

ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE

OWNER'S AUTHORIZATION

With Respect to the lands owned by:

TATA COMMUNICATIONS (CANADA) LTD

(Owner's Name(s))

Known as:

825 MILNER AVENUE, TORONTO, 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: August 1, 2025

Signed:

Signed by:

[Redacted Signature]

0D366965D3400468

(Signature of Owner(s))



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

Street Number	Street Name	Lot Number	Plan Number
825	Milner Avenue		66M1700
Describe the variance(s) being applied for: 694-24(14), 694-25(C)(2)(c), 694-25(C)(2)(e), 694-25(C)(2)(f), 694-25(C)(2)(g)[1]			
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

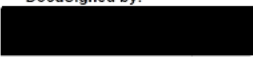
First Name		Last Name	
Neel		Soneji	
Company Name (if applicable)			Telephone Number
Tata Communications (Canada) Limited			(514) 868-7019
Street Number	Street Name	Suite/Unit Number	Mobile Number
1441	Rue Carrie-Derick		
City/Town	Province	Postal Code	Fax Number
Montreal	QC	H3C 4S9	
Email Neel.Soneji@tatacommunications.com			

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	Mobile Number
City/Town Mississauga	Province ON	Postal Code	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 Pattison Outdoor Ad , 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:  AB3E5ECB88B864F3... Signature		Nathan Jankowski Print Name (First, Last)	2026-02-25 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.

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.



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
825	Milner Avenue		66M1700

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
273,650 sqft	750 ft	380 ft
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
1		
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
8m	1	
Building Uses(s)		
Commercial/Employment		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	Commercial Plaza (CR Sign District)
South	Highway 401 (U Sign District)
East	Commercial Plaza (C Sign District)
West	Office Building (E Sign District)

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)	
Pattison is seeking approval of five variances, to permit a new single-sided ground sign displaying third party electronic static copy, with a sign height of 10.0 metres (the "Proposed Sign"). Each sign face measures 5.76 metres horizontally by 2.88 metres vertically (16.59m2). See attached rationale for more information.	

Continue on next page

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	2.88	5.76	16.59	0.3	10	Yes	Yes

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

Receipt No: 1855521

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:	26 121756 ZSV 00 ZR	Date & Time:	February 26, 2026 11:05:20 AM
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Paid By:	PATTISON OUTDOOR ADVERTISING C/O NATHAN JANKOWSKI 2700 MATHESON BLVD E #500 MISSISSAUGA ON L4W 4V9		
Project Location:	825 MILNER AVE TORONTO ON M1B 3C3		
Project Description:	Zoning Review; Non-Residential Building; Sign		
Fee Description(s):	Cost Center Number:	Value:	
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$2,039.44	
TB-American Express - online	110583 - PAYMENT	-\$2,039.44	
Total:			\$0.00
Paid Amount			\$2,039.44
Paid by :TB-American Express - online			

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



February 26th, 2026

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

RE: Rationale for Sign By-law Variance – 825 Milner Avenue Road, Scarborough

Please accept this letter as the rationale portion of our application for variances from the Sign By-law, regarding a new third party electronic ground sign being proposed at 825 Milner Avenue (the “Subject Premises”) in Scarborough. This property is designated as an Employment (E) Sign District, which permits third party electronic ground signs.

On behalf of the Property Owner (TATA COMMUNICATIONS (CANADA) LTD.), Pattison is seeking approval of five variances, to permit a new single-sided ground sign displaying third party electronic static copy, with a sign height of 10.0 metres (the “Proposed Sign” – See Figure 1 and Figure 2 below). The single sign face measures 5.76 metres horizontally by 2.88 metres vertically (16.59m²).

Figure 1: Rendering of the Proposed Sign

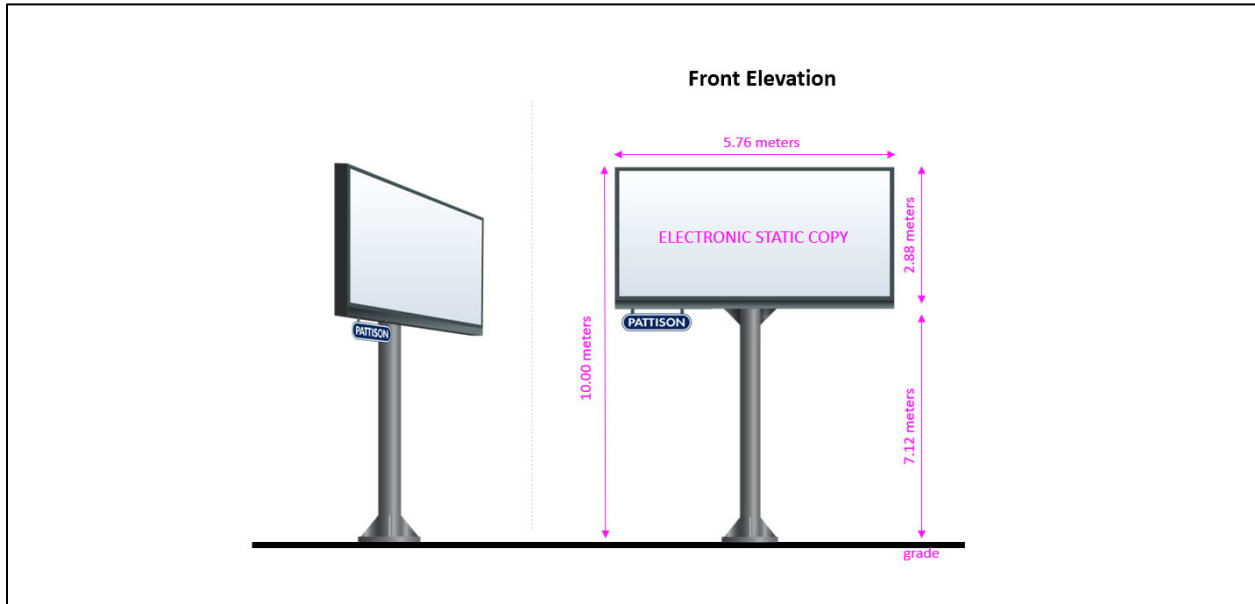


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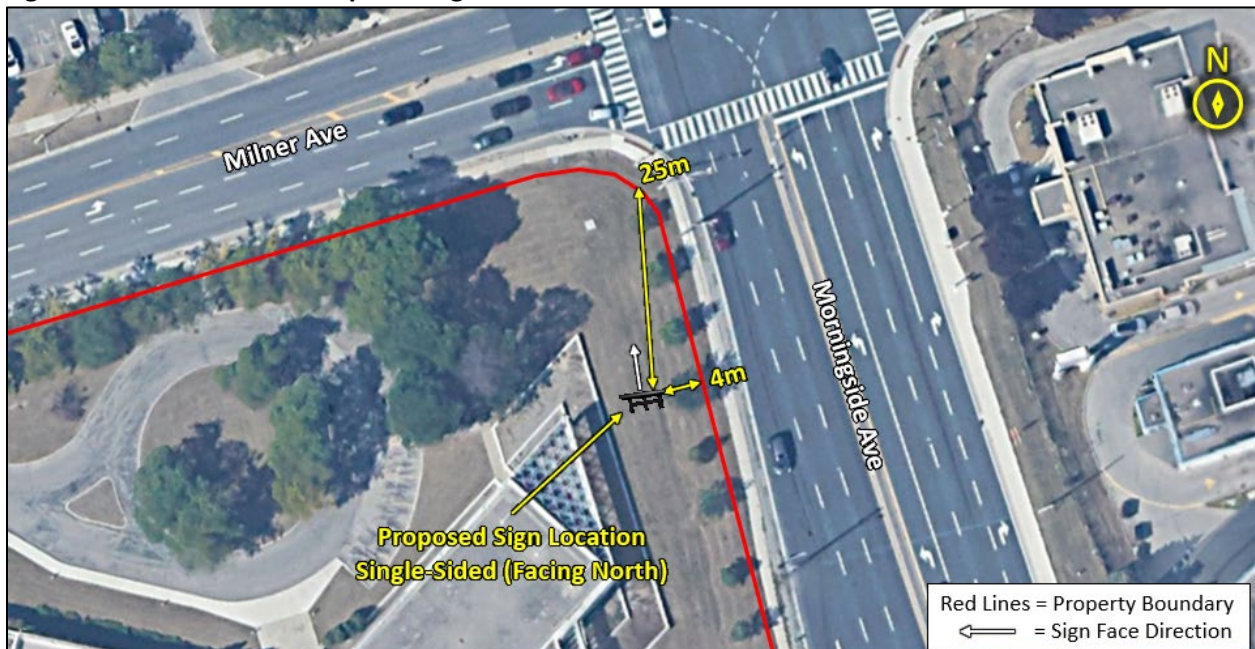


Figure 2: Elevation Drawings of the Proposed Sign



The single sign face will be oriented to the north, to be viewed by vehicular traffic travelling south-bound along Milner Avenue (as shown in Figure 3 below).

Figure 3: Site Plan of the Proposed Sign



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Required Variances:

1. **694-24(14)** – A third party sign shall not be erected or displayed, or caused to be erected or displayed, in whole or in part within: 400 metres of any limit of any portion of Highway 401 contained within the municipal boundaries of the City;
2. **694-25(C)(2)(c)** – The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
3. **694-25(C)(2)(e)** – The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district;
4. **694-25(C)(2)(f)** – Where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district, and;
5. **694-25(C)(2)(g)[1]** – Where a sign shall be located a minimum of 500 metres from any other third party electronic sign located on the same street.

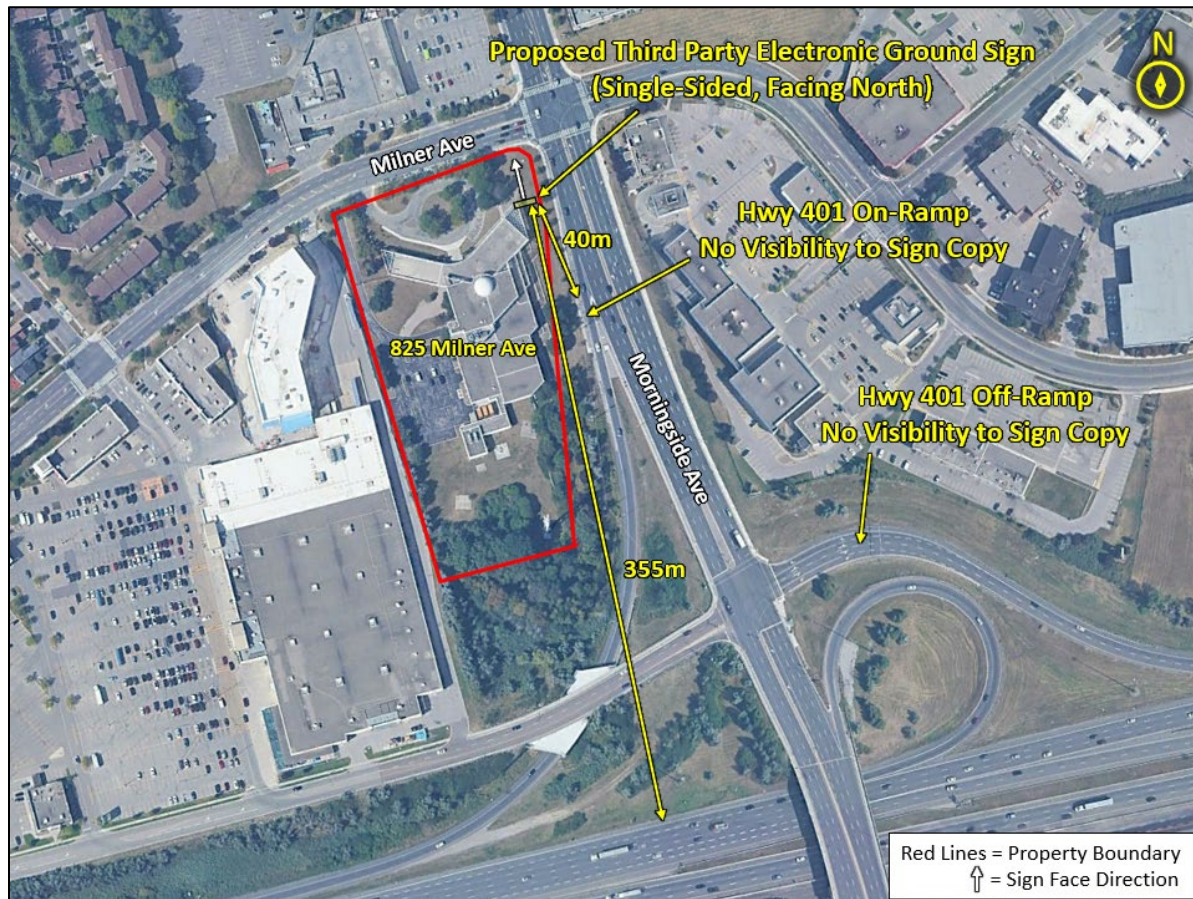
The first variance is requested to permit a third party electronic ground sign within 400 metres of Highway 401. The Proposed Sign is located approximately 355 metres from the active east-bound and west-bound lanes of Highway 401 (see Figure 4 below).

While the Morningside Avenue on-ramp to Highway 401 is located approximately 40 metres south of the Proposed Sign, there is only one sign face proposed, which is oriented exclusively to the north. As a result, vehicles travelling south towards the on-ramp would pass the Proposed Sign at least 40 metres prior to entering the on-ramp to access Highway 401.

In addition, the single sign face directed north ensures that vehicles travelling on any active portions of Highway 401 in either direction will have no visibility of sign copy displayed on the Proposed Sign, which faces north.



Figure 4: Setbacks of the Proposed Sign from Highway 401



Given the Proposed Sign's orientation, distance, and lack of visibility from both the highway and from the on- and off-ramps, the intent of the 400-metre setback provision (namely to minimize distraction and visual impact on 400-series highways) is fully achieved.

To further confirm compliance with this requirement, we have proactively consulted the Ministry of Transportation of Ontario (MTO), which has jurisdiction over signage in proximity to Highway 401. Following a thorough review of the Proposed Sign and any potential impacts on the MTO-controlled corridor, MTO Staff have confirmed that no impacts are expected, and therefore no sign permit is required for the Proposed Sign (see Appendix I below).

We believe this conclusion establishes that the Proposed Sign does not present a concern from a highway safety or visibility perspective, and that the requested variance can be supported with confidence that the higher-level objectives of both the Sign By-law and the *Public Transportation and Highway Improvement Act* are achieved.

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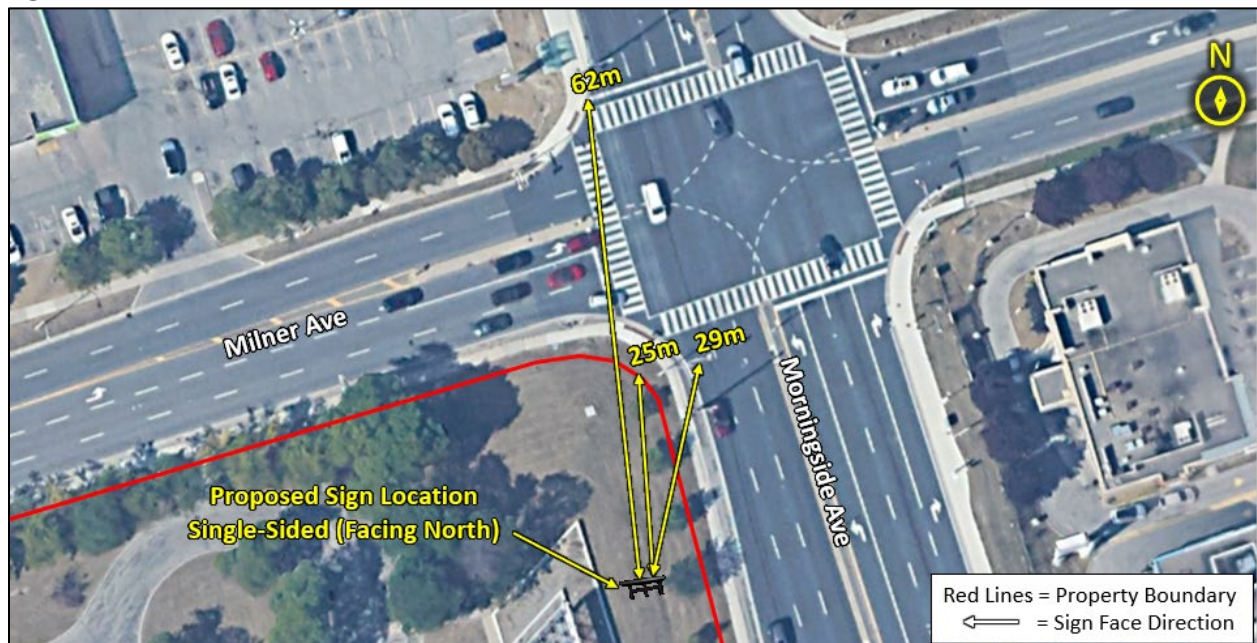


A second variance is requested to permit a third party electronic ground sign within 30.0 metres of the intersection of a major street with another street. The Proposed Sign is located approximately 25.0 metres from the intersection, subject to how the intersection limit is measured.

Notably, the nearest traffic control device is located approximately 29.0 metres from the Proposed Sign, and the south-bound stop line on Morningside Avenue (where the Proposed Sign copy would be viewed from) is located approximately 62.0 metres from the Proposed Sign (see Figure 5 below).

As such, the Proposed Sign maintains approximately 97% of the required setback from the nearest active traffic control elements, and will not interfere with driver decision-making at the intersection.

Figure 5: Setbacks from Intersection



A third variance is requested to permit a third party electronic ground sign within 60.0 metres of a CR Sign District. The Proposed Sign is located approximately 56.0 metres from the nearest CR Sign District, being the property at 1176 Morningside Avenue (see Figure 6 below). It would therefore achieve approximately 93% of the required setback to a CR Sign District.

Although this property is designated CR under the Zoning By-law, it has an R value of 0.0, which does not permit any residential uses (see Figure 7 below). This is reflected in the existing development of the site, which consists entirely of commercial tenants, including a grocery store, a pharmacy, restaurants, a hair salon, a convenience store, and other retail uses.

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Figure 6: Sensitive Land Uses Within 60m

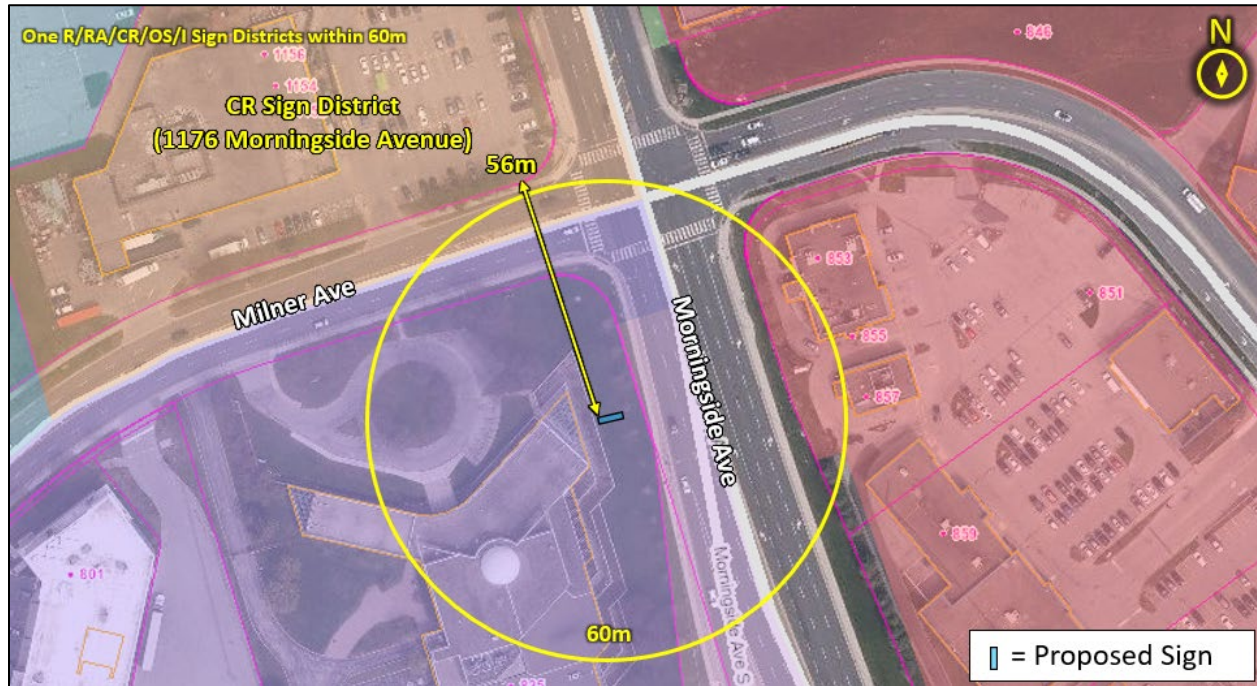
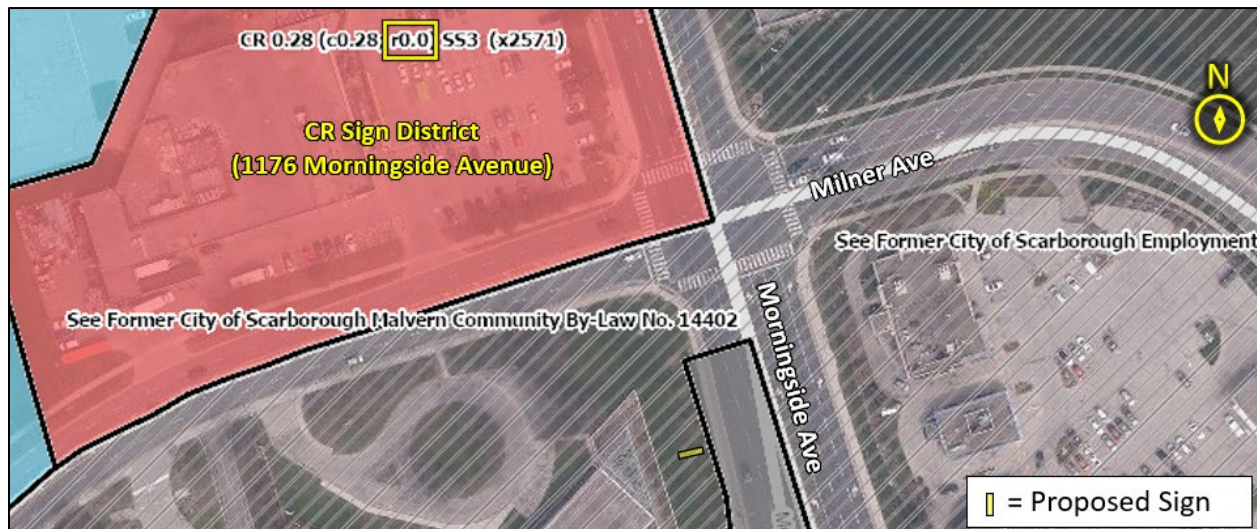


Figure 7: Zoning Designation of 1176 Morningside Avenue



Accordingly, there are no existing sensitive residential uses on the adjacent property, nor is there any reasonable expectation of such uses in the future, unless the zoning framework is amended. The intent of the separation requirement is therefore maintained and any potential impacts are negated, and we believe that the requested variance is minor in nature.

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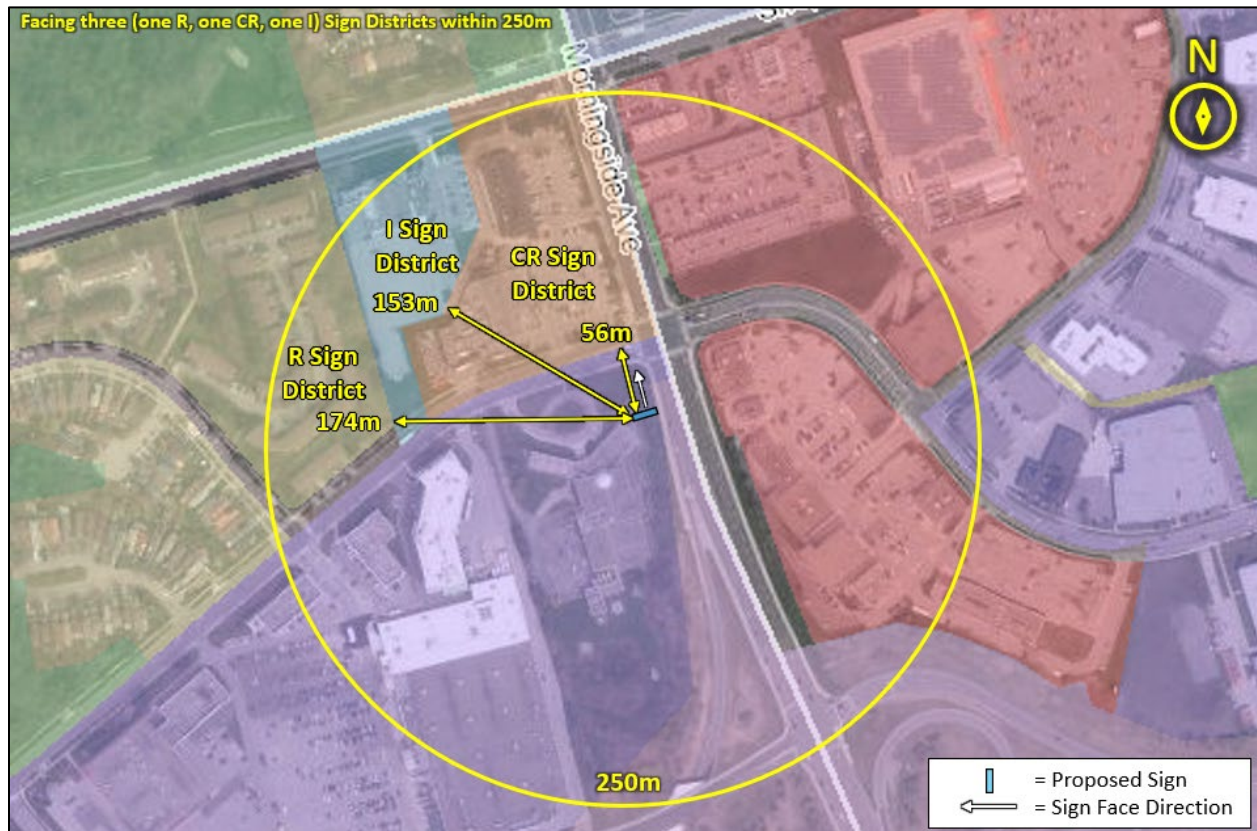
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A fourth variance is requested to permit a third-party electronic ground sign within 250 metres of CR, R, and I Sign Districts. The nearby CR Sign District does not contain any residential uses, nor does its zoning permit residential uses in the future.

The I Sign District located approximately 153 metres from the Proposed Sign is occupied by a church (see Figure 8 below). However, the principal building on the site is setback approximately 200 metres from the Proposed Sign. Given this separation distance, the orientation of the sign face, and the surrounding built form, the I Sign District will not have visibility to the Proposed Sign.

Figure 8: Sensitive Land Uses Within 250m



The R Sign District located approximately 174 metres from the Proposed Sign is positioned at the outer limit of the sign's angle of visibility (approximately 80 degrees perpendicular to the Proposed Sign). Due to the orientation of the sign face towards Morningside Avenue, the majority of these R Sign Districts will have no visibility of the sign copy, while any remaining views would be minimized. Existing buildings and mature tree cover further obstruct visibility, and mitigate any potential visual impact.

A light impact study prepared by Media Resources Inc. confirms that the maximum light spill from the Proposed Sign into these R Sign Districts would be less than 0.030 lux. This level of illumination is only 10 per cent of the "negligible" level of 0.3 lux, which is commonly accepted in industry practice and

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municipal reviews as equivalent to full moonlight on a clear night, and representative of a minimal level of light spill. For context, this would be significantly less than the light spill of a candle from a distance of 1.0 metres away.

Furthermore, this assessment is conservative, as it does not account for the additional mitigation of light transmission provided by existing buildings, mature trees, and other physical obstructions in the area (see Figure 9 below).

Figure 9: Light Impact Study Conducted by Media Resources Inc



Figure 5. Site satellite photo overlay of distances and angles from digital billboard site, corresponding to the calculated illuminance figures in lux provided in Table 1.

Site Calculations - 10' x 20' 150 NITS Standard									
Measurement Angle									
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.145lux	0.474lux	1.071lux	1.446lux	1.522lux	1.446lux	1.071lux	0.474lux	0.145lux
100	0.036lux	0.119lux	0.271lux	0.368lux	0.390lux	0.368lux	0.271lux	0.119lux	0.036lux
150	0.016lux	0.053lux	0.121lux	0.164lux	0.175lux	0.164lux	0.121lux	0.053lux	0.016lux
200	0.009lux	0.030lux	0.068lux	0.092lux	0.099lux	0.092lux	0.068lux	0.030lux	0.009lux

Table 1. Site calculations Lux based on MRI VIQ STANDARD 16.67mm RGB Modules at 150 NITS (Night-time Value).

A fifth variance is requested to permit a third party electronic ground sign to be located within 500 metres of another third party electronic sign on the same street. A third party electronic ground sign, specifically a small-format EV charging station displaying third party advertising (the “EV Charging Station Sign”), was approved in 2025 at 1176 Morningside Avenue.

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Although the EV Charging Station Sign is located approximately 175 metres from the Proposed Sign (see Figure 10 below), simultaneous visibility of the two signs does not occur. The intervening built form and mature trees along the Morningside Avenue boulevard fully obstruct views between the EV Charging Station Sign and the Proposed Sign (see Figure 11 below). As a result, motorists and pedestrians are not able to view both signs at the same time, and the intent of the separation requirement is achieved.

Figure 10: Setback of Small-Format EV Charging Station from the Proposed Sign

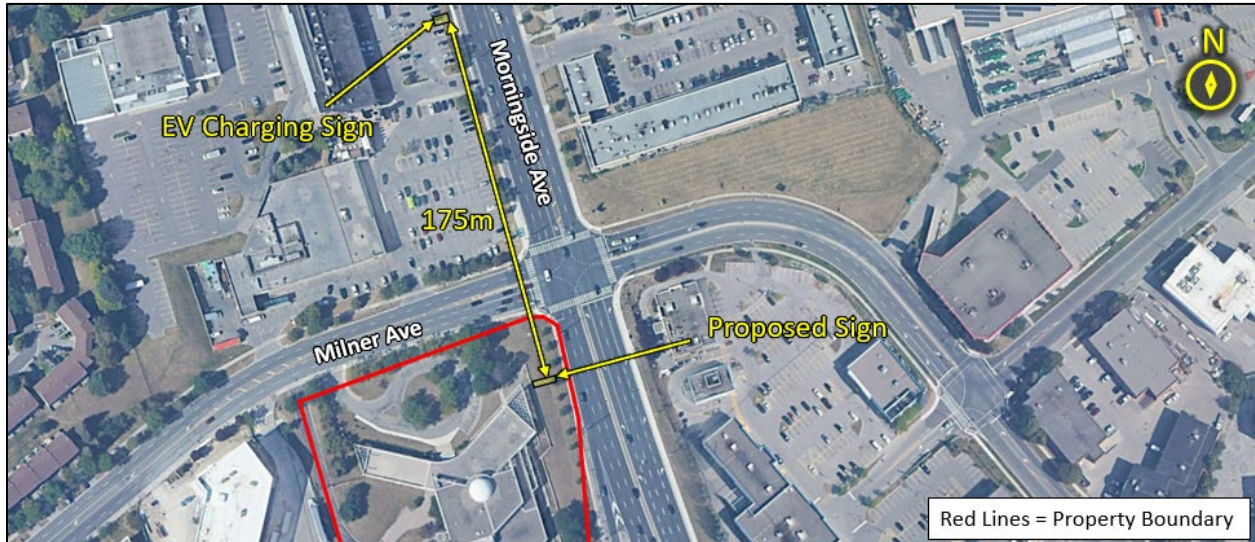


Figure 11: View from Small-Format EV Charging Station towards the Proposed Sign



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In addition, the EV Charging Station Sign has a sign face area of only 1.54 square metres and is designed primarily for pedestrian-oriented viewing, whereas the Proposed Sign is intended for vehicular traffic. The significant difference in scale, orientation, and intended audience further reduces any potential cumulative visual or distraction-related impacts. The setback of the EV Charging Station Sign well into the property also ensures that both signs cannot be seen at the same time.

The applicant for the EV Charging Station Sign also identified that the effective light reach of the 1.54 square metre sign face is approximately 50 metres, which is substantially less than the light impact anticipated by the Sign By-law, which permits sign face areas of up to 20.0 square metres.

At the location of the EV Charging Station Sign, approximately 175 metres from the Proposed Sign and at a 0-degree viewing angle, the calculated illumination from the Proposed Sign ranges between 0.099 lux and 0.175 lux. These levels are well below the 0.3 lux threshold that is widely accepted in industry practice and municipal reviews as representing a negligible level of light spill.

Given the absence of simultaneous visibility, the small scale and pedestrian-oriented nature of the EV Charging Station Sign, the negligible illumination levels that the two signs would combine to create, and the intervening built form and vegetation, we are confident that the intent of the 500-metre separation requirement is fully maintained. Accordingly, the requested fifth variance will not result in adverse lighting, visual, or public safety impacts and is appropriate in this context.

While five variances are requested, each is minor in nature and does not result in any adverse impacts. The Proposed Sign has been carefully sited and oriented to avoid visibility from Highway 401, adjacent intersections, and nearby sensitive sign districts, thereby maintaining the intent of the applicable separation and setback provisions set out in the Sign By-law.

Supported by detailed technical analysis, including confirmation from the Ministry of Transportation and a comprehensive light impact study demonstrating negligible illumination levels, the Proposed Sign is compatible with the Subject Property and the surrounding context. Accordingly, the variances sought are appropriate and 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 an E Sign District. As third party signs are permitted in E Sign Districts, this criteria has been met.

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

The Subject Premises is located within an Employment (E) Sign District, zoned Employment, and designated General Employment in the Official Plan. These designations expressly permit third party

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electronic ground signs and are intended to accommodate employment, commercial, and service-oriented uses. The Subject Premises is currently occupied by the property owner, Tata Communications, as well as BluMetric Environmental as a separate tenant, both of which operate office uses that align with the permitted and intended land uses of the area.

The surrounding context is predominantly characterized by employment and commercial uses. Notably, a CR Sign District is located approximately 56 metres north of the Subject Premises, which has an R value in its zoning designation of "0.0", and prohibits residential uses (see Figure 7 above). As a result, this area consists exclusively of commercial tenants, including a grocery store, pharmacy, restaurants, hair salon, convenience store, and other retail uses.

While sensitive land uses are present within 250 metres of the Proposed Sign, including an I Sign District located approximately 153 metres to the northwest and an R Sign District located approximately 174 metres to the west (see Figure 8 above), the built form and site conditions ensure that these uses will not be adversely impacted. This built form includes mature tree coverage along both the north and south sides of Milner Avenue, as well as intervening commercial buildings located within the CR Sign District at 1176 Morningside Avenue, which collectively obstruct views of the Proposed Sign from these sensitive land uses.

In addition, the orientation of the Proposed Sign has been designed to further minimize potential impacts on surrounding sensitive land uses. Illumination levels that could reach these properties are only 10% of the 0.3 lux benchmark, which is widely accepted within the sign industry and municipal reviews as a negligible level of light spill (see Figure 9 above).

The established signage context along this portion of Morningside Avenue further supports the compatibility of the Proposed Sign. In particular, the previously approved EV Charging Station Sign at 1176 Morningside Avenue demonstrates that electronic third party signage is already considered appropriate within this commercial and employment corridor. The presence of this approved signage contributes to the evolving character of the area, and reinforces that the Proposed Sign is consistent with the existing and planned development pattern.

The Proposed Sign supports local economic activity by providing advertising opportunities for businesses serving the surrounding employment and commercial area, consistent with the existing development pattern along this section of Morningside Avenue. Given the strictly commercial nature of the Subject Premises and Morningside Avenue frontage (the intended audience of the Proposed Sign), the lack of visibility from nearby sensitive land uses due to physical obstructions, and the negligible light spill even in the absence of such obstructions, the Proposed Sign is compatible with the development of the Subject Premises and the surrounding area.

(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 12 below). Employment Areas are intended to accommodate places of business, economic activity, and a

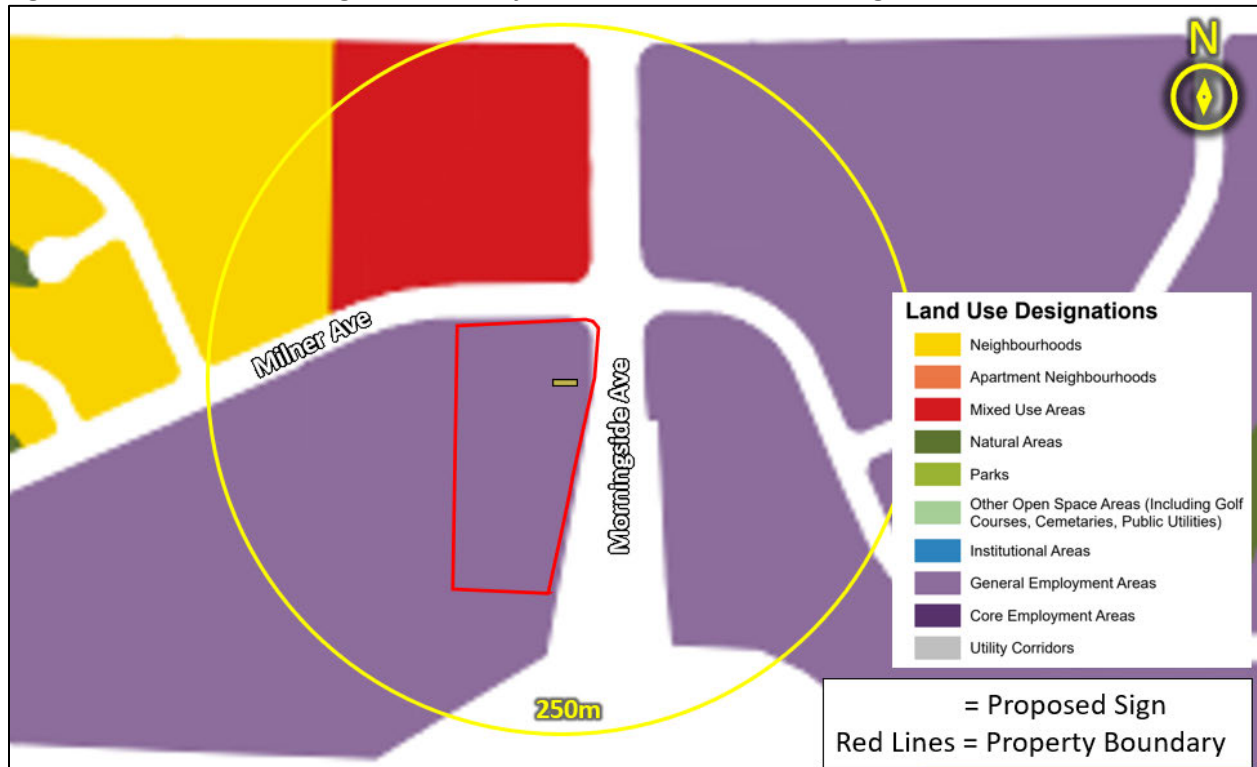
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range of employment-generating uses. *General Employment Areas* are intended to support a broad mix of industrial, office, and service uses, and are planned to accommodate visibility and access that supports business operations and economic activity.

Figure 12: Official Plan Designation of Subject Premises and Surrounding Area



The Proposed Sign supports these Official Plan objectives by enhancing business exposure and providing advertising opportunities that complement the employment and commercial uses within the area. By supporting communication, wayfinding, and business visibility along a major arterial corridor, the Proposed Sign contributes to the economic vitality and functionality of the *General Employment Area*, consistent with the intent of the Official Plan.

The surrounding lands are predominantly designated *General Employment* in the Official Plan, with limited areas designated *Mixed Use Areas* and *Neighbourhoods* to the northwest and west. While *Mixed Use Areas* may accommodate residential uses in some contexts, the zoning applicable to these lands carries an R value of “0.0”, which prohibits residential uses and clearly indicates that these lands are intended to function in a strictly commercial manner. This planned function aligns with and supports the purpose of the Proposed Sign.

The *Neighbourhoods* designation located approximately 174 metres west of the Proposed Sign is physically separated from the Subject Premises and is oriented at an oblique viewing angle. In combination with intervening built form and vegetation, these conditions result in no visibility of the

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Proposed Sign from *Neighbourhood* lands. As such, the Proposed Sign does not conflict with the planned function or character of these areas.

Overall, the Proposed Sign is consistent with the objectives of the Official Plan by supporting business visibility, commercial activity, and economic growth within a *General Employment* context, while maintaining appropriate separation and compatibility with nearby non-employment designations. Accordingly, this criterion is satisfied.

(4) Not adversely affect adjacent premises.

The adjacent premises are predominantly characterized by employment and commercial uses. These include a CR Sign District located approximately 56 metres north of the Proposed Sign, an I Sign District located approximately 153 metres to the northwest, and R Sign Districts located approximately 174 metres to the west (see Figure 8 above).

The CR Sign District contains no residential uses, as its zoning designation carries an R value of “0.0”, which prohibits residential uses. As a strictly commercial area, it is not adversely affected (and rather, complemented) by the commercial nature of the Proposed Sign. The I Sign District, which contains a church use, is sufficiently set back from and will have no visibility of the Proposed Sign. Similarly, the R Sign District has no visibility of the Proposed Sign due to the surrounding built form and site conditions.

Specifically, the built form of the area, including the commercial buildings located at 1176 Morningside Avenue, as well as mature trees lining both the north and south sides of Milner Avenue, fully obstruct views of the Proposed Sign from both the I and R Sign Districts.

In addition, the orientation of the sign face toward the north places the R Sign District at the outer limit of the sign’s angle of visibility. As a result, the maximum potential light spill toward this area is approximately 0.030 lux, which is 90% below 0.3 lux, the widely accepted industry standard of a negligible level of light spill (see Figure 9 above). This calculated illumination does not account for the physical obstructions present on site, which further eliminate any potential visibility or impact. The Proposed Sign will also be turned off completely between 11 pm and 7 am.

Given the lack of visibility to sensitive land uses, the negligible light spill levels, the substantial conformity of the Proposed Sign with the Sign By-law, and the compatible commercial signage context of the surrounding area, the Proposed Sign will not adversely affect adjacent premises. Accordingly, this criterion is satisfied.

5) Not adversely affect public safety.

The Proposed Sign maintains a minimum setback of 4.0 metres from the street line and a minimum setback of 25.0 metres from the property boundary of the intersection, subject to the applicable method of measuring the intersection limit. The nearest traffic control device, being the traffic signal, is located approximately 29.0 metres from the Proposed Sign, and the southbound stop line on Morningside Avenue is located approximately 62.0 metres from the Proposed Sign (see Figure 5 above).

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As a result, the Proposed Sign is not proximate to any active traffic-control elements and will not interfere with driver recognition, reaction, or decision-making at the intersection.

The Proposed Sign is also located outside of the visibility triangle at the Subject Premises, ensuring that it will not obstruct sightlines for vehicles entering or exiting the site and will not compromise site access safety.

Although the Proposed Sign is within 400 metres of Highway 401, it is located approximately 355 metres from the active east-bound and west-bound travel lanes (see Figure 4 above). The Morningside Avenue on-ramp to Highway 401 is located approximately 40 metres beyond / south of the Proposed Sign, and the single sign face is oriented exclusively to the north. As a result, vehicles travelling on the on-ramp will pass the Proposed Sign at least 40 metres prior to entering the ramp, and the Proposed Sign will not be visible from the active portions of Highway 401.

Furthermore, MTO Staff have confirmed that the sign will not be visible from the highway corridor, and that no sign permit is required for the Proposed Sign (see Appendix 1 below), reinforcing that the Proposed Sign does not raise concerns from a highway safety or visibility perspective.

While there is an approved variance for a single small-format EV charging station displaying third party advertising at 1176 Morningside Avenue, located approximately 175 metres from the Proposed Sign, the built form and mature trees along the Morningside Avenue boulevard prevent simultaneous visibility of both signs (see Figures 10 and 11 above).

In addition, the small-format EV charging station sign has a sign face area of only 1.54 square metres and is designed primarily for pedestrian-oriented viewing, whereas the Proposed Sign is intended for vehicular traffic. At this separation distance, calculated illumination from the Proposed Sign at the location of the EV Charging Station Sign remains below 0.3 lux, further confirming that there are no cumulative lighting or driver distraction concerns.

To further mitigate any potential for driver distraction, the Proposed Sign will comply with the Sign By-law requirement for a minimum message duration of 10 seconds between changes in copy. Shorter message durations are known to increase the likelihood of prolonged driver attention; therefore, adherence to this standard reduces the potential for distraction. The Proposed Sign will also transition instantaneously between messages, and will not incorporate any visual effects such as flashing, blinking, animation, or movement. It will also be turned off completely between 11 pm and 7 am.

Finally, the Proposed Sign will be professionally designed, engineered, and installed in full compliance with Ontario Building Code requirements. Based on the setbacks provided, orientation and visibility controls, compliance with message duration standards, absence of visual effects, and confirmation from MTO, the Proposed Sign will not adversely affect public safety. Accordingly, this criterion is satisfied.

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(6) Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B.

The Proposed Sign is a ground sign that will display third party electronic static copy, which is not a prohibited sign under the Sign By-law. Therefore, this criteria is established.

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

The character of the Subject Premises and surrounding area is established by the applicable Sign District, Zoning, and Official Plan designations, which consist predominantly of E Sign Districts, Employment zoning, and *General Employment* Official Plan designations (see Figures 7, 8, and 12 above). These designations represent the primary areas within the City where third party electronic ground signs are anticipated and permitted under the Sign By-law.

The CR Sign District and Mixed Use Areas designation located north of the Subject Premises at 1176 Morningside Avenue contains exclusively commercial tenants. As such, the Proposed Sign is consistent with and aligned with the established commercial character of this area.

The nearby I Sign District and R Sign District do not have visibility to the Proposed Sign, due to a combination of factors, including their orientation and frontage along Milner Avenue rather than Morningside Avenue, the north-facing orientation of the Proposed Sign, and the intervening built form, most notably the commercial buildings at 1176 Morningside Avenue, which fully obstruct sightlines to the Proposed Sign. Even in the absence of these physical obstructions, the viewing angles from these sensitive land uses would result in illumination levels well below 0.3 lux, which is widely accepted as a negligible level of light spill by industry standards (see Figure 9 above).

Given that the Subject Premises and surrounding lands are characterized by commercial and employment uses, and that nearby sensitive land uses have no visibility of the Proposed Sign, the Proposed Sign will not alter the established character of the area. Instead, it will reinforce the function of the corridor as an employment and commercial area, and support economic activity by providing opportunities for local and national businesses to connect with customers. Accordingly, we believe this criterion is satisfied.

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

The public interest is established, in part, through the City of Toronto Sign By-law. The Proposed Sign substantially complies with the applicable regulations for third party electronic ground signs within an Employment Sign District, with only minor variances being requested and strong planning rationale provided in support of each variance.

The predominantly commercial and employment character of the Subject Premises and surrounding area, particularly along Morningside Avenue (the intended visibility corridor for the Proposed Sign), demonstrates that the Proposed Sign is appropriate in its context and not contrary to the public interest.



The public interest is further defined by the Official Plan, which guides subsequent Zoning and Sign District designations. The Subject Premises and the majority of surrounding lands are designated *General Employment* in the Official Plan and zoned Employment. These designations reflect both the existing and long-term planned function of the area as a location for employment, commercial activity, and economic growth – all of which are compatible with the nature and function of the Proposed Sign.

Sensitive land uses in the surrounding area either contain no residential uses or have no visibility of the Proposed Sign due to its orientation, the intervening built form, and existing site conditions. Even in the absence of such obstructions, illumination levels reaching these lands would be 90% below 0.3 lux, a level widely accepted within the sign industry and municipal reviews as representing negligible light spill.

The Proposed Sign complies with the majority of the Sign By-law performance standards, including maximum sign height (10.0 metres permitted; 10.0 metres proposed), sign face area (20.0 m² permitted; 16.59 m² proposed), number of sign faces (two permitted; one proposed), and the method of copy displayed (electronic static copy and static copy permitted and proposed). The Proposed Sign also complies with the required setback from the street line (3.0 metres permitted; 4.0 metres proposed) and the limit of one ground sign or electronic ground sign per lot (one permitted and one proposed).

In addition, the Proposed Sign will comply with all applicable illumination standards and operational requirements, the five-year Sign Permit renewal requirement, and the requirement that the sign be powered by renewable energy, to be provided through Bullfrog Power.

Beyond its regulatory compliance, the Proposed Sign serves a broader public interest by displaying content that informs and educates the public. In addition to advertising for local and national businesses, the sign will display public health and safety messaging at regular intervals. As with all Pattison electronic signs, standard content overrides will remain in place for Police Services, to allow for the immediate display of Amber Alerts and Extreme Weather Advisories, supporting public awareness and emergency response.

For these reasons, it is our opinion that the Proposed Sign satisfies all eight criteria required for variance approval and is not contrary to the public interest. We respectfully request the City's support of this application. Thank you for your time and consideration.

Richard Lee
Leasing Representative
Pattison Outdoor Advertising LP

Nathan Jankowski
Manager, Permits & Legislation
Pattison Outdoor Advertising LP

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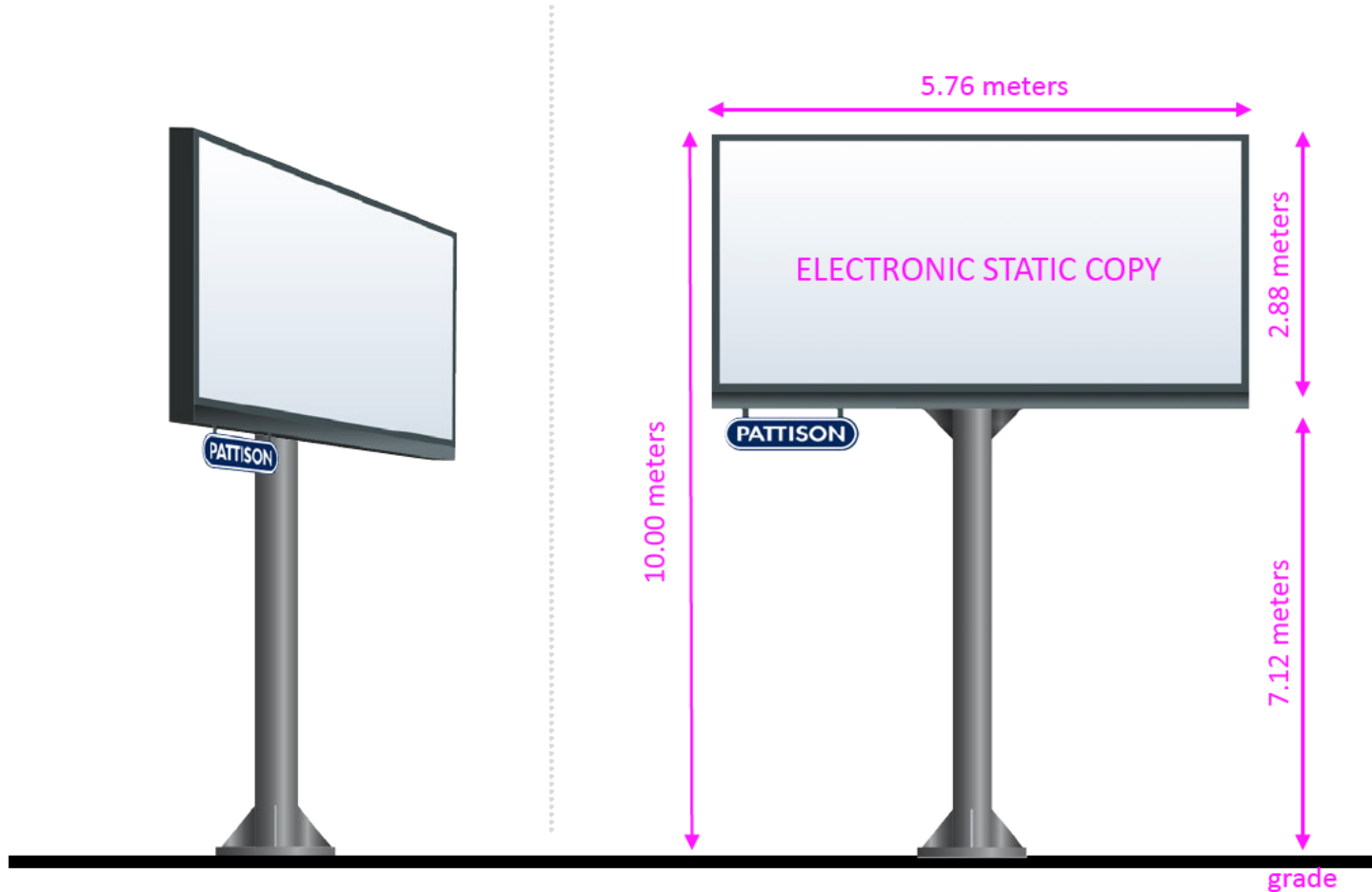


Appendix I: MTO No Permit Required Confirmation

Ministry of Transportation Highway Corridor Management Section - Downsview Office 159 Sir William Hearst Ave, 7th Floor Downsview, ON M3M 1J8 Wednesday, November 5, 2025 Dear Richard Lee: Re: No Permit Required Confirmation #2025-430 Please find attached, your No Permit Required Confirmation which is only valid if it is presented along with this cover letter. The document verifies that the applicant does not require a permit from the Ministry of Transportation's Highway Corridor Management Office. However, other government permits may apply. Should the information provided by the applicant change, this confirmation will be deemed invalid. If you have any questions or require further assistance, please contact the undersigned. Sincerely, John Pryde John.Pryde@ontario.ca Corridor Management Officer, Highway Corridor Management Section - Downsview Office	Ontario  © King's Printer for Ontario, 2017-25
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Elevation Drawings of the Proposed Sign (825 Milner Ave)

Front Elevation



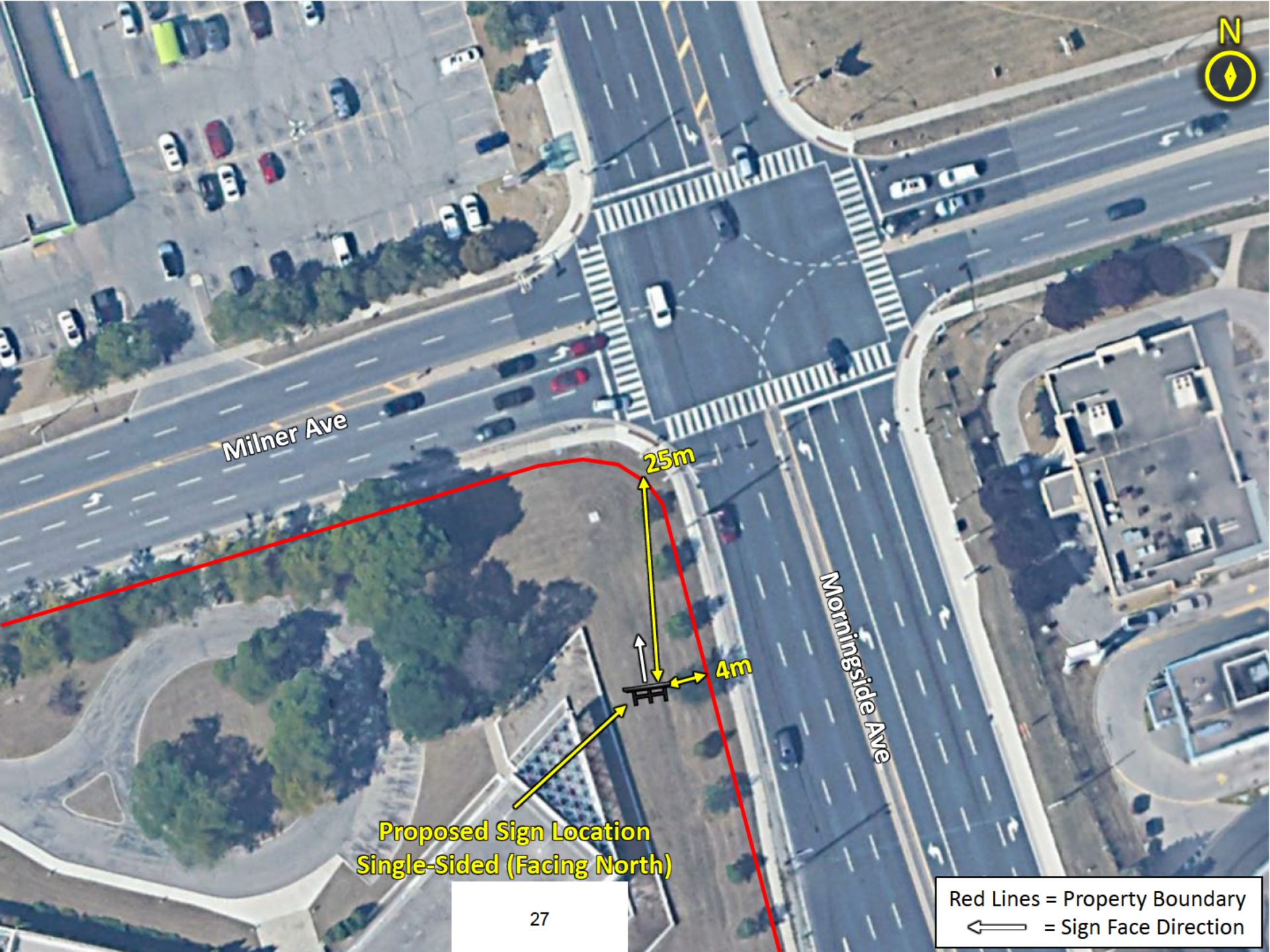


Milner Ave

Morningside Ave

825 Milner Ave

Morningside Ave S 401 CW RPT



Milner Ave

Morningside Ave

Proposed Sign Location
Single-Sided (Facing North)

25m

4m



For Illustration Purposes Only



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

December 3, 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: 825 Milner Avenue

City of Toronto – Our Job No. 25-313-00

**SURVEY RECORDS
SINCE 1850s of:**

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

The attached sketch dated December 3, 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,

SCHAEFFER DZALDOV PURCELL LTD.

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

Dan Dzaldov, 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

I hereby certify the accuracy of the attached Sketch submitted herewith

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

To whom it may concern,

Media Resources Inc. has been engaged by Pattison Outdoor to review and assess the lighting impact of the digital billboard at 825 Milner Avenue. This document will describe the lighting impacts of our VISIONiQ digital billboards in this specific application, and further commit a maximum luminance value of the display as observed from the nearby light-sensitive areas.

Background on Media Resources Digital Display Ambient-Aware Brightness Controls

During dusk, dawn, or cloudy days, the operation of the digital display according to ambient light readings is the ideal way to maintain a glare-free, light-trespass free image. Media Resources digital billboards are all equipped with factory-mounted dual photocell sensors that are redundant and capable of reading ambient brightness even if one unit suffers a hardware failure. The ambient brightness to output brightness response curves have been carefully developed into a standard to provide good readability on the display while keeping in line with the brightness of the overall visual context.

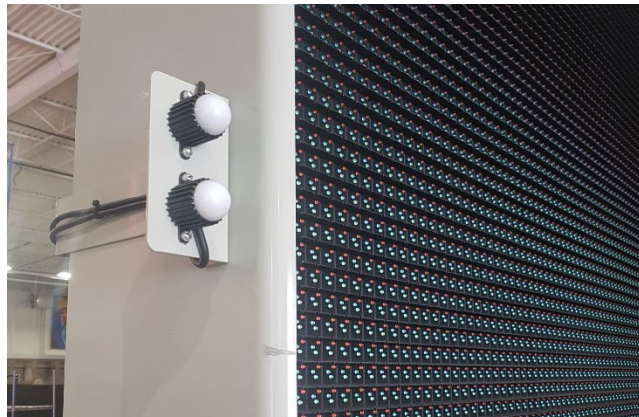


Figure 1. Media Resources standard - dual ambient brightness measuring photocells for hardware redundancy

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. These systems also allow us to limit daytime and night-time brightness, at 5000 NITS, and 150 NITS respectively.

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.

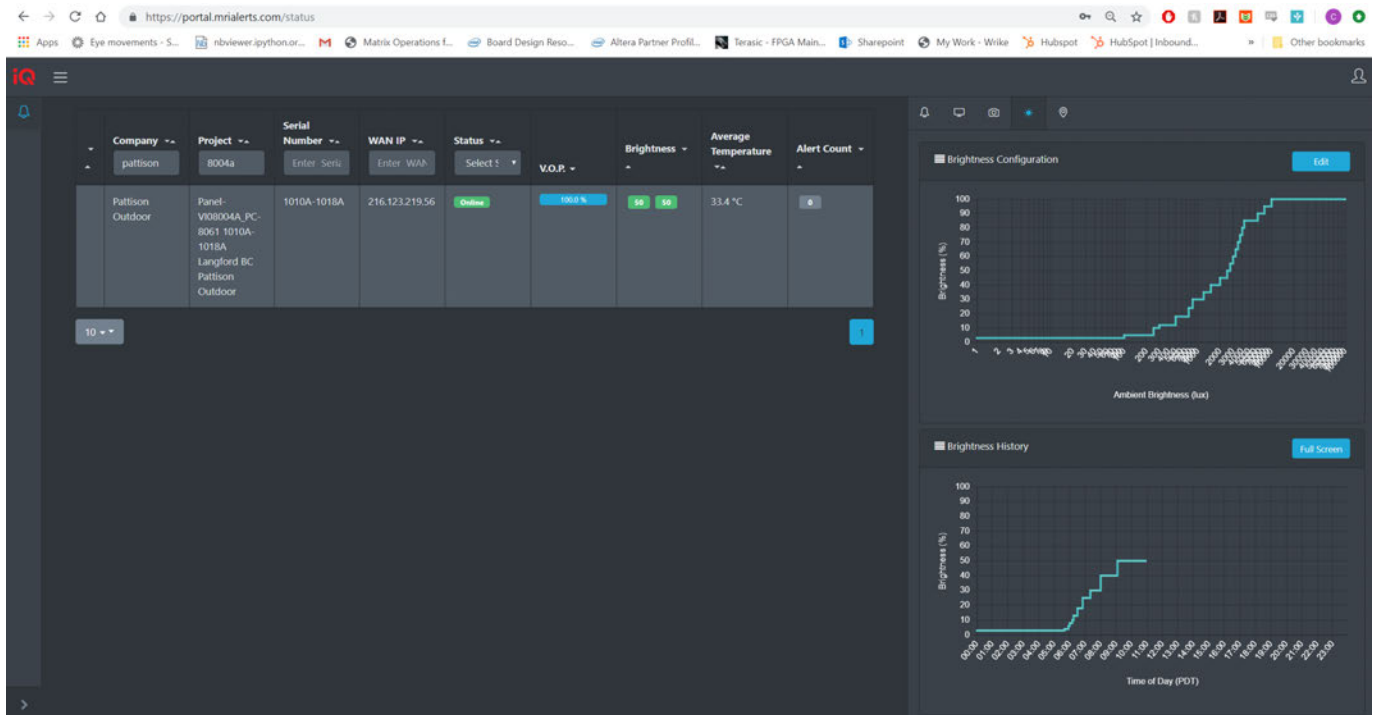


Figure 2. Media Resources web portal showing brightness configuration and history of the current day

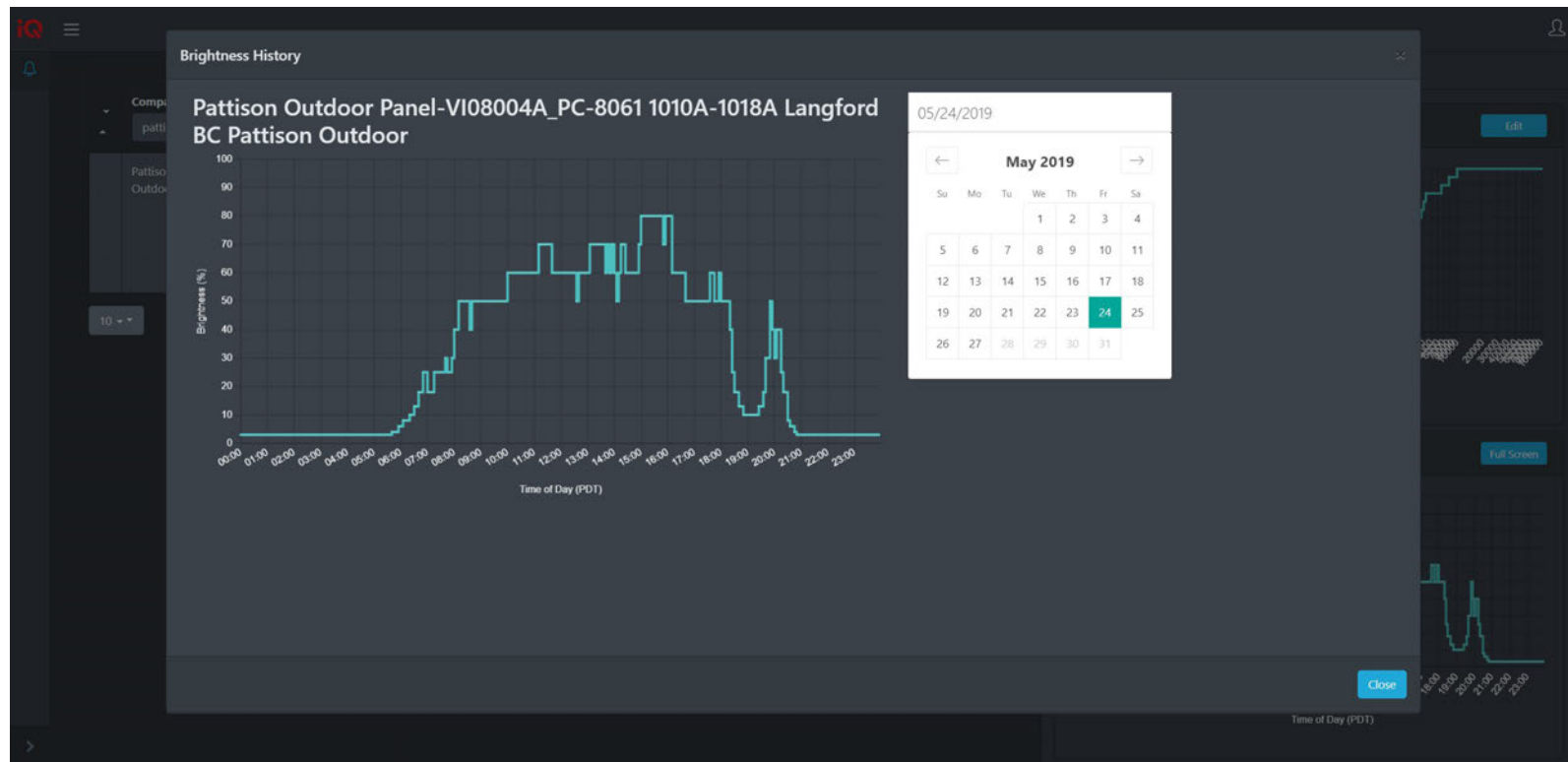


Figure 3. Media Resources web portal showing brightness history of any selected previous date.
Brightness history data is logged indefinitely on Media Resources servers.

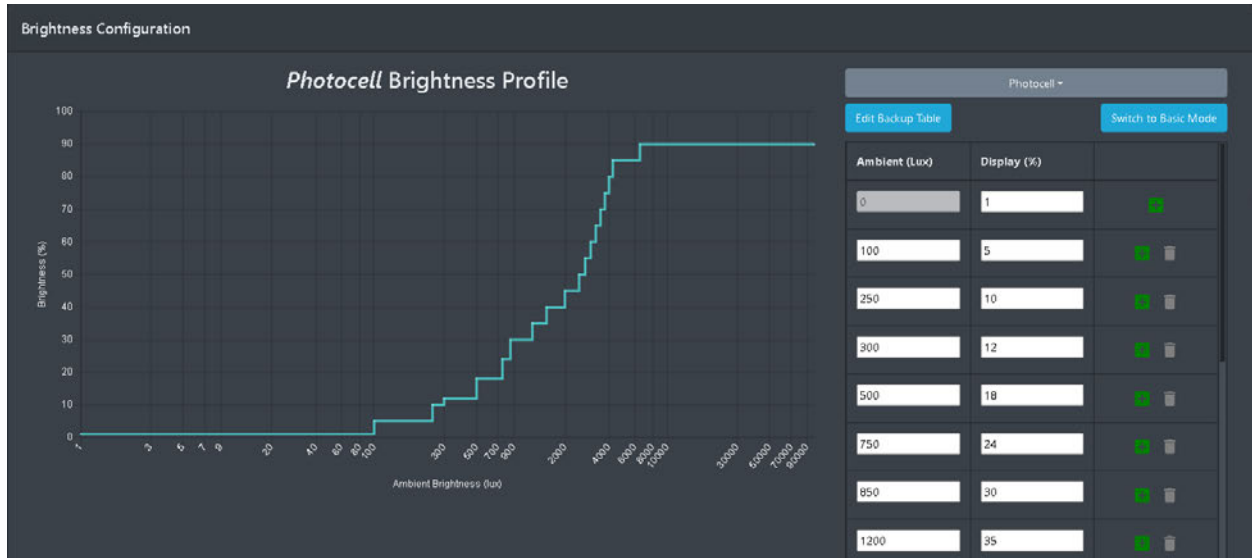


Figure 4. Media Resources Brightness Profile allowing specific brightness % settings based on the ambient brightness that the photocells detect, allowing us to cap the brightness of the display to 50% (5000NITS)

Media Resources commits to the effectiveness of this light restriction technology when deployed.

We have calculated the expected illuminance impact to surrounding areas of concern, shown in Figure 5, along with a table showing lux values at various distances and angles from the 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 monitoring performance.



Figure 5. Site satellite photo overlay of distances and angles from digital billboard site, corresponding to the calculated illuminance figures in lux provided in Table 1.

Site Calculations - 10' x 20' 150 NITS Standard									
Measurement Angle									
Distance (M)	-80°	-60°	-40°	-20°	0°	20°	40°	60°	80°
50	0.145lux	0.474lux	1.071lux	1.446lux	1.522lux	1.446lux	1.071lux	0.474lux	0.145lux
100	0.036lux	0.119lux	0.271lux	0.368lux	0.390lux	0.368lux	0.271lux	0.119lux	0.036lux
150	0.016lux	0.053lux	0.121lux	0.164lux	0.175lux	0.164lux	0.121lux	0.053lux	0.016lux
200	0.009lux	0.030lux	0.068lux	0.092lux	0.099lux	0.092lux	0.068lux	0.030lux	0.009lux

Table 1. Site calculations Lux based on MRI VIQ STANDARD 16.67mm RGB Modules at 150 NITS (Night-time Value).



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

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
Media Resources Inc.
(289) 681-0035
aknight@mediaresources.com