



Appendix 2

May 15th, 2019
Town of Newmarket
395 Mulock Drive
Newmarket ON
L3Y 4Y9

RE: Sign Variance Application – 534 Davis Drive Newmarket, Ontario.

By way of this letter Pattison Outdoor Advertising LP is formally making an application for a sign variance in conjunction with the above noted location.

The property located at 534 Davis Drive is owned by Suncor Energy, this location is currently zoned UC-HC1 Healthcare Urban Centre Complementary 1. Acting as an agent for Suncor Energy Pattison Outdoor Advertising is proposing to erect one (1) billboard with one (1) electronic digital face(s), measuring 3.05 m x 6.05 m (10' x 20'). The total height of the proposed sign will be 7.5 metres (24'-6'). The orientation of the proposed electronic static billboard will be angled north west by south east and facing Davis Drive for east bound traffic only.

The Variances that pertain to this application are:

- (i) 2017-73 16.2 E) i) 200 metres from a property zoned residential.
- (ii) 2017-73 25.3 e) The sign shall not be located within 22.86 metres of a street intersection.

Why Should this Variance be Granted?

The proposed billboard is located in the Healthcare and Urban Centre Complementary 1 zone, the UC-HC1 zone permits both digital and static billboards. The property is currently vacant land.

Pattison is proposing to build an attractive digital billboard that will enhance the look of the property. The proposed billboard will create synergy with all of the surrounding developments by maintaining the attractive and modern look of Newmarket. The billboard will allow for local business and charities to advertise their goods, services and therefore support the local Newmarket economy.



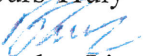
We feel that our requested variances are minor in nature and that we have met the Sign By-Law intended purpose.

- (i) By-Law 2017- 73 section 16.2 (e) (i) requires a billboard to be 200 metres away from a residential zone. The variance that we are requesting is to allow our proposed billboard to be roughly 40 metres away from a residential zone. The residential zone is located southeast of our proposed billboard, while the billboard faces west. The digital sign will not be visible to the residential buildings to the southeast. The zones to the west of our proposed location are not sensitive to the proposed sign.
- (ii) In the Newmarket official plan, the residential zones to the southeast will be rezoned into Newmarket Urban Centres Secondary Plan Area. Once the Official plan has been executed the residential zones will no longer be placed on Charles St. Therefore, we feel that this is a minor variance and should be approved.
- (iii) By-Law 2017-73 section 25.3 e) allows billboard to be 22.86 metres or 75' feet away from an intersection. We are requesting a variance to allow our proposed billboard to be 15.8 metres away or 51.8' feet away from the intersection.
- (iv) The intersection that we are within range of is Davis Drive and Charles Street. Davis Drive runs East and West, while Charles Street runs North South.
- (v) Davis and Charles, is a right hand turn only intersection and is a low vehicular traffic artery. Traffic turning east onto Davis drive from Charles will not be impacted by the sign as the sign is approximately 14 feet above street level and not visible to the righthand traffic.
- (vi) Traffic turning south on Charles from Davis will not see the sign within 75 feet as the angle of the sign and height of 14 feet will naturally prevent interference with visibility issues at the intersection

An Electronic billboard permit was granted on Davis Drive at Superior with similar conditions.

I would be happy to answer any questions you may have, regarding this submission.

Yours Truly


Brandon Lincz

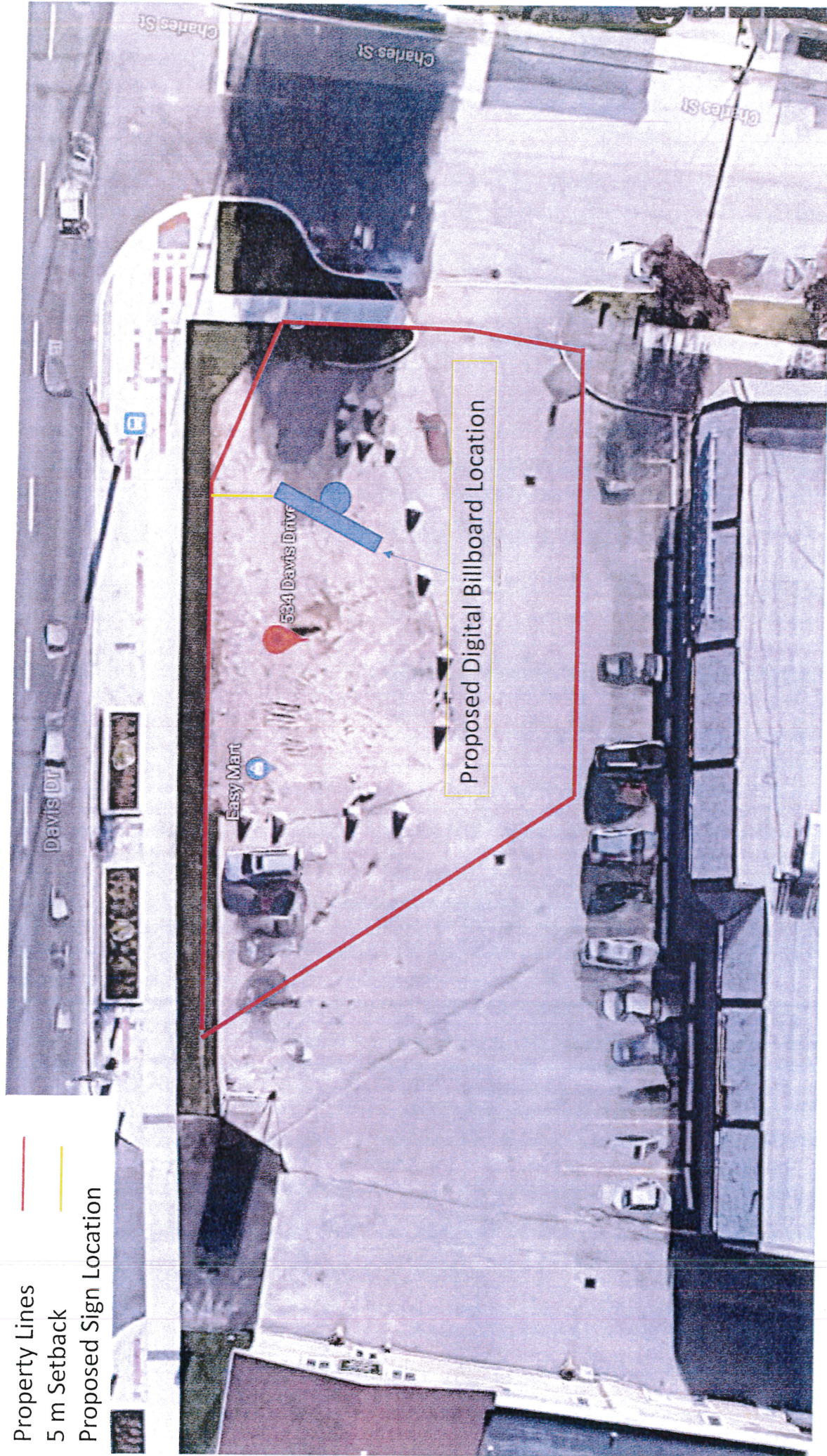
Leasing Representative
Pattison Outdoor Advertising



Property Lines

5 m Setback

Proposed Sign Location



Proposed Sign Location

- 15 m
- 23 m
- 30.5 m

