opportunities to tenants in the shopping mall to benefit from increased exposure to vehicular traffic traveling along Eglinton Avenue East.

Figure 14: Parking Lot at Eglinton Square Shopping Centre Directly Beside the Subject Property



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While there is an OS Sign District approximately 230 metres to the West (Victoria Park - Eglinton Parkette), this parcel of land has had no pedestrian or community use since 2007. Furthermore, along the southern portion of Eglinton Ave East, there are a series of mature trees which will contribute towards blocking any light spill or visibility of the sign copy from this OS Sign District (and from the edge of the area-specific restriction beyond it). Please refer to Figures 7 and 8 above for an illustration of the mature trees along the streetscape.

Along with a number of complementary Sign Districts surrounding the Subject property, the Proposed Sign will be of a size and scale which is similar to (but smaller than) other first party ground signs for adjacent properties. Three separate properties within an approximate distance of 125 metres from the Subject Property have comparable sign structures to the Proposed Sign and, in some cases, larger displays. Please see Figure 15 for the dimensions of these signs.

Figure 15: 1880 Eglinton Avenue First Party Sign Size



The Condition of Approval which restricts the lifespan of the Proposed Sign will help ensure that it can create benefits to the community by providing new opportunities for exposure by local businesses and community events, while remaining compatible with the future plans for this Golden Mile area.

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5) Not adversely affect public safety.

The Proposed Sign maintains a 3-metre setback to the street line, and a 6-metre setback to the westerly property line, as shown in Figure 3 above. The Proposed Sign is also located outside of the visibility zone on the Subject Property, which ensures that it will not create an obstruction to vehicles entering and exiting the Subject Property.

While the setback from an intersection is 26.0 metres, this is measured to the property boundary and not the intersection itself. The Proposed Sign is set back 33 metres from the closest traffic light, 35 metres to the nearest stop line, and 37 metres to the travelled portion of the road (see Figure 9 above).

In addition, our Condition of Approval to limit the brightness of the Proposed Sign to 150 NITS between sunset and sunrise will further ensure that the Proposed Sign will not impact drivers or pedestrians at this intersection, and will blend well into the streetscape.

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. There are many examples of electronic signs located closer than 30 metres to an intersection found throughout the City.

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.

(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 consists of CR Sign Districts and CR Zoning to the north, west, and south (see Figure 16 and Figure 17 below). Although a CR Sign District and CR Zoning does allow for

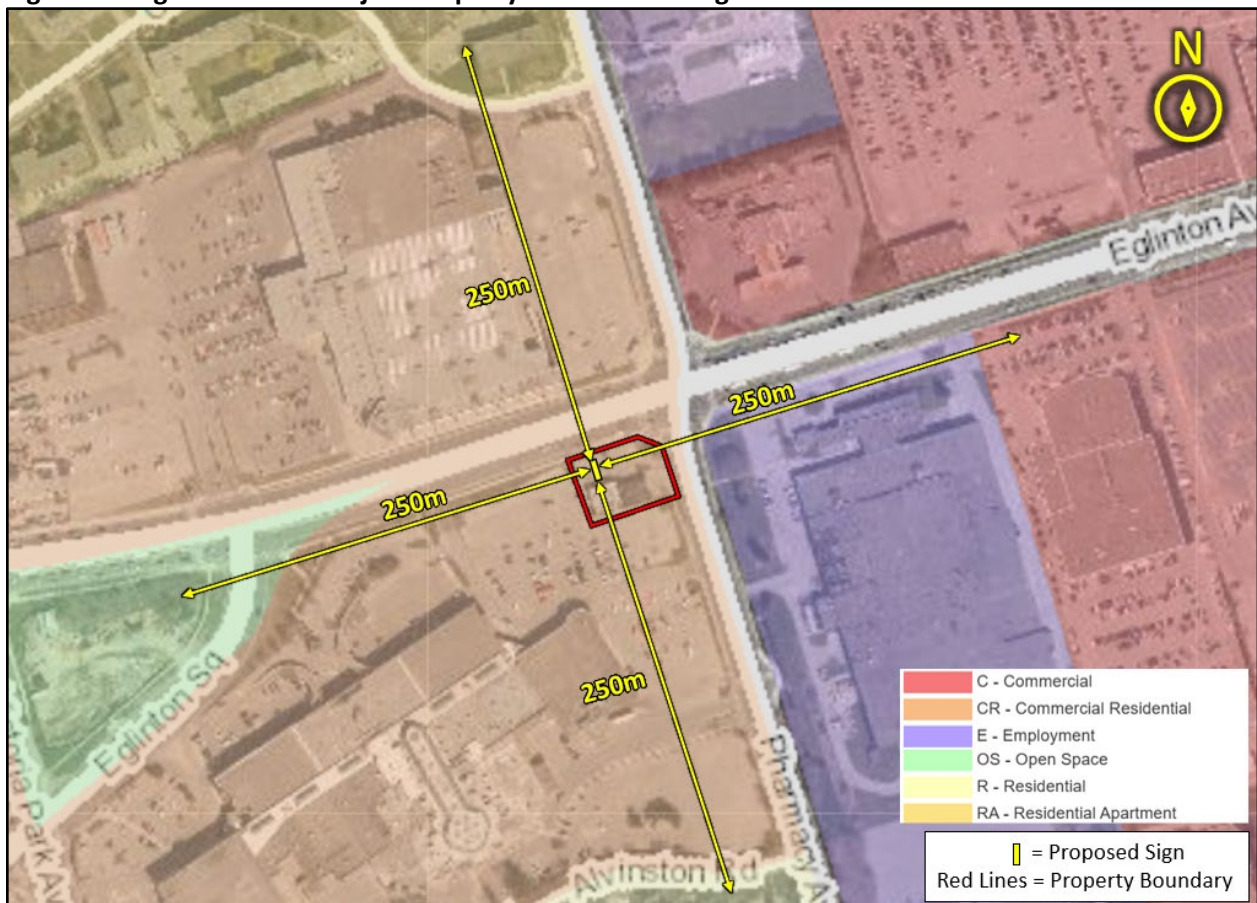
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residential uses, there are no residential buildings on these lands, and they are currently used exclusively for commercial / employment purposes (see Figure 4 above). The Proposed Sign is compatible with these uses, and will contribute towards driving economic growth by creating opportunities for local and national businesses to connect with a larger audience.

Although there are some sensitive land uses at the outer limit of the 250-metre separation distance from the Proposed Sign, the sign face orientation, Conditions of Approval for lower brightness during the evenings and the presence of natural and built-form obstructions will ensure that these sensitive land uses are not adversely impacted by the Proposed Sign.

Figure 16: Sign District of Subject Property and Surrounding Area

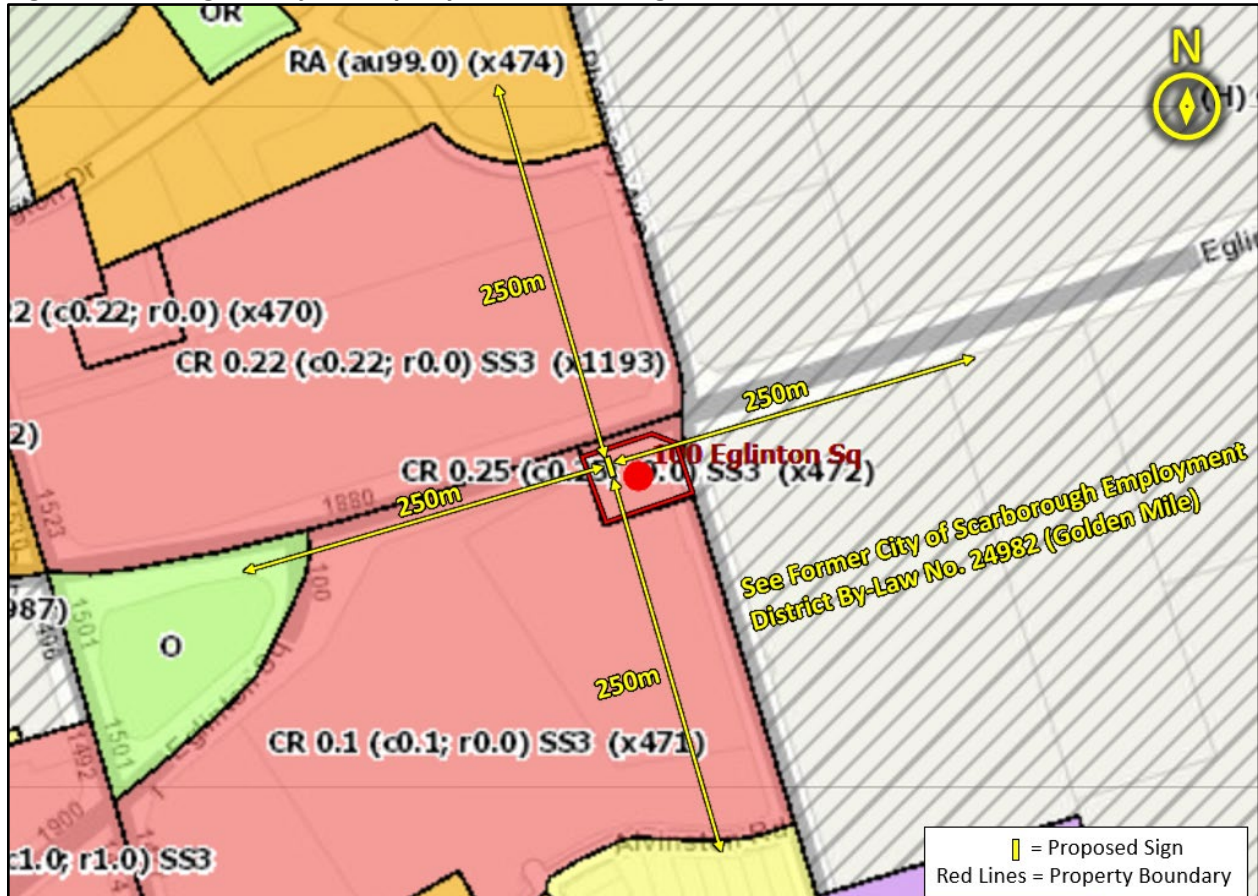


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Figure 17: Zoning of Subject Property and Surrounding Area



The Official Plan designates the Subject Property and most of the surrounding area as Mixed Use Areas (see Figure 18 below), which are intended to be located along transit routes that are animated and attractive, at all hours of the day and night. Furthermore, development of commercial activity is desired and expected, and the proportion of commercial and residential uses will vary widely among Mixed Use Areas.

For example, office and retail uses will continue to be paramount in the Financial District, but much of the new development along the Avenues will have a residential emphasis. The Subject Property and the surrounding area along Eglinton Avenue East is far more representative of the former, where a heavy presence of foot & vehicular traffic, as well as retail / commercial activity, is present, as is evident by the existing commercial / employment uses and the absence of residential uses.

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Figure 18: Official Plan Land Use Designations of the Subject Property and Surrounding Area



The character of the area is also established by the presence of four third party signs within approximately one kilometer of the Proposed Sign (see Figure 19 below), which also reach the audience of vehicular traffic along Eglinton Avenue East. As a result, the third party advertising nature of the Proposed Sign will not meaningfully alter the character of the area.

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Figure 19: Existing Third Party Signs



Although development applications are in place to construct commercial / residential towers in the area near the Proposed Sign, commercial activity is expected and desired in the lower/ground levels, which aligns with the reduced height and use (to drive economic activity) of the Proposed Sign.

To mitigate any adverse impacts on future residents in the upper storeys of the planned towers, we have established the Conditions of Approval for reduced brightness in the evenings as well as a fixed timeline for the Proposed Sign. In addition, we have set the height at 8.0 metres, which is below the height of the lowest proposed residential units in the area at 8.4 metres.

Furthermore, Pattison will be using a new technology for the electronic sign faces of the Proposed Sign - EQvision. The EQvision product, developed by Canadian industry leader Media Resources, achieves great strides in making digital displays more environmentally friendly and compatible with their surroundings.

A key benefit of the EQvision screens is that the LEDs have been re-positioned within the modules, and this shielding greatly reduces light spill upwards. This will improve the compatibility of these digital displays in areas where residential high-rise buildings are present or may be contemplated in the future. Using EQvision for the Proposed Sign will minimize impacts on any future high-rise buildings in the Golden Mile area, further mitigated by the brightness reduction and time-of-day operational requirements set out in the Sign By-law.

As a result, the Proposed Sign does not alter the character of the Subject Premises or surrounding area, and will not adversely impact or change the character of the future development in the area as well. Therefore, we believe that this criteria has been established.

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

Based on the site-specific conditions of the Subject Property 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 Sign District, which the Subject Property and surrounding area most closely resembles.

The first variance sought to allow a third party electronic ground sign in a CR Sign District 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 considered. As a result, this variance aligns with the guidelines of the Sign By-law, and is not contrary to the public interest.

The second variance sought to allow a third party sign within 400 metres of any limit of Eglinton Avenue East from the easterly limit of Brentcliffe Road to the Westerly limit of Victoria Park Avenue, which is suitable as the Proposed Sign will have limited or no visibility from the Westerly limit of Victoria Park Avenue. Because the Proposed Sign is located at a 380-metre setback from this area-specific restriction and there are built-form and natural obstructions in place between this area and the Proposed Sign, we are confident that this variance can be granted and will have no impacts on this area-specific restriction.

As is shown in the accompanying Light Impact Study, any light from the Proposed Sign that would reach this area is negligible, at approximately 0.03 lux. As a result, this variance is not contrary to the public interest.

The public interest is also established by the underlying designations of the Subject Property by way of the Official Plan, which acts to dictate the subsequent Zoning and Sign District designations. Although the Official Plan designates the Subject Property and the surrounding area as Mixed Use, there is the intent to expect and desire commercial development in the area, especially given the current built form (lacking residential uses) and high vehicular and foot traffic of Eglinton Avenue East.

Our Condition of Approval confirms our commitment to remove the Proposed Sign at the end of Year 7 following sign permit issuance, which ensures that the Proposed Sign will not interfere with any of the Golden Mile Secondary Plan Study and Official Plan Amendment 499 (OPA 499) objectives.

In the event that any of the proposed development is completed during the lifespan of the Proposed Sign, the sign height of 8.0 metres, the EQ Vision technology, and the Condition of Approval to cap the brightness at 150 NITS in the evening will ensure that the Proposed Sign will not impact any future residents in any meaningful way, if at all.

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The Proposed Sign is also in line with the Sign By-law requirements for maximum height (10.0m permitted; 8.0m proposed), sign face area (20.0m² permitted; 17.91m² 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 property lines (3.0m permitted; 3.0m and beyond proposed), and setback from existing third party signs (150.0m permitted; 390.0m proposed).

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 public health and safety messaging. As with all of our electronic signs, there are standard "overrides" 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,

A black rectangular box redacting the signature of Richard Lee.

Richard Lee
Leasing Representative
Pattison Outdoor Advertising LP

A black rectangular box redacting the signature of Brandon Lincz.

Brandon Lincz
Leasing Manager, Greater Toronto and Hamilton Area
Pattison Outdoor Advertising LP

Nathan Jankowski

Nathan Jankowski
Manager, Permits & Legislation
Pattison Outdoor Advertising LP

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Re: Use of digital display at 100 Eglinton Square, 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 100 Eglinton Square. 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.

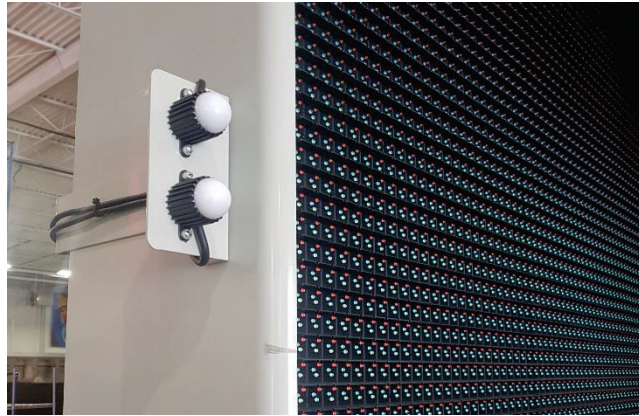


Figure 1. Media Resources standard - dual ambient brightness measuring photocells for hardware redundancy

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 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.

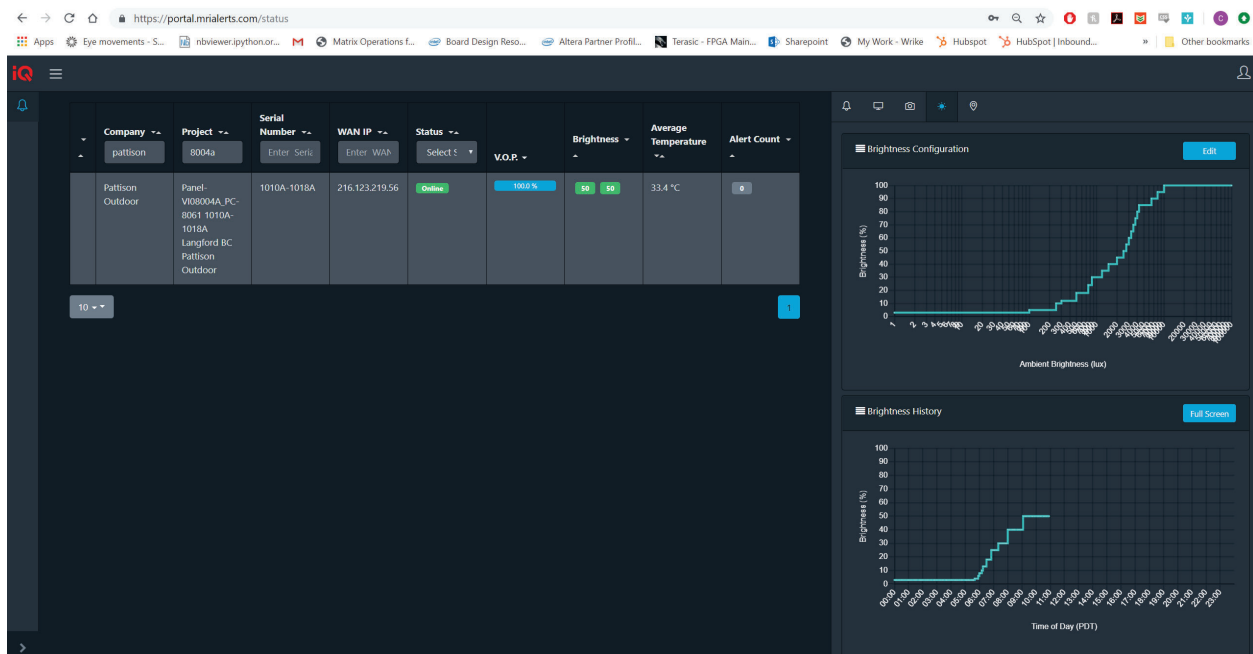


Figure 2. Media Resources web portal showing brightness configuration and history of the current day

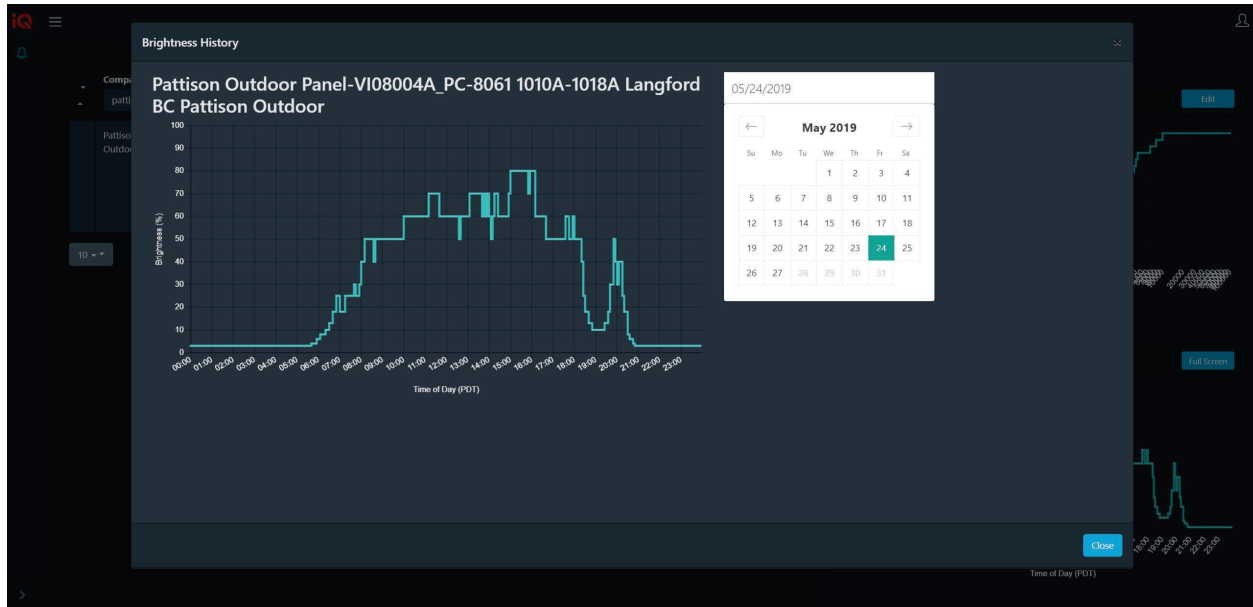


Figure 3. Media Resources web portal showing brightness history of any selected previous date. Brightness history data is logged indefinitely on Media Resources servers.

Media Resources commits to the effectiveness of this light restriction technology when deployed at 100 Eglinton Square. We have calculated the expected illuminance impact to surrounding areas of concern, shown in Figure 4, along with a table showing lux values at various distances and angles from each face of the display. Media Resources guarantees that the display will operate within 20% of illuminance impact calculated below. If approved and constructed, we can provide on-site lighting measurements to confirm correct installation and light restriction performance.

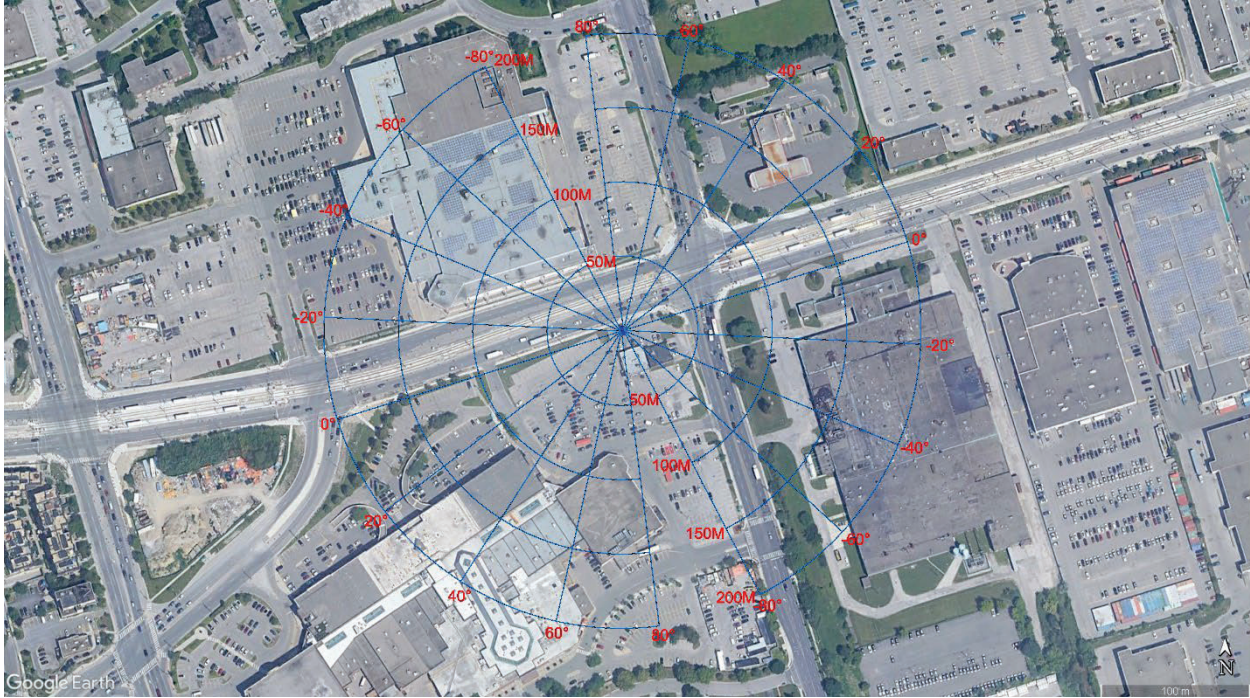


Figure 4. Site satellite photo overlay of distances and angles from proposed digital billboard site, corresponding to calculated illuminance figures in lux provided in Table 1 and Table 2.

Site Calculations - 10 x 20 150 NITS Standard									
Measurement Angle									
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.141lux	0.462lux	1.042lux	1.408lux	1.481lux	1.408lux	1.042lux	0.462lux	0.141lux
100	0.036lux	0.118lux	0.269lux	0.365lux	0.387lux	0.365lux	0.269lux	0.118lux	0.036lux
150	0.016lux	0.053lux	0.120lux	0.163lux	0.174lux	0.163lux	0.120lux	0.053lux	0.016lux
200	0.009lux	0.030lux	0.068lux	0.092lux	0.098lux	0.092lux	0.068lux	0.030lux	0.009lux

Table 1. Site calculations in lux based on MRI VIQ3 Standard Modules.

Site Calculations - 10 x 20 150 NITS Standard									
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Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.141lux	0.462lux	1.042lux	1.408lux	1.481lux	1.408lux	1.042lux	0.462lux	0.141lux
100	0.036lux	0.118lux	0.269lux	0.365lux	0.387lux	0.365lux	0.269lux	0.118lux	0.036lux
150	0.016lux	0.053lux	0.120lux	0.163lux	0.174lux	0.163lux	0.120lux	0.053lux	0.016lux
200	0.009lux	0.030lux	0.068lux	0.092lux	0.098lux	0.092lux	0.068lux	0.030lux	0.009lux

Table 2. Site calculations in lux based on MRI VIQ3 Standard Modules.

3d Rendering

We have also calculated the expected illuminance impact to the proposed mixed-use development at 1891 Eglinton Ave E, shown in Figure 5. These lux values show that the maximum impact of approximately 0.391 lux will be on the ground floor + first floor of the building, which will be used for commercial and retail purposes.

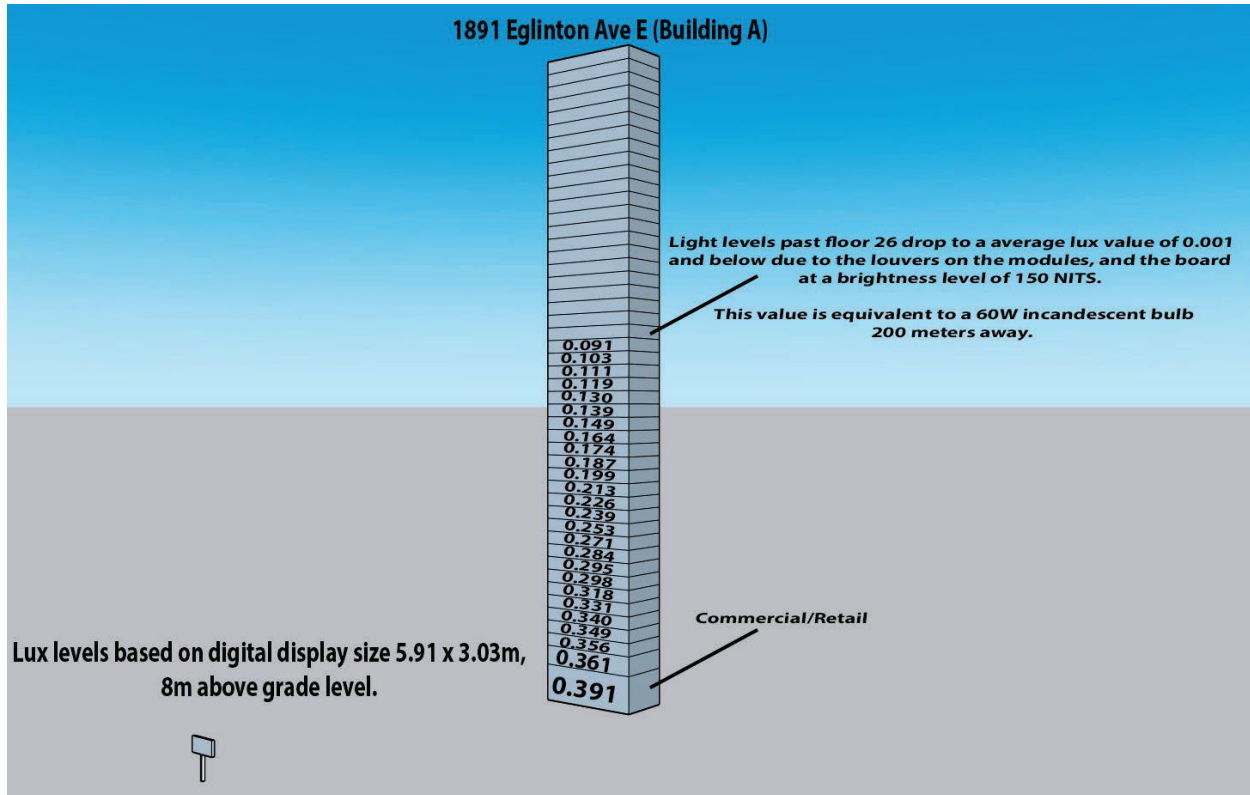


Figure 5. 3d rendering of proposed mixed-use development at 1891 Eglinton Avenue East with calculated lux impact from proposed digital display.

Site Readings

Furthermore, we have taken lux and NIT (cd/m²) readings from locations around the proposed mixed-use development, shown in Figure 6 and Figure 7.



Figure 6. Field lux measurements captured by a AEMC Lightmeter CA813 at various locations around the proposed area.



Figure 7. Field NIT measurements captured by a Konica CS-150 at various locations around the proposed area.



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mediaresources.com

Our calculated expected illuminance impact of a 5.91 x 3.03m display shall not increase the light levels of these locations by more than 3.0 lux above the ambient lighting levels shown in the field measurements. This board will be run at a nighttime brightness level of 150 nits during the period between sunset and sunrise, this is 50% the allowed amount indicated in Toronto Municipal Code Chapter 694, Signs, General.

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

Re: Use of digital display at 100 Eglinton Square, 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 100 Eglinton Square. 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.

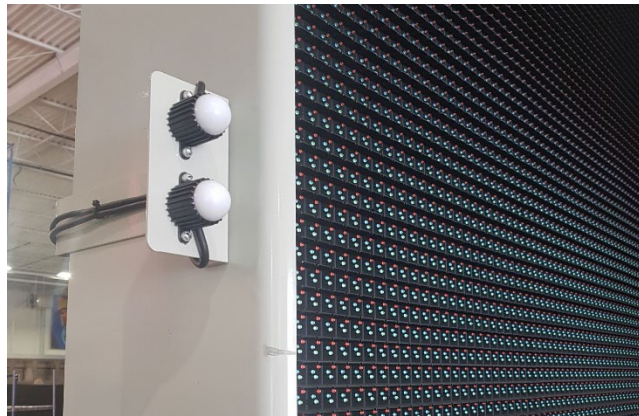


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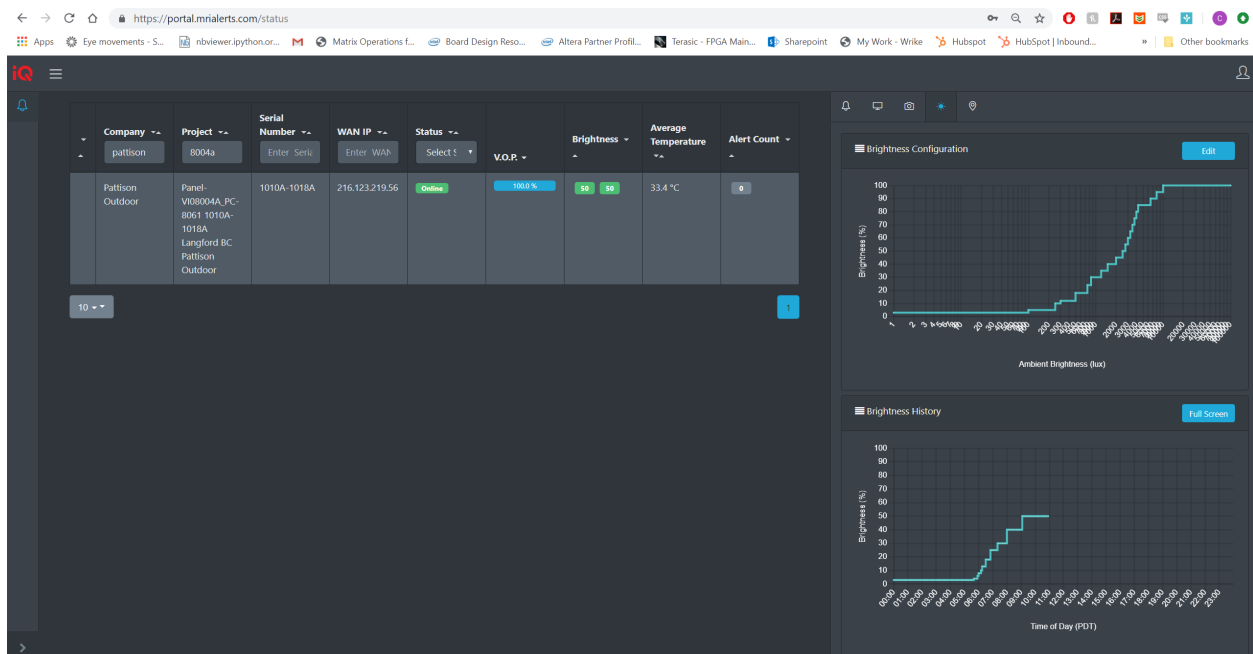


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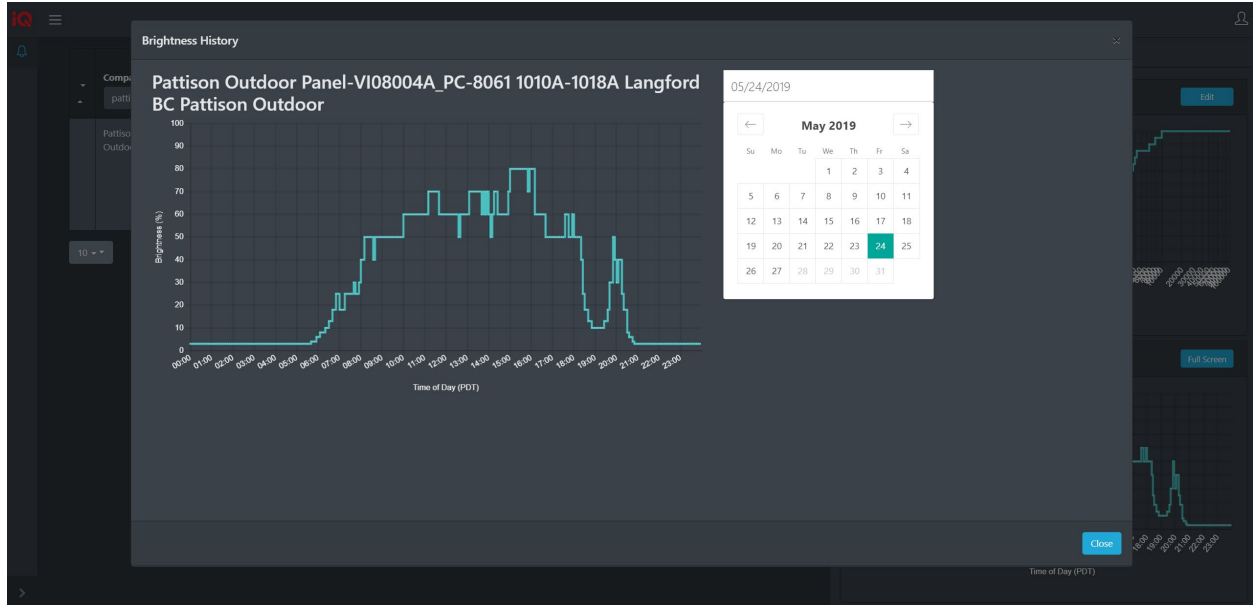


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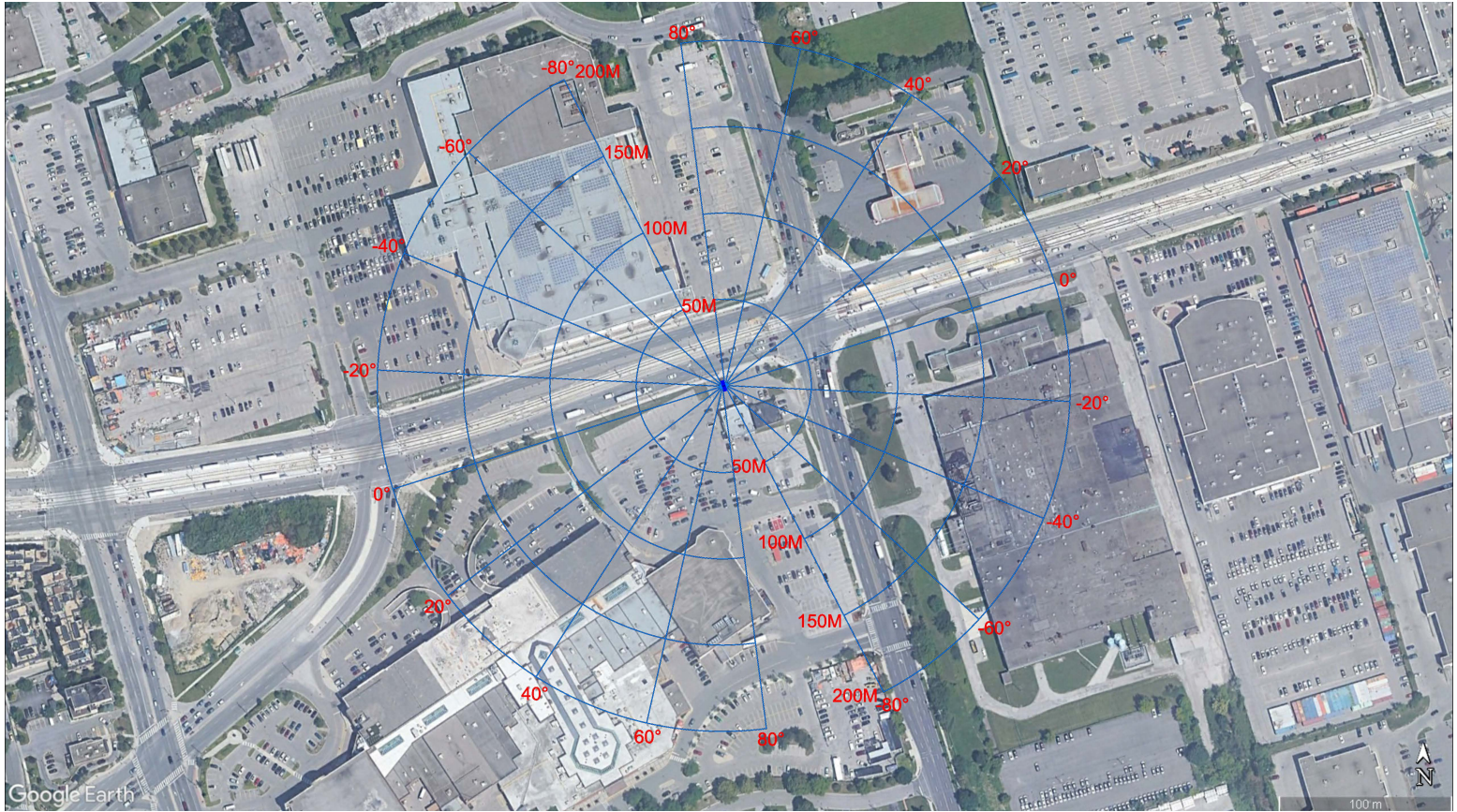


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Site Calculations - 10 x 20 150 NITS Standard									
Measurement Angle									
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.141lux	0.462lux	1.042lux	1.408lux	1.481lux	1.408lux	1.042lux	0.462lux	0.141lux
100	0.036lux	0.118lux	0.269lux	0.365lux	0.387lux	0.365lux	0.269lux	0.118lux	0.036lux
150	0.016lux	0.053lux	0.120lux	0.163lux	0.174lux	0.163lux	0.120lux	0.053lux	0.016lux
200	0.009lux	0.030lux	0.068lux	0.092lux	0.098lux	0.092lux	0.068lux	0.030lux	0.009lux

Table 1. Site calculations in lux based on MRI VIQ3 Standard Modules.

Site Calculations - 10 x 20 150 NITS Standard									
Measurement Angle									
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.141lux	0.462lux	1.042lux	1.408lux	1.481lux	1.408lux	1.042lux	0.462lux	0.141lux
100	0.036lux	0.118lux	0.269lux	0.365lux	0.387lux	0.365lux	0.269lux	0.118lux	0.036lux
150	0.016lux	0.053lux	0.120lux	0.163lux	0.174lux	0.163lux	0.120lux	0.053lux	0.016lux
200	0.009lux	0.030lux	0.068lux	0.092lux	0.098lux	0.092lux	0.068lux	0.030lux	0.009lux

Table 2. Site calculations in lux based on MRI VIQ3 Standard Modules.

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,

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