

543 Davis Drive

Committee of the Whole

September 23, 2019

PATTISON

CLASSIC

DIGITAL

TRANSIT

AIRPORT

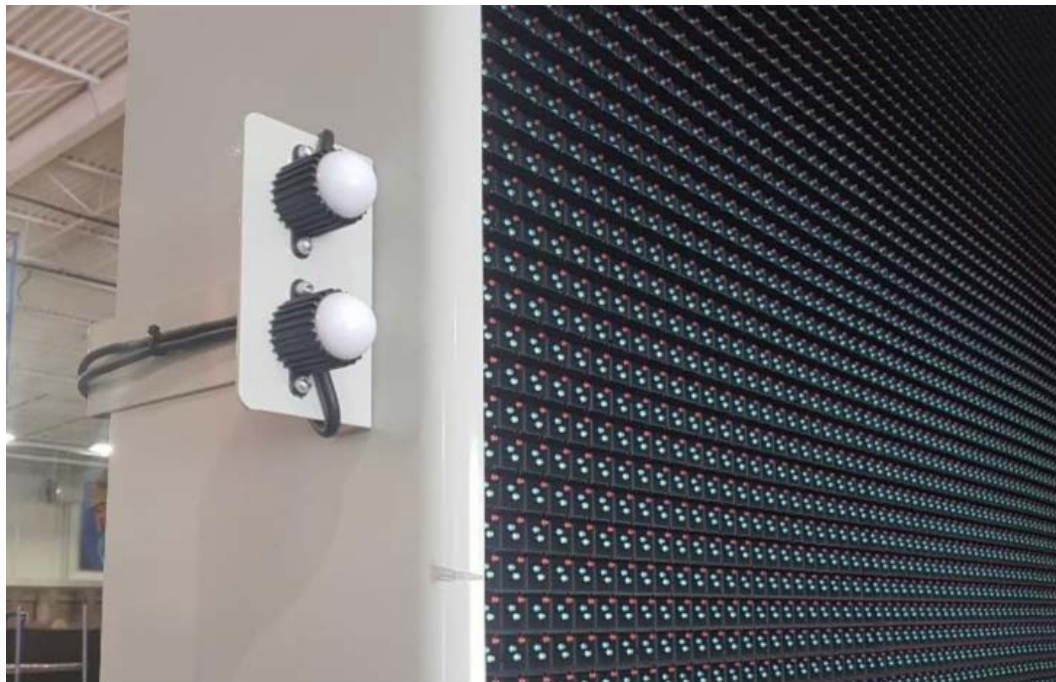
The Application

We are seeking an approval to construct a new sign on the property municipally known as 534 Davis Drive, with one (1) modern electronic sign face. The sign being proposed will contain changeable static copy, measuring 3.05m vertically x 6.05m horizontally and have an overall height of 7.5 metres.

The sign will display static images only with no distracting visual effects, such as flashing, scrolling or blinking. It will be monitored 24/7 by a video camera, so any malfunctions can be resolved by our operators immediately. We also have the technical ability to shut off the sign during a malfunction to ensure it does not cause further distraction or negative impacts.

The Application

The proposed sign will use photo-cell technology to adjust the brightness level of the sign based on ambient light levels, so that as the seasons change and the timing of sunset begins earlier, the sign can keep the brightness levels at a safe and readable setting.



Variances

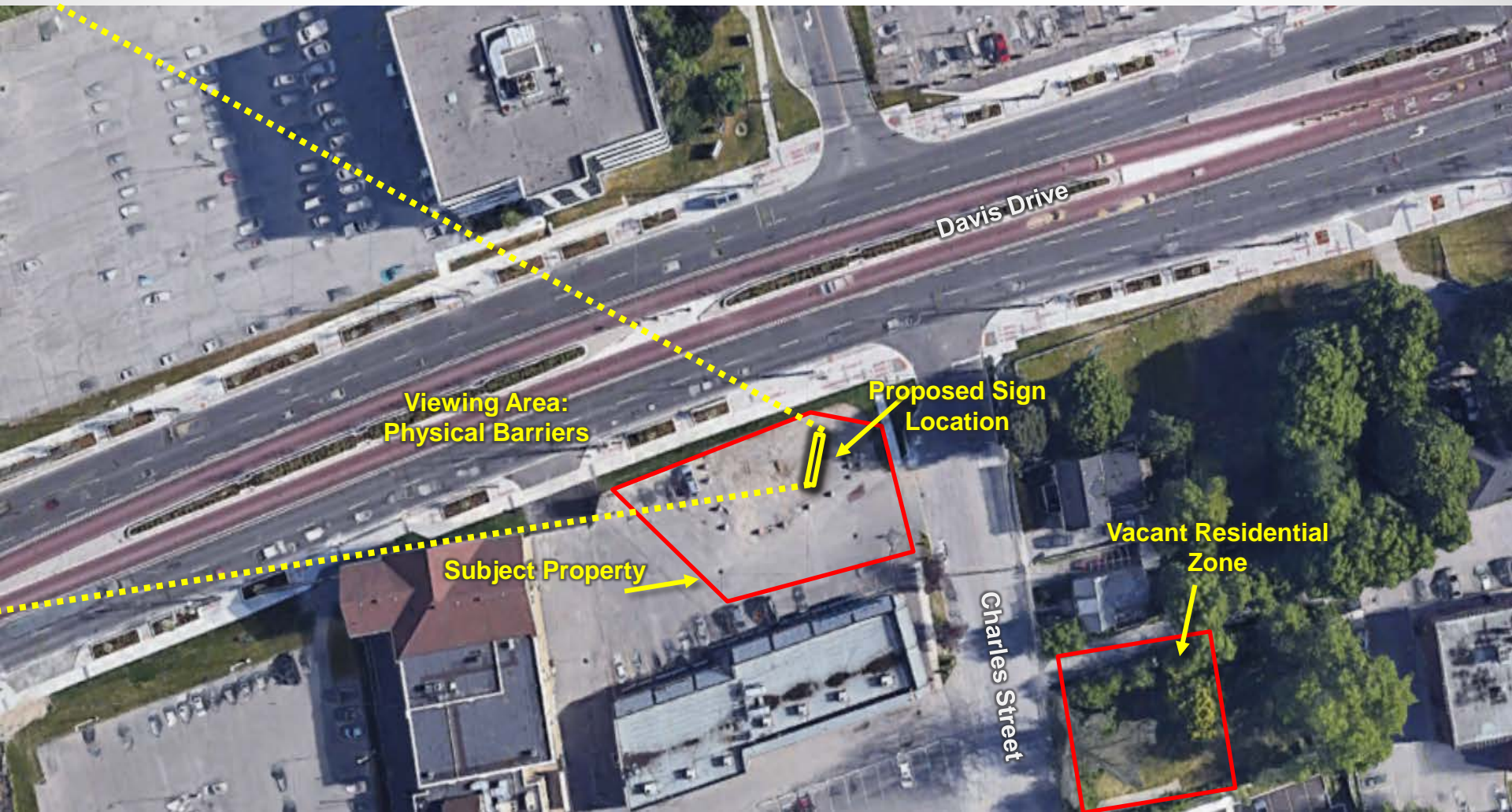
Setback of the Display:

- The Sign By-law requires a 200 metres setback from a property zoned residential, whereas we are requesting 40 metres setback to the nearest property zoned residential (vacant land). The proposed sign is located 75 metres from the a residential building.

Proximity to an Intersection:

- The Sign By-law requires that the proposed sign be setback 22.86 metres from an intersection, whereas we are requesting a 15.8 metre setback.

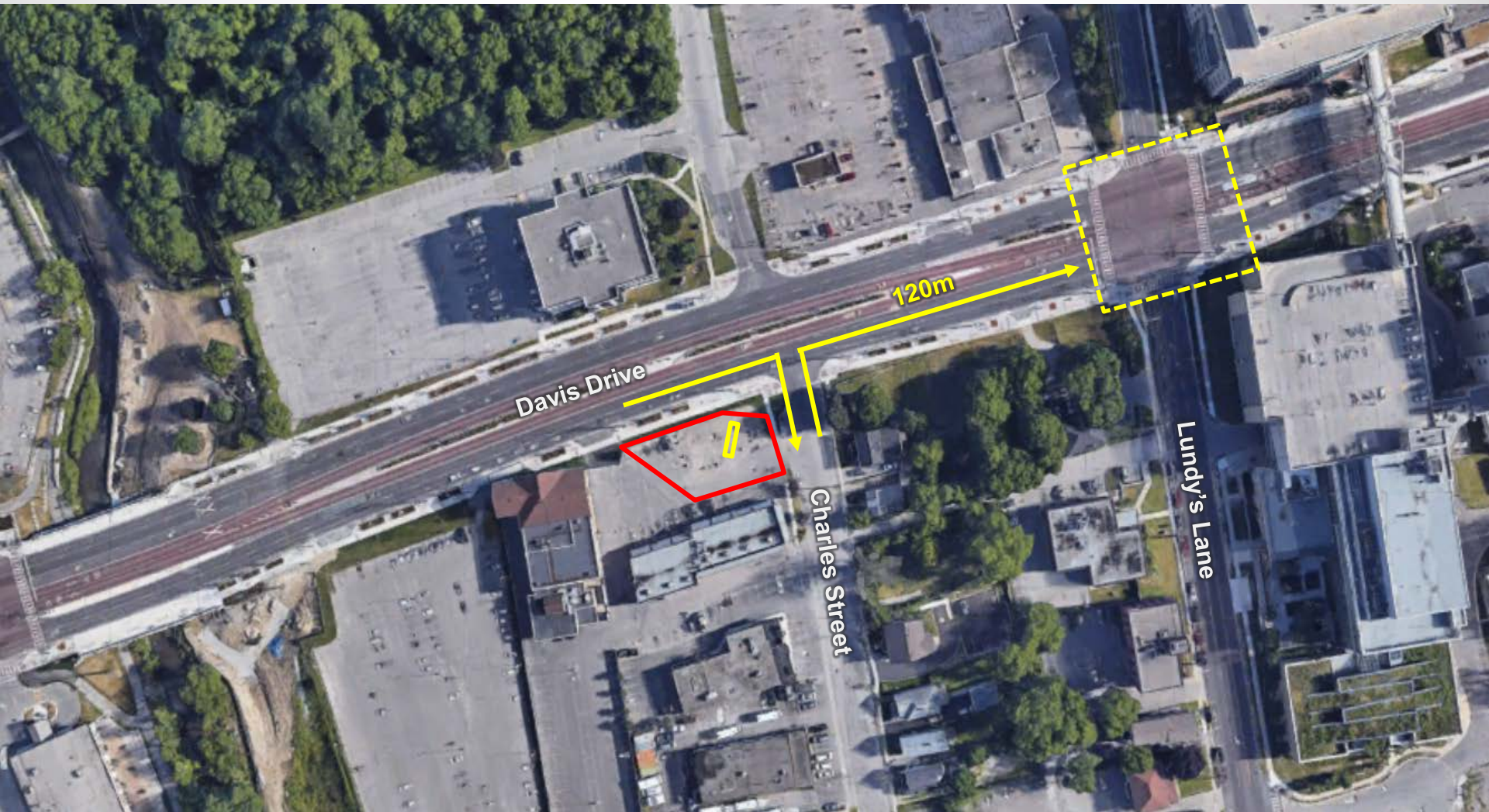
Viewing Area of Proposed Sign



Sign Rendering – Looking East



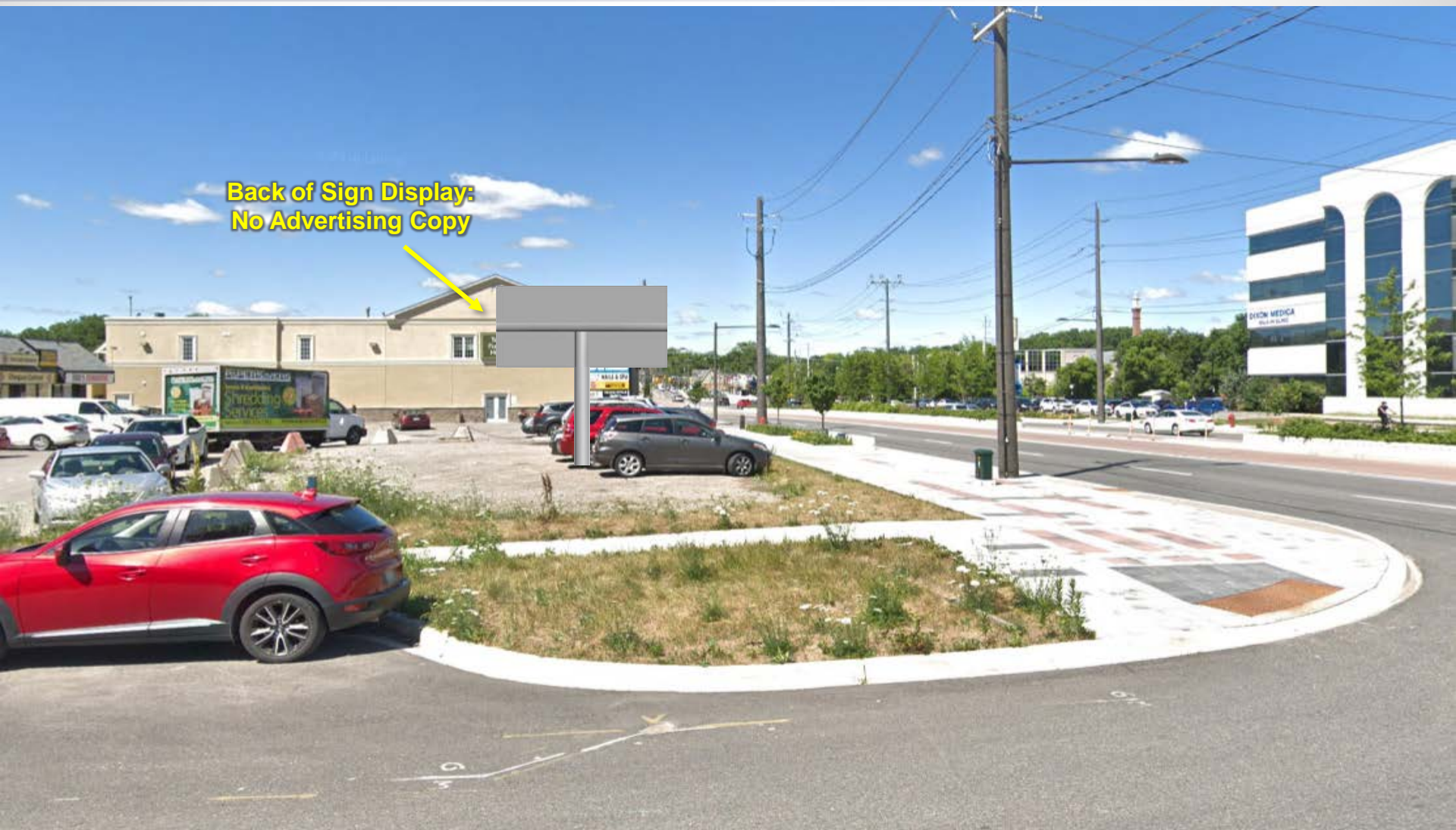
Distance to Intersection



Distance to Intersection



Sign Rendering – Looking West



Questions?

PATTISON

CLASSIC

DIGITAL

TRANSIT

AIRPORT