



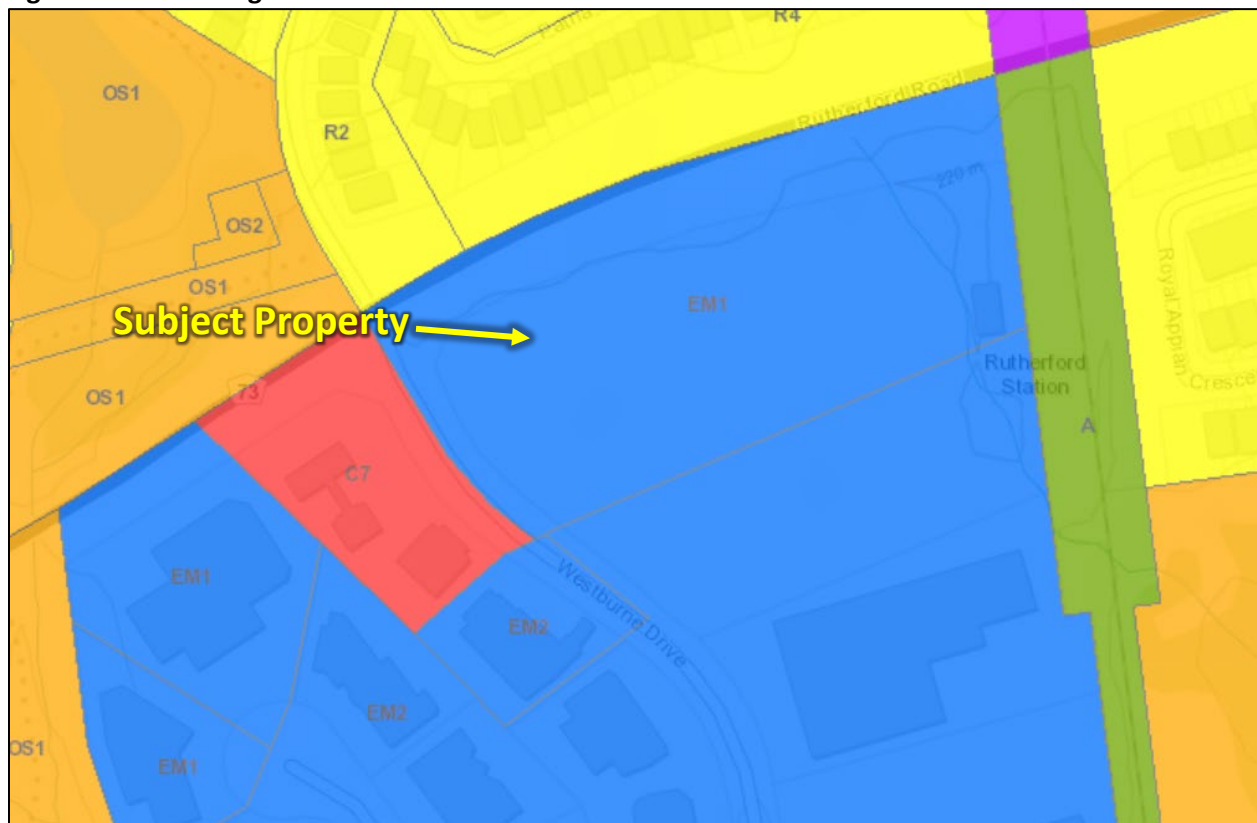
September 20th, 2022

Attn: Fatemeh Kamrani
 Senior Applications Expediter
 Building Standards Department
 2141 Major Mackenzie Drive
 Vaughan, ON L6A 1T1

RE: Sign Variance Application – Rutherford GO Station (721 Westburne Drive)

Please accept this letter as part of our formal application for a minor variance to the Vaughan Sign By-law. On behalf of Metrolinx, Pattison Outdoor is seeking approval to build one new digital billboard ground sign with a single face directed north-west (the Proposed Sign) at the **Rutherford GO Station (721 Westburne Drive)**. The proposed sign will be located within the approved area for Digital Billboards set out within Schedule E, as shown in Figure 1 below.

Figure 1 – Land Designations - Schedule 'E'





The Proposed Sign will have one single face with a total sign face area of 18.6 square metres, which will be directed north-west towards traffic travelling east-bound along Rutherford Road. The single sign face will have dimensions of 6.1 metres horizontally by 3.05 metres vertically (or approximately 10 feet by 20 feet). The height will not exceed 8.0 metres (or approximately 26 feet) from grade, and the sign will be set back approximately 4.0 metres from the Rutherford Road property line and approximately 19 metres from Westburne Drive.

Figure 2 – The Proposed Sign (Looking South-East along Rutherford Road)



The subject property is zoned '**EM1 – Employment**', and currently contains the Rutherford GO Station and an associated above-grade parking lot. Metrolinx is in the midst of a large renovation of the elevated parking structure, as well as the station itself. The Proposed Sign is part of a large network of new digital signs Metrolinx is looking to incorporate into the newly designed stations and parking structures across the Province, to provide updates and news to transit users.

The property has a large frontage along Rutherford Road of approximately 340 metres, which ensures the Proposed Sign will blend well with the streetscape. At 18.6 square metres in total size, it will also be smaller than the maximum size permitted by the Sign By-law.

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The Proposed Sign would display a combination of third party messaging and Metrolinx-related content such as track updates and train delay advisements, as well as construction information, public health and safety notifications, and other messaging to inform the public and transit users of the Rutherford GO Station about important updates and news. The sign copy would be displayed as a series of still images, shown for a minimum of 10 seconds per message. At no time will the proposed sign display any distracting visual effects such as full-motion video, scrolling, flashing or blinking.

The nearest residential use on Barrhill Road would not have any visibility of the messaging on the Proposed Sign due to the orientation of the sign face, which will be directed north-west at an approximate angle of 45 degrees to Rutherford Road and to Barrhill Road.

Figure 3 – Location of the Proposed Sign relative to the nearest Residential Use on Barrhill Road



Pattison is seeking a variance for the Proposed Sign to allow for a reduced setback to a nearby residential use – which is 70 metres away where 100 metres is required. However, we believe this variance can be considered minor in nature because the angle of the Proposed Sign and natural barriers in place will ensure it won't be seen by the residential uses to the north.

Because the Proposed Sign is single-sided and directed to the north-west, none of the residential uses on Barrhill Road or Patna Crescent will have visibility of any messages displayed on the sign.

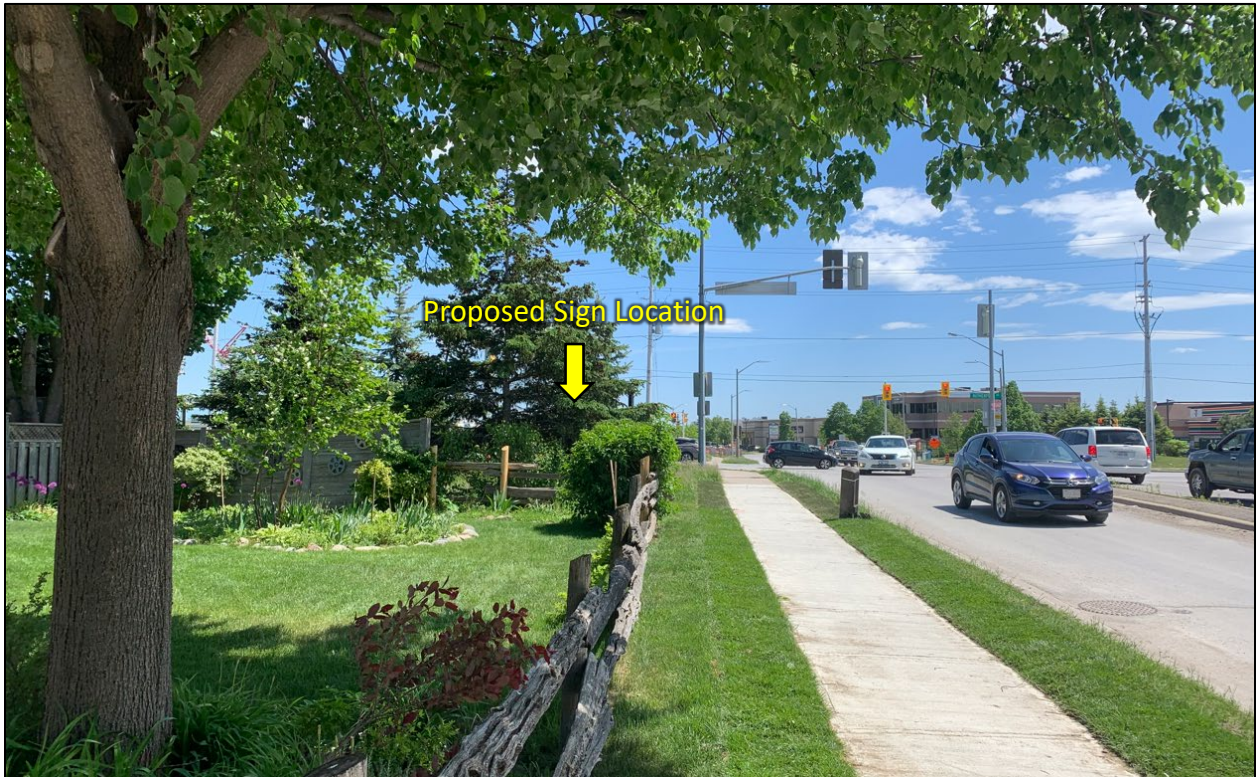
The intention of the Sign By-law requirement for a minimum separation distance between a digital sign and residential uses is to protect these sensitive properties from light spill, and in this case that protection is achieved due to the orientation of the sign face, and not having a second sign face.



To further illustrate that the proposed sign will have no impact on the residential uses to the north, we have undertaken a Light Impact Analysis to show how much light from the sign will reach these properties. As can be seen in this document, the amount of light from the Proposed Sign that will reach the nearest home on Barrhill Road is 0.228 lux, which is considered negligible as it is less than the equivalent brightness of a full moon.

To further ensure there are no impacts on the nearby residential uses, we are proposing a Condition of Approval, that we set the maximum brightness after sunset to 150 NITS. This will result in reducing the amount of light omitted by the Proposed Sign by half, and represent 50% of the maximum brightness level set out in the Sign By-law.

Figure 4 – Looking South towards the Proposed Sign from Barrhill Road



On behalf of Metrolinx, Pattison is seeking a variance from Section 15.2(i) of Sign By-Law 140-2018, specifically one (1) Billboard Sign may be permitted on a developed lot zoned Industrial Use or Commercial Use, in accordance with the following requirements that Billboard Signs erected in accordance with this subsection shall:

- a. (i) not be permitted on a lot that abuts a Residential Zone, and not be located within 100 metres from a building containing Residential units or lands Zoned Residential;



While the Rutherford GO Station is separated from nearby Residential Zones by Rutherford Road, which spans about 32 metres, the nearest home is located approximately 70 metres from the Proposed Sign location. We are seeking variance approval to be less than the required 100 metres away, but believe we have placed and oriented the Proposed Sign strategically so that it will have no impact on the nearby residential uses.

There is also a mature tree line in place between the residential uses on Barrhill Road and Patna Crescent, which will further obstruct any visibility of the Proposed Sign from the north side of Rutherford Road, even in the Winter months (See Figure 4 above, and Figure 5 below). Along with the proposed Condition of Approval to reduce the brightness at night by 50%, we are confident the Proposed Sign will not impact nearby residents.

Figure 5 – Looking South towards the Proposed Sign from Barrhill Road (Winter months)



The Proposed Sign will comply with nearly all of the Sign By-law requirements for a digital billboard, including:

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- Only permitted in lieu of an additional ground sign permitted by Section 6.1(i);
- Be located within the limits of the Employment Area shown in Schedule E;
- Be set back a minimum of 1.0 metres from all street lines;
- not exceed a maximum Sign Area of 20.0 square metres for any single Sign Face, with a total Sign Area of 40 square metres for all Sign Faces combined (18.6 m² proposed);
- not exceed 8.0 metres in height measured from the finished grade level at the base of the supporting structure (8.0 metres proposed);
- be set back a minimum of 5.0 metres from any common lot boundary with an adjacent lot;
- not be located closer than 1.0 metre to any driveway;
- be set back a minimum of 600 metres from any other Billboard Sign located on the same side of the street (no billboards within 600 metres of the proposed sign);
- not be located within, and be setback 100 metres from, Special Sign Districts as shown on Schedules "A", "B", "C" and "D"; and
- shall not be placed within 400 m of any 400-series Highways, as per Ministry of Transportation Ontario guidelines.

The Proposed Sign will also meet all of the requirements set out in **Section 19 – General Provisions for Digital Signs** (See Attached Compliance Letter from Sign Manufacturer, Media Resources Inc.). It will only display static messages for a minimum duration of 10 seconds. The transition between messages will be instantaneous, and will not include any motion or visual effects such as animation, scrolling, blinking or flashing.

Whenever a digital sign is located near residential uses, its brightness should always be managed responsibly. Pattison is proud to confirm that all of our digital signs, including the Proposed Sign, come equipped with an ambient light sensor that ensures the brightness levels will be managed according to the time of day and ambient light levels.

The proposed Condition of Approval will ensure the maximum brightness of the Proposed Sign will be reduced to 150 NITS between sunset and sunrise, to further ensure there will be no impacts on the nearby residential zones.

The sign will be programmed to turn off in the event of a malfunction, and will also be monitored 24/7 by our Operations Centre via live video feed. This allows Pattison the control required to ensure that any malfunction is detected immediately and resolved as soon as possible, often without having to travel to the site or physically access the sign.

The Proposed Sign is one of many new infrastructure projects where Pattison has partnered with Metrolinx to build new digital signs at existing GO Stations and railway corridors, which have the flexibility to display a wide range of messaging. This new network will provide a significant public benefit to the surrounding communities and the commuters who use Metrolinx services.



At the same time, this state-of-the-art infrastructure will also provide new opportunities for local and national businesses looking to reach their target audiences, to help them expand their presence and identify the products and services they offer.

In addition to contributing to a healthier economy by providing opportunities for local and national businesses to promote and advertise their goods and services, the proposed sign will also improve Metrolinx' ability to communicate with commuters to promote ongoing initiatives, in addition to emergency communications such as Amber Alerts and extreme weather advisements.

Another important benefit of the Proposed Sign, compared to traditional billboards which display paper and glue copy, is that the messages can be changed remotely, and instantly. This eliminates the need for maintenance crews to access the site, the travel associated with regular changes to the copy, and the printing and disposal of paper / vinyl copy. This significantly reduces our environmental footprint, and helps the proposed sign further support the City of Vaughan *Official Plan* objectives for a healthier environment.

The Proposed Sign will also be designed, engineered and installed in accordance with Ontario Building Code requirements. As such, we do not believe that any issues related to safety are foreseeable.

We sincerely believe the requested variance is minor in nature, and can be granted with confidence that the goals and objectives set out in the Vaughan Sign By-law will be achieved. If you have any questions or concerns about this proposal, please feel free to contact us directly at any time. We thank you kindly for your consideration of our application.

Regards,

Nathan Jankowski
Manager, Leasing & Legislation, Central Region
Pattison Outdoor
Direct: 416-473-3366

(Lighting Impact Analysis and Letter of Certification attached)



1-800-667-4554
1387 Cornwall Rd.
Oakville, ON L6J 7T5
mediareources.com

August 18th 2022,
Letter of Certification for Pattison Outdoor Proposed Digital Billboard at Rutherford GO Station

To whom it may concern,

Media Resources Inc. has been engaged by Pattison Outdoor to certify the capabilities of the Media Resources VISIONiQ Digital Billboard product with regards to compliance with City of Vaughan Signage By-laws. Specifically, the VISIONiQ product as configured for the proposed Rutherford GO Station project will be fully equipped to comply with all provisions of Section

19.1 (b):*Digital Signs may only display static messages;*(c):*the transition time between one image to the next cannot exceed 1.0 second;*(d):*a Digital Sign must display messages for a minimum of 10 seconds;* (g):*the illumination shall not increase the light levels within 10.0 metres of all points of the Sign Face by more than 3.0 lux above the ambient lighting level;*(h):*the difference between the level of illumination before and after there is a transition of digital messages shall be no greater than 25 per cent;*(i):*the illumination shall not exceed 5,000 nits during the period between sunrise and sunset;*(j):*the illumination shall not exceed 150 nits during the period between sunset and sunrise;*(n):*the Digital Sign must shut off in the event of a malfunction;*(o):*to obtain a permit, the Digital Sign owner must produce third-party certification from a Digital Sign expert, such as a Digital Sign manufacturer, advising, that the Sign meets the requirements of the by-law with respect to the provisions in Section 19; of the Vaughan Digital Sign By-law.*

Further recognizing the need for dependable illumination management, we have also included a description of the brightness control system.

The proposed digital billboard will be well equipped with modern brightness controls, configured with dual redundant photocells, capable of sensing ambient light and managing the output brightness even in the event of a hardware failure. A number of secondary fail-safes are also implemented including communications watchdogs (self reduction to night time brightness in the event of a communication loss), and fallback to a brightness time schedule in the event of catastrophic photocell system failure.

Media Resources is committed to the responsible application of LED digital technology and are happy to engage with regulatory stakeholders at any time. Please feel free to contact us if you have any questions.

Sincerely,

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