

Required Sign Variances

251 Doney Crescent, Concord, ON

SCANNED
TO
AMANDA

Signage (v-shape) to be located within the limits of the Employment Areas as per Schedule E of the Bylaws, and that is not in the Ministry of Transportation (MTO) Permit Control Areas, routes or locations, as well as outside the TRCA controlled areas.

Height

The requirement contained in Section 15.1 part d), that signage not exceed 8.0 metres in height measured from the finished grade level at the base of the supporting structure, *be varied* to allow a billboard to be erected an additional 5.2 meters over the imposed limit.

The variance is required due to its location well below the overpass on the southeast side of the bridge. The actual base of the sign will be located nine meters below the grade level of the overpass. The additional height is necessary so that clarity and readability can be fully achieved without drivers exerting undue efforts to view it. The fact that the base of the sign will be located nine meters below the grade level of the overpass, an additional height of only 5.2 meters is required. This is similar to the digital sign erected on the northwest side of the overpass which exceeds the height limit of 8.0 meters.

Size

The requirement contained in Section 15.1 part c), that signage 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, *be varied* to allow the sign area to be 62.43 square meters for each sign face.

In order to ensure visibility and readability, the surface area of the signage requested is 62.43 square meters with illumination limits according to section 19.1 of the bylaws. The additional 22.43 square meters is needed because, Highway 7 is major road with 8 lanes wide (including transit) compared to a city street with just 2-4 lanes wide. The added sign face area will help to overcome the challenge of the extended distance the sign will be located, approximately 40 meters from the centre line of Highway 7.

The existing digital sign erected on the northwest side of the overpass also exceeds the sign face area by 20.0 square meters.

The proposed signage would blend and integrate into the surrounding properties without looking out of character.

Distance to other signs

The requirement contained in Section 15.1 part g), that signage be 600 meters from any other billboard, located on the same side of the street, *be varied* to allow a billboard to be erected 191 meters from the nearest billboard and 472 meters from the second nearest billboard.

A sign is located on the west side, a distance away of 472 meters away (1,549 feet) from the proposed sign. Its location on the other side of the tracks and the height of the overpass, is too far away to be affected by the proposed sign.

A current billboard exists 191 meters (626 feet) to the east facing Highway 7. This existing sign is a static board in an industrial zoned lot currently used for parking. The parking lot will soon be developed and the sign will most likely be removed. The proposed signage will have no effect on this existing sign as a large industrial building is situated in between the two signs.



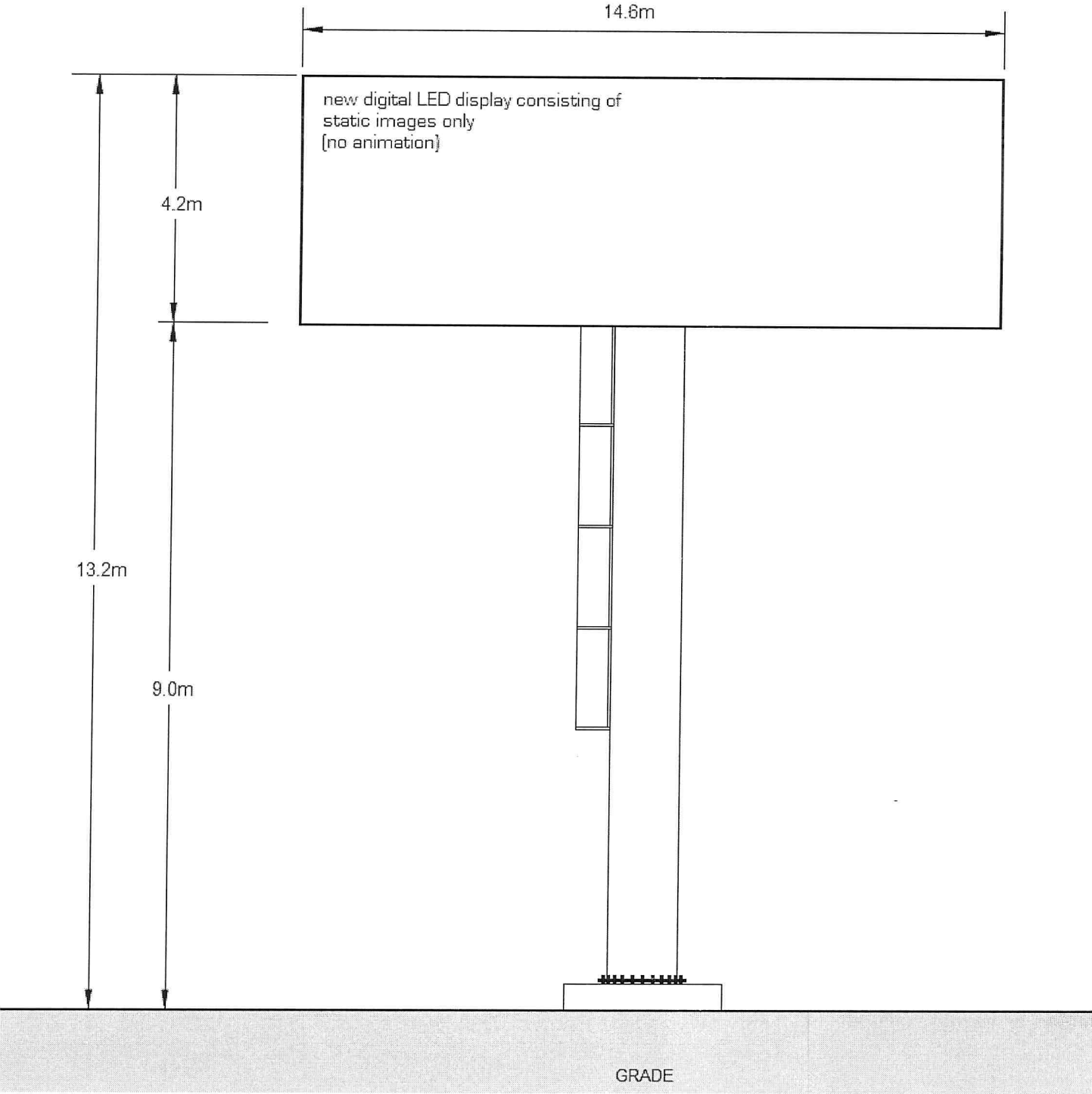
Other Notes

All provisions relating to digital signs will be respected as per section 19.1

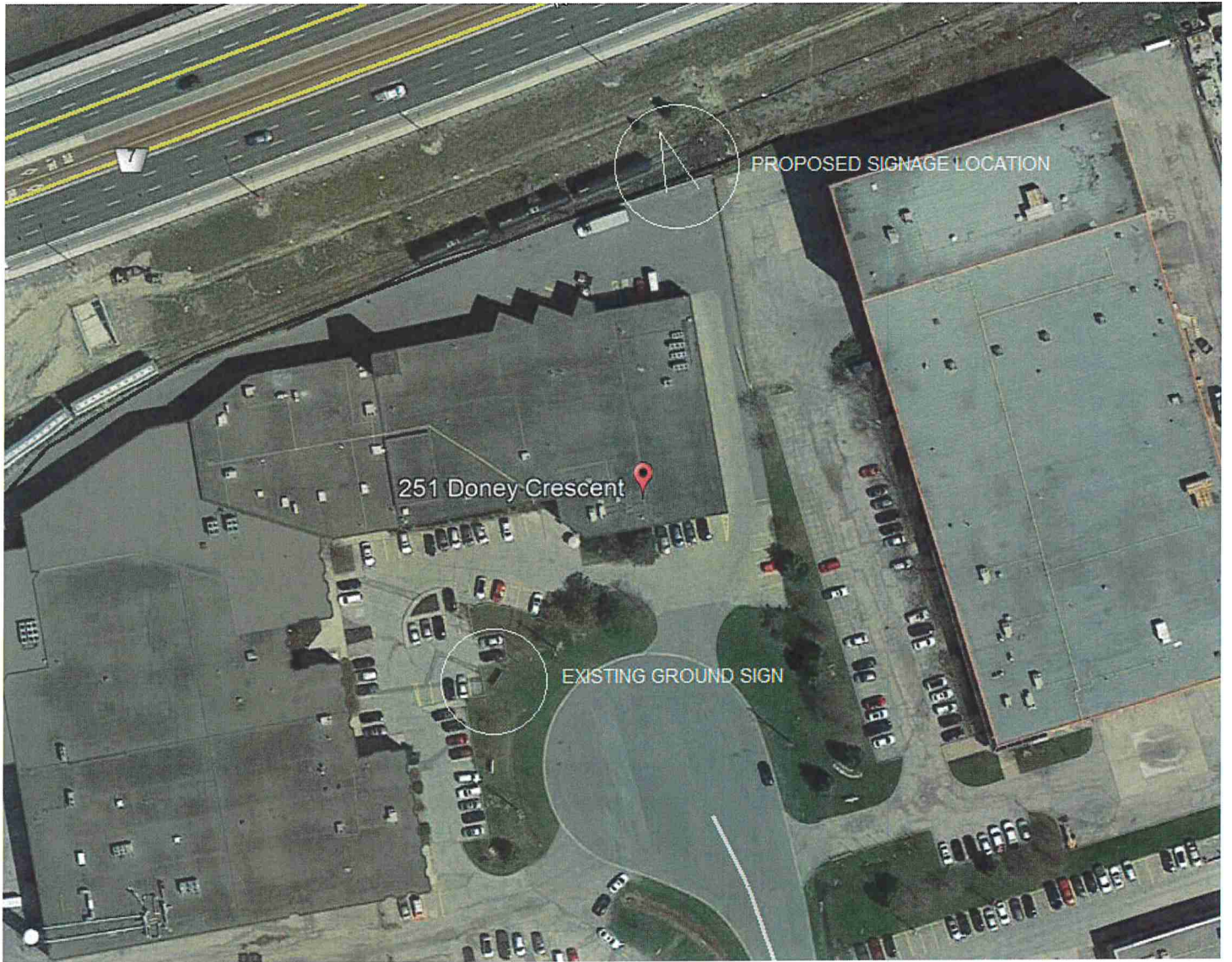
With emphasis on

- i. the Illumination shall not exceed 5,000 nits during the period between sunrise and sunset;
- j. the Illumination shall not exceed 300 nits during the period between sunset and sunrise

PROPOSED ARTIST RENDERING.
251 DONEY CRESCENT, CONCORD, ON

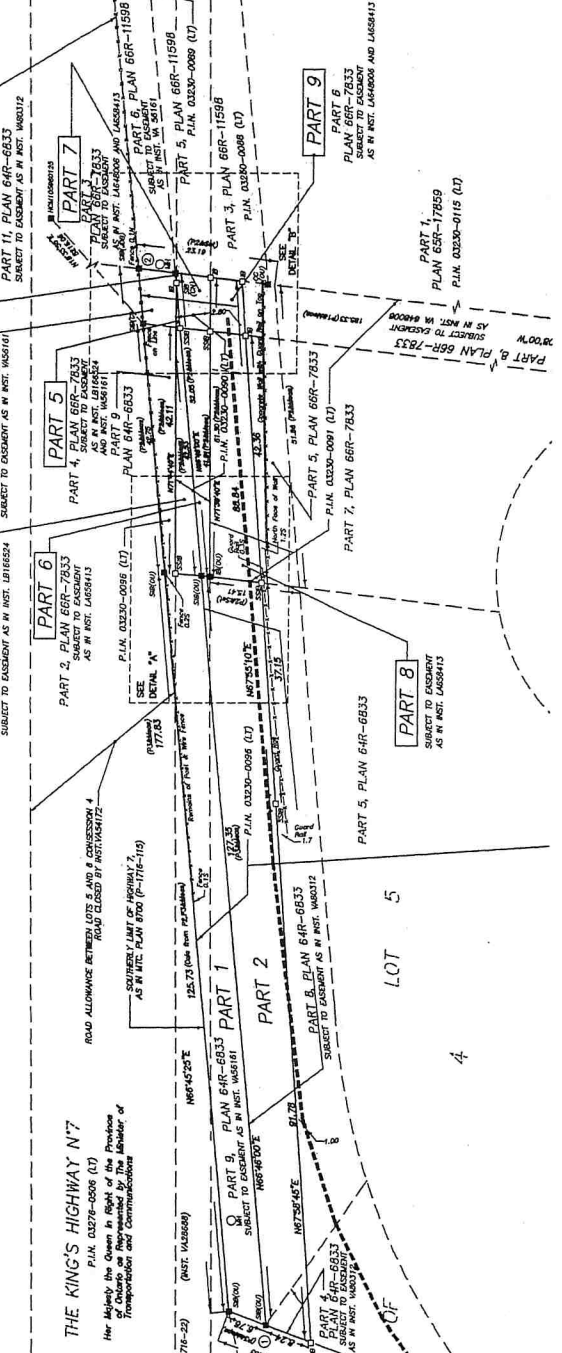
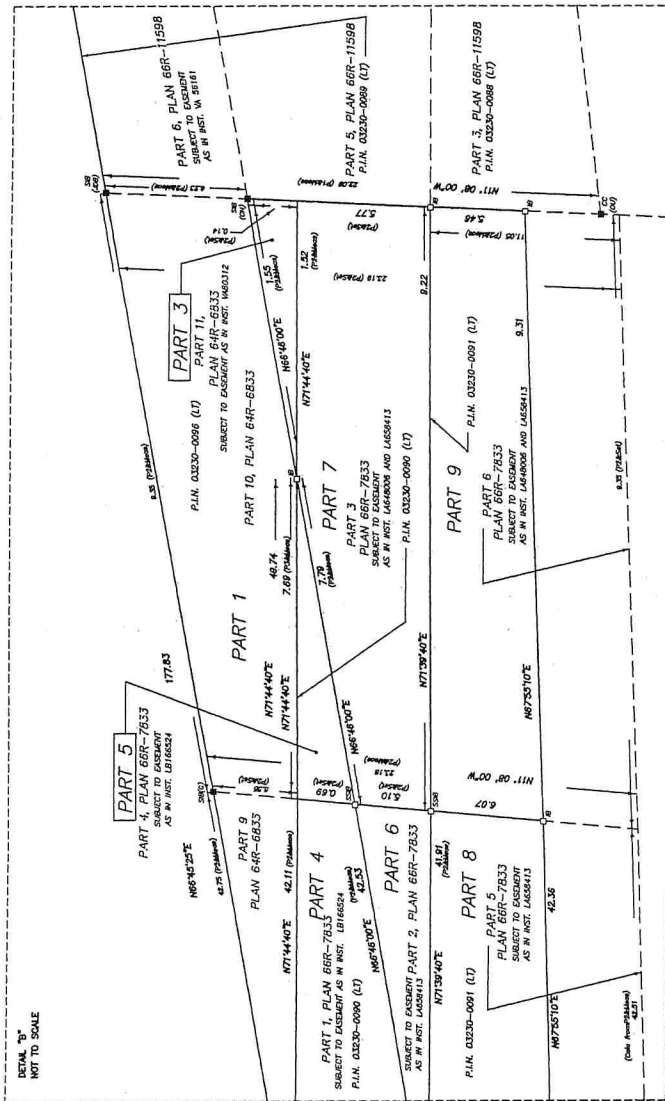
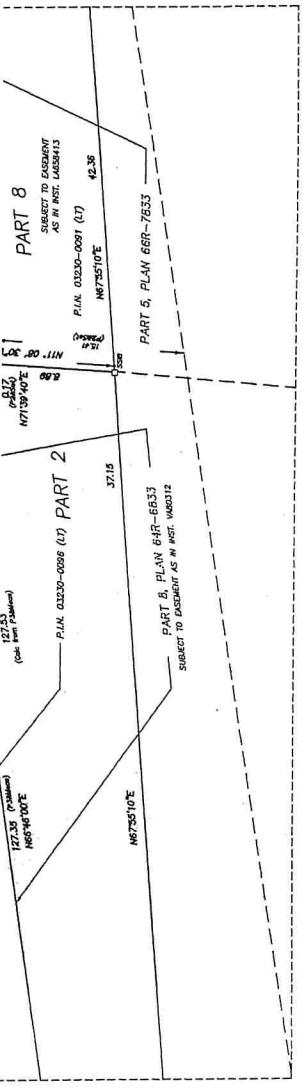


Aerial View



6	ALL OF PIN 03230-0080 (LT)	137.1
7	IONICS FOODS CANADA LIMITED	50.6
8	IONICS FOODS CANADA LIMITED	310.4
9		52.7

PARTS 1 AND 2 SUBJECT TO EASEMENT AS IN INST. W081161
 PARTS 3 AND 4 SUBJECT TO EASEMENT AS IN INST. W081161
 PARTS 5, 7, 8, 9 SUBJECT TO EASEMENT AS IN INST. W081161
 PARTS 6 AND 10 SUBJECT TO EASEMENT AS IN INST. W081161
 PARTS 11 AND 12 SUBJECT TO EASEMENT AS IN INST. W081161



THE KING'S HIGHWAY N7
 New Highway the Queen in Right of the Province of Ontario in the Parish of Transportation and Communications

CONCESSION
 P.L.N. 03230-0228 (LT)

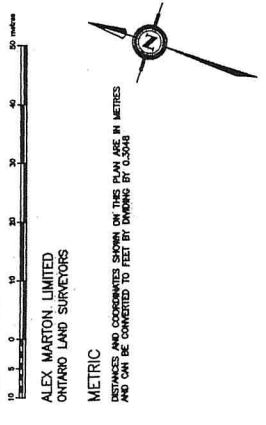
NOTES

BEARINGS SHOWN ARE GRID BEARINGS DERIVED FROM HORIZONTAL CONTROL MONUMENTS 100800234 AND 100801025, AND ARE BASED ON ONTARIO COORDINATE SYSTEM, U.T.M. ZONE 17, CENTRAL MERIDIAN 81° WEST LONGITUDE (NAD-1983.080). DISTANCES ARE GROUND AND CAN BE CONVERTED TO GRID BY MULTIPLYING BY THE COMBINED SCALE FACTOR OF 0.99977787

HORIZONTAL CONTROL MONUMENTS (NCH)

POINT ID	NORTHING	EASTING
100800234	4818752.285	4818752.285
100801025	4825053.328	4825053.328
1	4825053.328	4825053.328
2	4825053.328	4825053.328

COORDINATES CANNOT, IN THEMSELVES, BE USED TO RE-ESTABLISH CORNERS OR BOUNDARIES SHOWN ON THIS PLAN



THE KING'S HIGHWAY N7
 DESIGNATED BY PLAN 66R-11598, VIA 63206 (NID PLAN P-176-84)
 PART 1, NID PLAN P-176-84
 P.L.N. 03270-0066 (LT)