

4711 Steeles Avenue East

Sign Variance Application



Details of the Application

Pattison is seeking a variance for one third party electronic ground sign at 4711 Steeles Avenue East (Milliken GO Station). This property is designated a C – Commercial Sign District, which allows third party electronic signs.

The Proposed Sign would have two sign faces in a V-shape configuration, directed towards Steeles Avenue East facing north-west and north-east.

Recent amendments to the Sign By-law allow ground signs to be permitted in a C Sign District, if the criteria for approval have been established. In this case, the subject property and surrounding uses are more aligned with E and U Sign Districts, which permit electronic ground signs.

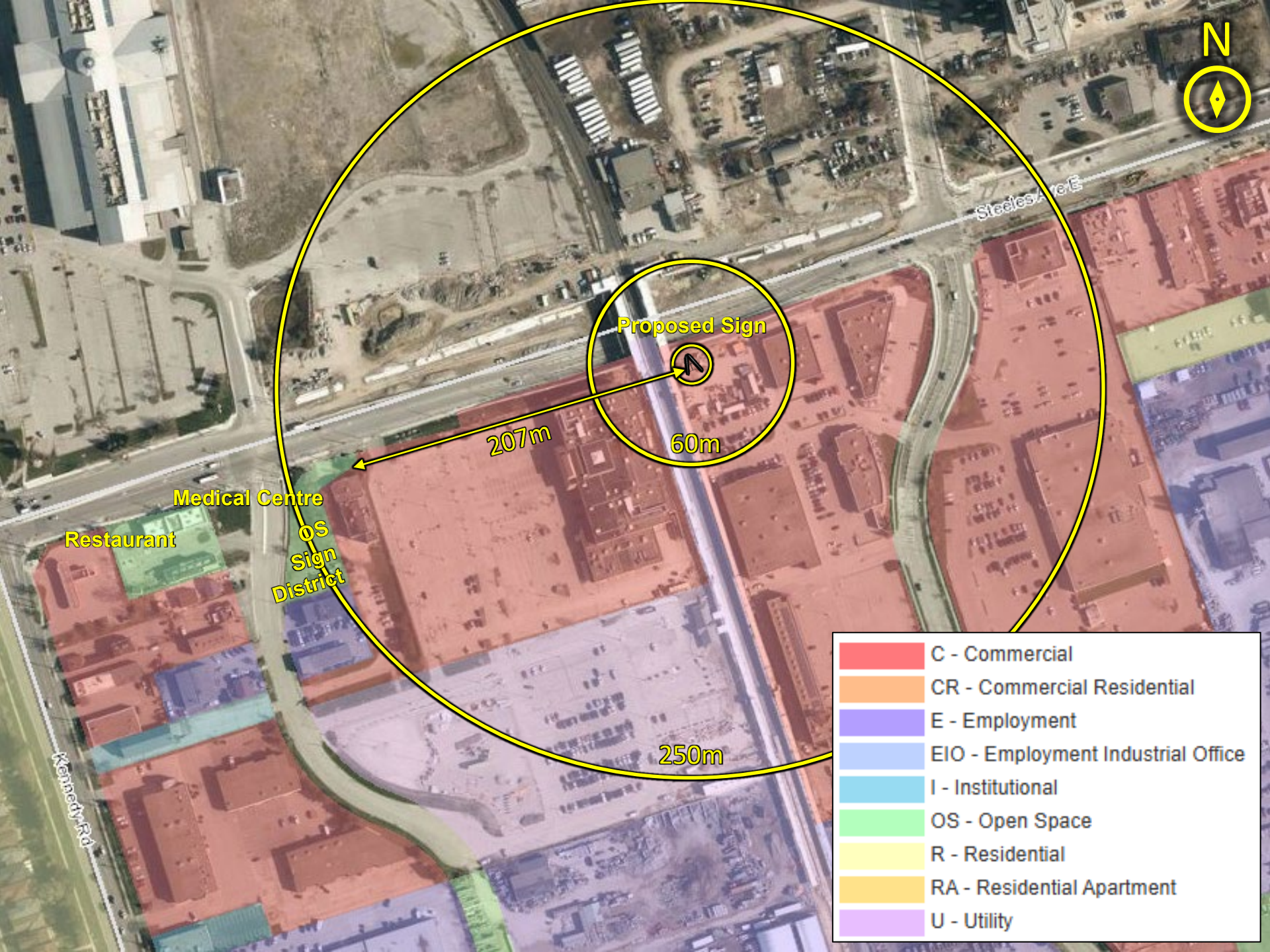
We agree with Staff's conclusion that the Proposed Sign achieves the eight criteria for variance approval, subject to the Conditions of Approval. We have worked closely with Staff to ensure these conditions result in compatibility with the property and surrounding area both now and in the future.



STEELES AVE EAST



Red Lines = Property Boundary



Proposed Sign

60m

207m

250m

Medical Centre
OS
Sign
District

Restaurant

Kennedy Rd

Steeles Ave E

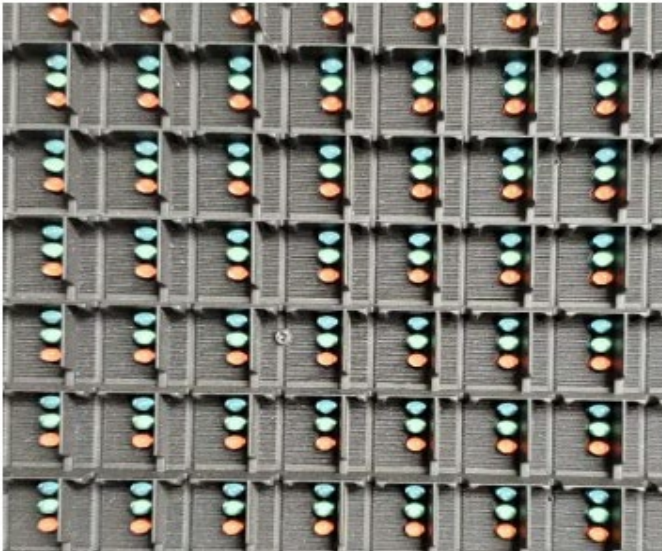
	C - Commercial
	CR - Commercial Residential
	E - Employment
	EIO - Employment Industrial Office
	I - Institutional
	OS - Open Space
	R - Residential
	RA - Residential Apartment
	U - Utility

SITELINE Digital Display

One of the Conditions of Approval is that light-blocking technology be installed on the sign, to prevent any visibility of the sign copy or light spill from reaching properties to the south-west of the Proposed Sign.

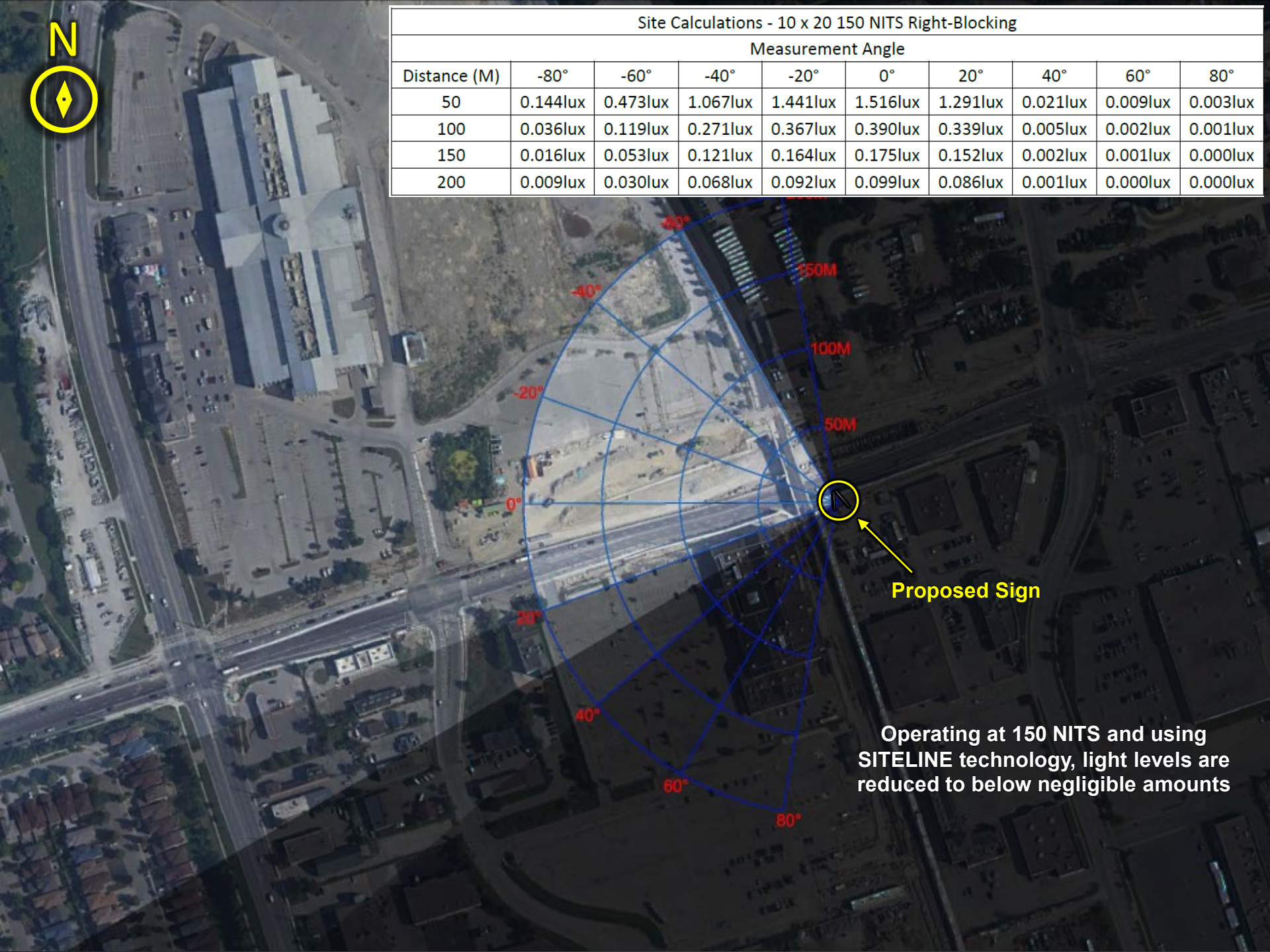
This system, called SITELINE, strategically blocks light spill and visibility of sign copy from targeted areas, to increase compatibility with any sensitive uses found nearby.

This technology, working in tandem with another Condition capping brightness at 150 NITS in the evening, will maximize the compatibility of the Proposed Sign.





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



Proposed Sign

Operating at 150 NITS and using
SITELINE technology, light levels are
reduced to below negligible amounts

SITELINE Digital Display



EQvision Digital Screen

Pattison and Metrolinx are committed to making a positive impact on the environment, and the Proposed Sign will feature another cutting-edge technology – **EQvision**.

EQvision has two key benefits – a significant reduction of emissions, and improved compatibility with surrounding uses.

These sign faces contain new LEDs, modules and power systems which result in a longer life span (by over 40%), reduced power consumption (by more than 50%), and lower lifetime carbon emissions (by more than 70%).

Each LED in EQvision displays has been re-positioned within the modules, which greatly reduces upwards light spill. This improves compatibility where high-rise buildings are present, or may be contemplated in the future.

Using EQvision displays and SiteLine technology on the Proposed Sign, in tandem with lowering to 150 NITS and turning the sign off from 11 pm to 7 am, will minimize or eliminate any impacts on future development in the surrounding area.

Increased Compatibility



As can be seen here, the re-positioning of the LEDs within each module create a physical barrier which blocks light spill from travelling upwards.

Eight Criteria Have Been Established

The Proposed Sign has been strategically planned to be compatible with the current use of the property and surrounding area, as well as any future development that may occur.

By setting out several Conditions of Approval, Staff have concluded that a ground sign is suitable for this property, based on the nearby uses being primarily Commercial, Utility and Employment-related. As such, the eight criteria required for variance approval have been established.

The Proposed Sign will allow Metrolinx to connect with commuters accessing Milliken GO Station, and provide new opportunities for local and national businesses to reach a larger audience. This supports the Official Plan objectives of contributing towards economic growth.

Thank you!



3.98m

锦绣中华
SPLENDID CHINA MALL
WE ARE OPEN
照常營業

10.60m

42.19m²

10.60m

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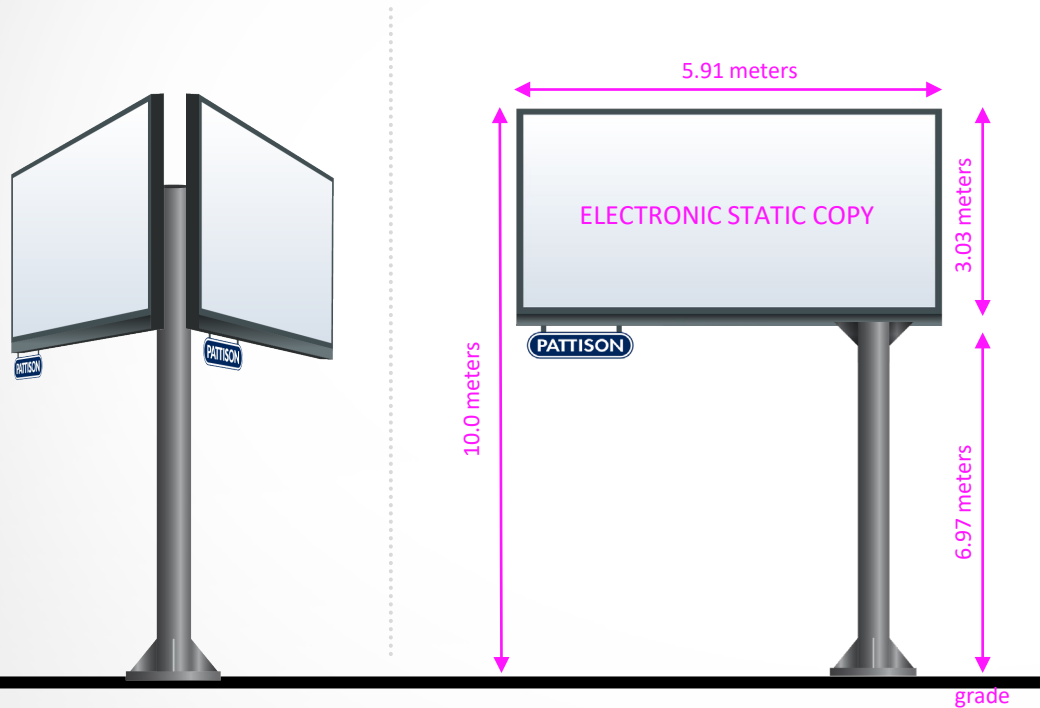
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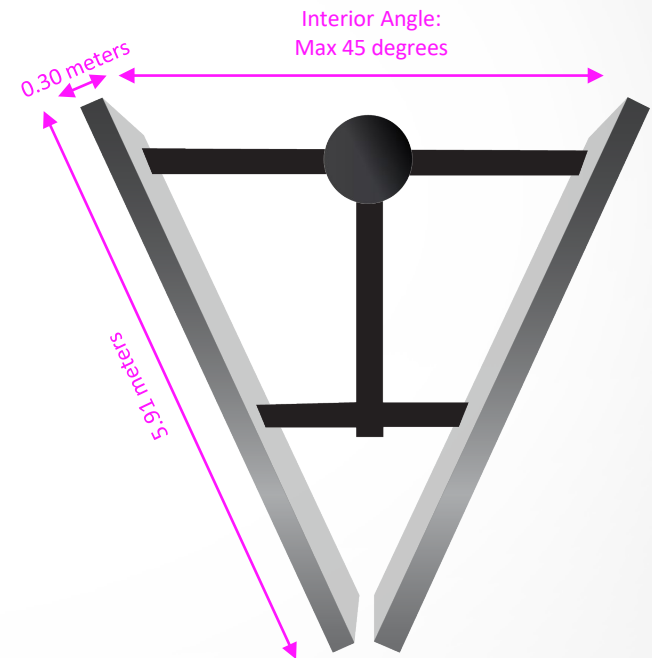
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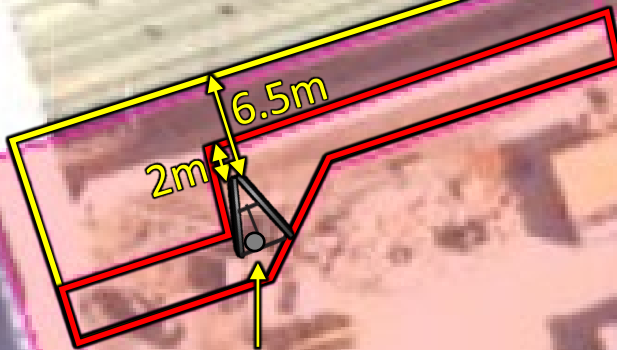
Elevation Drawings of the Proposed Sign (4711 Steeles Avenue East)

Front Elevation



Top Elevation

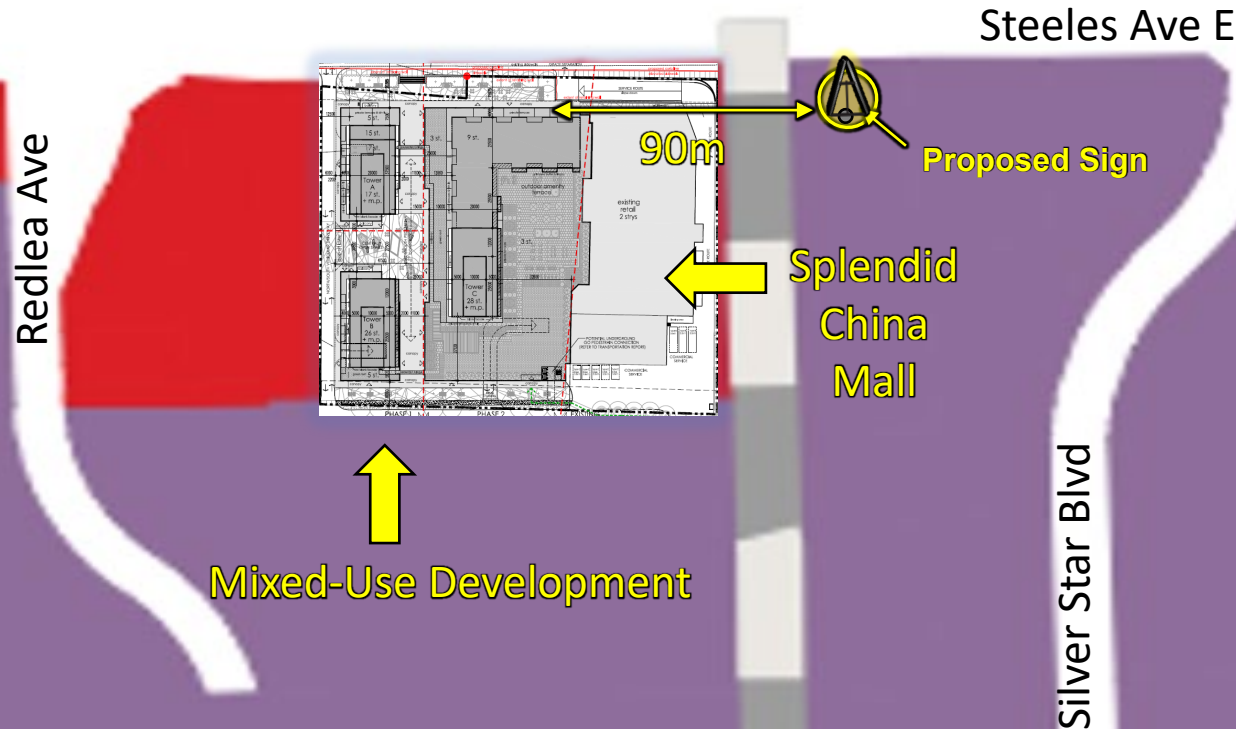




Proposed Sign

Red Lines = Property Boundary
Yellow Lines = Metrolinx Boundary

Official Plan Map



Toronto Official Plan

Map 19 Land Use Plan

Published January 2024*

*includes known in-effect OPAs up to 405 and 591

Land Use Designations

- Neighbourhoods
- Apartment Neighbourhoods
- Mixed Use Areas
- Natural Areas
- Parks
- Other Open Space Areas (Including Golf Courses, Cemeteries, Public Utilities)
- Institutional Areas
- General Employment Areas
- Core Employment Areas
- Utility Corridors