



Appendix 1

February 28, 2019

City of Newmarket
395 Mulock Drive
Newmarket ON
L3Y 4Y9

RE: Sign Variance Application - 1065 Davis Drive in Newmarket

By way of this letter I am formally making an application for a sign variance in conjunction with the above noted location.

The Property located at 1065 Davis Dr is owned by 1013012 ONTARIO INC, this location is currently zoned CR-2 for Retail Commercial. Acting as the agent for 1013012 ONTARIO INC Pattison Outdoor Advertising is proposing to erect one (1) billboard with two (2) electronic digital sign faces, measuring 3.05M x 6.09M (10' x 20') aligned in a Vee shape configuration. The sign will be supported with a single pole, offset in a flag mounted configuration.

The Variances that pertain to this application are:

- (i) By-Law 2017-73 section 16.1 requires the maximum height of a billboard be 7.5 metres, whereas we are requesting 9 metres in overall height.
- (ii) By-Law 2017-73 section 16.2 e (i) requires a separation distance of 200 metres from a Residential Zone, whereas the proposed sign will be located 50 metres away from the nearest Residential Zone.
- (iii) By-Law 2010-40 requires a setback from the property line of 9 metres, whereas we are requesting a 7.7 metre setback to the leading edge of the billboard sign.

Why should these Variances be Granted?

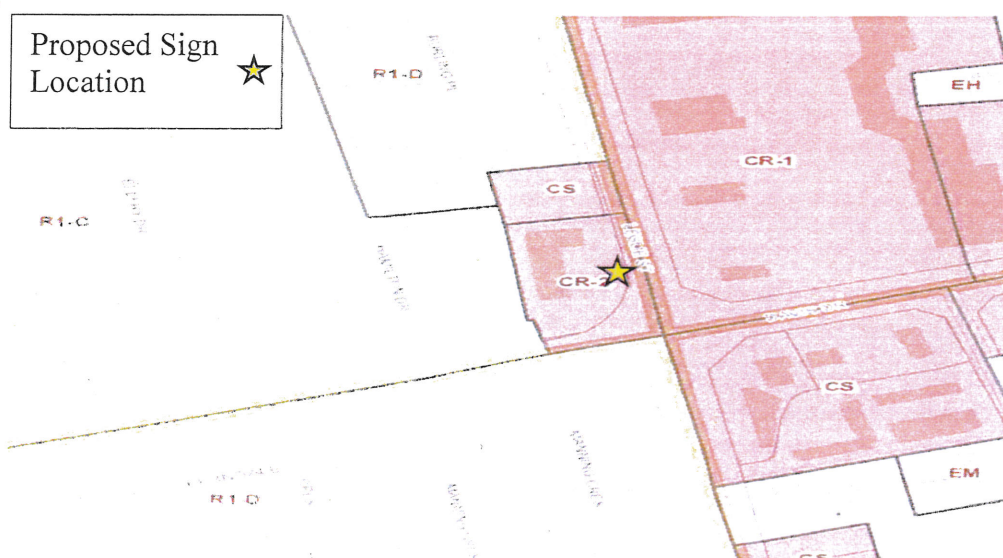
Pattison Outdoor is looking to make a substantial investment in the Town of Newmarket by deploying the most modern state of the art high resolution digital sign which can include a very strong and unique design element. The sign will be an iconic gateway sign which will landmark the intersection and the area. The sign will not only allow local businesses to advertise and promote its products or services in Newmarket which can help drive the local economy, but because the sign will use a digital method of display, the sign can also provide various other forms of meaningful content which can be of direct benefit to the community. Such promoting dive safe initiatives or community events, or various different charities all at no cost.



It is our belief, that the variances being sought for height and setback are minor in nature and several proactive steps to mitigate impact on the nearby residential use in the area have been incorporated into the design and orientation of the sign. We believe that the existing natural barrier's which provide shielding along with the Site Line TM shielding elements on the sign with limited hours of operation will solve any light trespass concerns.

(i) The By-law 2017-73 section 16.1 allows for an overall height of 7.5 metres from average grade and we are seeking approval to build the sign with a 9 metre overall height. The sign will be located in a travelled portion of the parking lot and vehicles will travel under the digital sign faces. So as to ensure that larger delivery truck vehicles have the ample clearance to safely pass under the sign, we are seeking a minor adjustment in overall height.

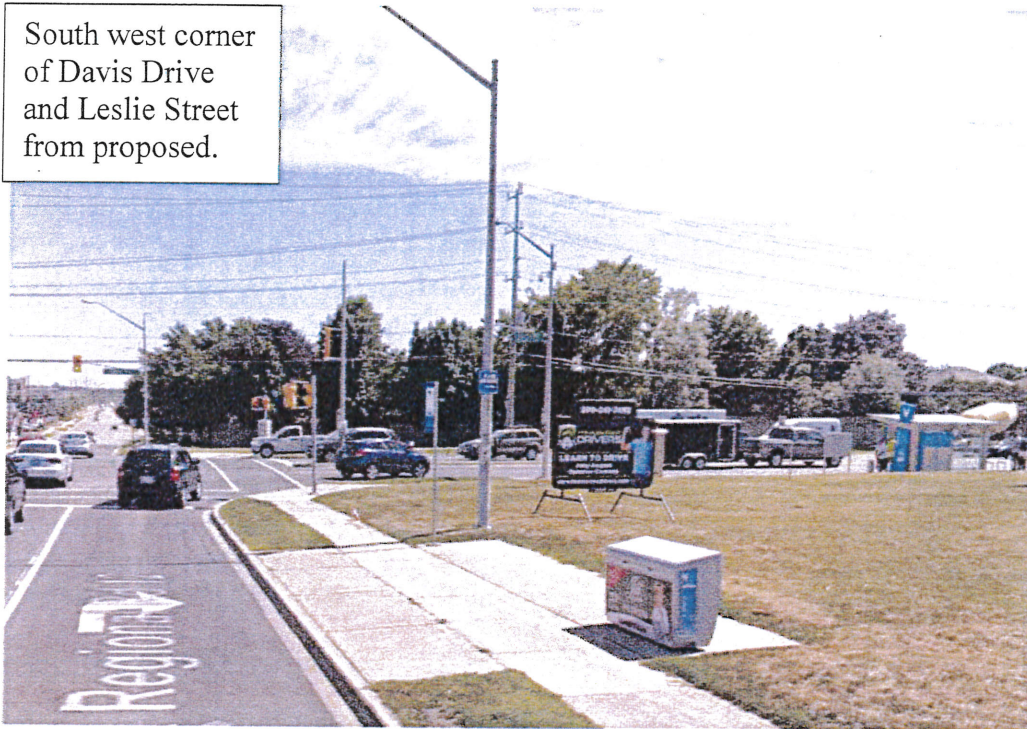
(ii) Bylaw 2017-73 section 16.2 e (1) says you must be 200 metres away from any residential zones. Our proposed sign is located approximately 50 metres, away from the nearest residential zone. Our proposed sign faces will be facing to the north east and south east, away from the residential use in the residential zone. The signs will be facing towards the abutting commercial zone.



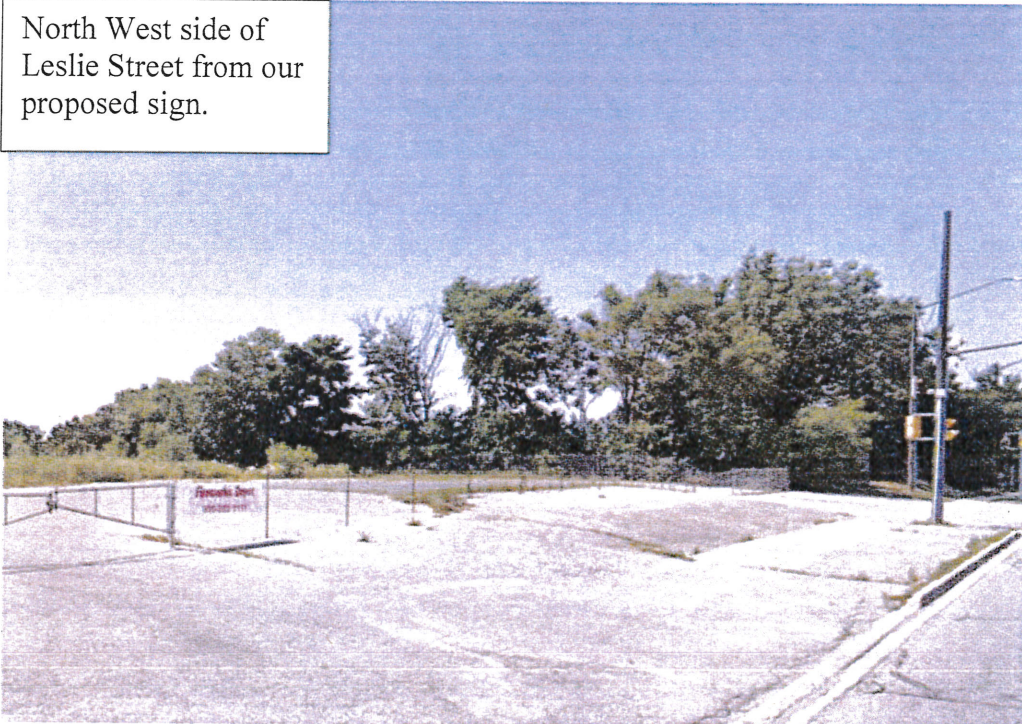
The residential zones to the north and south of our proposed sign location have existing shielding that eliminate visibility to the sign. The south west corner of Davis Drive and Leslie Street have mature trees that provide year round visual privacy from the abutting intersection and commercial zone across the street. Trees fronting Leslie street give the same type of protection to homes on the west side of Leslie Street. These natural barriers block sound and light from these surrounding streets and would continue to do so with our proposed sign. Below are images of the residential zones from our proposed sites.

PATTISON

South west corner
of Davis Drive
and Leslie Street
from proposed.



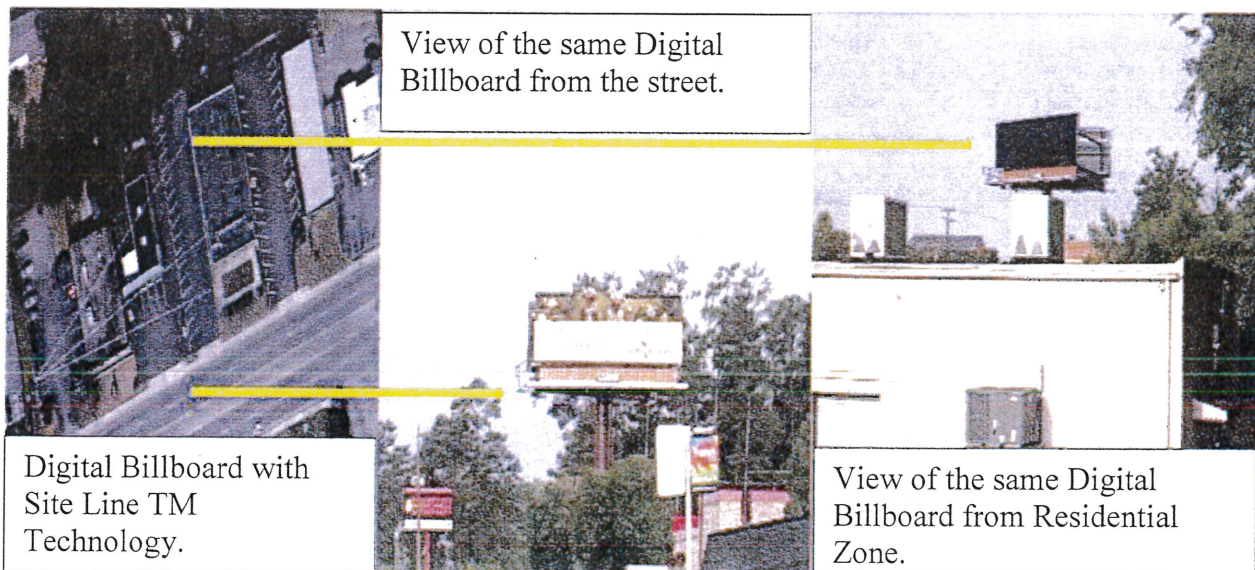
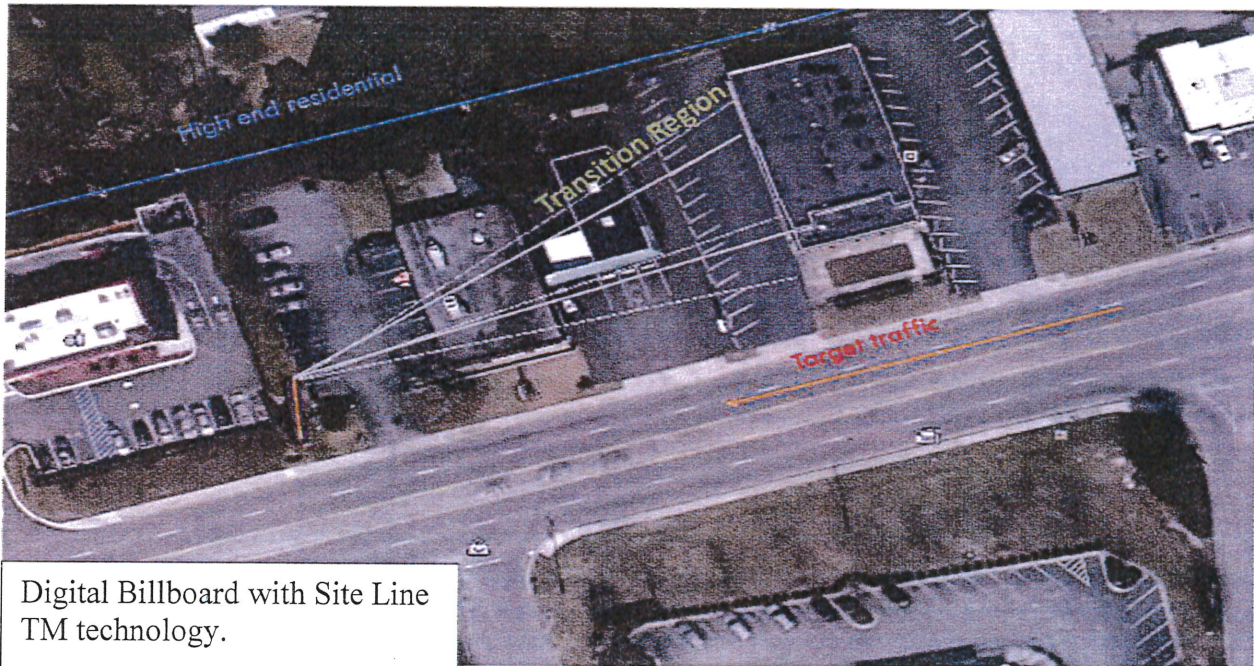
North West side of
Leslie Street from our
proposed sign.





Additional Proactive Shielding Treatment that reduces the angle of viewing

Pattison will apply Site Line TM technology. This technology puts shielding around every LED bulb in the digital sign, and does not allow light to trespass in unwanted targeted areas. In this situation Site Line would shield the light from entering all residential homes to the south west and north west. It is not likely that residents will be able to see the sign from the residential homes through the trees. If they are able to see the sign through the trees from their property all that would be viewed is a black screen, while commuters would see the content clearly. Please see below for greater clarity.





(iii) The location of the proposed sign will be slightly closer to the street at 7.7 metres from the property line vs. 9 metres. The location of the single supporting pole has been placed in an existing area where cars do not park. It is the ideal area on the property for the installation of the supporting structure as it does not disrupt or interfere with the existing layout of the parking area.



The setback of our proposed sign will not adversely affect public safety. The sign will not interfere or obstruct the visibility of vehicular traffic along Leslie St or Davis Dr. The proposed sign location is beyond the required distance from a controlled intersection and faces no visibility triangle concerns.

Media Allocation

Pattison is offering media allocation on the sign which consist of one guaranteed spot in the rotation, on one of the two display faces subject to availability. The allocation can be used to promote safe driving, grow community involvement and increase communication with all residents of Newmarket. In conclusion, Pattison is of the opinion that the requested variances are in keeping with the general intent and purpose of the City's Sign By-Law and not contrary to public interest. Should there be any questions regarding this application, please do not hesitate to contact me.

Yours Truly,

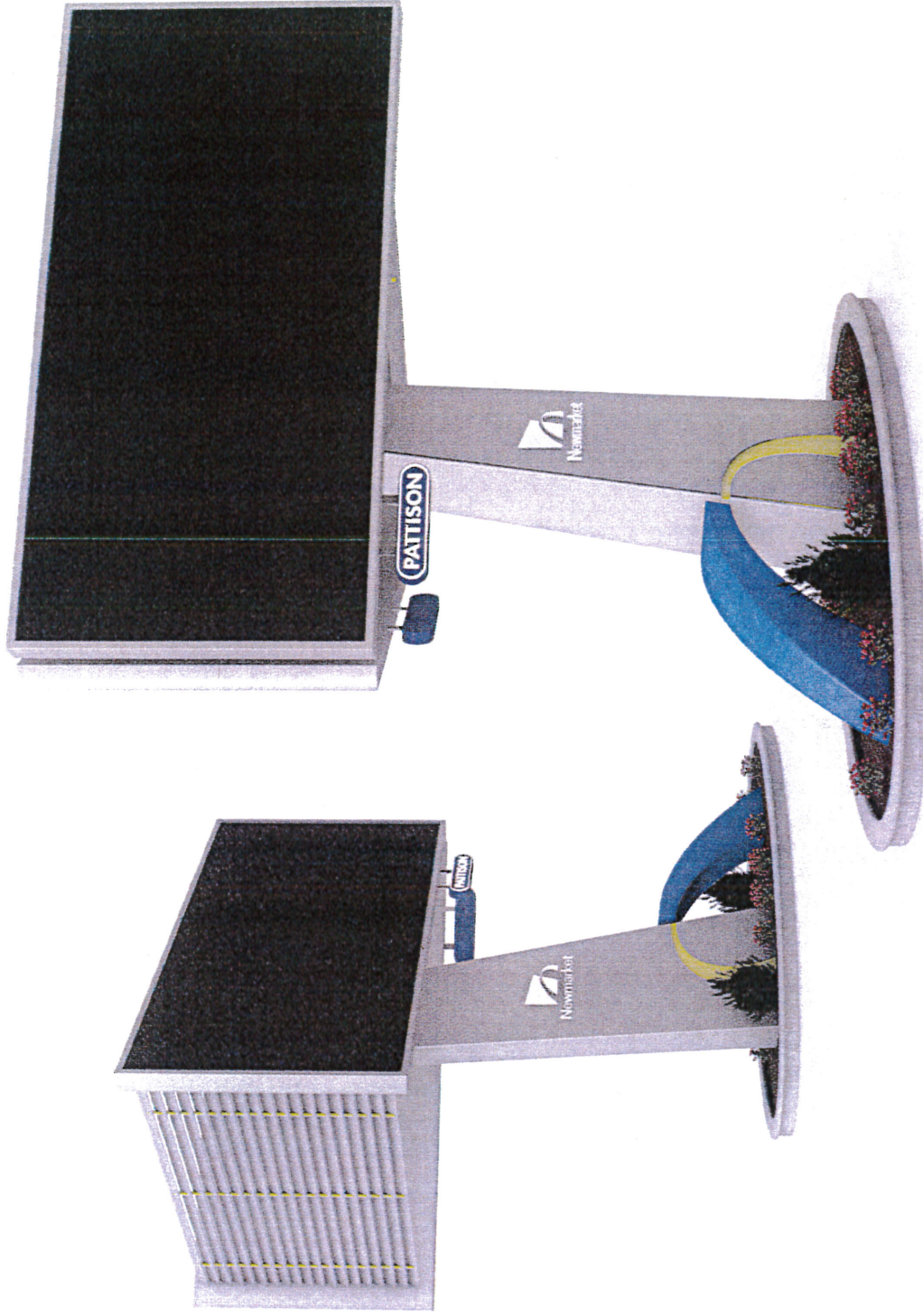
Brandon Lincz
Leasing Representative



NEWMARKET 10'x20' DIGITAL POSTER

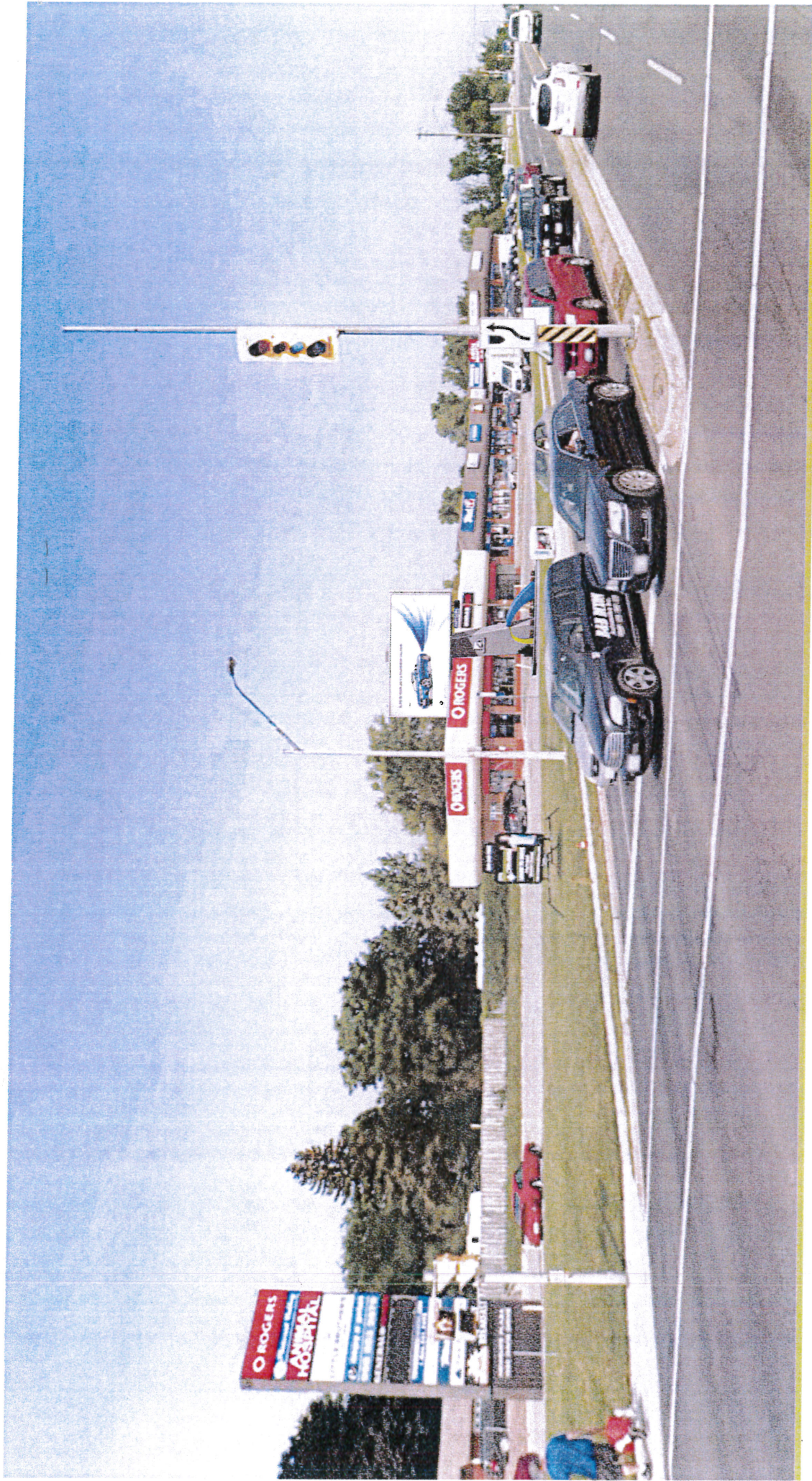
1065 Davis Drive





Concept (Front & Back)
 Newmarket, Ontario
 1065 Davis Drive





In-Situ Mockup: View 1

1065 Davis Drive
York Regional Road 12, Driving North



In-Situ Mockup: View 2
1065 Davis Drive
York Regional Road 12, Driving North





Proposed Digital
Billboard Location

82.36 m

53.0 m

27.85 m

7.7 m