



APPLICATION FOR A SIGN VARIANCE

ATTACHMENT 3

The undersigned hereby applies to the Sign Variance Committee of the Corporation of the City of Vaughan under the Municipal Act for relief as described in this application from City of Vaughan Sign By-law 203-92 as amended.

APPLICATION NUMBER: SV- 002 SV			Office Use Only	
PERMIT TYPE SV			APPLICATION DATE :	
AREA CODE		BUILDING TYPE Fixed Sign (500)	WORK TYPE Sign Variance Application (205)	
PERMIT PAYMENTS				
DATE:		PAYMENT TYPE: .1190	RECEIPT:	FEE PAID \$

Please type or print in block letters

Property Location				
Street No.		Street Name 0 Station Street		Unit No.
Major Mackenzie Drive 630 m W/O Peter Ave NS				
Lot No. Pt of Lot 21	Block No.	Registered Plan/YCC No. 72	Draft Plan No.	Concession No. 3

Owner of Property				
Last Name:		First Name		Name of Company or Partnership
				Metrolinx
Street No. 10	Street Name Bay Street		Apt./Unit	City/Town Toronto
		Province ON	Postal Code M5J 2W3	
Phone Nos. Bus 416-202-0848		E- Mail Address Andrea.Sayers@metrolinx.com		
		Fax		

Applicant (Must be the Name of the Person submitting the Application.)				
Last Name:		First Name		
Erskine		Michele		
Street No. 377	Street Name Horner Ave.		Apt./Unit	City/Town Toronto
		Province ON	Postal Code M8W 1Z6	
Phone Nos. Bus 416-521-6410		E- Mail Address jocelyn.wigley@outfront.com		
		Fax		

Application Details	
1) What is the purpose of the Application? To Permit the installation of a single sided 8'x29' static electronic billboard To Permit the maintenance of: _____	
2) Why is it not possible to comply with the Sign By-law? The proposed sign does not meet the required 100 meter setback to residential zoning. _____ _____	
3) Please attach necessary plans to indicate all existing signs for the property and new signs proposed by this Application.	

I, Michele Erskine (print name) certify that

- The information contained in this application, attached schedules, attached plans and specifications, and other attached documentation is true to the best of my knowledge.
- I have authority to bind the corporation or partnership (if applicable).

April 6, 2023 Date Signature of applicant

Personal information on this form is collected under the legal authority of the Municipal Act. This information will be used to process the Permit Application. As a public record, information contained on this application and the documents required to issue a sign permit may be disclosed to any individual under the Municipal Freedom of Information and Protection of Privacy Act R.S.O. 1990, c. M.56. Questions about this collection should be directed to the Building Standards Department at (905) 832-8510.

Date: October 5, 2020

March 31, 2023

Corporation of the City of Vaughan
Sign Variance Committee

Re: Third Party Advertising Sign Application, Major Mackenzie Drive 650m West of Peter Rupert on the Metrolinx Railway Utility Corridor

OUTFRONT Media Canada (OFM) is applying for 3 variances to the Vaughan's Sign Variance Committee for the installation of an electronic LED third party sign located at on the Metrolinx Railway Corridor on Major Mackenzie Drive 650M W/O Peter Rupert Ave on the North side. The variances include:

Variance 1: S15.1(a) Billboard sign shall be located within the Limited of the Employment Areas as Shown in Schedule E of the By-Law.

Variance 2: S15.1 (b) Billboard Sign shall be setback a minimum of 5 meters from all street lines; and

Variance 3: S15.1 (h) Billboard Sign shall not be permitted within 100 meters from the building containing residential dwelling units or land zoned residential.

The proposed structure will be 8 meters in height and will contain 1 face measuring 2.23 meters vertically and 8.68 meters horizontally for a total sign face area of 19.35 square meters compatible with Vaughan's Sign By-Law. The display will face East and oriented perpendicular to Major Mackenzie Drive.

Image #1: A Mockup of the Proposed Electronic Third-Party Sign Face



As per Vaughan's Official Plan 3.7.2, one of the goals is to reduce carbon emissions, ensure clean air, pure water, healthy soil and support climate stability. The proposed sign is consistent with the Official Plan goal to reduce carbon dioxide emissions and encourage energy efficient development, reducing

demand for vehicle trips. Climate Change is one of the biggest challenges we face globally and as a city. Sustainability and promoting green initiatives is a goal that impacts everyone. The proposed sign itself supports the sustainability goals as the sign will be powered by renewable energy provided by Bullfrog Power. Using the local integrated energy solution company conserves energy, maximizes carbon reductions while providing high quality power coming from renewable sources.

Additionally, the proposed sign display reduces OFM's carbon footprint as there is no need to drive to the site. The sign is monitored and operated in house at OFM's office and there is no physical production of materials required to post on the sign, thus no waste produced to operate the sign on an ongoing basis.

Promoting Metrolinx on its property can 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. The proposed sign can help assist in strengthening the Railway corridor's operational maintenance needs and can encourage residents and visitors to take public transportation rather than personal vehicles. This ultimately results in decreased carbon emissions and improves air quality, leading to a greener City.

Additionally, the economic benefits of the proposed sign can result in further economic generation for the City of Vaughan. With advertising, many of the sales generated from these billboard signs in the City of Vaughan are largely sold to local businesses in the area, this creates competitive and functional commercial areas that will increase fiscal activity. Advertisements sold to larger businesses such as McDonalds and Tim Hortons will also increase economic activity as many have franchises in Vaughan which would generate more sales to those franchisee owners. Ultimately, the sign supports the objective to promote economic growth and long-term health of industrial, manufacturing and warehousing sectors by advertising those goods and services to residents and visitors in the area.

The Proposed Sign Is Compatible with Zoning Where The Premises Is Located:

As per the Sign By-law Section 15 confirms that billboards are permitted on Utility corridors.

The proposed sign face area is less than the 20 square meter surface area allowance required under the City Sign By-Law. The structure in its entirety will contain one face compatible with the City Sign By-Law. As such, the proposed size type and format is appropriate for the sign district where the premise is situated.

The Proposed Sign Structure Will Not Encumber The Public Right Of Way

The proposed sign structure will be setback from the street by 3 meters rather than the 5 meters required by the Sign By-law. The reasoning behind the deficiency is due to the visibility of the sign from the roadway and its presences amongst heavy vegetation. If the sign is setback an additional 2 meters the visibility of the display will be obstructed by trees and will not be properly viewed for the intended traffic heading west along Major Mackenzie Drive. It is OFM's belief that having a deficiency of 2 meters

from the Roadway will not encumber the Public Right-of-Way and the height of 8 meters compatible with the Sign By-law will ensure that public access is impeded for safety purposes.

The Proposed Face's Illumination Will Not Negatively Impact The Residential Zone adjacent to The Proposed Sign:

It is OFM's belief that the application will require 1 variance under Section 15.1(h) in which the proposed electronic billboard is within 100 meters of a residential zone. The distance from the proposed sign to the edge of the residential zone on the North side of Major Mackenzie is approximately 1 meter resulting in a deficiency of 99 meters. However, the closest dwelling in the residential zone is 48 meters away.

The sign's display face will be oriented East, the opposite direction of the residential zoning and consequently, the sign will not face into any residences. Not only will the display face not be able to be seen from the residences to the West, but the residential zoning is surrounded by heavy vegetation serving as a natural barrier that would block the physical structure. Image #2, 3 and 4 visually demonstrates the natural barrier the vegetation and trees act as outlined in the red rectangles. The sign is intended for traffic heading West along Major Mackenzie Drive and OFM has carefully chosen the direction to ensure there is no negative impact on the residential dwellings.

Image #2: A Picture of the edge of the Residential Zone Lined with Trees, Aerial View



Image #3: A Picture of the Tree Barrier Lining Major Mackenzie Drive, Street View

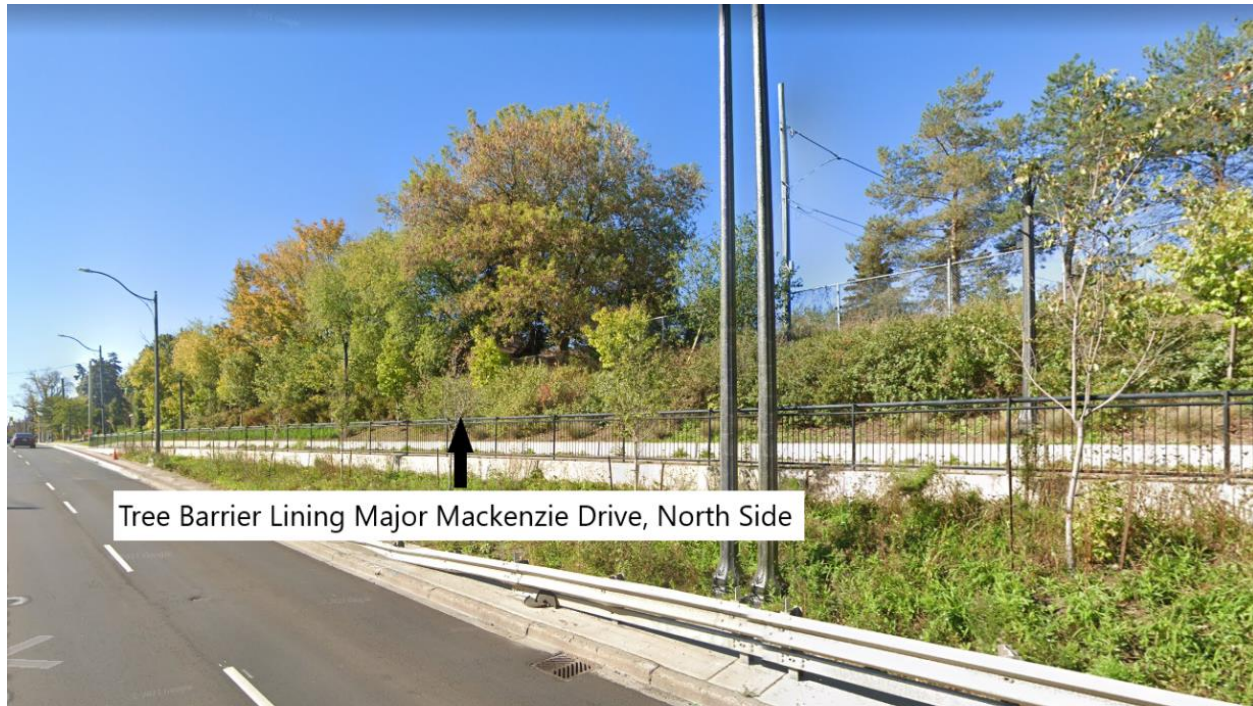
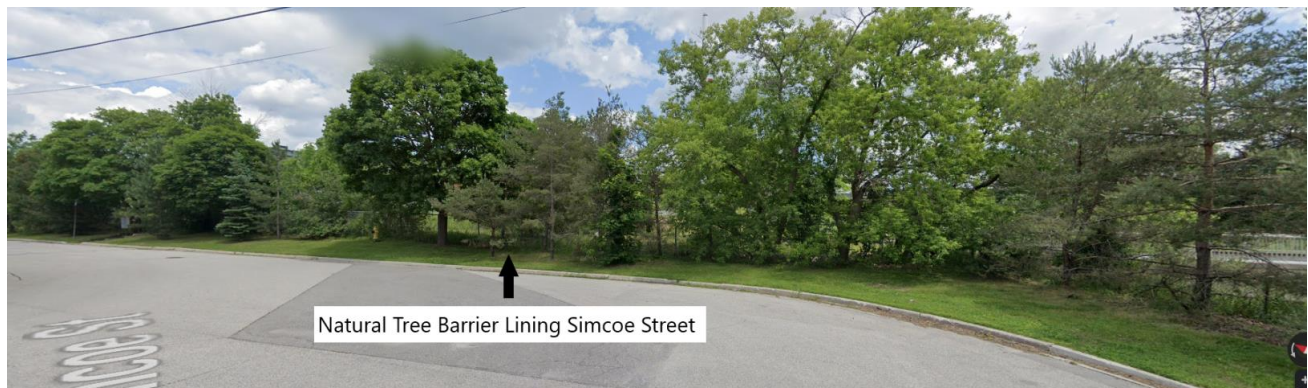
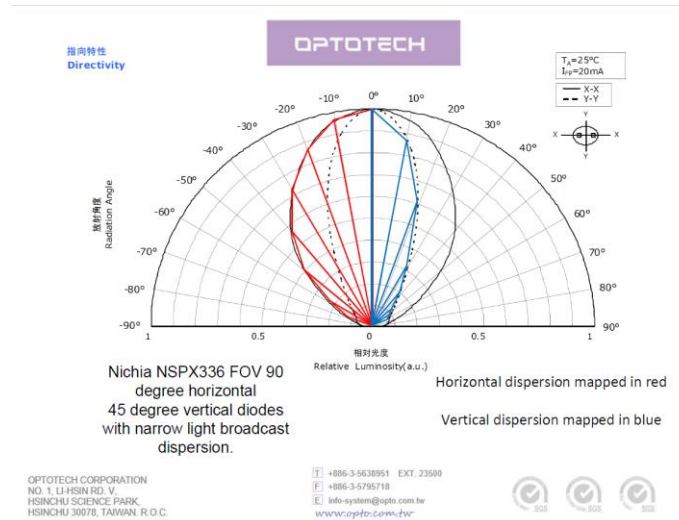


Image #4: A Picture of the Tree Barrier from Simcoe Street, adjacent to the Proposed Billboard, Street View



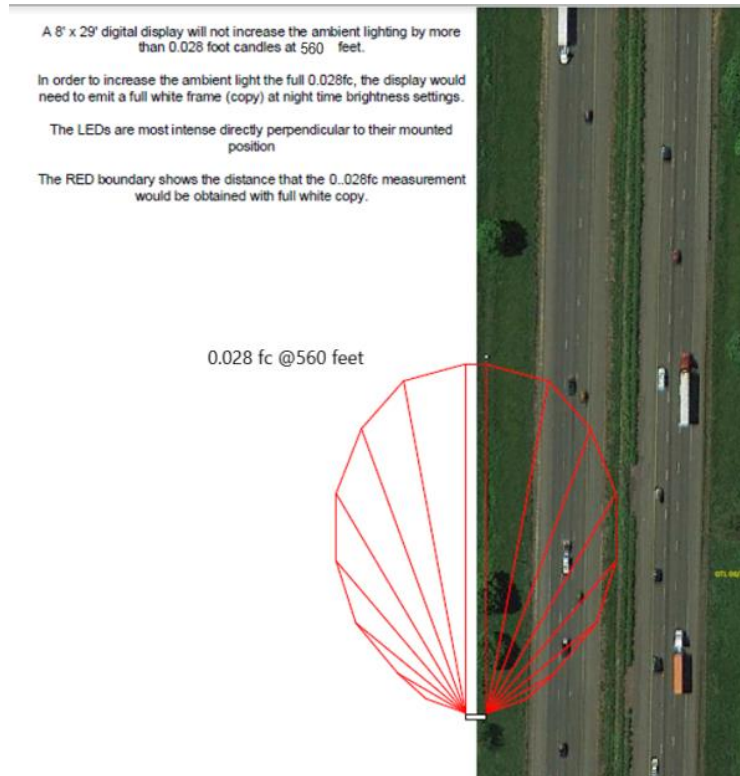
In addition to the heavy vegetation barrier outlined above, for your review, OFM has included diagrams, directly from our electronic sign manufacturer Optotech, which illustrates how light is horizontally dispersed from the proposed digital face to be installed. The perimeter of the red polygon shapes that are shown in the diagrams below, demonstrate that the distance of light dispersed decreases dramatically when measuring light distance travelled laterally (when looked at from the side edges of the digital face, examples: 30 degrees, 60 degrees, 90 degrees) compared to light distance travelled measured when looking at the display face dead-on (0 degrees). Light is not dispersed equally in a perfect radial circle, rather, the cone of light emitted looks more like an oval shaped tear drop – it is directional (reference Image #5).

Image #5: The Red Polygon Represents How The Horizontal Dispersion Of Light Is Emitted From One Of Digital Sign Displays. The Dispersion Of Light Is “Directional”. It Is Not Emitted Equally In A Perfect Radial Circle Around The Board.



Our goal with this project, is to ensure and communicate that no portion of the residential zone to the Northwest is impacted by the light dispersed from the proposed electronic face. It is a common understanding that when the intensity of light emitted from a source reaches a measurement of 0.028 Foot Candles (or 0.3 Lux), that said light level equates to that emitted from a full moon, setting a threshold of when emitted light becomes negligible. If OFM were to operate the proposed display face at a light level of no more than 300 nits at night (in accordance with the Sign By-Law), the perimeter of dispersed light, where the intensity would equate to 0.28 Foot Candles (negligible levels), would look like what is shown in Image #13 below. When looking at the sign directly perpendicular to the additional face (0 degrees), the light would travel a distance of 560 ft before dissipating to a 0.028fc level of intensity.

Image #6: *The Red Polygon Represents The Perimeter/Distance At Which Emitted Light Would Become Negligible, When The Digital Billboard Is Operated At An Intensity Of 300 Nits.*

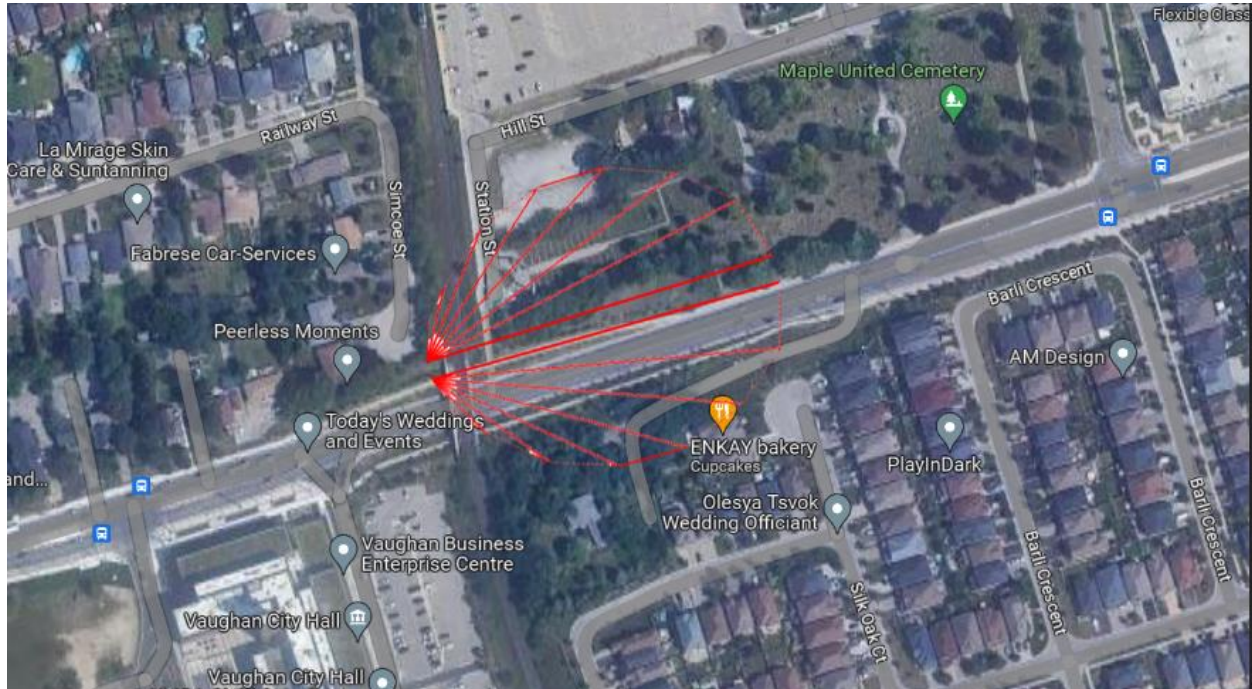


When we overlay this directly on to satellite imagery of the Major Mackenzie Railway Corridor location, illustrating the orientation/angling of our proposed face, we can observe that the longest distance of light travelled while operating at 300 nits will not breach the Residential Zone to the West or East of the proposed sign.

The dense tree line on Major Mackenzie Drive coupled with the light shed diagram confirms that the electronic static billboard will have no negative impact on any residential zone in the immediate area as light shed will not reach any residential dwellings.

In addition, the sign will be shut-off in compliance with the Sign By-Law, between the hours of 9pm and 7am to ensure there are no light emission issues during evening hours. We are also offering to significantly reduce the level of illumination emitted from the proposed Sign to at an illumination level of 150 nits between sunset and sunrise hours, which is 50% of what is allowable under the Sign By-Law. Again, this will ensure there are no risks of negative effects to neighboring properties.

Image #7: The Red Polygon, Representing The Horizontal Dispersion Of Light, Over Laid On Top Of the Major Mackenzie Railway Corridor Location. And Adjacent Properties, Illustrating That Light Shed Emitted From The Proposed Digital Billboard Will not Impact any Residential Dwelling in the Immediate Area.



The Proposed Sign is not Within the Employment Areas

Although the proposed sign is not within the green indicated as Employment Areas in Schedule E of the Sign By-Law, we seek a variance.

The portion of Metrolinx land cannot be utilized for any other commercial use or contain a larger development due to the size of the land and space while adhering to the safety setback from the electrified track. Allowing the variance will allow condensed growth to take place on under-utilized and unfunctional land adjacent to railway corridors.

Furthermore, this particular corridor of Major Mackenzie contains a variety of mixed-use premises, where many commercial elements front directly onto the street. Both office space and retail business have been present and in operation here for many years, establishing a commercial/employment utility to the local area (i.e. City Hall Offices, Walmart, Marshall's, Lowe's, etc.)

The Proposed Sign Will Not Adversely Affect Public Safety:

We also confirm that the proposed digital billboard will meet all the requirements laid out in section 14(l) of By-Law 2010-694 with respect to operating standards (i.e no animation, audio, flashing effects, odors, 10 second minimum dwell times, etc.).

Not Contrary To Public Interest:

The proposed sign will not have any negative social impacts. The third-party advertisements published on the proposed Sign will abide by the Canadian Code of Advertising Standards (<https://adstandards.ca/code/the-code-online/>). This will help to ensure that all messaging is appropriate and that the general public is not exposed to any offensive, explicit, or indecent forms of advertising.

Furthermore, the electricity required to operate the proposed sign shall be provided by and in conjunction with a distributor recognized and licensed by the Ontario Energy Boards and shall be governed by an agreement to purchase renewable energy (Distributor: Bullfrog Power). A copy of said renewable energy agreement for the proposed site is enclosed with OUTFRONT Media's application.

Regarding illumination, the proposed sign will only be operated between the hours of 7am and 11pm. The illumination of the proposed face shall not exceed illumination levels of 150 nits (whereas the By-Law allows for the maximum illumination of 300 nits) during the period between sunset and sunrise. In addition, the sign faces themselves are also monitored by camera 24 hours per day to ensure that in the case of display malfunction, any problems are recognized and repaired in short order.

We thank you for taking the time to evaluate our application and we would encourage you to contact us for further discussion should you have any questions regarding our variance application.



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