1065 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 1065 Davis Drive, with two (2) modern electronic sign faces. The sign being proposed will contain changeable static copy, measuring 3.05 metres vertically x 6.05 metres horizontally and have an overall height of 9 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

Overall Sign Structure Height:

- The Sign By-law permits a maximum height of 7.5 metres, whereas the proposed sign is 9 metres in overall height.

Proximity to Residential:

- The Sign By-law requires a separation distance of 200 metres from a Residential Zone, whereas the proposed sign will be located 56 metres away from a residential zone but sits 120 metres from a residential building.

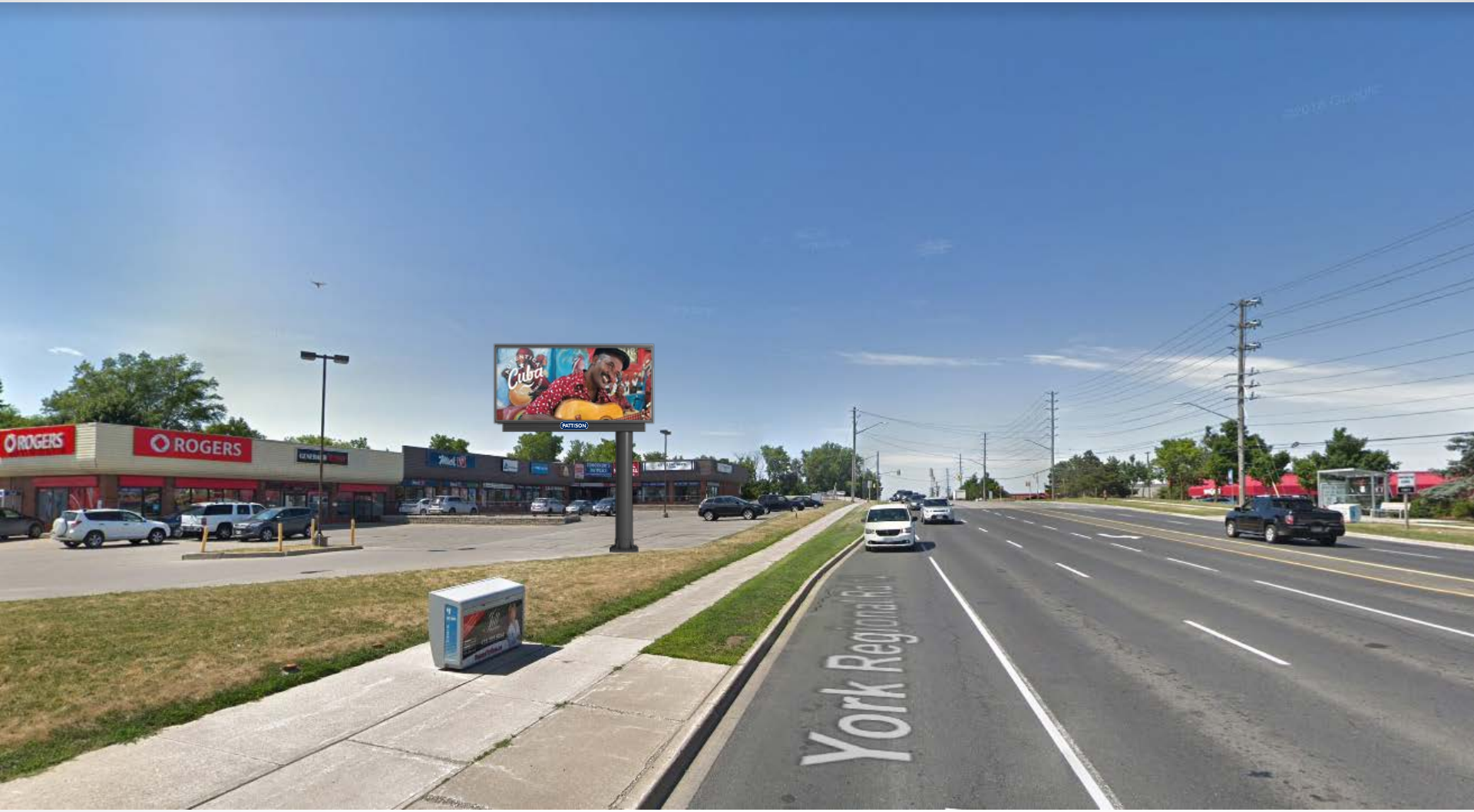
Viewing Area of Proposed Sign

Mitigating Technology

Area Context – Looking North

Area Context – Looking South

Sign Rendering – Looking North



Sign Rendering – Looking South

Questions?

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