

THIRD-PARTY ELECTRONIC GROUND SIGN APPLICATION

1601 EGLINTON AVE E



 **METROLINX**

 **leadingoutdoor**

Presenter: Gilda Collins, Permit World Consulting Services Inc.
February 6, 2026 Sign Variance Committee

The Project

METROLINX AND LEADING OUTDOOR ARE PARTNERED TO INSTALL A DOUBLE-SIDED DIGITAL DISPLAY ALONG THE METROLINX RAILWAY CORRIDOR AT 1601 EGLINTON AVE E

- Located within a Utility ("U") Sign District
- Double-sided digital display measuring 7.62 m (horizontal) × 2.62 m (vertical) and total display area of 19.96 m² per face, less than the 20 m² per face allowable
- Uses world-class LED technology
 - Each LED deploys Intelligent Brightness Control alongside physical light barriers calibrated for precise light projection
 - Eliminates light spill to sensitive areas by controlling viewing angles and visibility
 - Ambient light sensors automatically control dimming as the sun sets to perfectly balance the display to the surrounding area
- Powered by Bullfrog through a commercial green electricity agreement

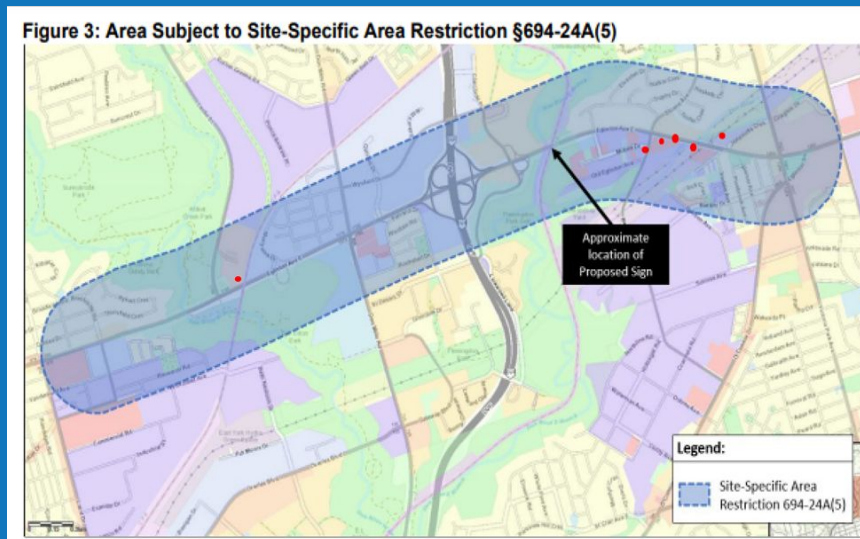
Public Benefit & Approvals

- **Supports City of Toronto messaging**
 - Community-level communications
 - Municipal initiatives and notices
- **Enables AMBER Alert** and emergency broadcast messaging
- Supports **Metrolinx communications** to transit customers
- Generates **significant non-fare revenue for Metrolinx and benefits the public interest**
- Approved with **permits already granted** by the Toronto and Region Conservation Authority (**TRCA**)
- Generates **\$75,421.15** for each 5-year period the sign is in operation in sign-tax revenue for the **City of Toronto**
- To our knowledge, no negative feedback was received by staff in response to the notices provided to premises within 250-metre radius of the proposed location

Variance 1 — Section 694-24A(5)

Proposed sign located 2.37 m from the limit of Eglinton Ave E between Brentcliffe Road and Victoria Park Avenue

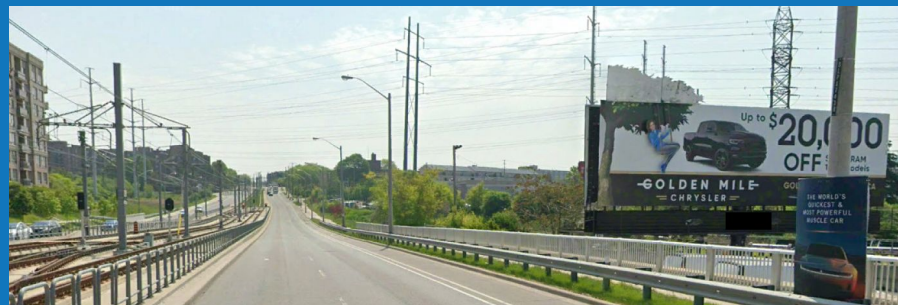
- Staff report Figure 3 identifies the site-specific restricted area
- Existing billboard signs shown as a red dot within this restricted area are shown for context
- Comparable signage exists within the immediate area, an example being the billboard at 1733 Eglinton Ave E



Variance 1 — Comparable Signage

Billboard at 1733 Eglinton Ave E within Site-Specific Area Restriction:

- Similar setback from the street
- Located within the restricted area
- Directly opposite residential buildings
- Originally included in the 2012 Third-Party Sign Inventory as a 10 ft × 20 ft sign
- Visual evidence indicates a subsequent change in sign-face area since 2012



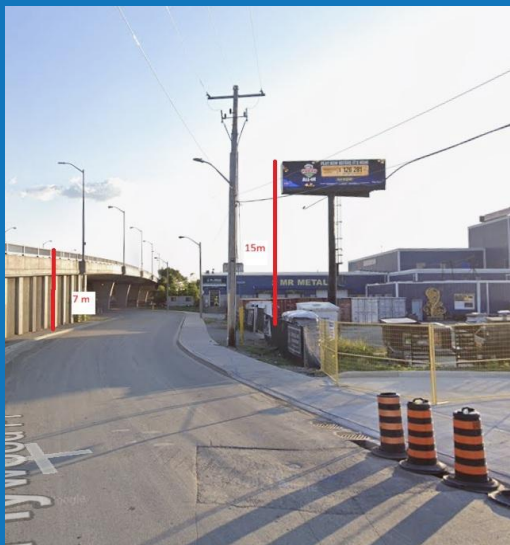
*We are requesting favourable consideration based on strong comparability in location, scale, setback and surrounding land uses alongside **precedent for variances granted in 2021 and 2024 with site-specific area restrictions** within the city.*

Variance 2 — Section 694-25D(3)(b)

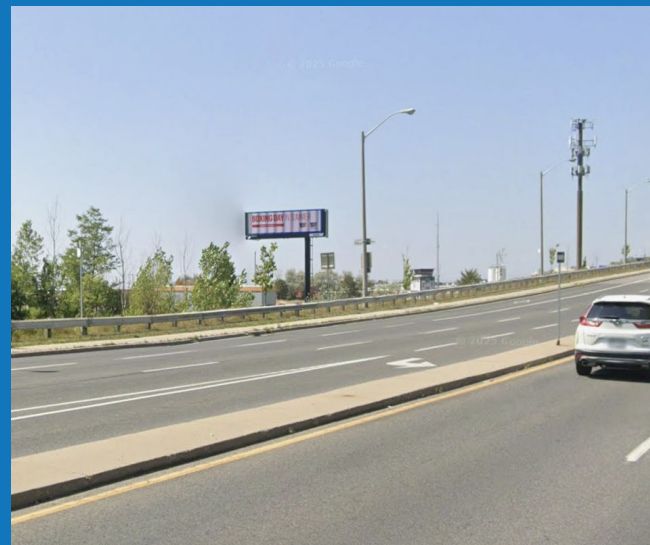
The height of the proposed sign would exceed 10 m

- Relief requested for height variance due to **unique grade conditions**
- Sign base located at grade **below the Eglinton Ave E bridge**
- Although 19.02 m in total height, when measured from the Eglinton Ave E roadbed (rather than lower grade) **the total sign height is 5.3 m**, well below the maximum permitted height of 10.0 m.
- Industry and municipal precedent where many municipalities recognize and approve grade differentials, especially where height measured from road level is significantly below bylaw limits
- Practical and reasonable request with the height of the bridge
- **No additional visual, safety or structural impact**
- Reflects real-world site conditions rather than artificial grade measurement

Height variances previously approved by the committee:



A direct comparison for an approved third-party ground sign shows a 15 m variance approved with 7 m to grade on The Queensway and **8 m above the grade of The Queensway.**



A second comparison above, where a variance was granted at 2290 Markham Road for 12 m height with **7.5 m above the grade of Finch.** Our installation is asking for 5.3 m above the grade of Eglinton Avenue E.

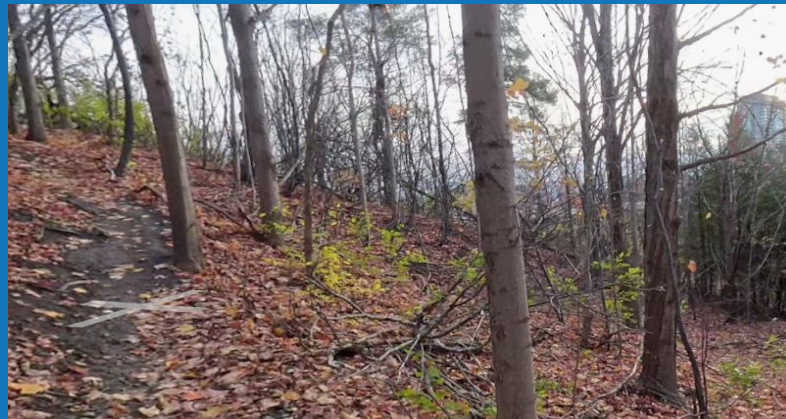
Variance 3 — Section 694-25D(3)(e)

The proposed sign would be less than 60 m to OS and RA sign district

- Sign location is within proximity to sensitive uses
- Staff report notes proximity to the golf course to the south and is **approximately 250 m away, which is an allowable setback**
- Sign orientation and elevation result in minimal to **no visibility from the golf course**, which is 15.0 m below bridge level
- Open space immediately south of the sign
 - **Accessed exclusively through Bermondsey Yard**
 - Used by Toronto Water for **vehicle parking and operational purposes**
 - Bermondsey Transfer Station also located in this area
 - **No trails under the bridge**

Variance 3 — Section 694-25D(3)(e)

- Open space to the north
 - Due to sign orientation and position over the bridge, there is no visibility from northern open-space areas
 - Limited sightlines through winter vegetation toward the bridge only, as shown to the right. Even without foliage it is difficult to see the installation location
- TRCA review and approval with permits already granted
- Charles Sauriol Conservation Area located north of the bridge
- No existing trails currently present in the immediate area



Variance 3 — Precedents

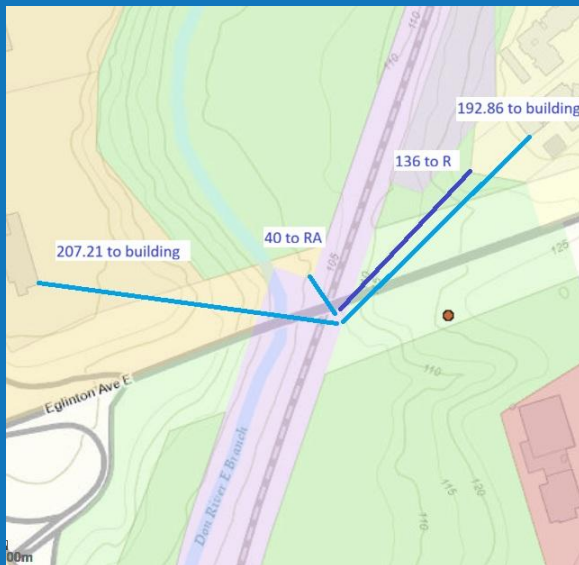
Precedents for variances granted for less than 60 m setbacks:

- 2290 Markham Road: setbacks of **6 m and 20.9 m** to open space
- 5395 Eglinton Ave. W: within and **facing open space at 3 m**
- 150 The Queensway: **28 m** from an R sign district and **2.5 m** from a CR sign district

Variance 4 — Section 694-25D(3)(f)

The proposed sign is located within 250 m and facing premises in the OS, RA, R and I sign districts

- Light spill technology will be used on the displays, where the LEDs will be **entirely blocked from sight** both from above and from the side. Our letter of rationale fully described the elimination of impact on either of these residential units. This technology combines Intelligent Brightness Control and physical light barriers to allow **full control of where the light is projected**.



The residential building to the northwest is at **207.21 m**. There is a significant change (a full 12 m from the top of the sign to the ground-level base of the building) in elevation from the sign face to the building where any visibility to the sign face might be possible, as shown to the right.



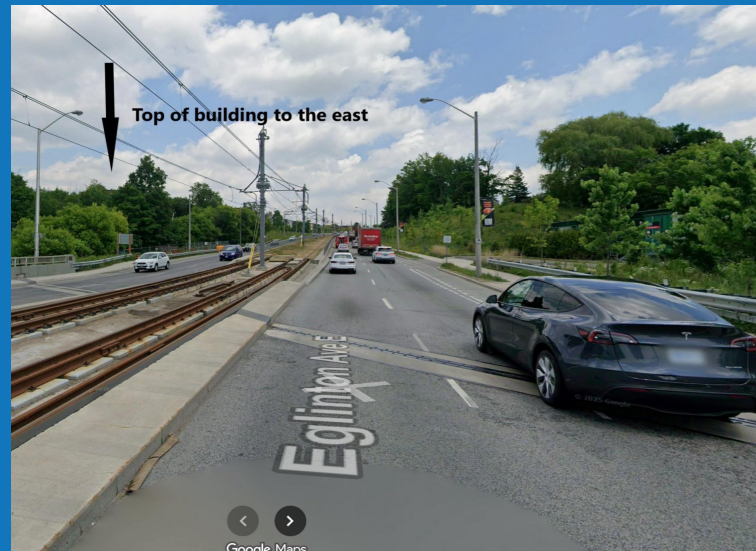
Variance 4 — Section 694-25D(3)(f)

The Residential and Residential Apartment sign districts to the immediate east and west will have no visibility to any part of the sign face. As mentioned, technology will be used to mitigate any light spill from the sign. **The Residential sign district to the east is 136 m to the sign location but the 4-storey residential building itself is 192.86 m from the sign face as shown below.**

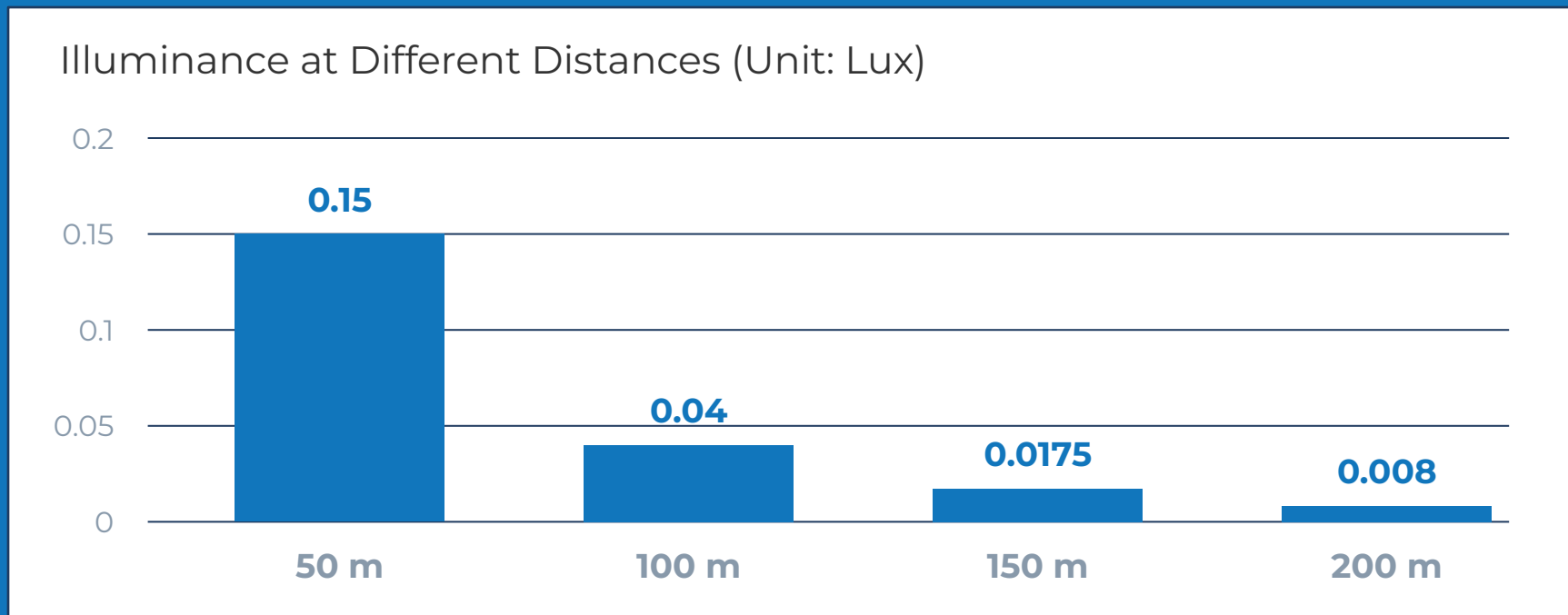
Precedents for variances granted for reduced setbacks when facing R RA and OS

1416 Warden Ave: Approved sign facing Residential at 90 m, 110 m facing CR-Commercial Residential, 90 m from I-Institutional and 14.75 m from OS-Open Space

130 Rexdale Blvd: Approved sign facing CR-Commercial Residential within 40 m; RA-Residential Apartment within 150 m and 215 m each; R-Residential sign district at 158 m; and 180 from OS-Open Space sign district.



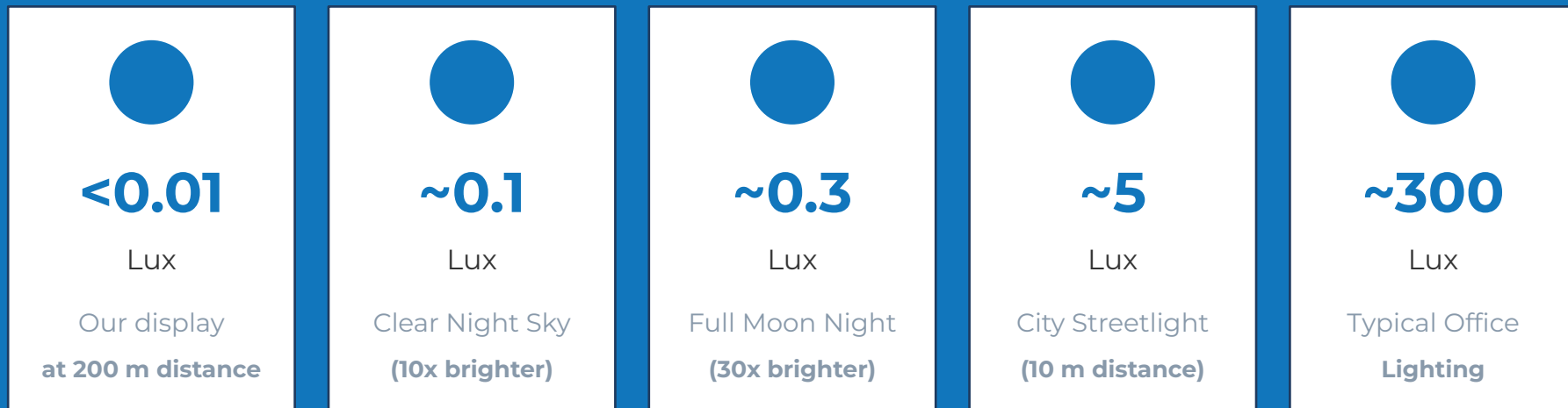
Illuminance Simulation Results Chart



Key Conclusion

At 200 m, the illuminance (0.008 Lux) is less than 1/10th the natural night sky brightness (0.1 Lux)

Comparison with Natural Environmental Brightness

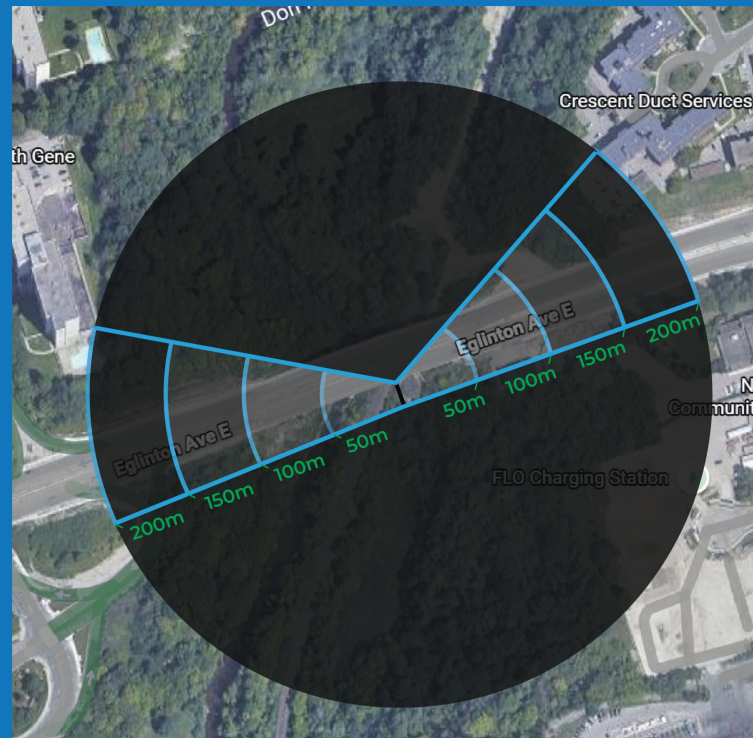


Conclusion: Negligible Light Pollution

The display's illuminance is less than 1/10 of a clear night sky. At 200 m, residents cannot perceive the screen's presence at night confirming zero impact on the surrounding area.

Illuminance at 50m/100m/150m/200m

The blue lines show the viewing angles that will be created with both **Intelligent Brightness Control and physical light barriers** to precisely direct where light is projected. The gradient on the image measures 50 m intervals and **at 200 m at night; the light is reduced to 1/30th of moonlight.**



Section 694-30A(3) Official Plan Objectives

The proposed sign supports official plan objectives for the subject premises and surrounding area

- The area to the immediate north of the bridge is part of the Wigmore Park Ravine natural heritage area. As noted earlier, the proposed sign will have no impact on this area as the sign will not be visible from the north due to the width of the bridge. **There will be no change to the natural area as the base of the sign will be within the Utility sign district and the sign faces will be level with the top of the bridge**
- The staff report notes our reference to compare another billboard sign at 1765 Eglinton Ave. E. This sign, like the one at 1733 Eglinton Ave. E, was also included in the 2012 third-party sign inventory as a 10 x 20 sign. The staff report has noted this comparison is not relevant as it was approved under a previous regulatory framework. **Under the current sign bylaw, third-party sign permits must be renewed every five years. We are of the opinion the comparison to this sign is relevant as these are existing signs within the surrounding area.**
- The proposed sign will be installed within a Utility sign district, and the entire structure will be within this sign district. While the Official Plan - Utility Corridors does not speak specifically to third-party ground signs displaying electronic static copy, they are permitted in those areas under the sign bylaw. None of the sections of the Official Plan refer specifically to third-party ground signs with electronic static copy. **We believe that the sign will have no impact on the adjacent natural areas, the sign itself is consistent with the objectives of the Official Plan, and this criterion has been satisfied**

Section 694-30A(4) — Adjacent Premises

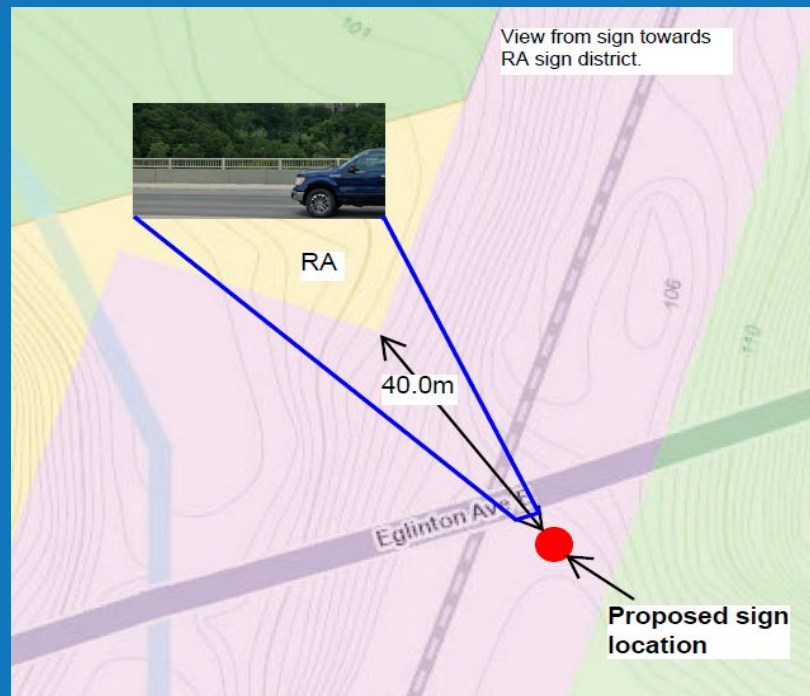
The proposed sign does not adversely affect adjacent premises

- The staff report notes the proximity of the sign to sensitive uses. While this is an accurate statement in regards to proximity, the sign faces will be focused on the vehicular traffic using the road significantly above, or below, those sensitive uses. **The unique placement of the sign eliminates any impact on surrounding uses**
- The staff report notes there is a 0.2 m setback from open space. The open space in question is the access point from Eglinton Ave. E down to the rail line below **with no adverse effects on those areas**



Section 694-30A(4) — Adjacent Premises

- The sign will be 40 m from an RA-Residential Apartment sign district as shown. However, the top of the trees at this point are below the road surface, indicating no impact on this area. **There is no public access in the immediate surrounding area, further confirming zero adverse effects**
- The post will be placed relatively close to the side of the bridge structure, diminishing any visual prominence and impact on the surrounding lands
- All illumination levels will comply with Section 694-18 of the bylaw. **The proposed sign shall operate at a maximum level of illumination of 150 NITS during the period between sunset and sunrise**
- Staff have noted the TRCA requirements and municipal interests have different objectives. **The TRCA objectives have been met, and we believe the municipal interests have been confidently addressed**



Section 694-30A(7) Character of Area

The proposed sign does not alter the character of the premises or surrounding area

- The criteria do not define the “surrounding area” as a specific distance and there are at least three existing billboard ground signs within one kilometre of the proposed sign
- At least one of those signs has increased in sign-face area since the current sign bylaw came into effect in 2010. We believe this comparison to the proposed sign is justifiable as it is within the same subjective stretch of Eglinton Ave E
- The proposed sign-face area complies with the bylaw regulations and the illumination will meet the requirements of the bylaw as per Sec. 694-18
- The character of the area cannot be altered as there are existing billboard ground signs within 1.0 km and we consider this criterion to have been met
- The height when measured from the road surface is below the maximum 10.0 m
- It is difficult to consider the potential for visual clutter when there are no other signs within 250 m of the proposed sign
- There are 12 light standards located along the length of the bridge rendering any light spill beyond the cone of visibility of the sign to be negligible

Criteria Met

- ✓ **Belongs to a sign class permitted in the Sign District where the premises is located**
- ❖ Our presentation demonstrates the project is compatible with the development of the premises and surrounding area
- ❖ Metrolinx and Leading Outdoor are confident this project supports the Official Plan Objectives for the subject premises and surrounding area
- ✓ **Does not adversely affect adjacent premises**
- ❖ Our project will not alter the character of the premises or surrounding area, with TRCA approvals in place
- ✓ **Does not adversely affect public safety, including traffic and pedestrian safety**
- ✓ **Is not a sign prohibited by 694-15B**
- ❖ Metrolinx and Leading Outdoor will deliver significant benefit to the public interest through messaging, non-fare revenue generation for Metrolinx and City of Toronto tax collection

Thank You

We sincerely appreciate your time, and thank you for your consideration