

ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE



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

Street Number	Street Name	Lot Number	Plan Number
3474	Kingston Rd		1834
Describe the variance(s) being applied for: 694-15A Please see attached Sign Variance Rationale document			
If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:			
Existing Sign Dimensions		Location	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): Please see attached Sign Variance Rationale document			

Property Owner Information

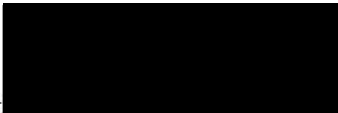
First Name		Last Name	
Mark		Jagnarine	
Company Name (if applicable)			Telephone Number
2647547 ONTARIO INC			(416) 265-3030
Street Number	Street Name	Suite/Unit Number	Mobile Number
3474	Kingston Rd		
City/Town	Province	Postal Code	Fax Number
Scarborough	ON	M1M 1R5	
Email			
[REDACTED]			

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 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.  Nathan Jankowski 2025-09-12 SignaturePrint Name (First, Last)Date (yyyy-mm-dd)			

Continue on next page

Toronto Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, 136(c) and the City of Toronto Municipal Code, Chapter 694, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-392-4235.



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
3474	Kingston Rd		1834

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
41,699 sqft	110 ft	281 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
9m	2	
Building Uses(s)		
Commercial (Banquet Hall)		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	Parking Lot & Church (I Sign District)
South	Commercial Plaza (CR Sign District)
East	Commercial Plaza (CR Sign District)
West	Commercial Plaza (CR Sign District)

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) Pattison is seeking approval of one variance, to permit a new double-sided ground sign (the "Proposed Sign"). The northeast sign face will display a combination of third party electronic static copy and first party static copy, with a sign height of 8.3 metres. The electronic copy area measures 5.76 metres horizontally by 2.88 metres vertically (16.59m2), while the first party static copy area measures 2.40 metres horizontally by 1.41 metres vertically (3.39m2) for a total of 19.98m2. The southwest sign face will only display first party static copy, measuring 2.40 metres horizontally by 1.41 metres vertically, for a total sign face area of 3.39m2. See attached rationale for more 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	2.88	5.76	16.59	0.3	8.3	Yes	Yes
1	Ground Sign	Static Copy	1.41	2.40	3.39	0.3	8.3	No	Yes
2	Ground Sign	Static Copy	1.41	2.40	3.39	0.3	8.3	No	Yes

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

Receipt No: 1832254

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 228803 ZSV 00 ZR	Date & Time:	September 23, 2025 02:13:54 PM
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Paid By:	PATTISON OUTDOOR ADVERTISING C/O NATHAN JANKOWSKI 2700 MATHESON BLVD E #500 MISSISSAUGA ON L4W 4V9		
Project Location:	3474 KINGSTON RD TORONTO ON M1M 1R5		
Project Description:	Zoning Review; Non-Residential 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	
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Payment of these fees accepted through the Toronto Building Payments web application.

OWNER'S AUTHORIZATION

With Respect to the lands owned by:

2647547 ONTARIO INC.

(Owner's Name(s))

Known as:

3474 Kingston Road, 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:

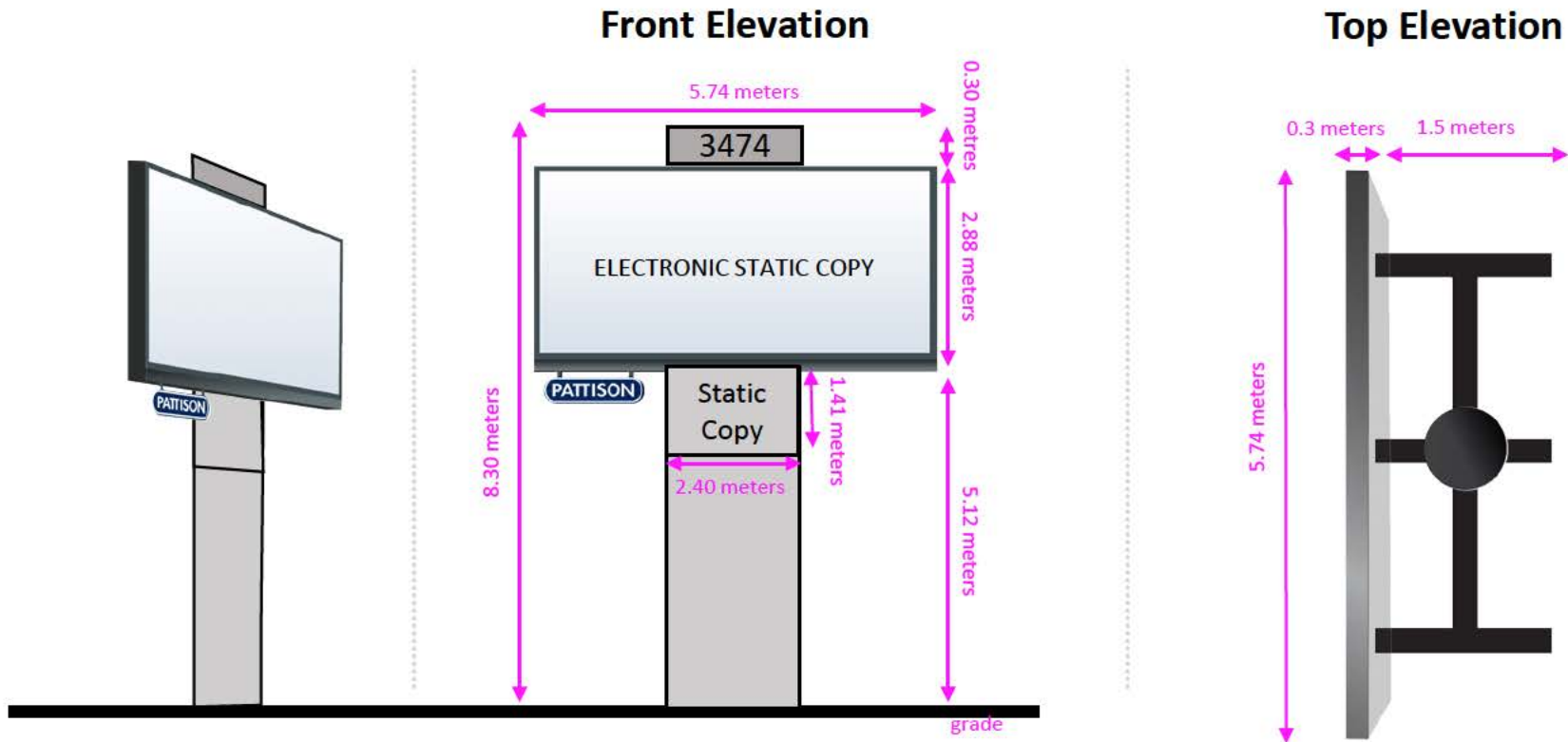


March 20, 2024

Signed:

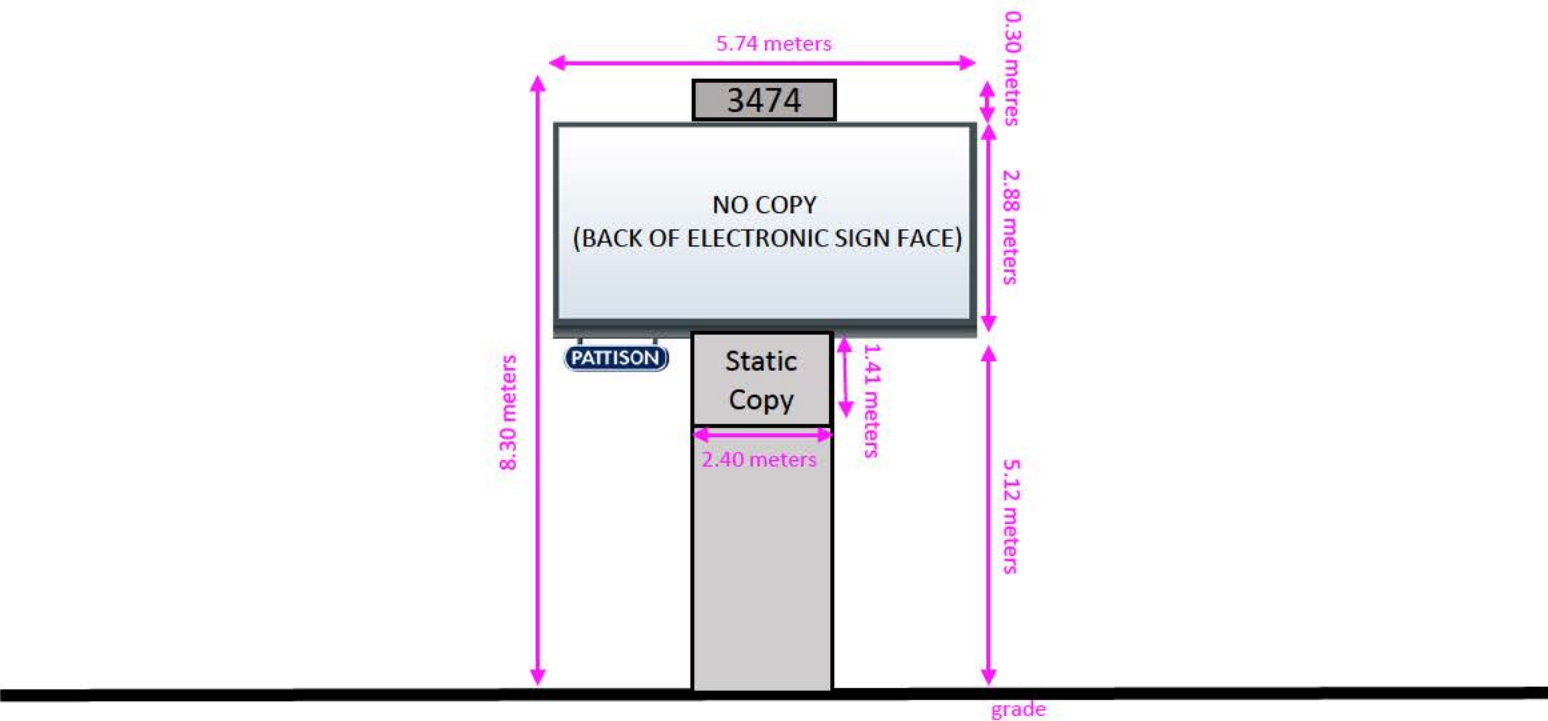
(Signature of Owner(s))

Elevation Drawings of the Proposed Sign (3474 Kingston Road)



Elevation Drawings of the Proposed Sign (3474 Kingston Road)

Front Elevation





3474 Kingston Road

Markham Rd

Kingston Rd

Red Lines = Property Boundary





Markham Rd

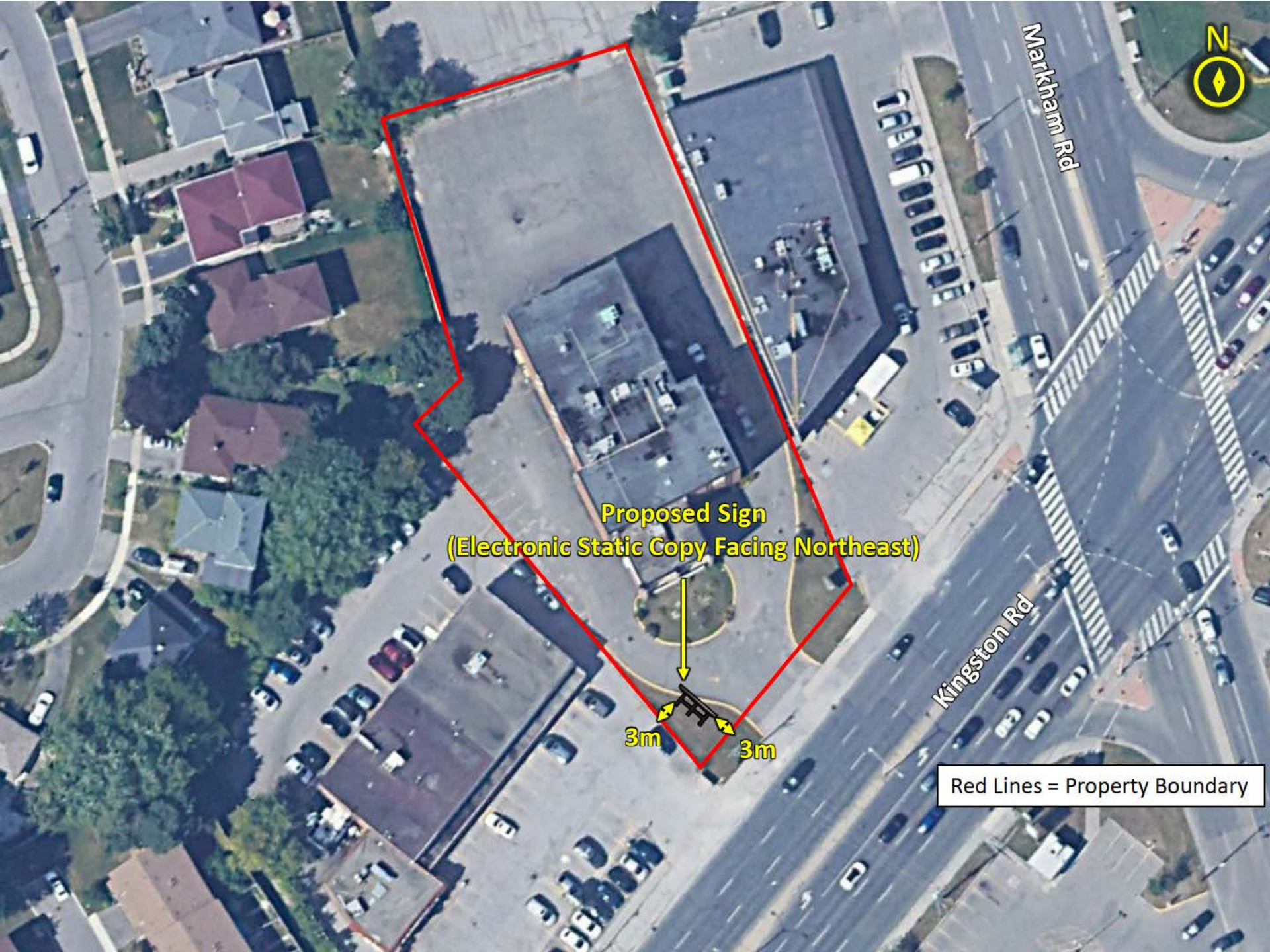
Kingston Rd

Proposed Sign
(Electronic Static Copy Facing Northeast)

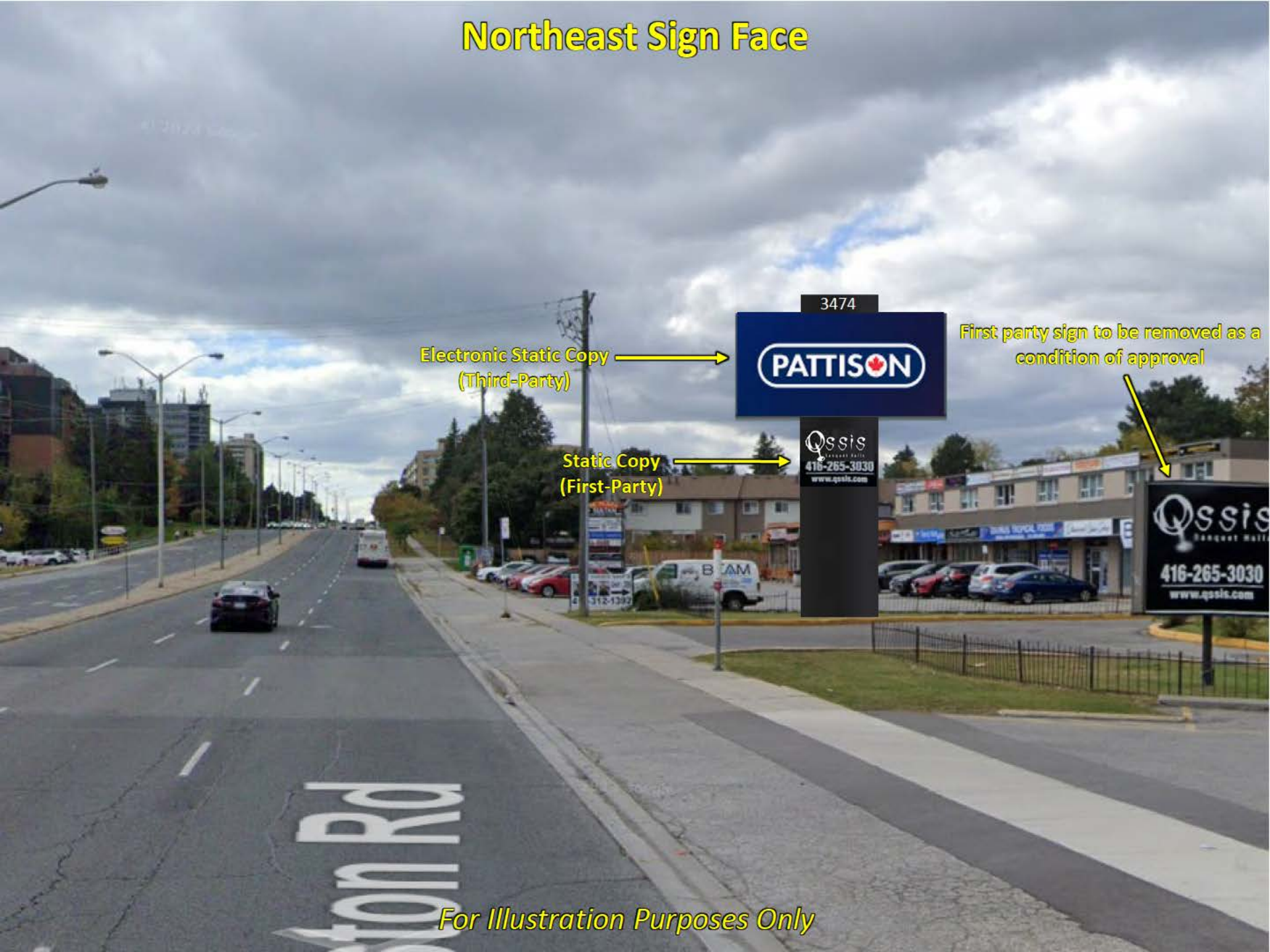
3m

3m

Red Lines = Property Boundary



Northeast Sign Face



Electronic Static Copy
(Third-Party)

Static Copy
(First-Party)

First party sign to be removed as a
condition of approval

For Illustration Purposes Only

Southwest Sign Face



No Sign Copy

Qssis
Commercial Signs
416-265-3030
www.qssis.com

Static Copy
(First-Party)

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

September 4, 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: 3474 Kingston Road
City of Toronto – Our Job No. 25-231-00

**SURVEY RECORDS
SINCE 1850s of:**

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

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

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

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

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

The attached sketch dated September 4, 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.

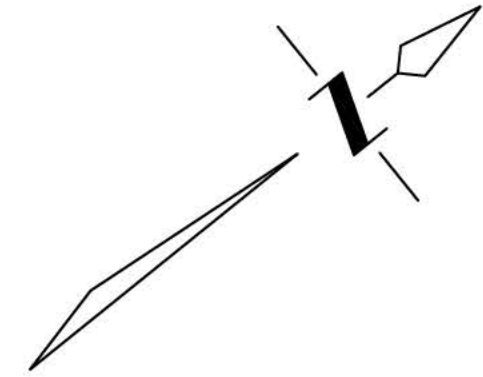


Dan Dzaldiv, B.Sc., O.L.S., O.L.I.P.
DD/dr

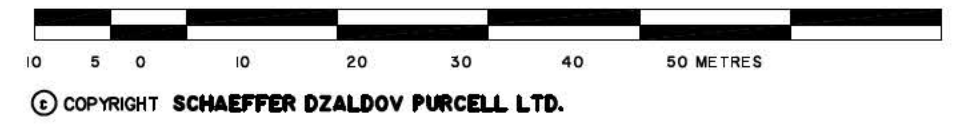
Submitted by: Nathan Jankowski – Pattison Outdoor

I hereby certify the accuracy of the attached Sketch submitted herewith

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



SKETCH SHOWING PROPOSED DIGITAL SIGN ON
No. 3474 KINGSTON ROAD
CITY OF TORONTO
SCALE 1 : 500



NO INTERSECTION WITHIN 30m
NO R, RA OR OS SIGN DISTRICTS WITHIN
60m RADIUS EXCEPT AS SHOWN
NO STATIC BILLBOARDS WITHIN 100m
NO THIRD PARTY SIGNS WITHIN 150m
SIGNS DO NOT FACE ANY R, RA, OR I
SIGN DISTRICTS WITHIN 250m EXCEPT
FOR FACING TWO RA, ONE R AND ONE I DISTRICTS
NO THIRD PARTY ELECTRONIC GROUND SIGNS
WITHIN 500m > 400m FROM ANY BOUNDARY
OF 400 SERIES HIGHWAY

SURVEYOR'S CERTIFICATE
THIS SKETCH IS NOT A PLAN OF SURVEY AND SHALL ONLY
BE USED FOR THE PURPOSE INDICATED IN THE TITLE BLOCK.

DATE: SEPTEMBER 4, 2025.

DAN DZALDOV
ONTARIO LAND SURVEYOR



SCHAEFFER DZALDOV PURCELL LTD.
ONTARIO LAND SURVEYORS

64 JARDIN DRIVE				CONCORD, ONTARIO L4K 3P3				TEL. (416) 987-0101							
DRAWN ACAD/LW				CHECKED DD				SCALE 1:500				JOB NO. 25-231-00			



December 1st, 2025

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 – 3474 Kingston Road, Scarborough

Please accept this letter as the rationale portion of our application for one variance from the Sign By-law, regarding a new electronic ground sign, comprising of both third party electronic static copy and first party static copy, being proposed at 3474 Kingston Road (the “Subject Premises”) in Scarborough. This property is designated as a Commercial Residential (CR) Sign District, which permits third party signs, but does not expressly permit third party electronic ground signs.

On behalf of the Property Owner (2647547 ONTARIO INC.), Pattison is seeking approval of one variance, to permit a new double-sided ground sign (the “Proposed Sign”). The northeast sign face will display a combination of third party electronic static copy and first party static copy, with a sign height of 7.5 metres. The electronic copy area measures 5.76 metres horizontally by 2.88 metres vertically (16.59m²), while the first party static copy area measures 2.40 metres horizontally by 1.41 metres vertically (3.39m²) for a total of 19.98m². The southwest sign face will only display first party static copy, measuring 2.40 metres horizontally by 1.41 metres vertically, for a total sign face area of 3.39m². Figure 1 below shows a rendering of the Proposed Sign.

Figure 1: Rendering of the Proposed Sign (Northeast Sign Face)



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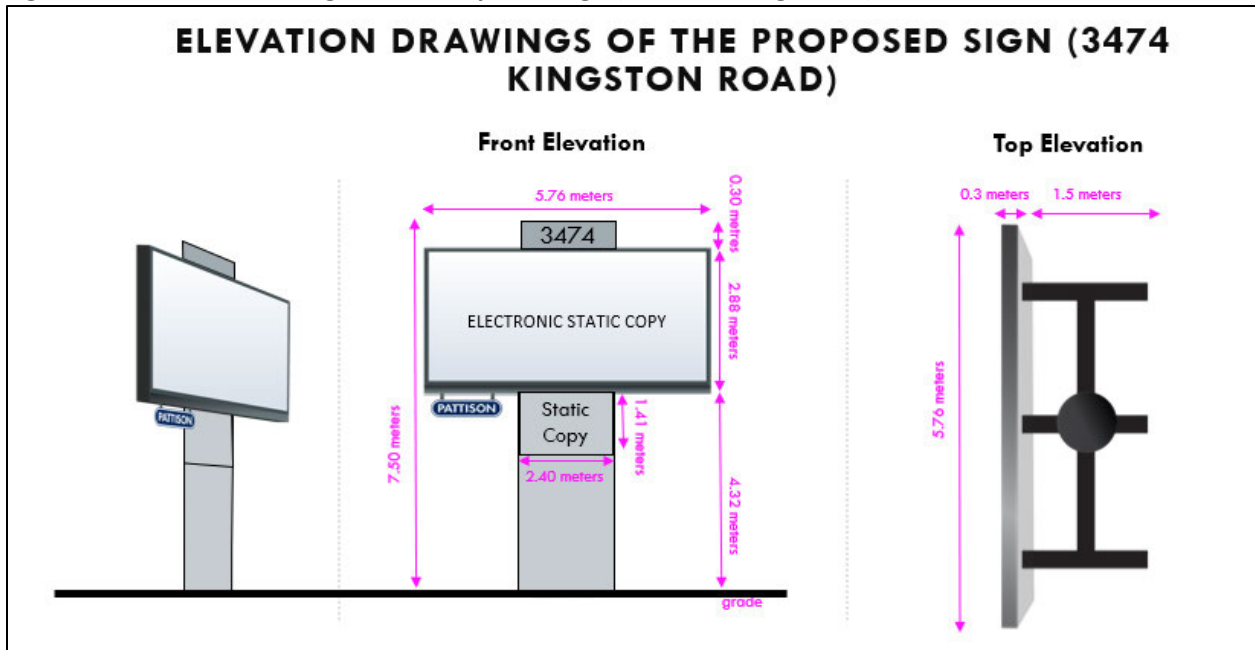
Suite 500, West Tower, 2700 Matheson Blvd East, Mississauga, Ontario L4W 4V9 | Tel : 905-282-6800 Fax : 905-282-9698



Figure 2: Rendering of the Proposed Sign (Looking East along Kingston Road)



Figure 3: Elevation Drawings of the Proposed Sign (Northeast Sign Face)

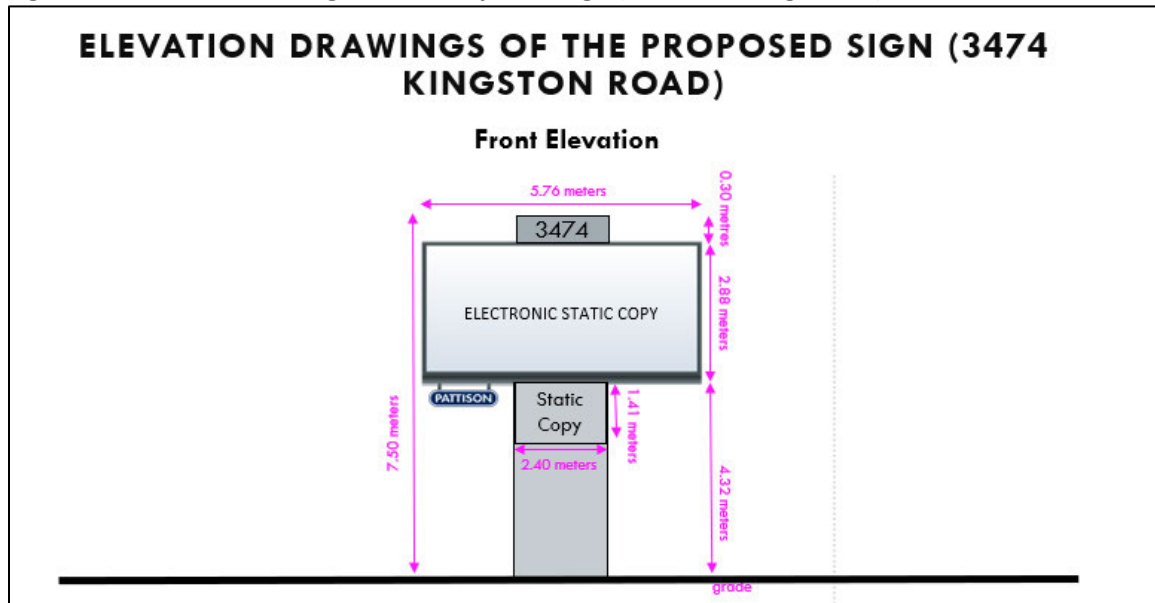


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Figure 4: Elevation Drawings of the Proposed Sign (Southwest Sign Face)



The sign faces will be oriented to the northeast and southwest, to be viewed by vehicular traffic travelling along Kingston Rd (as shown in Figure 5 below).

Figure 5: 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;

Conditions of Approval (3):

1. Pattison will set a maximum brightness of the Proposed Sign's electronic copy at 150 NITS between sunset to sunrise;
2. Pattison will use low-powered LED light-shielding technology, which significantly reduces light spill upwards and achieves much lower carbon emissions, and;
3. The existing first party ground sign on the Subject Premises will be removed.

One 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.

The Subject Premises currently contains no residential uses, and is primarily used as a banquet hall. The Subject Premises fronts onto Kingston Road in close proximity to Markham Road, both of which are considered major roads with heavy vehicular traffic and commercial activity. While the electronic sign face is primarily visible from other CR Sign Districts (as shown in Figure 6 below), there are no residential uses present at these properties. These CR Sign Districts have a "CR" zoning designation with R values of 0.0 (as shown in Figure 7 below).

Specifically, this R value represents the gross floor area (as a percentage of the property's total gross area) permitted to contain residential uses, and a value of 0.0 effectively prohibits future development for residential uses.



Figure 6: Existing Uses in CR Sign District Corridor

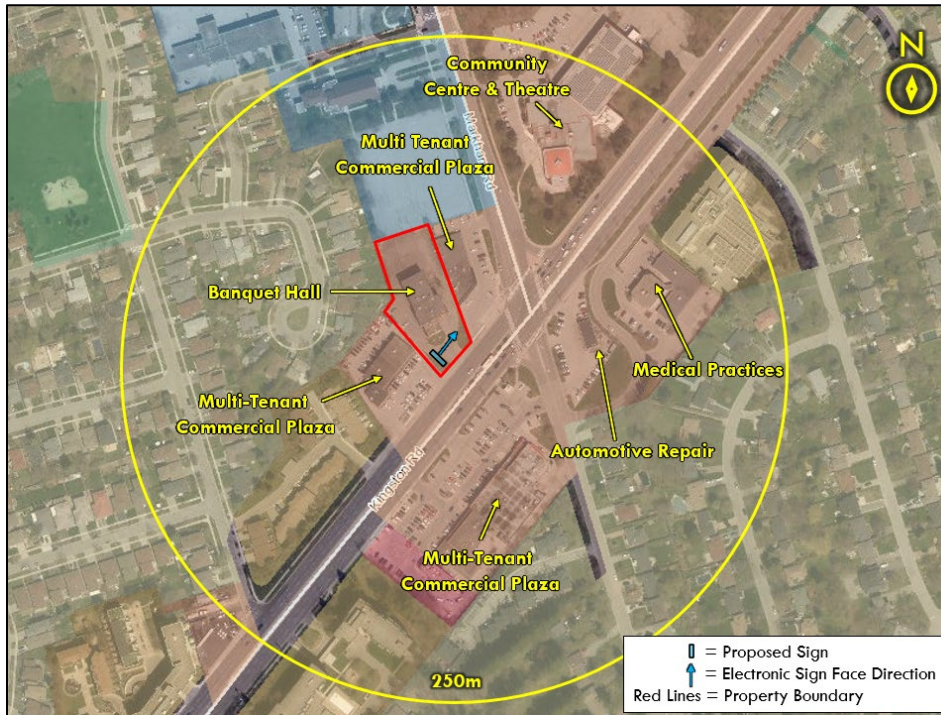
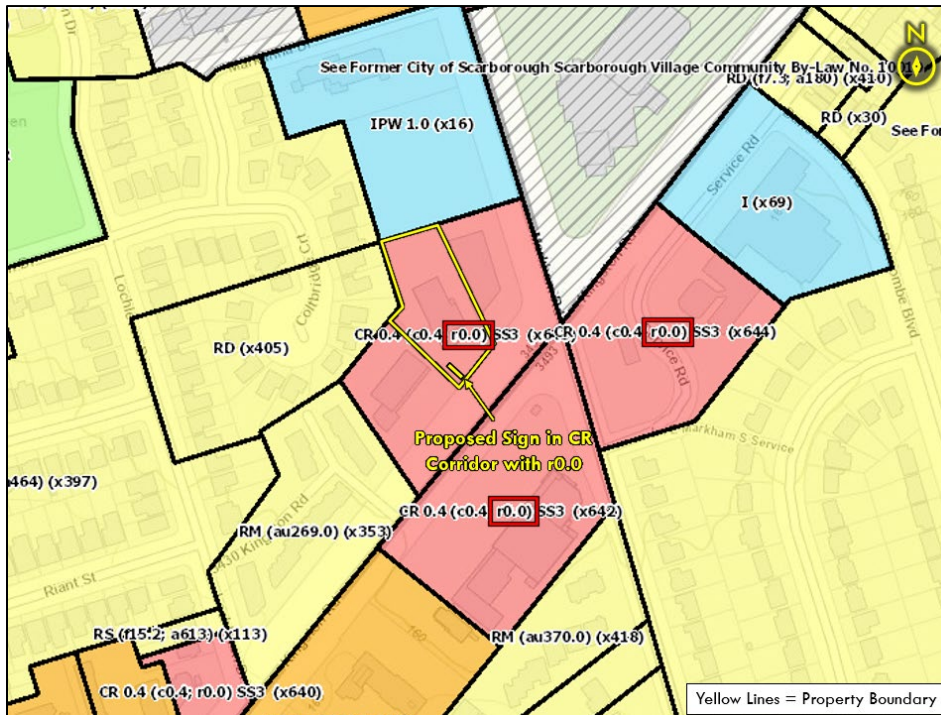


Figure 7: Zoning Designation and their Respective R Values



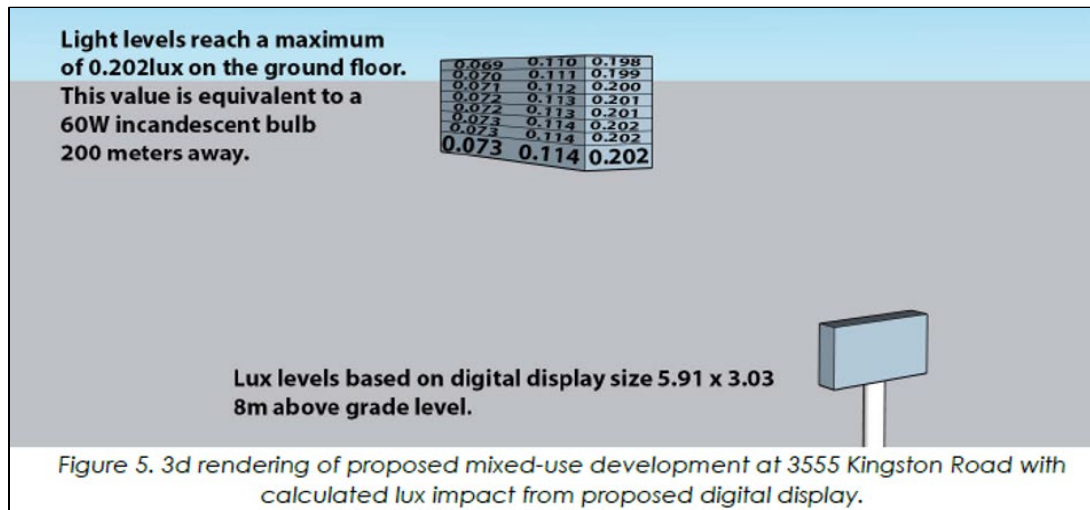
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While there are sensitive land uses within 250m of the Proposed Sign, the Conditions of Approval proposed will ensure that none of these uses will be subjected to any significant light spill. The RA Sign District located 180 metres to the northeast may have some visibility to the electronic sign face, but at this distance and with the Condition for reduced brightness in the evenings, the amount of light that reaches the building is only 0.202 lux on the ground floor, which is equivalent to a 60W incandescent bulb 200 metres away (as shown in Figure 8 below). The lux values further decrease on upper floors as a result of the Condition to use low-powered LED light-shielding technology, which significantly reduces light spill upwards.

Figure 8: Light Impact on RA Sign District to the North-East (3555 Kingston Rd)



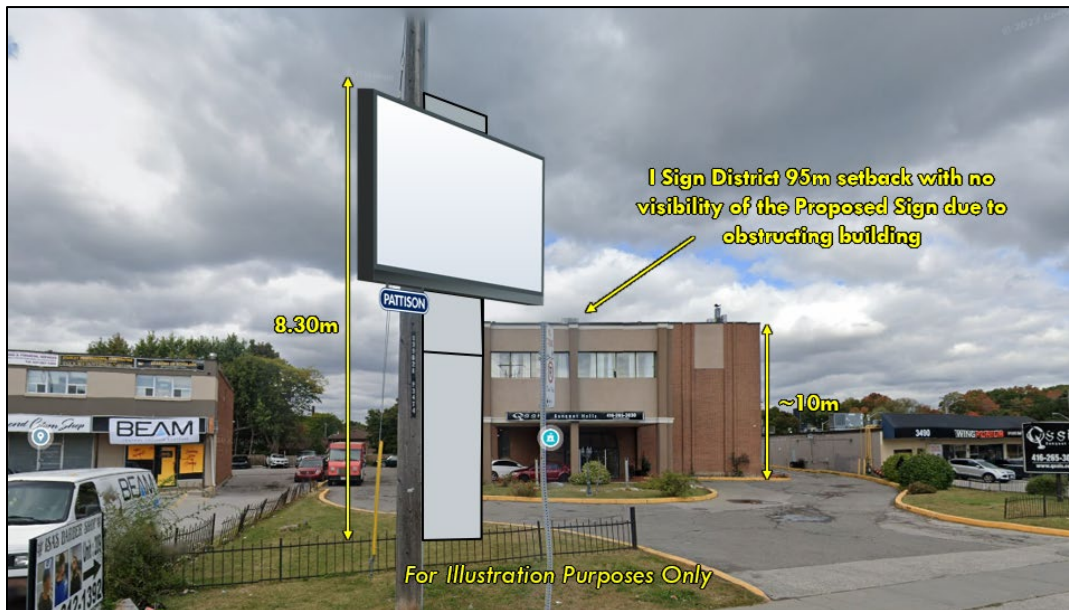
The R Sign District 105m to the southeast has only minimal visibility due to the sign face orientation and built-form obstructions in place, and the amount of light that reaches this area is only a maximum of 0.120 lux (see Figure 9 below). Lastly, the I Sign District 95 metres to the north contains a parking lot and a church, neither of which will have any visibility to the Proposed Sign due to the existing two-storey building on the Subject Premises (see Figure 10 below).



Figure 9: Light Impact Study Shows Impacts on R Sign Districts to the South-East



Figure 10: Existing Building Blocks Visibility of Proposed Sign from I Sign District to the North



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To further ensure that any potential impacts of the Proposed Sign are mitigated, we are proposing the Conditions of Approval to limit the brightness of the electronic sign face to 150 NITS between sunset to sunrise and to use low powered LED light-shielding technology, which will further reduce light spill.

Although a variance is required for the Proposed Sign, it is highly compliant with the provisions set out for third party electronic ground signs in sign districts that do expressly permit them (such as Employment, Utility and Commercial Sign Districts).

In addition, the Subject Premises and surrounding area demonstrates many similarities to, in particular, Employment designations as set out in the Zoning by-law and Official Plan.

The Subject Premises at 3474 Kingston Road is located within a segment of Kingston Road that, while mapped as Mixed Use in the Official Plan and zoned CR, functions in every meaningful way as a commercial employment corridor.

The Zoning By-law governs the built form of the city, and is the primary way in which the City implements its Official Plan. The property's zoning "R" value of 0.0 confirms that no residential uses are permitted on the Subject Premises or within the immediate area, resulting in a land-use context that is entirely non-residential and aligned with the operational characteristics of Employment Areas.

The surrounding properties are comprised exclusively of employment-serving commercial uses, including restaurants, medical clinics, professional offices, automotive services, grocery and pharmacy uses, and other day-to-day service commercial tenants, reflecting a corridor that has evolved into a drive-to, vehicular-oriented commercial cluster rather than a mixed-use residential node.

This portion of Kingston Road, situated adjacent to the major arterial intersection of Kingston Road and Markham Road, exhibits the built form, traffic patterns, and commercial activity typically found in Employment Area corridors: large setbacks (see Figure 11 below), surface parking lots, multi-tenant plazas, auto-oriented uses, and a complete absence of residential or sensitive uses.

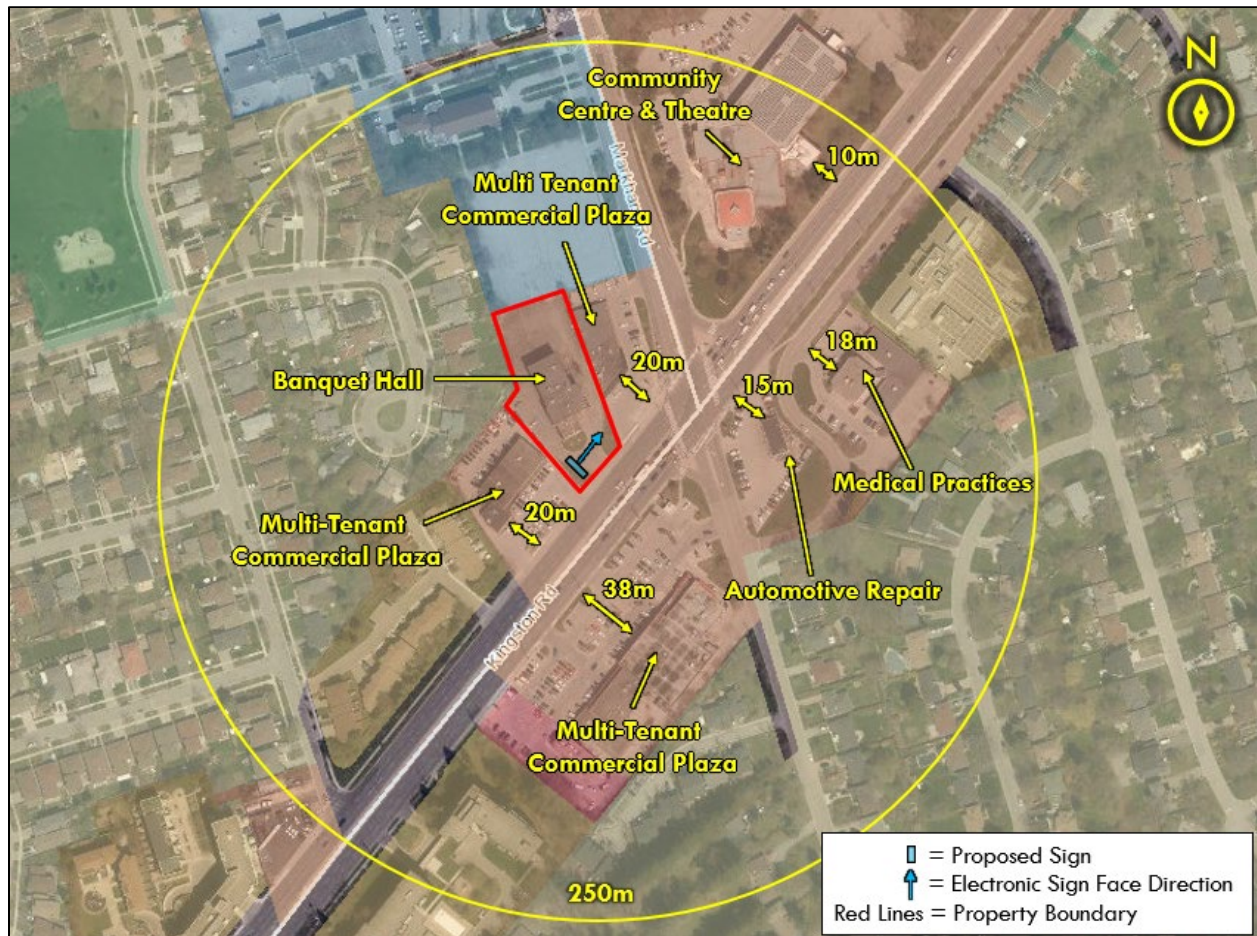
These conditions support higher-visibility signage and align directly with Official Plan policies that encourage economic vitality and business visibility along major arterial roads. In effect, while the site's formal designations do not classify it as an Employment Area, its land-use function, built form, and planning context mirror those areas, making the Proposed Sign a compatible and context-appropriate use for the Subject Premises.

In addition, the electronic display portion of the Proposed Sign has a sign face area of 16.59m², which is 17.05% smaller than the 20.00m² allowed under the Sign By-law for Employment Sign Districts. This reduced size makes the sign considerably less impactful, even though the surrounding area exhibits strong Employment-like built-form characteristics.

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Figure 11: Setbacks of Existing Uses in CR Sign District Corridor



Existing third-party electronic ground signs in the City, located in areas with similar characteristics, have also not received any formal public complaints. For example, a double-sided third party electronic ground sign of comparable size was approved in August 2020 at 3639 Dufferin Street. The west-facing display of this sign is oriented towards a CR Sign District / CR Zone / Mixed Use corridor with an R value of 1.0, which permits residential uses as-of-right.

This Mixed Use corridor contains strip malls with multiple commercial tenants (and some residential tenants), a gas station, an office building, and a Tim Hortons (see Figure 12 below) – uses that are similar to, and in some cases more sensitive than, the existing uses surrounding the Subject Premises.

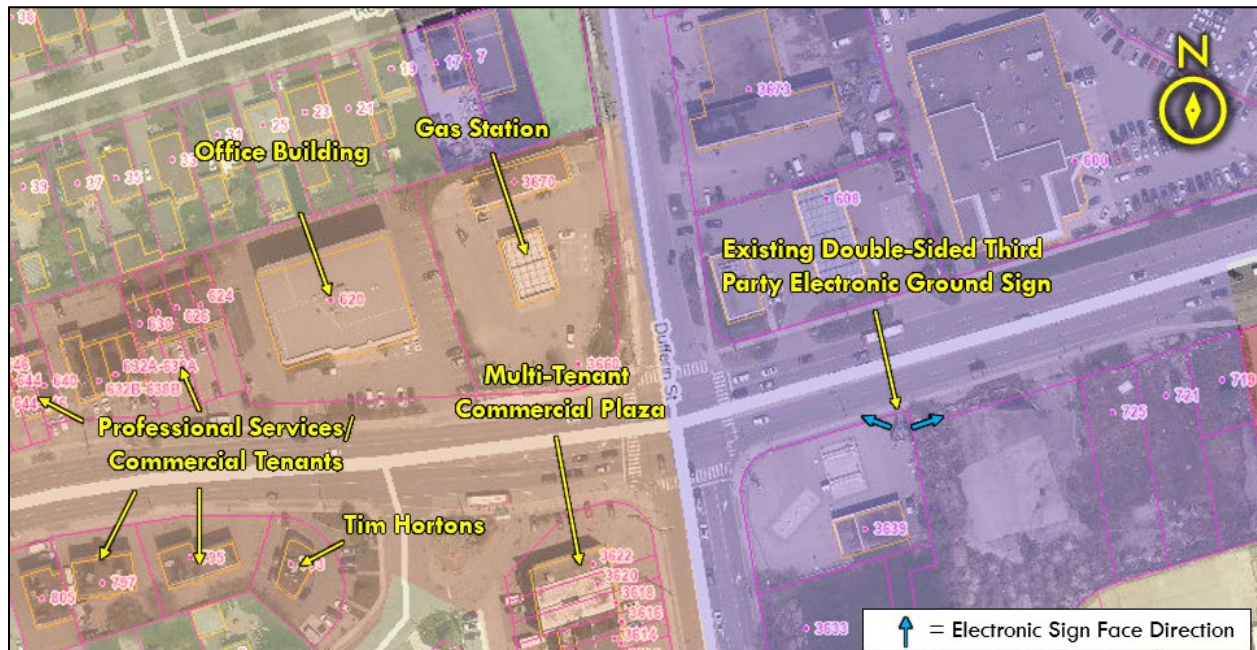
Similarly, a single-sided third-party electronic ground sign was erected in 2013 at 1260 Kennedy Road, and to our knowledge has not received a complaint in over 12 years of operation. This sign is not only situated within a CR Sign District, but also directly faces another CR Sign District / CR Zone / Mixed Use corridor.

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Figure 12: Nature of the Area at 3639 Dufferin Street



Further, the recent repeal of subsection 694-30A(2) of the Sign By-law allows sign types not expressly permitted within a given Sign District to be considered on their individual merits. In this context, the Proposed Sign aligns closely with the general and district-specific intent of the By-law for third-party electronic ground signs.

In particular, the criteria established for Employment Sign Districts are directly relevant, as the Subject Premises exhibits land-use characteristics, built-form conditions, and commercial functions that mirror those Employment-designated areas. As such, the Proposed Sign is both consistent with the underlying purpose of the Sign By-law, and not contrary to the public interest.

While there are a few sensitive land uses in the area, there are strong mitigating factors which ensure that these sensitive uses will not be negatively affected by the Proposed Sign, both at present and in the future. Taking all of these factors into consideration, we strongly believe that the sole variance sought for the Proposed Sign can be supported.

Establishing that each of the eight criteria outlined in 694-30(A) are met:

(1) Belong to a sign class permitted in the Sign District where the premises is located.

The Proposed Sign is classified as a third party electronic ground sign, which advertises, promotes, or directs attention to businesses, goods, services, matters or activities which are not available at or related to the premises where the sign is located. The Subject Premises is located in a CR Sign District. As third party signs are permitted in CR Sign Districts, this criteria has been met.

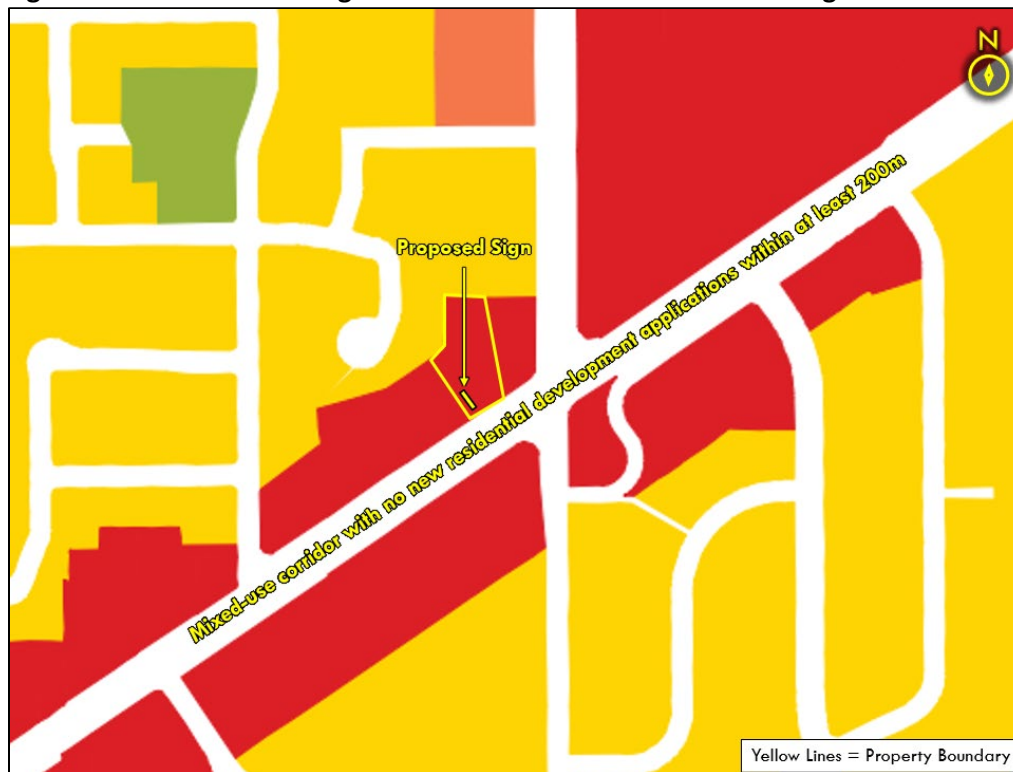
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(2) Be compatible with the development of the premises and surrounding area.

The Subject Premises currently contains a banquet hall, with frontage along Kingston Road in close proximity to Markham Road, both of which are considered major roads with heavy vehicular traffic and commercial activity. The Subject Premises and its surrounding area are designated as Mixed Use in the Official Plan (see Figure 13 below), which is generally reflected in their respective Zoning designations.

Figure 13: Official Plan Designation of the Premises and Surrounding Area



The Proposed Sign is compatible with both the current development of the Subject Premises and the surrounding area, which collectively function as a cohesive commercial employment corridor. The Subject Premises is occupied exclusively by commercial and employment uses and is situated within a broader cluster of multi-tenant plazas, medical/professional offices, restaurants, automotive services, pharmacies, tutoring centers, and other employment-serving uses.

This concentration of non-residential uses, supported by the CR zoning's R value of 0.0, prohibiting all forms of residential development, establishes an environment that is inherently commercial / employment in character, and well-suited to signage intended for vehicular audiences. In addition, the electronic display portion of the Proposed Sign has a sign face area of 16.59 m² (17.05% smaller than the

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20.00m² permitted for Employment Sign Districts), making it less visually impactful despite being located in an area that exhibits strong Employment-like built-form characteristics.

The closest residential uses with visibility of the Proposed Sign's electronic sign face, as previously identified, is located at 3555 Kingston Rd, which is 180 metres to the northeast from the Proposed Sign. A light impact study demonstrates that the light spill from the Proposed Sign will be negligible.

While there are residential uses to the southwest, this side of the Proposed Sign does not contain any electronic copy, only a small sign face (3.39m²) displaying tenant identification which will be non-illuminated. This is consistent with signage with the surrounding area. The Subject Premises and the surrounding area also do not have any active residential development applications within at least 200 metres.

Comparable electronic ground signs approved elsewhere in the City in areas with similar conditions – such as those at 3639 Dufferin Street (approved in 2020) and 1260 Kennedy Road (installed in 2013) – have, to our knowledge, operated for years without receiving formal public complaints, even where they directly face CR Sign Districts and Mixed Use corridors with higher residential permissions than those surrounding the Subject Premises (see Figure 12 above). This demonstrates that electronic signage of a similar or smaller scale can coexist with nearby uses, when appropriately designed and oriented.

The built form of the surrounding area also reinforces the compatibility of the Proposed Sign. The surrounding properties feature large front-yard setbacks (see Figure 11 above), surface parking areas, auto-oriented site layouts, and low-rise commercial structures typical of arterial commercial corridors. These conditions provide an appropriate visual and spatial context for the Proposed Sign, ensuring that it integrates seamlessly into the established pattern of commercial signage along Kingston Road. With no residential or sensitive uses in proximity, the Proposed Sign presents no adverse compatibility concerns such as light spill, shadowing, noise, or visual intrusion.

Furthermore, Kingston Road and Markham Road are two major arterial roads, and are designed to accommodate higher traffic volumes and support visibility for commercial businesses. The Proposed Sign complements this existing transportation and commercial framework by enhancing business identification and contributing to the corridor's economic vitality without impeding future development potential. As such, the Proposed Sign is compatible with, and supportive of, the continued commercial evolution of the Subject Premises and the surrounding area.

The Condition of Approval to remove the existing first party ground sign will also ensure that there will not be an excess of signage on the Subject Premises, and will modernize the signage at the subject premises. The surrounding area contains large signage, such as Silver Mile By The Bluffs (sign size of 8.27m²), SK Plaza (sign size of 9.34m²), and Scarborough Village Recreation Centre (see Figures 14, 15, and 16 below). The existing sign at Scarborough Village Community Centre also consists of an electronic display portion. This further establishes compatibility of the Proposed Sign with the development of the surrounding area.

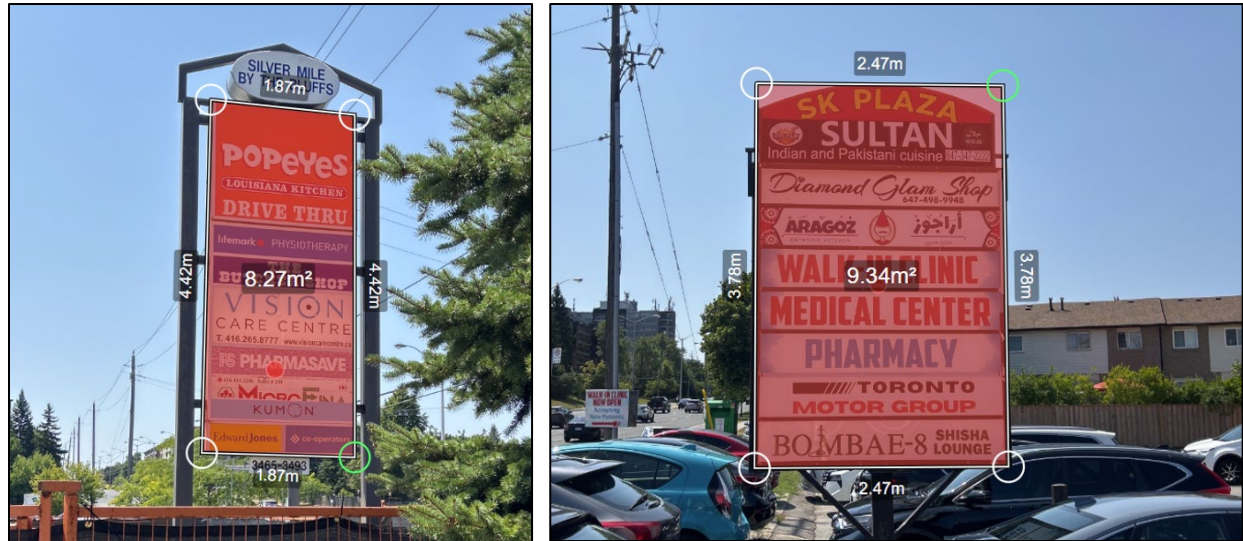
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Figure 14: Existing Large-Format Signage in the Surrounding Area



Figure 15: Existing Signage at Silver Mile By The Bluffs & SK Plaza



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Figure 16: Existing Signage at Scarborough Village Community Centre with Electronic Display



The Proposed Sign provides advertising opportunities for businesses to drive economic growth to the area and beyond, which aligns with the commercial and employment nature of the Subject Premises and surrounding area. The size of the Proposed Sign is comparable with existing signage at adjacent commercial plazas, and will not alter the character of the area.

Due to these factors, we strongly believe that the Proposed Sign is compatible with the development of the Subject Premises and surrounding area.

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

Although the Subject Premises and surrounding area along this portion of Kingston Road are designated Mixed Use Areas, the CR zoning, with an R value of 0.0, effectively limits these properties to commercial/employment and service-oriented functions, with no residential permissions. As a result, the Mixed Use designation in this specific context functions primarily to enable retail, service commercial, office, and community-serving uses rather than residential intensification.

The built form and land-use patterns present today clearly reflect this employment-focused interpretation of the Mixed Use designation, and the Proposed Sign complements these established commercial uses by reinforcing the economic and visibility needs of businesses operating within the corridor.

The surrounding properties that have visibility of the Proposed Sign's electronic sign face are also designated Mixed Use and are characterized by the same retail- and service-commercial uses. This ensures that the Proposed Sign aligns with the Official Plan's direction for Mixed Use Areas to support a broad range of non-residential activities and contribute to the economic vitality of arterial corridors.

Comparable third-party electronic ground signs located in similar Mixed Use corridors elsewhere in the City, such as those at 3639 Dufferin Street and 1260 Kennedy Road, have operated for years without any known public complaints. These examples further demonstrate that appropriately designed and

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oriented electronic signage can support commercial activity along major corridors without undermining the Official Plan's objectives or creating land-use conflicts.

While lands beyond this Mixed Use corridor are designated Neighborhoods, these areas are either outside the visibility cone of the Proposed Sign or experience negligible illumination, as demonstrated by the Light Impact Study in Figure 10. Any minimal exposure is further mitigated through Conditions of Approval, including a brightness limitation of 150 NITS from sunset to sunrise and the use of low-powered LED technology on the single electronic sign face. These controls ensure that the Proposed Sign does not adversely affect nearby sensitive land uses.

Accordingly, the Proposed Sign is consistent with, and supportive of the Official Plan's objectives for this portion of Kingston Road by enhancing commercial function, maintaining compatibility with adjacent land uses, and avoiding impacts on surrounding residential areas.

(4) Not adversely affect adjacent premises.

The Subject Premises is located within a CR Sign District, where third party signs are permitted. The adjacent premises with visibility of the Proposed Sign are also within CR Sign Districts and share a Mixed Use designation in the Official Plan with CR zoning that includes an "R" value of 0.0. This zoning framework prohibits residential uses and reinforces a commercial-only land-use context, which is reflected in the existing built form and activity patterns along this segment of Kingston Road. Although residential uses exist to the west and southwest, the electronic sign face is oriented such that it will not be visible to these dwellings.

Beyond the adjacent commercial / employment properties, the sensitive land uses within 250 metres have minimal or negligible visibility of the electronic display. The nearest RA Sign District, located approximately 180 metres to the northeast, receives only 0.202 lux at the ground-floor level, equivalent to the illumination produced by a 60-watt incandescent bulb at a distance of roughly 200 metres (see Figure 8 above). Lux levels decrease further on upper storeys, resulting in no meaningful impact.

The R Sign District 105 metres to the southeast has little to no visibility of the electronic copy due to both sign orientation and obstructing built form, with light levels measured at 0.120 lux or less (see Figure 9 above). The Institutional Sign District 95 metres to the north consists of a parking lot and a place of worship, neither of which has visibility to the Proposed Sign owing to the two-storey structure on the Subject Premises. The Proposed Sign's maximum height of 7.5 metres was deliberately selected to ensure the display remains below this roofline and cannot be seen from these lands (see Figure 10).

To further maintain compatibility, the removal of the existing first party ground sign as a Condition of Approval will prevent sign clutter and ensure the signage environment remains orderly. Although Kingston Road contains a mix of third-party roof and ground signs (see Figure 17 below), there is no heavy concentration of such signs in the immediate area, and the Proposed Sign will not contribute to sign clutter.

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Figure 17: Existing Large-Format Third Party Signage Within 1.5km Along Kingston Road



Pattison's commitment to reducing the brightness of the display to 150 nits between sunset and sunrise, combined with low-powered LED fixtures and integrated light-shielding technology, significantly reduces potential light spill and ensures that nearby properties, including those with sensitive land uses, are not adversely affected. For these reasons, the Proposed Sign meets this criterion.

5) Not adversely affect public safety.

The Proposed Sign maintains a 3-metre setback to the street line, and a 3-metre setback to the westerly property line, as shown in Figure 5 above. The Proposed Sign is also located outside of the visibility zone at the Subject Premises, which ensures that it will not create an obstruction to vehicles entering and exiting the banquet hall. In addition, the Proposed Sign is setback 60 metres from the closest intersection – twice as far as what is required for a third party electronic ground sign.

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.

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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 is a ground sign consisting of 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 clearly defined by their Sign District, Zoning, and Official Plan designations, which consist almost entirely of CR Sign Districts and CR zoning on the Subject Premises and adjacent properties (see Figures 6 and 7 above). Although CR zones may typically permit residential uses, no such uses are present on these lands today. Instead, the corridor functions as a fully commercial / employment environment.

This condition is reinforced by the CR zoning's "R" value of 0.0, which prohibits residential development and ensures the area remains dedicated to commercial / employment and service-oriented activity. The built form is further characterized by large front-yard setbacks, surface parking, and auto-oriented site layouts, closely resembling Employment Sign District patterns and reinforcing that larger-format signage is contextually appropriate.

Given this commercial/employment-only context, the Proposed Sign is compatible with the development of the Premises and surrounding area. It will reinforce the existing economic role of this segment of Kingston Road by providing an effective advertising platform for local and national businesses, supporting business visibility and customer attraction in a corridor that already accommodates and relies on commercial signage.

The electronic display portion of the Proposed Sign is also 17.05% smaller (16.59m²) than what is permitted in Employment Sign Districts (20.00m²), resulting in a materially reduced visual impact despite being located in an area that already demonstrates strong Employment-like characteristics.

Although sensitive land uses exist beyond the immediate CR corridor, the Proposed Sign has been designed to avoid adverse impacts. The sign face orientation, the presence of intervening natural and built-form obstructions, and the Conditions of Approval, including reduced brightness during evening hours, ensure these uses are adequately protected.

The digital display will also fully deactivate between 11:00 p.m. and 7:00 a.m., eliminating any nighttime light spill towards nearby R and RA Sign Districts. These measures align with the Sign By-law's operational requirements and further mitigate any potential effects.

The Mixed Use Areas designation in the Official Plan supports a broad range of commercial / employment activity along key transit and arterial corridors such as Kingston Road, where animation and

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economic vitality are encouraged throughout the day and evening. Given that residential uses are not permitted under the applicable CR zoning, the commercial focus of this corridor is consistent with the Official Plan's vision for Mixed Use Areas in this location.

The controlled hours of operation and brightness limits ensure compatibility with more sensitive designations located outside the commercial / employment strip. Comparable electronic ground signs elsewhere in the City have operated for years without any public complaints in similarly mixed commercial corridors, further demonstrating that signage of this type and scale does not alter the established character of comparable areas.

The established character of the area also includes large-format signage, as demonstrated by comparable ground signs at Silver Mile By The Bluffs and SK Plaza, with sign areas of 8.27m² and 9.34m² respectively (see Figures 14 and 15 above). Additionally, the large-format sign at the Scarborough Village Community Centre approximately 122 metres from the Subject Premises contains an electronic display (see Figure 16 above). The Proposed Sign incorporates a permanent tenant signage component and provides advertising opportunities for on-site businesses, enhancing its first party function and aligning it with existing signage patterns in the area.

This portion of Kingston Road also supports large-format third party signage. Within a 1.5-kilometre radius of the Subject Premises, there are five third-party sign structures containing a total of twelve sign faces (see Figure 17 above). Third-party advertising is expressly permitted within CR Sign Districts, and the Proposed Sign is consistent with the type and scale of signage present along the corridor. As such, the Proposed Sign maintains the intent of the Sign By-law and will not materially alter the established character of the surrounding area.

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

The public interest is reflected, in part, through the intent and structure of the Sign By-law. The Proposed Sign complies with nearly all applicable provisions for third party electronic ground signs in Employment, Utility, and Commercial Sign Districts, and strong planning rationale has been provided for the limited provisions that are not met. The highly commercial / employment character of the Subject Premises and surrounding area further demonstrates that the Proposed Sign is consistent with the expectations of the Sign By-law, and is not contrary to the public interest.

The sole variance sought to permit a third party electronic ground sign in a CR Sign District is appropriate, given the recent amendment to the Sign By-law repealing subsection 694-30A(2). This amendment now allows sign types that are not expressly permitted in a given Sign District to be considered on a case-by-case basis. In this context, the Proposed Sign aligns with the guidelines and broader intent of the Sign By-law, and is also compatible with the commercial / employment function of the area, supporting the conclusion that the variance is not contrary to the public interest.

The public interest is also informed by the Official Plan, which underpins the Zoning and Sign District classifications that apply to the Subject Premises. The Subject Premises and the surrounding area are

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designated Mixed Use Areas, and the CR zoning carries an "R" value of 0.0, effectively prohibiting residential development. As a result, both the current and long-term land use direction for this corridor is commercial / employment in nature. The Proposed Sign supports this direction, and does not introduce impacts that would undermine the Official Plan's objectives.

Nearby R Sign Districts will either have no visibility of the electronic display or will experience only obstructed, negligible light levels, as demonstrated in the Light Impact Studies (see Figures 8 and 9 above). The Conditions of Approval, including reduced nighttime brightness, low-powered LED technology, and full shut-off between 11:00 p.m. and 7:00 a.m., ensure that any potentially sensitive land uses are fully protected.

The Proposed Sign is also in line with the Sign By-law requirements for maximum height (10.0 metres permitted; 7.5 metres proposed), sign face area (20.0m² permitted; 19.98m² proposed), number of sign faces (2 permitted; 2 proposed), and method of copy displayed (electronic static copy and static copy permitted and proposed). It also complies with the setback from property lines (3.0m permitted; 3.0m and proposed), setback to intersection (30.0m permitted; 60.0m proposed), and setback from existing third party static and electronic signs (150.0m / 500m permitted; none within a 600m radius).

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 Nathan Jankowski.

Nathan Jankowski
Manager, Permits & Legislation
Pattison Outdoor Advertising LP

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Re: Use of digital display at 3474 Kingston Road, 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 3474 Kingston Road. 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.

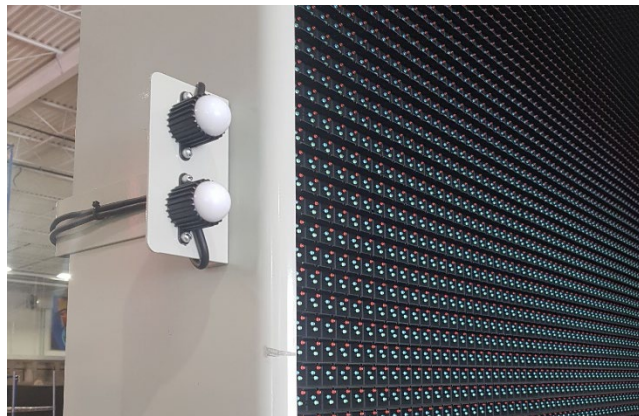


Figure 1. Media Resources standard - dual ambient brightness measuring photocells for hardware redundancy

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.

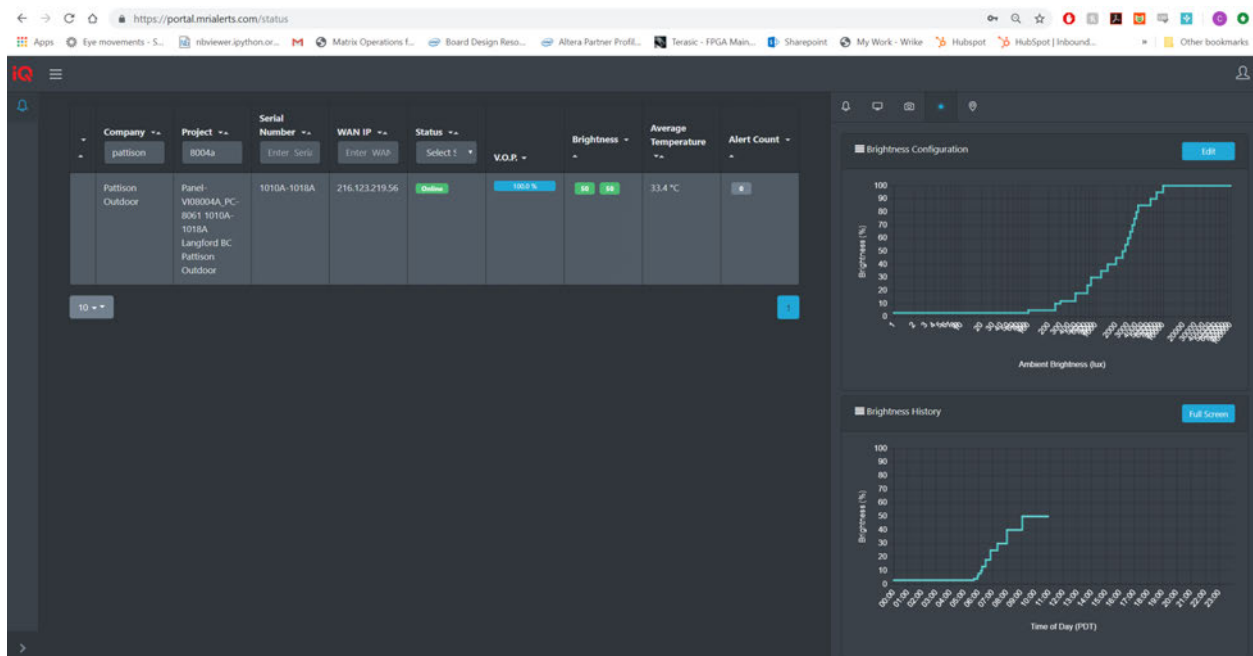


Figure 2. Media Resources web portal showing brightness configuration and history of the current day

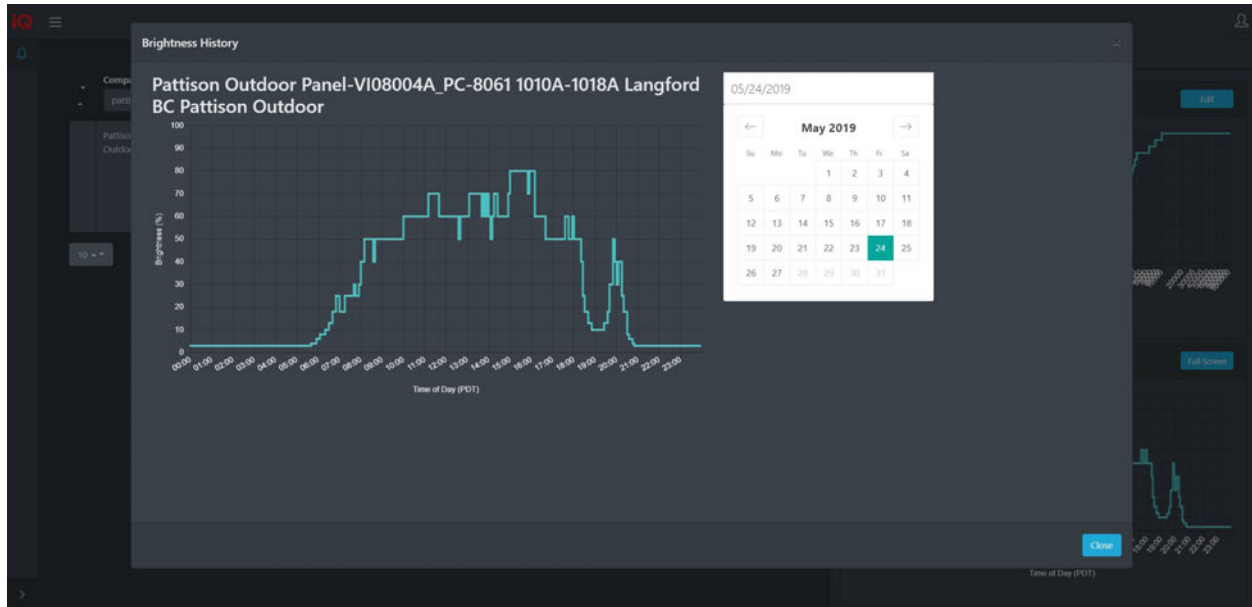


Figure 3. Media Resources web portal showing brightness history of any selected previous date. Brightness history data is logged indefinitely on Media Resources servers.

Media Resources commits to the effectiveness of this light restriction technology when deployed at 3474 Kingston Road. 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.

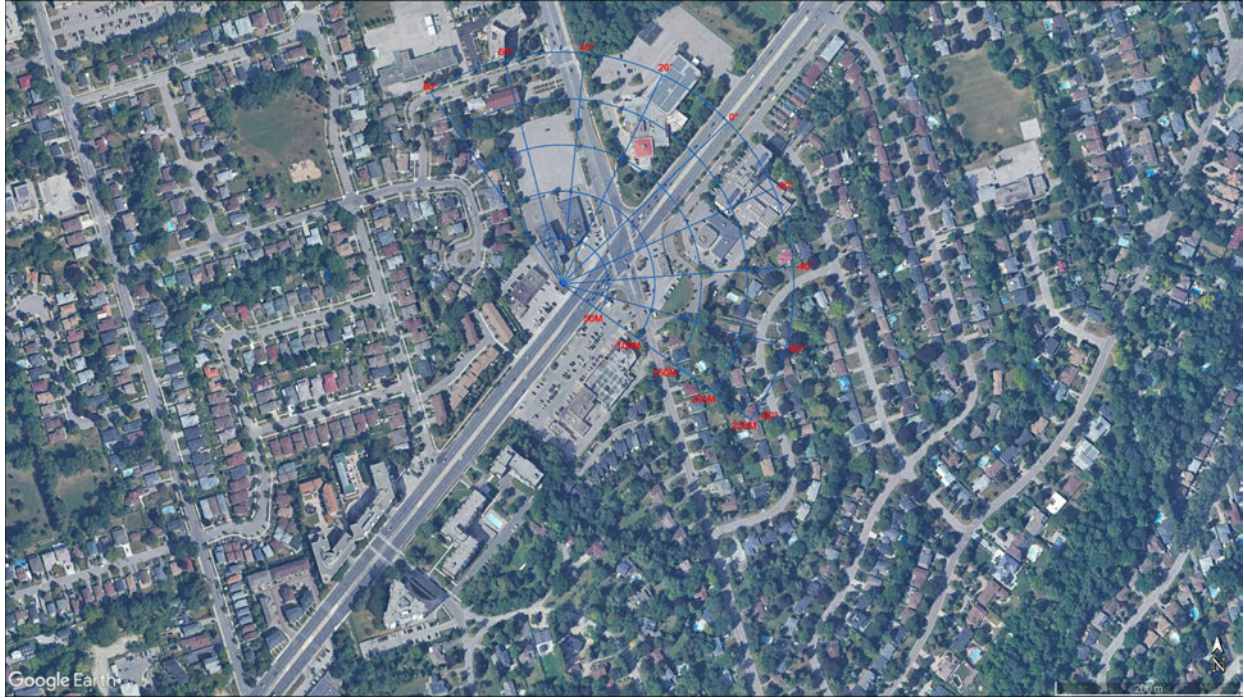


Figure 4. Site satellite photo overlay of distances and angles from proposed digital billboard site, corresponding to calculated illuminance figures in lux provided in Table 1.

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.

3d Rendering

We have also calculated the expected illuminance impact to the proposed mixed-use development at 355 Kingston Road, shown in Figure 5. These lux values show that the maximum impact of approximately 0.202 lux.

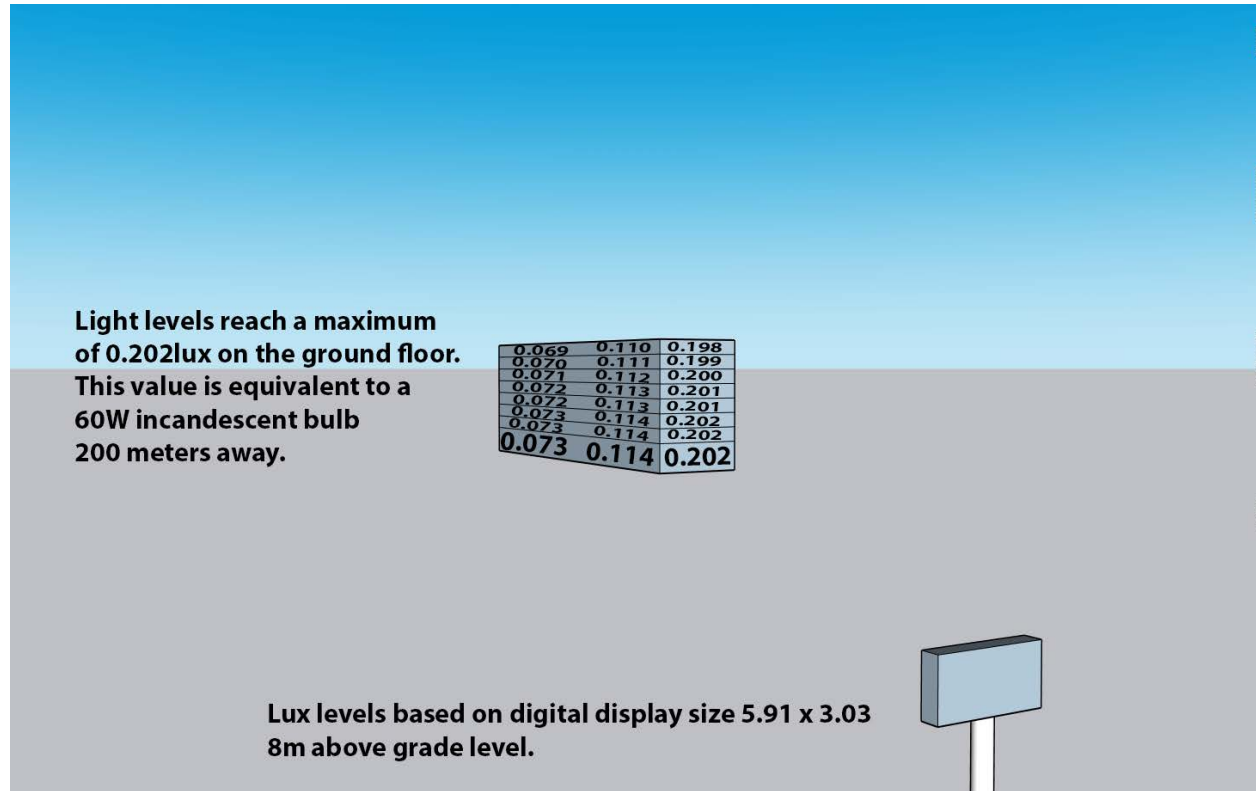


Figure 5. 3d rendering of proposed mixed-use development at 3555 Kingston Road with calculated lux impact from proposed digital display.



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



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While the Proposed Sign would be located less than 500 metres from another electronic ground sign, this existing sign is part of an EV Charging Station that includes a digital display approximately the same size as a transit shelter advertising sign face – measuring approximately 1.55 square metres.

Transit shelters with electronic displays currently exist throughout the City of Toronto, and new electronic ground signs are not required to meet a specific setback distance from transit shelter displays – whether they include electronic or static copy.

There are many examples in Toronto where transit shelter signs are in proximity to other larger-format third party signs, including York Mills and Leslie, Dupont and Dundas St West, Yonge Street and Queen St West.

Traffic Safety Engineers at CIMA+ evaluated the Proposed Sign at 3474 Kingston Road with respect to proximity to traffic control devices, proximity to decision-making points, signage density, driver field of view, roadway complexity, and potential cumulative distraction.

The Proposed Sign was confirmed to be located outside the relevant TAC restriction areas associated with nearby traffic control devices and decision-making points.

Although it would be located approximately 65 metres from the EV Charging Station display, the site-specific assessment indicates that several factors substantially limit the potential for meaningful simultaneous exposure to both displays.

These include the EV Charging Station display's relatively small size of 1.55 square metres and low mounting height, its location across a wide divided roadway, its peripheral viewing angle, and frequent obstruction by opposing traffic.

CIMA+'s Traffic Safety Study concludes that, at this location, the two signs are not likely to be visible at the same time due to the presence of traffic and other obstructions between the two. Furthermore, they are intended for distinctly different audiences.

The Traffic Safety Study conducted by CIMA+ concludes that, based on the site-specific assessment, the Proposed Sign is not expected to result in a significant adverse effect on road safety. Maintaining a minimum 10-second message dwell time would provide additional safeguards to further limit the potential for cumulative driver distraction.

Subject to compliance with all other applicable City requirements, CIMA+ considers the proposed installation supportable from a road safety perspective.

The Subject Premises contain no residential uses and primarily used as a banquet hall. It has frontage along Kingston Road near Markham Road, both of which are considered major

roads with heavy vehicular traffic and commercial activity. While the electronic sign face is primarily visible from other CR Sign Districts (as shown in Figure 6 below), there are no residential uses present at these properties. These CR Sign Districts have a “CR” zoning designation with R values of 0.0.

While there are sensitive land uses within 250 metres of the Proposed Sign, the Conditions of Approval proposed will ensure that none of these uses will be subjected to any significant light spill. The RA Sign District located 180 metres to the east may have some visibility to the sign, but at this distance and with the Condition for reduced brightness in the evenings, the amount of light that reaches the building is only 0.202 lux on the ground floor, which is equivalent to a 60-watt incandescent bulb placed 200 metres away – virtually non-existent.

The lux values further decrease on upper floors because of the Condition to use low-powered LED light-shielding technology, which significantly reduces light spill upwards.

Although a variance is required for the Proposed Sign, it is highly compliant with the provisions set out for third party electronic ground signs in sign districts that do expressly permit them (such as Employment, Utility and Commercial Sign Districts).

In addition, the Subject Premises and surrounding area demonstrate many similarities to Employment designations as set out in the Zoning by-law and Official Plan.

The Subject Premises at 3474 Kingston Road is located within a segment of Kingston Road that, while mapped as Mixed Use in the Official Plan and zoned CR, functions in every meaningful way as a commercial employment corridor.

The Zoning By-law governs the built form of the city and is the primary way in which the City implements its Official Plan. The property’s zoning “R” value of 0.0 confirms that no residential uses are permitted on the Subject Premises or within the immediate surrounding area, resulting in a land-use context that is entirely non-residential and aligned with the operational characteristics of Employment Areas.

The surrounding properties are comprised exclusively of employment-serving commercial uses, including restaurants, medical clinics, professional offices, automotive services, grocery and pharmacy uses, and other day-to-day service commercial tenants, reflecting a corridor that has evolved into a drive-to, vehicular-oriented commercial cluster rather than a mixed-use residential node.

This portion of Kingston Road, situated adjacent to the major arterial intersection of Kingston Road and Markham Road, exhibits the built form, traffic patterns, and commercial

activity typically found in Employment Area corridors: large setbacks, surface parking lots, multi-tenant plazas, auto-oriented uses, and an absence of residential or sensitive uses.

These conditions support higher-visibility signage and align directly with Official Plan policies that encourage economic vitality and business visibility along major arterial roads.

In effect, while the site's formal designations do not classify it as an Employment Area, its land-use function, built form, and planning context mirror those areas, making the Proposed Sign a compatible and context-appropriate use for the Subject Premises.

In addition, the electronic display portion of the Proposed Sign has a sign face area of 16.59m², which is 17.05% smaller than the 20.00m² allowed under the Sign By-law for Employment Sign Districts. This reduced size makes the sign considerably less impactful, even though the surrounding area exhibits strong Employment-like built-form characteristics.

Furthermore, research data demonstrates that the Proposed Sign will lead to an increase in incremental spending at local businesses nearby. As such, it will provide an economic boost to nearby businesses – one of the key objectives identified in the Official Plan for Mixed Use Areas commonly adjacent to key transit routes.

In terms of compatibility, the Proposed Sign has only one electronic sign face directed East, which will ensure there is no visibility of the Sign Copy from any of the R or RA Sign Districts to the west, nor will it be visible when viewing the EV Charging Station display that faces west.

In addition to the City having the flexibility to reconsider the suitability of the Proposed Sign when the five-year permit expires, the agreement in place with the landowner allows for cancellation of the partnership with 90 days' notice on development of the property.

Removing the outdated ground sign for the Qssis Banquet Hall on site and combining it with the electronic sign face allows for the business on site to benefit from a fresh new design, and allow events to be identified clearly for improved wayfinding for attendees.

The Proposed Sign will draw attention to the businesses on the north side of Kingston Road to improve interest in their services; some of the tenants have had a high degree of turnover and a new digital sign may help to attract new customers.

Sincerely,

N. Jankowski
Manager, Permits & Legislation
Pattison Outdoor

10 August 2026

By e-mail:

Mr. Nathan Jankowski
Manager, Legislation & Permits
Pattison Outdoor Advertising
Suite 500, West Tower, 2700 Matheson Boulevard East
Mississauga, ON L4W 4V9

Subject: Safety Evaluation of Proposed Digital Signage (3474 Kingston Road, Toronto, Ontario)
O/Ref.: A0005025

Dear Mr. Jankowski,

Pattison Outdoor Advertising ('Pattison') is proposing to install a digital advertising display at 3474 Kingston Road in the City of Toronto ('the City'), Ontario. CIMA+ was retained by Pattison to assess the digital sign restriction area around the nearest traffic signals and decision-marking points to the proposed sign location as well as digital signage density based on the Transportation Association of Canada (TAC) manual guidance. The findings of the safety assessment are discussed below.

1.0 Introduction

The proposed digital sign would be installed at 3474 Kingston Road. The sign structure would consist of a single digital third-party advertising face oriented eastward and visible by westbound traffic on Kingston Road. A static first-party advertising face would be located beneath the digital display on the Kingston Road frontage.

Based on information provided by Pattison, the westbound-facing digital display would measure approximately 5.76 m wide by 2.88 m high and would be mounted with the bottom of the display approximately 4.32 m above ground level. The proposed sign location and orientation are illustrated in Figure 1.

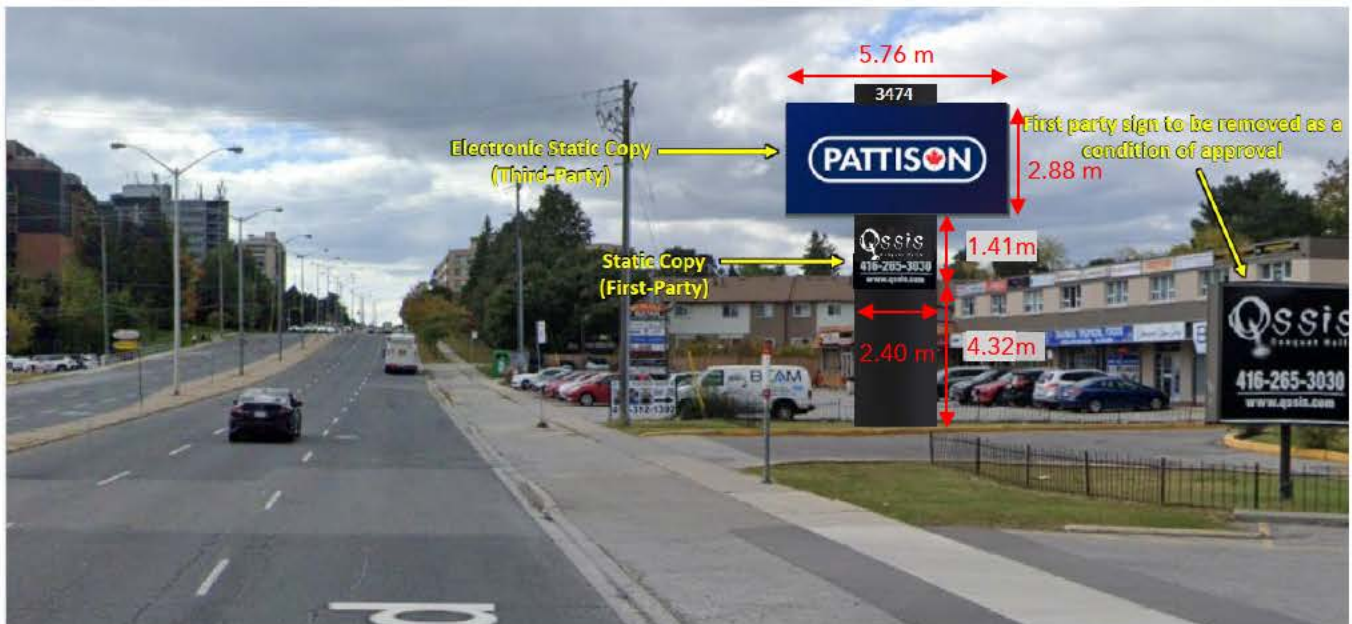


Figure 1: Proposed sign location at 3474 Kingston Road - westbound view

Source: Site Plan document; dimensions added by CIMA+ based on information provided in the Sign Elevation Drawing

Kingston Road is a major urban arterial roadway under the jurisdiction of the City of Toronto. In the vicinity of the subject property, the roadway consists of three westbound through lanes, three eastbound through lanes, an exclusive eastbound left-turn lane at the Markham Road intersection, and a raised concrete median separating opposing traffic. The corridor accommodates a daily two-way traffic volume of approximately 34,000 vehicles¹. Kingston Road has a posted speed limit of 60 kilometres/hour (km/h). The nearest signalized intersection to the proposed sign is located approximately 65 m east at the intersection of Kingston Road and Markham Road. The next signalized intersection is located approximately 325 m west at Parkcrest Drive. Sidewalks are provided on both sides of Kingston Road.

The assessment was completed with reference to the Transportation Association of Canada's Digital and Projected Advertising Displays: Regulatory and Road Safety Assessment Guidelines (2015) and relevant provisions of the City of Toronto Municipal Code Chapter 694.

TAC Guidelines provide road safety recommendations regarding the placement and operation of digital advertising displays. The key considerations applicable to this assessment are:

- Proximity to traffic control devices;

¹ Cycling Network Plan: 2025 Cycling Infrastructure Fourth Quarter Update, November 20, 2025.



- Proximity to decision-making points; and
- Signage density.

In addition, Chapter 694 establishes municipal requirements related to digital sign spacing and message duration. These requirements are also considered as part of this assessment.

2.0 Applicable Guidance and Regulations

This assessment considers the location and operation of the proposed digital sign relative to recognized road safety guidance and municipal sign regulations. Specifically, the assessment was completed with reference to the TAC *Digital and Projected Advertising Displays: Regulatory and Road Safety Assessment Guidelines* (2015) and applicable provisions of the City of Toronto Municipal Code Chapter 694.

The relevant guidance and regulations are summarized below.

2.1 Proximity to Decision-Making Points

A driver's performance near key decision-making points can be impacted by digital signs. This can occur by distracting a driver's attention away from important signage and/or increasing driving complexity caused by additional visual clutter and increased reaction time.

TAC's recommendation is to prohibit digital signs in the proximity of key decision-making points at interchanges, roundabouts, pedestrian crossings, lane drops, at-grade railway crossings, and work zones. The method for defining a digital sign restriction area at key decision-making points is the same as described for the safety factor of proximity to traffic control devices.

2.2 Proximity to Traffic Control Devices

Digital signs are illuminated with LEDs, which are also commonly used for traffic control devices such as traffic signs, pedestrian crossings with flashing beacons and other signs with changeable messages or flashing beacons. Digital signs that are located directly behind traffic control devices can make it difficult for drivers to identify them or can delay their reaction to the traffic control devices.

The TAC manual recommends prohibiting digital signs in the proximity of traffic signs or signals that are illuminated or have variable or moving displays. The method for defining a digital sign restriction area around traffic control devices is outlined in Appendix D of the TAC manual. The restriction area is essentially derived from the posted speed limit, the minimum stopping sight distance and the decision sight distance.

Figure 2 shows the digital sign restriction area for a driver's cone of vision around traffic signals.

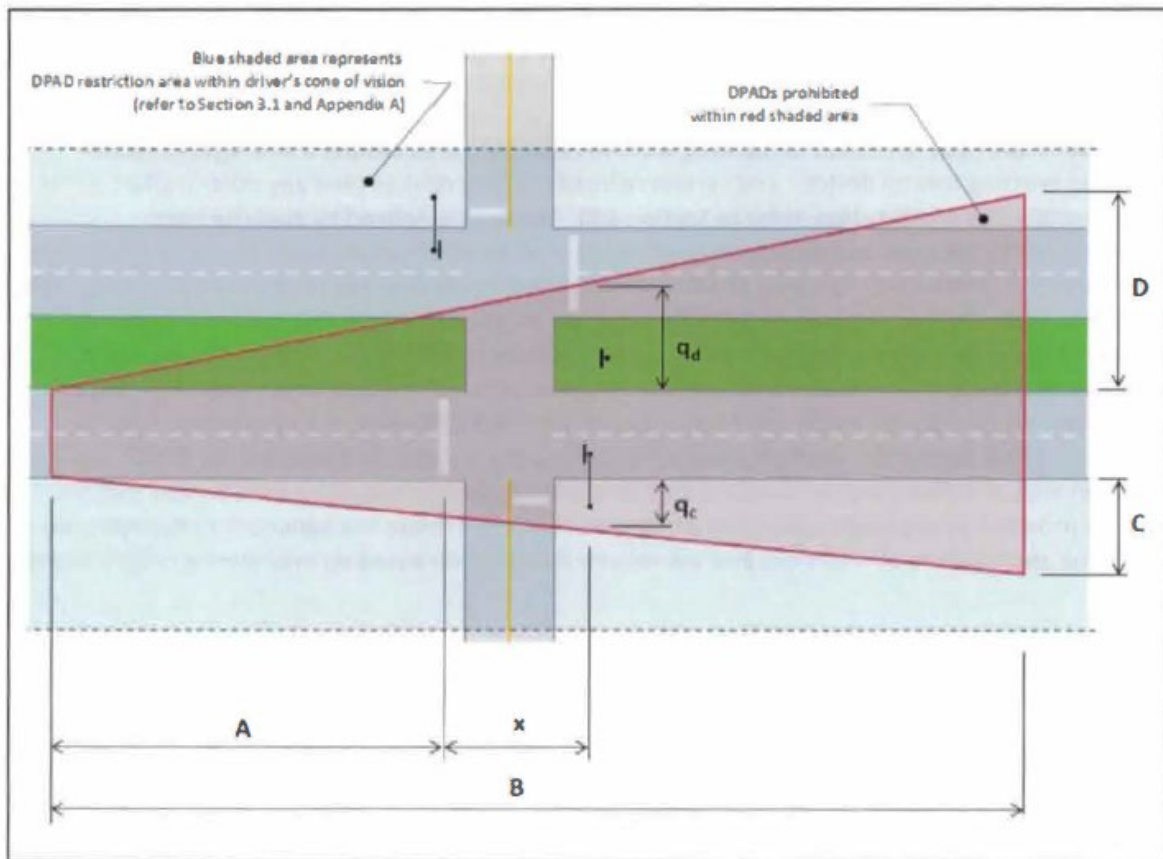


Figure 2: Digital sign restriction area for a driver's cone of vision around traffic signals

The variables used to calculate the restriction area consists of the following:

- x: Distance between the stop bar and the nearest traffic control signs.
- q_c : Lateral clearance from the traffic control device. A minimum of 3.0 m is recommended.
- q_d : Lateral clearance from the secondary traffic control device. At least 3.0 m is required.
- A: Stopping sight distance (SSD), measured from the stop bar.
- B: Decision sight distance (DSD).
- C: Maximum lateral dimension of the digital sign restriction in the direction of travel; where:

$$C = q_c \left(\frac{B}{A + x} \right)$$

- D: Maximum lateral dimension of the digital sign restriction area in the opposite direction of travel; where:

$$D = q_d \left(\frac{B}{A + x} \right)$$



2.3 Signage Density and Message Duration

TAC Guidelines

Section 6 of the TAC Guidelines addresses the maximum number of digital signage displays within a driver's field of view. The guidelines recommend limiting third-party digital advertising displays visible to drivers to one display within the driver's field of view or a minimum spacing of 300 m, whichever is greater. The guidelines also recommend a minimum message display duration of 8 seconds. This is intended to reduce potential driver distraction and maintain roadway safety.

City of Toronto Requirements

In addition to the TAC Guidelines, Chapter 694 establishes requirements governing the spacing and operation of third-party electronic signs. In general, the by-law requires:

- a minimum separation distance of 100 m between third-party signs;
- a minimum separation distance of 150 m between third-party electronic signs and other lawful third-party signs; and
- a minimum message display duration of 10 seconds.

Within the Commercial (C), Employment (E), and Utility (U) Sign Districts, a 500 m separation distance is required between third-party electronic signs located on the same street or on intersecting streets. Our review of Chapter 694 indicates that the subject property is located within a Commercial Residential (CR) Sign District, where this provision does not appear to be prescribed.

3.0 Safety Assessment

For this assignment, CIMA+ completed a field visit on June 30, 2026, to review the site conditions, surrounding roadway environment, and visibility of the proposed sign location.

3.1 Proximity to Decision-Making Points and Traffic Control Devices

The digital sign restriction areas were determined for the adjacent signalized intersections in accordance with the methodology presented in Appendix D of the TAC Guidelines.

Figure 3 illustrates the restriction area associated with the signalized intersection of Kingston Road and Markham Road. The proposed digital sign is located outside the calculated restriction area.

Figure 4 illustrates the restriction area associated with the signalized intersection of Kingston Road and Parkcrest Drive. The proposed digital sign is located approximately 195 m beyond the eastern limit of the restriction area.



Based on the TAC methodology, the proposed digital sign at 3474 Kingston Road is not expected to interfere with the visibility of adjacent traffic signals or the signalized pedestrian crossing at Markham Road, and at Parkcrest Drive for either eastbound or westbound motorists. Accordingly, the proposed installation complies with the TAC requirements respecting proximity to decision-making points and traffic control devices.

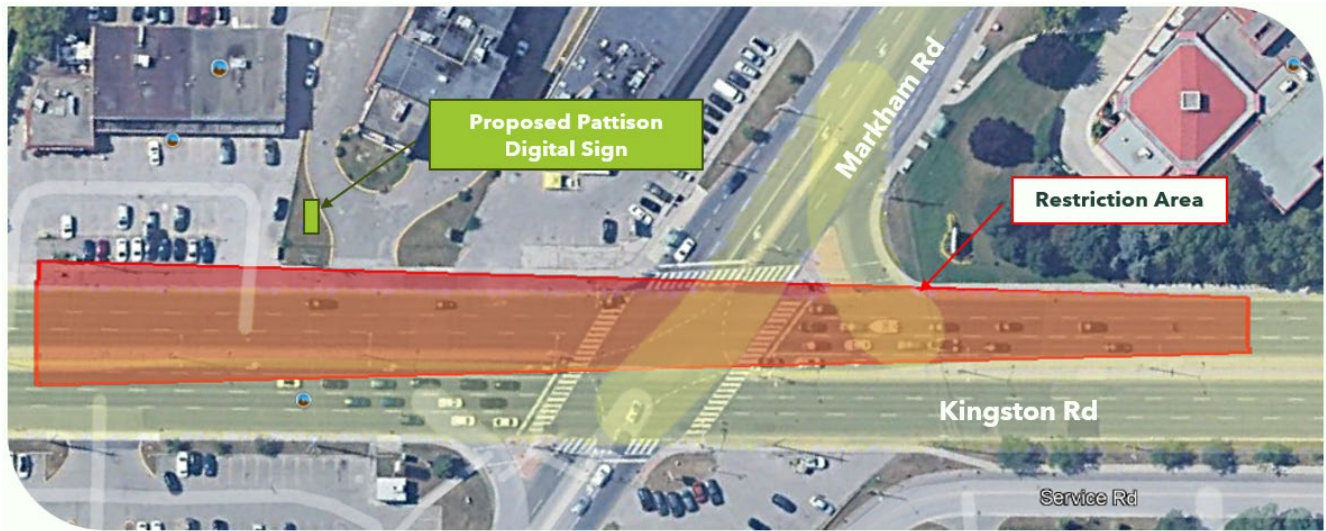


Figure 3: Restriction area associated with the Kingston Road and/ Markham Road signalized intersection and proposed sign location

Source: © Google Earth, 2021.



Figure 4: Restriction area associated with the Kingston Road / Parkcrest Drive signalized intersection and proposed sign location

Source: © Google Earth, 2021.



3.2 Signage Density

Section 6 of the TAC Guidelines recommends limiting third-party digital advertising displays to one display within a driver's field of view or a minimum separation distance of 300 m, whichever is greater. The City of Toronto Sign By-law also establishes separation requirements for third-party signs ranging from 100 m to 500 m, depending on the type of sign and the applicable Sign District, as discussed in Section 2.3.

An approved third-party digital display associated with the proposed JOLT electric vehicle charging station is located approximately 65 m west of the proposed Pattison digital sign, on the opposite side of Kingston Road. The physical separation between the two displays is therefore less than the 300 m spacing recommended by TAC and falls below the range of separation distances generally prescribed by the City for third-party signs, depending on sign type and Sign District.

The TAC separation criterion provides an important screening measure for identifying situations where multiple digital displays may contribute to driver distraction. However, general spacing guidance cannot account for the full range of site-specific conditions that influence actual driver exposure. In particular, separation distance does not account for differences in sign size, orientation, placement and visibility, including whether and for how long multiple displays are simultaneously visible to a driver. Roadway characteristics and the surrounding environment, including roadway geometry, operating speeds, traffic conditions, intersections and overall visual complexity, can also influence the potential for driver distraction.

Where the recommended spacing is not achieved, consideration of these site-specific factors is therefore important in assessing the potential road safety implications. A site-specific assessment was undertaken to evaluate the practical visibility of the two displays, the roadway environment and the potential for meaningful simultaneous driver exposure.

JOLT Display Characteristics

The approved JOLT display is a small street-level digital display integrated with an electric vehicle charging station. The overall structure measures approximately **1.2 m by 2.34 m**, with the active digital display occupying only a portion of the structure. The display is comparable in size and placement to a typical bus shelter advertising panel (Figure 5) and is located close to ground level on the opposite side of Kingston Road.

Relative to the proposed Pattison sign, the JOLT display is substantially smaller, mounted significantly lower, and therefore considerably less visually prominent. These characteristics reduce its apparent size within the driver's field of view and limit its visibility to westbound motorists.



Figure 5: JOLT third-party display characteristic compared to bus shelter
Source: JOLT Display Applicant's Submission Package; dimensions added by CIMA+

These characteristics are important because the driver-distraction effect of a sign is influenced not only by physical spacing, but also by apparent size, viewing angle, visibility duration, luminance, and the complexity of the surrounding driving task.

Driver Field of View and Site-Specific Assessment

In accordance with Section 6 of the TAC Guidelines, CIMA+ evaluated the visibility of both digital displays from the perspective of westbound motorists. As shown in Figure 6, the approved JOLT display is generally outside, or at the extreme edge, of the westbound driver's forward field of view. Although the two displays are separated by approximately **65 m**, several site characteristics reduce the potential for cumulative driver distraction.

The JOLT display is located on the opposite side of Kingston Road, beyond a raised concrete median and six to seven travel lanes. It is substantially smaller than the proposed Pattison sign, mounted close to ground level, and therefore considerably less visually prominent. During the site visit, CIMA+ observed substantial traffic volumes on Kingston Road. Based on these observations, eastbound traffic would be expected to obstruct the JOLT display for a significant portion of the westbound approach, particularly for motorists travelling in the westbound curb-side lanes where the lateral viewing angle is greatest (Figure 7).

For westbound motorists travelling adjacent to the median, the JOLT display is expected to be more visible; however, this lane is subject to relatively low driving complexity. The raised median limits turning and lane-changing movements, while most turning activity and property access occur from the curb-side lanes. From the curb-side lanes, the JOLT display is expected to have limited visibility because of its greater lateral offset, shallow viewing angle, and frequent obstruction by



eastbound traffic. Consequently, the opportunity for simultaneous exposure to both digital displays is expected to be limited.

Operational Mitigation Measures

The site-specific assessment indicates that the characteristics of the JOLT display and surrounding roadway environment inherently limit the potential for simultaneous exposure to both digital displays. As additional measures to further minimize the potential for cumulative driver distraction, Pattison has advised that it is prepared to:

- maintain a minimum message dwell time of 10 seconds, consistent with the City of Toronto Sign By-law; and
- synchronize the proposed Pattison display with the approved JOLT display so that both displays transition simultaneously.

Synchronization would avoid sequential message changes during periods when both displays may be visible, thereby reducing the potential for repeated shifts in driver attention. These operational measures provide additional safeguards beyond the site-specific factors that already limit the potential for cumulative driver distraction.

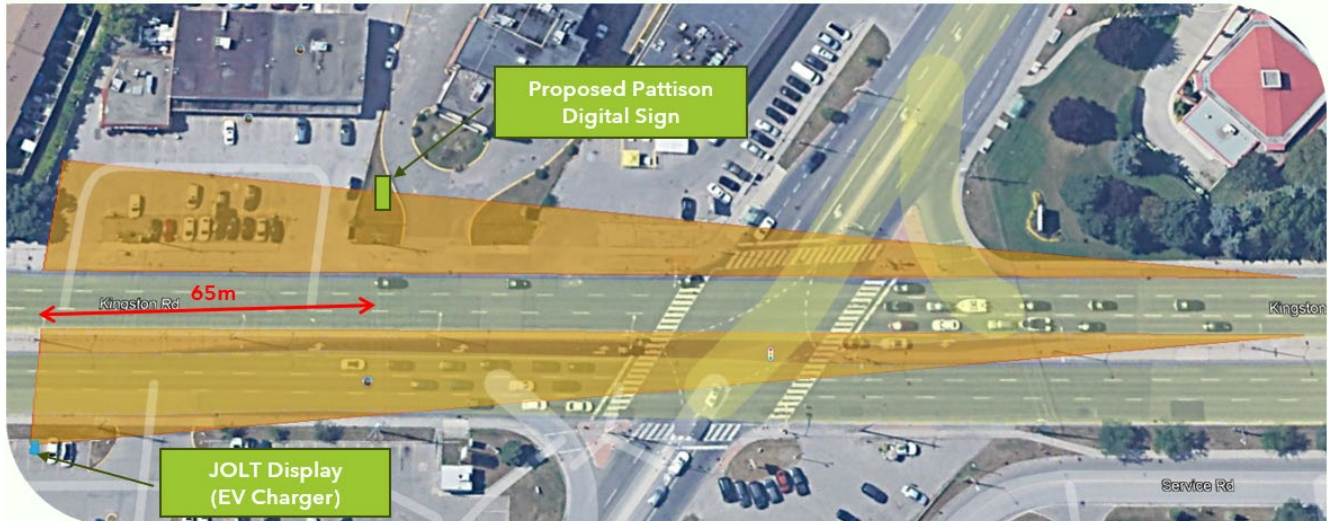


Figure 6: Relative position of the proposed Pattison sign and JOLT display within the westbound driver's field of view
Source: © Google Earth, 2021.



Figure 7: Site photographs illustrating westbound approach conditions, and the limited visibility of the approved JOLT display due to its location, viewing angle, and obstruction by opposing traffic.

4.0 Conclusion

CIMA+ evaluated the proposed third-party digital advertising display at 3474 Kingston Road with respect to proximity to traffic control devices, proximity to decision-making points, signage density, driver field of view, roadway complexity, and potential cumulative distraction.

The proposed sign is located outside the relevant TAC restriction areas associated with nearby traffic control devices and decision-making points. Although the approximately 65 m separation from the JOLT display is less than the spacing recommended by TAC, the site-specific assessment indicates that several factors substantially limit the potential for meaningful simultaneous exposure to both displays. These include the JOLT display's relatively small size and low mounting height, its location across a wide divided roadway, its peripheral viewing angle, and frequent obstruction by opposing traffic.

Based on the site-specific assessment, the proposed sign is not expected to result in a significant adverse effect on road safety. Maintaining a minimum 10-second message dwell time and synchronizing transitions with the JOLT display would provide additional safeguards to further limit the potential for cumulative driver distraction. Subject to compliance with all other applicable City requirements, CIMA+ considers the proposed installation supportable from a road safety perspective.

10 August 2026



Sincerely,

CIMA+



Alexandre Nolet

Partner / Senior Director / Transportation - Traffic Engineering