

## Appendix A



August 27, 2020

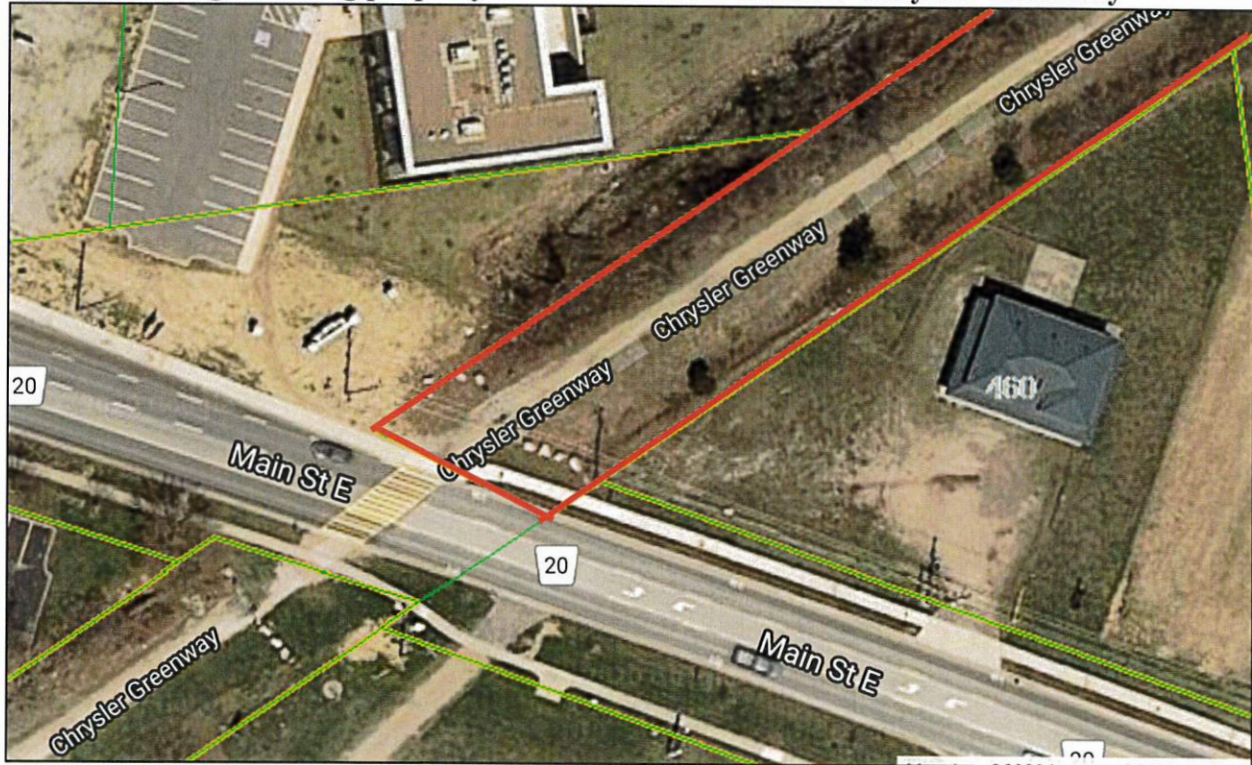
**Attn: Robert Brown, Manager of Planning Services**  
**Re: SPA 11-2020**

Pattison would like to take this opportunity to address comments and concerns that resulted from a Manager's Meeting in August 2020, with regards to an application by Pattison to build a new 8' x 8' digital advertising device along the ERCA/ Chrysler Greenway in Kingsville.

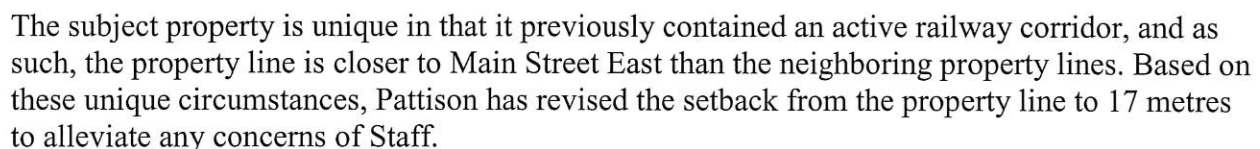
Pattison would like to propose the following revisions to supplement our original application. Should further changes to our proposal be required to bring it closer in line with the intent of the Sign By-law and planning objectives, we are open to further discussions with Staff.

To address the concern that the proposed location is too close to the road, Pattison will revise the proposed sign location to exceed the required setback of 12 metres from the right of way. By locating the sign with a 17-metre setback from Main Street East, we believe this achieves a setback from the right of way that is in line with the adjacent properties. Please see Figures 1 and 2 below for a new approximate location for the proposed sign.

**Figure 1 – Image showing property boundaries of the ERCA / Chrysler Greenway**







Staff cited a concern that Active LED signs are very invasive. Pattison would like to clarify the operating specifics of the sign we are proposing. Our sign will only display a series of still images, shown on an 8' x 8' digital screen. The sign will not contain any invasive visual effects such as flashing, blinking, scrolling, or motion of any kind.

If you are interested in watching a short video which shows how the proposed sign will operate, you can download it [HERE](#) (Note that this video shows a 10'x20' sign, and the proposed sign is only 8'x8'). This sign will essentially function similar to a “slide show”, with each message remaining still on the screen for approximately 8.0 seconds before transitioning instantly to the next message without any visual effects being displayed.

Pattison will also install an ambient light sensor on the sign which will automatically read the light levels surrounding the sign throughout the day, and adjust the sign's brightness accordingly.





The sign will also be programmed to automatically reduce its brightness to a maximum of 500 NITS after sunset.

Staff cited a concern that Active LED signs can be distracting. Pattison has extensively reviewed this subject over the past several years, and can provide substantial information to verify that while “active” digital signs with full-motion video or other visual effects can be distracting to drivers, pedestrians and/or cyclists, the sign will not include any of those attributes.

It will function in a very similar manner to a standard advertising device, with the benefits of having the ability to change the sign copy remotely. Not having maintenance crews travel to the site to remove and replace sign copy, including the disposal of the associated materials, helps us reduce our environmental footprint and contribute to a healthier environment. The sign will be programmed to shut down in the event of malfunction, and trouble-shooting can be done immediately and remotely without having to access the site.

As part of the *Electronic and Illuminated Sign Study* conducted by the City of Toronto in 2015, the Transportation Services division completed a review of electronic signs and their impacts on traffic safety, comprised mainly of two elements. The first was a literature review of studies that had been completed on the topic; the second element was a statistical analysis of locations in Toronto where electronic signs have been installed, in an effort to determine whether there has been an increase in traffic collisions.

Transportation Services conducted a statistical analysis of collisions before and after electronic signs were installed using the methodology outlined in the *American Association of State Highway Traffic Officials Highway Safety Manual*, which included more than six years of data.

A total of 1,727 collisions at 11 sign locations along the Gardiner Expressway and Highway 27 were analyzed for this review. The results indicated there was a four per cent decrease in the number of collisions after the electronic signs were installed, which is considered to be statistically insignificant.

The main conclusion of this study by Transportation Services was they were unable to identify that electronic signs had any statistically significant effect on collisions where they had been installed. For more information, see the full report by following this link:

<https://www.toronto.ca/legdocs/mmis/2015/pg/bgrd/backgroundfile-81113.pdf>.

Staff also cited a concern that the proposed placement / type of sign conflicts with the gateway signage installed to welcome visitors to Kingsville. As the sign copy will be directed west, it will target traffic travelling east, leaving Kingsville, not travelling into town (See Figure 3 below). Therefore, we don't anticipate it will interfere with the existing gateway signage further to the





west. On the contrary, we believe there is an opportunity to complement the existing gateway signage with the proposed sign.

**Figure 3 – Approximate location of the Proposed Sign in relation to existing gateway signs**



The ERCA is also very excited about this opportunity, which will allow them to connect with users of the Greenway and promote special events and initiatives. It will also provide them with additional funding to continue to maintain the Greenway to their high standards.

The final concern cited by Staff related to the appropriateness of the content shown on the sign. As Canada's largest Out-of-Home advertising company, Pattison provides advertisers with a commitment to quality service. We have a process in place to ensure all advertising creative meets our high standards, and those of the Canadian Code of Advertising.

Pattison takes the necessary measures to ensure that any messaging that appears on our advertising devices is honest, truthful, accurate and fair. We also try to consider the community context, as well as the community's standards of acceptability.

We very much appreciate your consideration of our application, and remain committed to continue working with Staff in an effort to address any concerns with respect to our proposed digital sign. Please feel free to contact me directly if any further discussion is required.

Thank you and take care,

Nathan Jankowski  
Manager, Permits & Legislation  
Pattison Outdoor Advertising









**SCANNED**  
DATE: \_\_\_\_\_  
SIGN: \_\_\_\_\_



**REFAC**  
INDUSTRIAL  
CONTRACTORS INC.

(610) 798-0087  
FAX (610) 798-5250

PROJECT  
Sign—Main St., Kingsville ON.

**TITLE** Assembled Steel Framing Details

PROJECT NO. #2643	DRAWN FF	CHECKED JF	DEC. NO. S-101
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