

**ATTACHMENT 4:
APPLICANT'S SUBMITTED PLANS AND RENDERINGS**

For Enquiries Dial 311
From Outside the City of Toronto (416) 392-CITY (2489)

Request Date	Folder No.
06 Day 10 Month 11 Year	11-288639

Sign Location

Street No. 291	Street Name LAKE SHORE BLVD E	Lot No.	Plan No.
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If this is an application for more than one property of a Signage Master Plan, please attach a schedule of all properties the proposed amendment will apply to.

Describe the sections of the Sign By-law that require amendment:

694-15.4 & SCHEDULE B - EXPRESS PERMISSION FOR SIGN AT 291 LAKE SHORE BLVD E (694-15.6. (2) PROHIBITION OF ROOF SIGN (694-20.6, LIMIT OF 30% OF TOTAL SIGN AREA FOR FIRST-PARTY SIGN COPY

Please provide the reasons/justification for the amendment (Attach any supporting documentation or additional pages as required):

EXISTING SIGN BUILT IN 1963 PREDATES THE GARDINER EXPRESSWAY AND IS NOT SUBJECT TO THE CURRENT SIGN BY-LAW, PREVIOUS BY-LAW 211-76, OR PRECEDING SIGN BY LAWS. LEGAL OPINION RECOMMENDS WORKING WITH THE CITY BEFORE INSTALLING NEW COPY. AT A CONSULTATION MEETING WITH THE SIGN BY-LAW TEAM THE "GRANDFATHERED" STATUS WAS ACKNOWLEDGED. HOWEVER A REQUEST WAS MADE TO FILE AN AMENDMENT APPLICATION TO FORMALIZE THE EXISTING SIGN UNDER THE NEW REGULATORY REGIME. PLEASE SEE COVER LETTER FOR MORE DETAIL.

Property Owner Information

Last Name		First Name	
Company Name (if applicable) TORONTO WATERFRONT REVITALIZATION CORPORATION		Area Code and Telephone No. (416) 214-1344	
Street No. & Name 20 BAY STREET		Apt./Unit No. SUITE 1310	Area Code and Mobile / Pager No.
City TORONTO	Province ON	Postal Code M5J 2N8	Area Code and Fax No.
E-mail address MICHAEL.F@GREATGULF.COM			

Attachments Required

- Copies of any supporting documents and all necessary plans and specifications required to support the Sign By-law Amendment(s) requested.
- Sign By-law Amendment Data Sheet.

Applicant's Declaration and Information

Last Name I, FOX		First Name MICHAEL	
Company Name (if applicable) GREAT GULF (DOWNTOWN PROPERTIES) LIMITED		Area Code and Telephone No. (416) 774-2198	
Street No. and Name of 3751 VICTORIA PARK AV		Apt./Unit No.	Area Code and Mobile / Pager No. (647) 500-1569
City TORONTO	Province ON	Postal Code M1W 3Z4	Area Code and Fax No.
E-mail address michael.f@greatgulf.com			

do hereby declare the following:

That I am the Property Owner as stated above
 an officer/employee of GREAT GULF (DOWNTOWN PROPERTIES) LTD....., which is an authorized agent of the owner.
 the owner's authorized agent
 an officer/employee of, which is the Property Owner's authorized agent.

- That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application.
- That the plans and specifications submitted are prepared for the Sign By-law Amendment(s) described and are submitted in compliance with copyright law.
- That the information included in this application and in the documents filed with this application is correct.
- That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application.

Applicant's Signature	Print Name MICHAEL FOX	Date 10/03/2011
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For Enquiries Dial 311
From Outside the City of Toronto (416) 392-CITY (2486)

Request Date	Folder No.
06 10 11	11-888639

This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Sign Location

Street No.	Street Name	Lot No.	Plan No.
291	LAKE SHORE BLVD E		

Site and Building Data

Lot Area: APPROX 3,860 SM	Lot Frontage: APPROX 44 M	Lot Depth: APPROX 89 M
Number of Buildings on the lot: 1	Date of Construction of Building(s) if known: CIRCA 1945	
Building Height(s): APPROX 9.5 M	Number of Storeys: 2 STOREYS	Building(s) Gross Floor Area: APPROX 1,994 SM
Building Use(s): FORMER INDUSTRIAL AND COMMERCIAL		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary):

North: GARDINER EXPRESSWAY, RAILWAY TRACKS

South: PARKING LOT, INDUSTRIAL WAREHOUSE

East: COMMERCIAL BUILDING

West: COMMERCIAL BUILDING WITH RETAIL USES

Proposal

Please describe in detail what is being proposed (use additional pages if necessary):

FORMALIZE EXISTING ROOF SIGN ON EXISTING BUILDING IN COMMERCIAL SIGN DISTRICT UNDER NEW SIGN BY-LAW

Rationale

Please describe a rationale to support this proposal, including references to the City of Toronto Official Plan and any other Area Plans or Studies that have been completed (use additional pages if necessary):

SEE COVER LETTER



WATERFRONTToronto

20 BAY STREET, SUITE 1310
TORONTO, ON M5J 2N8
Tel: 416.214.1344
Fax: 416.214.4591
www.towaterfront.ca

October 3, 2011

Ted Van Vliet
Manager, Sign By law Unit
Toronto Building
1st Floor, East Tower
Toronto City Hall
Phone: 416-392-4235

RE: Rooftop Sign at 291 Lake Shore Blvd. E. – Sign Bylaw Amendment Application

Dear Ted:

Further to our meeting on June 2, 2011, this letter further serves to demonstrate Waterfront Toronto ("WT's") support of the sign bylaw amendment application for the rooftop sign at 291 Lake Shore Blvd. E. to permit first party signage.

WT is the public advocate and steward of waterfront revitalization. Created by the Governments of Canada and Ontario and the City of Toronto, WT is mandated to deliver a revitalized waterfront. Formally created in 2001, WT has a 25-year mandate to transform 800 hectares (2,000 acres) of brownfield lands on the waterfront into beautiful, sustainable mixed-use communities and dynamic public spaces.

The project is the largest urban renewal project currently underway in North America and one of the largest waterfront redevelopment initiatives ever undertaken in the world. However, it is not just the sheer scale of the project that makes it unique. WT is delivering a leading edge city-building model that seeks to place Toronto at the forefront of global cities in the 21st century.

A primary objective of waterfront revitalization is to leverage the infrastructure project to deliver key economic and social benefits that enable Toronto to compete aggressively with other top tier global cities for investment, jobs and people. To do this, WT brings together the most innovative approaches to sustainable development, excellence in urban design, real estate development, and advanced technology infrastructure.

Further details may be obtained from WT's website: www.waterfronttoronto.ca.

WT is the owner of the property at 291 Lake Shore Blvd. E. ("Property"). WT, as Licensor, and Great Gulf (Downtown Properties) Ltd. ("GG"), as Licensee, have entered into a License Agreement for part of the Property so that it can be used as a presentation centre for the condominium development for the site (a portion of which is owned by the City of Toronto and a portion of which is owned by WT) immediately west of Sherbourne Common North. Also included in the License Agreement is the use of the rooftop sign.

Page 2
Ted Van Vliet
October 3, 2011

The rooftop sign structure at 291 Lake Shore Blvd. E. was built at the time the building was built, circa 1945. The sign structure predates the Gardiner Expressway by approximately ten years. All documents in WT's possession suggest that the rooftop sign structure was legally erected. WT has copies of building permit drawings of the sign structure stamped "Approved" by the City of Toronto Department of Buildings. In addition, quoting a letter dated May 1, 1980 from Sam Cass, the Commissioner of Roads and Traffic at that time, the May 23, 1980 minutes of the Council of the Municipality of Metropolitan Toronto stated the following regarding the rooftop sign at 291 Lake Shore Blvd. E.:

"I find that a sign had existed at one time on the present sign structure at that location, prior to the enactment of our sign restriction by-law and, therefore, this sign must be accepted as a legal non-conforming use. In view of the foregoing, I now recommend that Urban Outdoors Inc. be permitted to continue to use the existing sign structure and the sign thereon."

Given the above, WT does not believe that a bylaw amendment application is necessary. However, in order to satisfy the City, WT is in support of the Sign Bylaw Amendment Application submitted by Great Gulf (Downtown Properties) Limited. WT understands that permitted first party signage would include signs promoting Government of Canada, Province of Ontario, City of Toronto and WT revitalization and redevelopment initiatives for Toronto's waterfront.

The building at 291 Lake Shore Blvd. E. is slated to be demolished along with all the buildings in the block bounded by Lake Shore Blvd. E. to the north, Queens Quay E. to the south, Small St. to the east and Bonnycastle St. to the west. The entire block is under the ownership of WT and is to be redeveloped as a mixed-use community with an affordable housing component. At that time, the building at 291 Lake Shore Blvd. E. together with the rooftop sign structure will be demolished.

If you require any additional information, please feel free to contact the undersigned.

Yours truly,



Ernest Abraham
Development Manager, East Bayfront
Waterfront Toronto
20 Bay Street, Suite 1310
Toronto, ON, M5J 2N8
Office: (416) 214-1344 x226
Mobile: (416) 272-3096
Fax: (416) 214-4591
eabraham@waterfronttoronto.ca

cc: A. Gray – Waterfront Toronto
V. Wong – Waterfront Toronto
A. Vihant – Great Gulf Homes
S. Nightingale – Great Gulf Homes
M. Fox – Great Gulf Homes

October 3, 2011

Ted Van Vliet
Manager, Sign By law Unit
Toronto Building
1st Floor, East Tower
Toronto City Hall

RE: Rooftop Sign at 291 Lake Shore Blvd. East – Sign Bylaw Amendment Application

Dear Ted:

Further to our meeting on June 2, 2011, we hereby submit our application to amend Sign Bylaw 196-2010 to provide for the continued use of the existing rooftop sign frame at 291 Lake Shore Blvd. East. While the current bylaw restricts rooftop signs in general, it allows exemptions for signs that were lawfully displayed or erected prior to the enactment of 196-2010.

To the best of our knowledge, the sign was erected sometime in 1945-46, predating the *commencement* of construction of the Gardiner Expressway by nine to ten years. In 1963, the City passed Bylaw No. 1893, which prohibited the erection of *third-party signage* within 150 feet of the Gardiner Expressway. However, the sign at 291 Lake Shore was exempted since it was being used for first-party advertising. In 1976, the City passed Bylaw No. 71-76, which granted an exemption to 291 Lake Shore so that it could display third-party advertising on behalf of the Toronto Humane Society. The City passed another bylaw in 1979 (No. 211-79) which was simply an update of the 1963 bylaw that saw the original imperial setback distances replaced with equivalent metric distances (all other provisions of that bylaw remained unchanged). In 1980, City Council approved a recommendation from the Commissioner of Roads and Traffic that recognized the sign at 291 Lake Shore as a legal non-conforming use, given that the sign existed prior to the enactments of all previous bylaws seeking to restrict signs along the Gardiner.

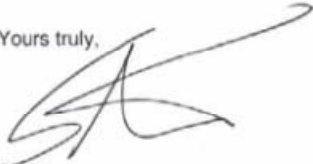
As discussed in our meeting, the continuous presence of the rooftop sign since the 1940's meant that on-going use would be supported by way of the 'grandfathering' provisions within the current sign bylaw. While Great Gulf is not certain that an amendment to the current Sign Bylaw is required in this instance, we acknowledge the City's desire to use the bylaw amendment process to formalize the existing sign under the new regulatory framework.

Great Gulf (Downtown Properties) Limited is a tenant under lease at 291 Lake Shore Blvd. East. The property is owned by Waterfront Toronto. The site will house the sales centre for the Monde Condominium project at Bonnycastle Street and Queens Quay East, located one block west of the subject site. The development falls within the East Bayfront – West Precinct zone, and forms part of the waterfront development mandate of Waterfront Toronto. The billboard – once erected – will display graphics and copy advertising the Monde condo project, Great Gulf Homes, and Waterfront Toronto. The billboard will be down-lit as indicated on the enclosed drawing, and will consist of static, non-electronic copy only. Graphics/copy may change from time to time throughout the course of our tenancy, however, the size, location and structural attributes of the sign shall remain the same.

GREAT GULF  **GROUP** OF COMPANIES

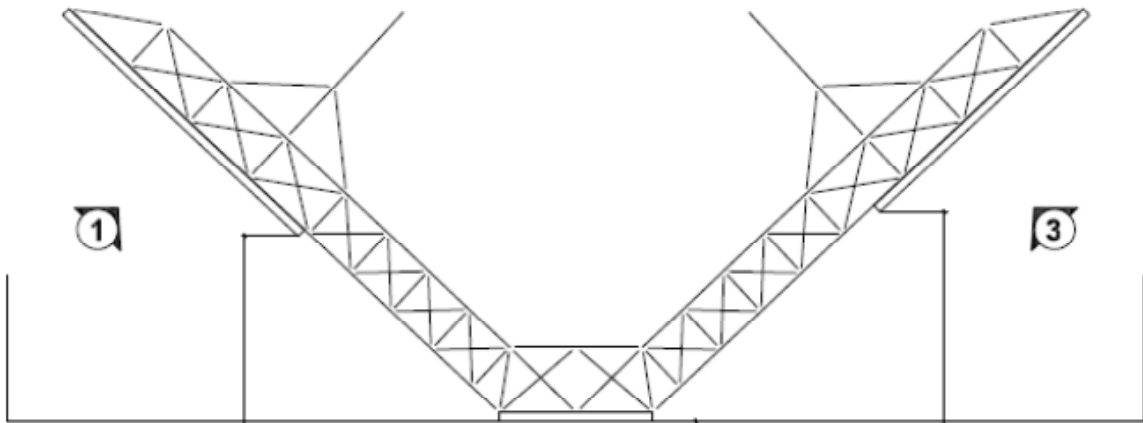
We trust you will find the enclosed information satisfactory. However, if you require any other information, please do not hesitate to contact me by phone or email.

Yours truly,



Steve Nightingale
Development Manager, High-Rise
416.774.2226 Direct
steven@greatgulphomes.com

cc: A. Vihant – Great Gulf Homes
M. Fox - Great Gulf Homes
R. Houser – Goodmans LLP
N. Staubitz – Goodmans LLP
E. Abraham – Waterfront Toronto



10000:1

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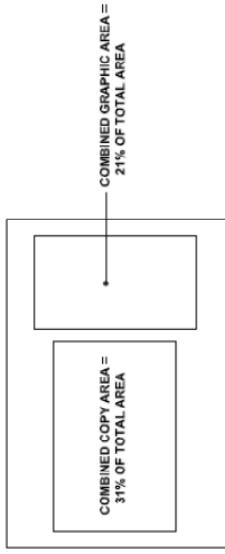
FACE OF CONCRETE MEDIAN (GARDINER EXPRESSWAY)



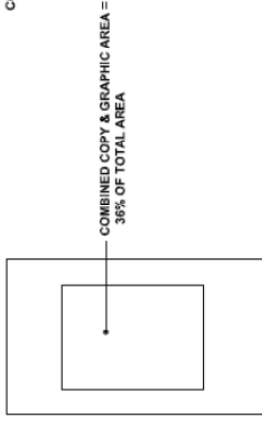
291 LAKE SHORE BLVD. EAST - ROOF SIGN

PLAN

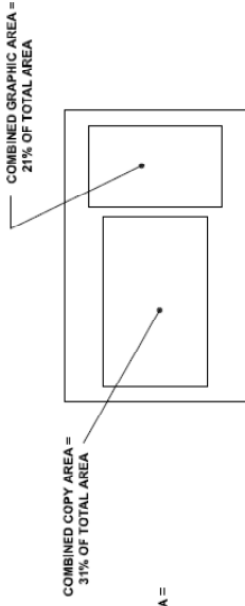
RE-SUBMITTED: APRIL 12, 2012



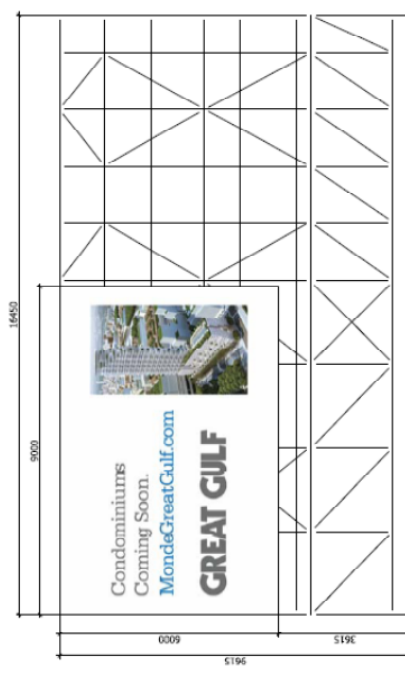
TOTAL EAST FACE AREA = 54m²



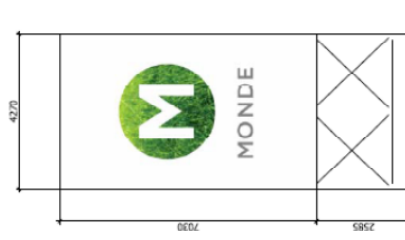
TOTAL NORTH FACE AREA = 30m²



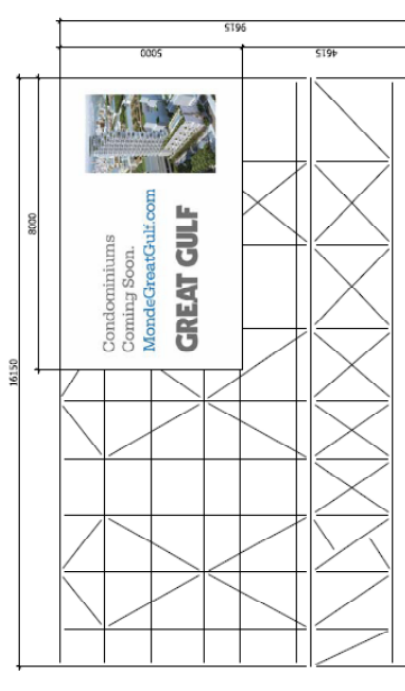
TOTAL WEST FACE AREA = 40m²



1 EAST ELEVATION



2 NORTH ELEVATION



3 WEST ELEVATION



291 LAKE SHORE BLVD. EAST - ROOF SIGN ELEVATIONS

RE-SUBMITTED: APRIL 12, 2012

