



May 10, 2018

Grant Ziliotto  
Manager, By-law enforcement  
Licensing and Animal Services  
Planning and Building Department  
City of Burlington  
426 Brant Street,  
Burlington ON  
L7R 3Z6

RE: Area Specific Amendment to Sign By-law – Convert Existing Static Billboard to Electronic

Dear Mr. Ziliotto,

By way of this letter, Pattison Outdoor Advertising is formally making application respecting an Area Specific Amendment to the City's Sign By-law 34-2007.

The subject premises is a Metrolinx railway corridor located on the east side of Guelph Line approximately 260 feet north of Fairview Street. At this overpass, Pattison currently owns and operates three (3) paper posted advertising displays. The northeast most display on this overpass is the subject of this proposal and is contemplated as being altered to that of static digital display. The existing wooden plywood display faces would be replaced with like size 10' x 20' high resolution digital display faces.

In keeping with the conditions which approved the conversion of other existing paper posted advertising displays to static digital display, Pattison is prepared to impose the following conditions in support of this application being approved;

- The new display will be comprised of a series of static images, which change every ten (10) second.
- There will be NO video, animation, motion, flashing or other criteria that would cause constant movement similar to a movie.



- The illumination levels of the digital display will be controlled by a light filter, which automatically changes the brightness according to the ambient light conditions. I.e. brighter during the day and dimming down at night.
- Lastly as an added quality control measure, Pattison will monitor the display from our offices using two billboard-mounted cameras, to ensure the display is operating correctly at all times.

As a condition of approval, Pattison is also volunteering the removal the two (2) existing paper posted advertising displays on the southeast and southwest quadrants of this overpass. The removal of these signs will serve to reduce sign clutter and enhance the visual aesthetic of the immediate area.

In consideration of this advertising display's pre-existing status and proximity away from sensitive land uses, Pattison is of the opinion that this proposal warrants merit and subsequently is worthy of Council's approval.

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

Best regards,

A handwritten signature in black ink, appearing to read "Nicholas Campney".

Nicholas Campney  
Pattison Outdoor Advertising