

February 8<sup>th</sup>, 2024

## ATTACHMENT 6

Office of the City Clerk  
Vaughan City Hall  
2141 Major Mackenzie Dr.  
Vaughan, ON L6A 1T1

### **Re: Request To Appeal Sign Variance Application 23 SV002**

I am writing on behalf of OUTFRONT Media to formally appeal the January 18, 2024 Sign Variance Committee decision to refuse Sign Variance Application 23 SV 002, and kindly request for the Committee of the Whole to reconsider our application.

This application proposed the installation of a single sided, third-party electronic billboard adjacent to the Metrolinx Railway overpass at O Station Street. The display faces westward and is intended to reach only vehicular traffic travelling along Major Mackenzie Drive. Both its height, size and manner of operation complies with the City of Vaughan Sign By-Law.

The application's refusal was unexpected, given our thorough compliance with regulatory standards and our commitment to public benefit. The proposed sign structure is to be located on a Metrolinx property and operate via a partnership between Metrolinx and OUTFRONT Media. -Third party advertising will serve a revenue source for Metrolinx, directly supporting the enhancement of local transportation infrastructure. Moreover, Metrolinx will also have access to a portion of dedicated display time, which can be used to promote vital community messages.

In an effort to further support the community, Outfront Media has also offered the City of Vaughan an average of 20% of total sign display time for its exclusive use to promote various events, policies and programs at the City.

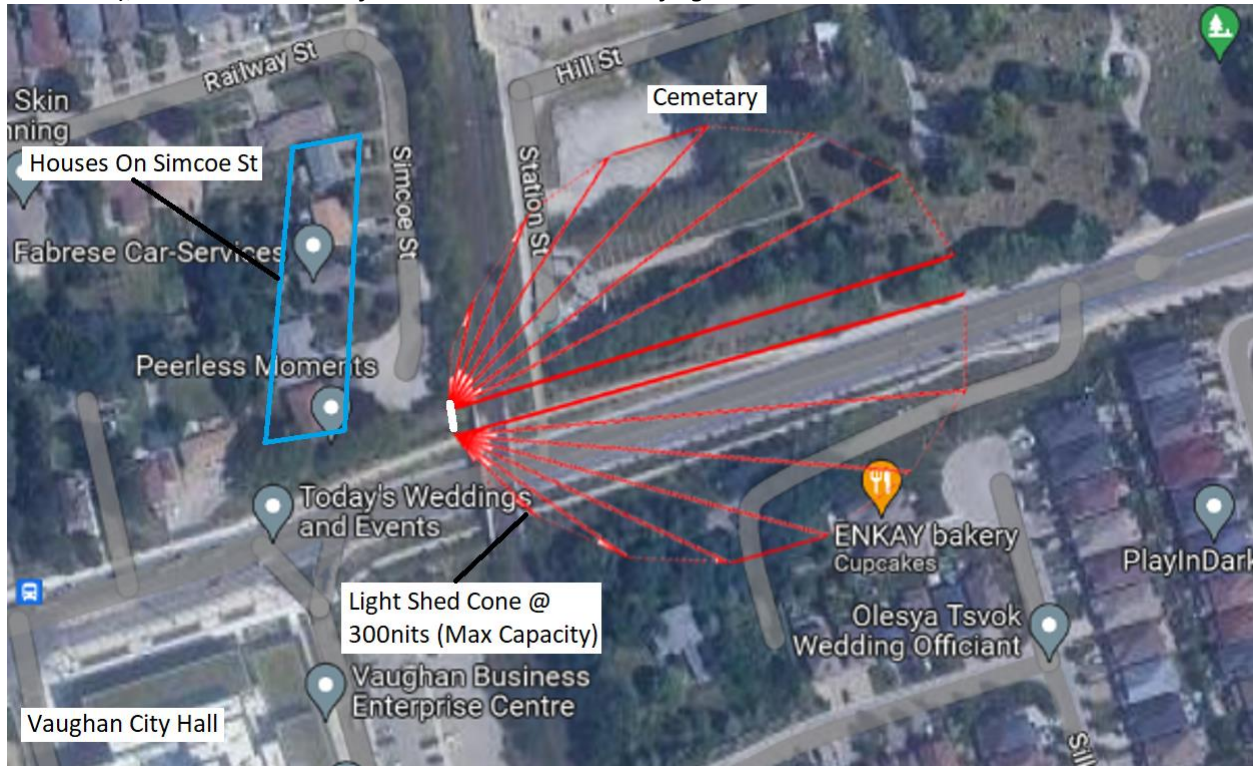
Within the Consolidated Comments for SV 23-002 Report from staff and during the Sign Variance Committee Meeting held on January 18<sup>th</sup>, 2024, there were a number of items noted, leading to the application refusal, which we would appreciate having the Committee of the Whole further deliberate.

#### **1) Variances for sign to be located with 100m from a residential zone and 100m from a building containing a residential dwelling.**

- In line with the by-law's intention, our design ensures no light trespass into residential areas. The billboard, facing eastward, only emits light directionally, so light would not impact the residential zone to the west.
- OUTFRONT will only be operating the sign between the hours of 7am and 9pm, complying with Sign By-law requirements, and minimizing any potential disturbance to area residents during nighttime hours.
- The proposed level of illumination was deliberately reduced to 150 nits, which is 50% of the maximum allowed under the Sign By-Law, substantially reducing the field of light emitted.
- OUTFRONT provided a detailed light shed study and diagram demonstrating the emitted cone of light, confirming no light encroachment into residential properties.
- OUTFRONT does not intend to remove any trees during sign installation. The heavy line of trees on City right-of-way flanking the Major Mackenzie corridor that provides a natural barrier to

light, ensuring a majority of the emitted light is maintained only within the Major Mackenzie roadway corridor. It should be noted, we do not rely on local vegetation to keep light trespass away from residential dwellings – but it is an added layer of protection.

**Image 1:** Photo showing light shed, directed Eastward, from single sign at Maximum allowable illumination of 300nits. Demonstrates light shed does not enter any residential dwelling in local vicinity. This application imposes an extra condition to further reduce light emitted to 150 nits (50% reduction), which would even further reduce the cone of light shed shown below.



## 2) Variance Regarding Setback Of Sign To Property Line and Comments Regarding Positioning:

- The proposed 3-meter setback from the street line, as opposed to the standard 5 meters, is due to the presence of existing tree foliage on the city right-of-way East of the sign, which would otherwise obstruct the sign's visibility. This decision was made with the commitment to preserve the existing natural landscape.
- OUTFRONT can confirm that the 3-meter setback does not block access to the adjacent sidewalk.
- The sign's elevated placement and location still allows adequate clearance for pedestrians and any city service operations, like sidewalk ploughs.
- OUTFRONT is aware of a planned pedestrian bridge overpass to be installed on the East side of the bridge. Building the proposed sign on the West side ensures we will not be interfering with those future construction plans. As such, sign positioning incorporates prudent planning procedures.

### 3) Variance To permit billboard sign not setback 100 meter from Special Sign District (Maple Heritage Conservation District).

- The sign's proximity to the Maple Heritage District has been carefully evaluated. The height and footprint of the billboard is significantly less than the other modern commercial buildings in the area (i.e. Walmart, Marshalls, PetSmart etc.) and pose no visual incongruity.
- The scale and design of the billboard are in line with the surrounding commercial architecture, posing no visible incongruity.
- The reduced operation intensity from 300 nits to 150 nits ensures minimal impact of the heritage lands (i.e the Maple United Cemetery).

**Image 2:** Area Map demonstrating Commercial Nature & Modern Building Architecture flanking the Major Mackenzie Roadway and the Maple United Cemetery.



**Image 3:** Streetview photos of adjacent Commercial and Modern Buildings flanking Major Mackenzie and the Maple United Cemetery



**Comments From Urban Planning Regarding Safety:**

On the matter of safety, raised by Urban Design staff, OUTFRONT reaffirms our sign's adherence to all operational and safety standards for vehicular traffic, specified in the City's Sign By-Law, mitigating any risk to driver distraction. The sign is greatly outside the 30m daylight site triangle or any local intersection, as required under the Sign By-Law and nowhere near any other stop lines, crosswalks, or other key driver decision points. This type of digital billboard is already a proven commodity within the City of Vaughan and the broader region, demonstrating both safety and efficacy.

**Image #4:** Aerial map showing large setback to closest intersections to proposed sign.



In conclusion, we believe our application to build and operate a digital billboard at the proposed location meets the intent of the City's Sign By-Law, is appropriate for the area, and aligns with character of area-built-forms. There will be no adverse effects on local residences or heritage sites, and the added municipal benefits further justify a favourable re-evaluation of OUTFRONT's application.

We appreciate the Committee of the Whole's consideration of our appeal and remain available for further information or discussion.

Kind Regards,

A handwritten signature in black ink, appearing to read 'Jocelyn Wigley'.

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