

C7.
Communication
CW(2) – May 14, 2024
Item No. 3




THIRD PARTY ELECTRONIC SIGN APPLICATION

MAJOR MACKENZIE DRIVE 650 W/O PETER RUPERT AVE NORTH SIDE

/ Representatives: Jocelyn WIGLEY & Justin Dempsey

May 14, 2024: Sign Variance



THIRD PARTY DIGITAL SIGN LOCATION

- The digital single sided sign, facing East along Major Mackenzie corridor.
- Contains one face, measuring 2.23m x 8.68m, directed away from any residential located to the West.
- Measures 8m in height.
- Operates 7 am – 9 pm, on 10 second dwell times (no flashing/animation).
- Illuminated at 150 nits (50% of what is allowed under sign by-law)
- Currently seeking Several Variances Required

METROLINX PARTNERSHIP

- / Opportunity is part of larger Metrolinx RFP, resulting in multiple sites awarded to OOH industry. Contracted partner/operator (Outfront Media) to develop this specific site.
- / Revenue Generation: the structure will generate non-tax revenue that serves to support local transportation infrastructure project and maintenance of current transportation routes.
- / Metrolinx Messaging: promoting ridership, rider safety, updates on new projects, green transportation initiatives. Promoting public transportation helps lower carbon emissions, improve air quality and service the surrounding communities.
- / Promotes Integrated Transportation Solutions: Promoting Metrolinx on the board can also increase the economic activity of the Crown Agency of the Government of Ontario and can continue to improve coordination and integration of transportation in the City of Vaughan.



Councillor Marilyn Iafate – Ward 1
 Vaughan City Hall, Level 400
 2141 Major Mackenzie Dr
 Vaughan, ON
 L6A 1T1

November 2, 2023

RE: Digital Signage Proposal for Major Mackenzie Drive – Outfront Media

Dear Councillor Iafate,

We are pleased to support the application from Outfront Media on behalf of Metrolinx to erect a digital billboard within the city of Vaughan. This location will enable Metrolinx to reach and promote public transit to a very important segment of our potential ridership on their commute in and out of Toronto and around the City of Vaughan.

During the past two years, Metrolinx has been working with a number of partners to build a network of digital billboards, the revenue from which will help to allow us to continue to invest in the maintenance and expansion of the system for our customers and your residents. This location is an important piece of that expanding program.

This location is also an excellent opportunity for local companies to promote their business and for the City of Vaughan to display important messaging and promotion for local events.

Metrolinx greatly appreciates the government approvals our existing network has received from area municipalities to date. Respectfully, we are asking the City of Vaughan to support our partner's application so Ontarians can realize the important benefits that accrue from this unique program.

Yours truly,



John Lanthier
 Director of Advertising and Commercial Revenue
 Metrolinx

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COMMUNITY MESSAGING

- / Digital Community Messaging Space: OUTEDGE is offering unused space on the board to the City for community messaging which we expect to equate up to 20% of total display time shown on the board. Intent communicated to the City. Ex. Events, Community Centres, Safety Notices, City Projects etc.
- / Permanent Branding On Sign: Gateway sign to Welcome community to the Maple District
- / Promotes Local Business: provides a medium for local businesses to showcase products/ services.



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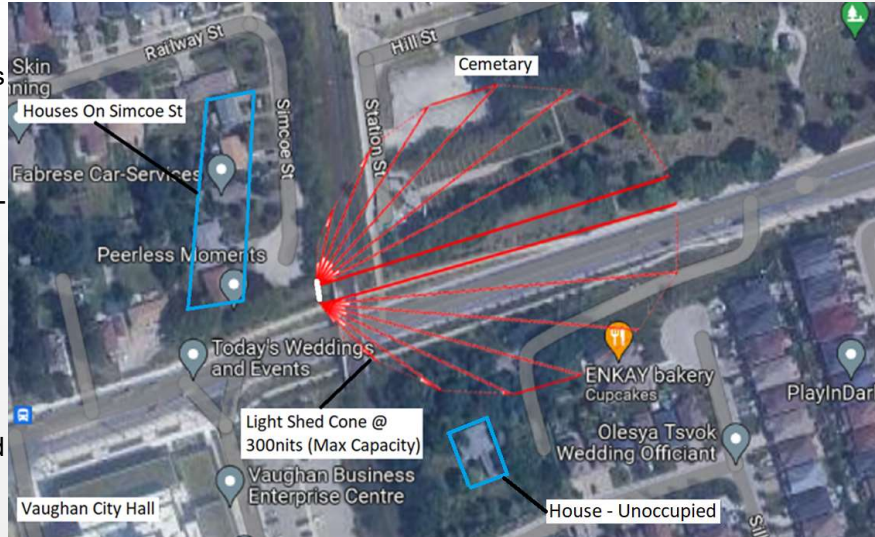
VARIANCE: SETBACK TO RESIDENTIAL ZONES/DWELLINGS

Distance to Residential Zone, on Simcoe St. cul-de-sac is within 100m. Closest dwelling is 48m away.

Display face oriented East, the opposite direction of the cul-de-sac. Will not face into any residences with no negative impact to the zone.

Small Unoccupied house, South side Major Mackenzie.

Light shed study diagram (red polygon) confirms no light trespass into either residential area.



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VARIANCE: BILLBOARD NOT SETBACK 100 METERS FROM SPECIAL SIGN DISTRICT AS PER SCHEDULE "D"

Although we are not setback 100 meters from the Maple Heritage District, the functional use of the adjacent property in the MHD is a cemetery that does not contain residential dwellings or environmentally sensitive land use.

Would not be affected by operation of a digital billboard.

The cone of light seen in the light shed diagram only spans the cemetery and the Major Mackenzie roadway. Any additional light outside the cone of light is negligible, producing less light emitted than the many streetlamps lining Major Mackenzie Drive.

We mitigate further against light trespass by reducing the light operating level to 150 nits further reducing light reach; represents a 50% light level allowable under the by-law.

In most municipalities, digital billboards are inoperative from hours of 11 pm – 7am, in Vaughan the hours are further reduced to 9 pm – 7am, reducing the light emitted in the darker hours.

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VARIANCE: BILLBOARD NOT SETBACK 100 METERS FROM SPECIAL SIGN DISTRICT AS PER SCHEDULE "D"

Landuse in MHD adjacent to the East is a cemetery, does not contain residential dwellings or environmentally sensitive land us.

No negative effects from digital billboard.

Board is turned off at 9pm

Compatible With Surrounding Buildings: City Hall, Library, Large Metrolinx Go Station Parking Lot, Walmart/Marshall's Shopping Plaza

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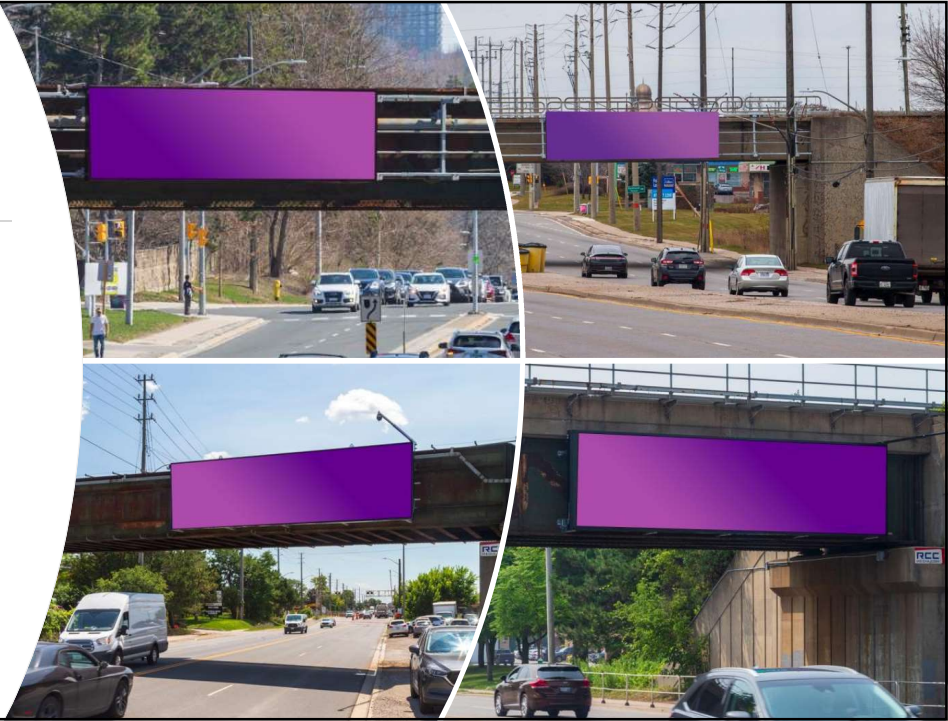
SURROUNDING BUILDINGS



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EXISTING THIRD PARTY SIGN PROGRAMS IN VAUGHAN

- These products have been deemed safe and standard for the City of Vaughan.
- There are multiple partnership bridge overpass digital billboards on CN lands that are governed by a city partnership agreement which operate in the same manner as our proposed digital billboard.
- Digital billboards operate in the same manner through a city program under the same dwell times we are proposing today.



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QUESTIONS

CONTACT INFORMATION

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