ATTACHMENT 1 - APPLICANT'S SUBMISSION PACKAGE

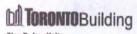
TORONTOBuilding

Sign By-law Amendment Application

Sian By-law

	es Dial 311 e the City of Toronto (416) 3	92-CITY (2489)	Request Date 2012 Folder No.		
Sign Loc	ation		Military I	Doy month	Total
Street No.	Street Name STRACHAN AVE		Lot No. CNE GROUND	S	Plan No. SYE2924: BYLAW 243-1999
If this is an app	plication for more than one prope	rty of a Signage Master Plan,	please attach a schedule of	all properties the prope	
	ctions of the Sign By-law that requirements of the Sign By-law that sign By-law that requirements of the Sign By-law that sign By-law t	e amendment:	1.40%		P
STATE OF STREET	the reasons/justification for the ame CHED - SCHEDULE 8	ndment (Attach any supporting	documentation or additional p	ages as required):	
Property	Owner Information	77			
Last Name PERSAUD			First Name HARDAT		
Company Name	(if applicable) GOVERNORS OF EXHIBIT	ION PLACE	Area Code and Telephone No. (416) 263-3600		
Street No. & Na	me	OH FENCE	Apt./Unit No.		Mobile / Pager No.
200 PRINCE City TORONTO	Prov	ince FARIO	Postal Code M6K 3C3	Area Code and (416) 263-30	
E-mail address	explace.on.ca	71110	The state of the s	11101200 00	
Attachm	ents Required				
• Cop		The second secon	s and specifications requi	red to support the Sig	n By-law Amendment(s) requested.
Applican	t's Declaration and I	nformation		1 1 1 1 1	
, Last Na	me		First Namo		
	ny Name (if applicable)				nd Telephone No.
	RITY OUTDOOR MEDIA INC lo. and Name		Apt./Unit No.	(905) 564- Area Code a	
Street N					
6740	DAVAND DR.	rouince	UNIT 7	(416) 804-	8643
City MISS	ISSAUGA F	Province ONTARIO	UNIT 7 Postal Code L5T 2K9	(416) 804- Area Code a (905) 564-	8643 nd Fax No.
City MISS E-mail address	ISSAUGA F		Postal Code	Area Code a	8643 nd Fax No.
in 6740 City MISS E-mail address WMOORE do hereb That I am That state applicatio That the i That the i	ISSAUGA The Property Owner at an officer/employee at the owner's authorize an officer/employee at an officer/empl	ontario ng: Is stated above of	Postal Code L5T 2K9 TY OUTDOOR MEDia full knowledge of all releva By-law Amendment(s) de a filed with this application in full knowledge of all releva WILLIAM MOOR	Area Code a (905) 564-	8643 nd Fax No.

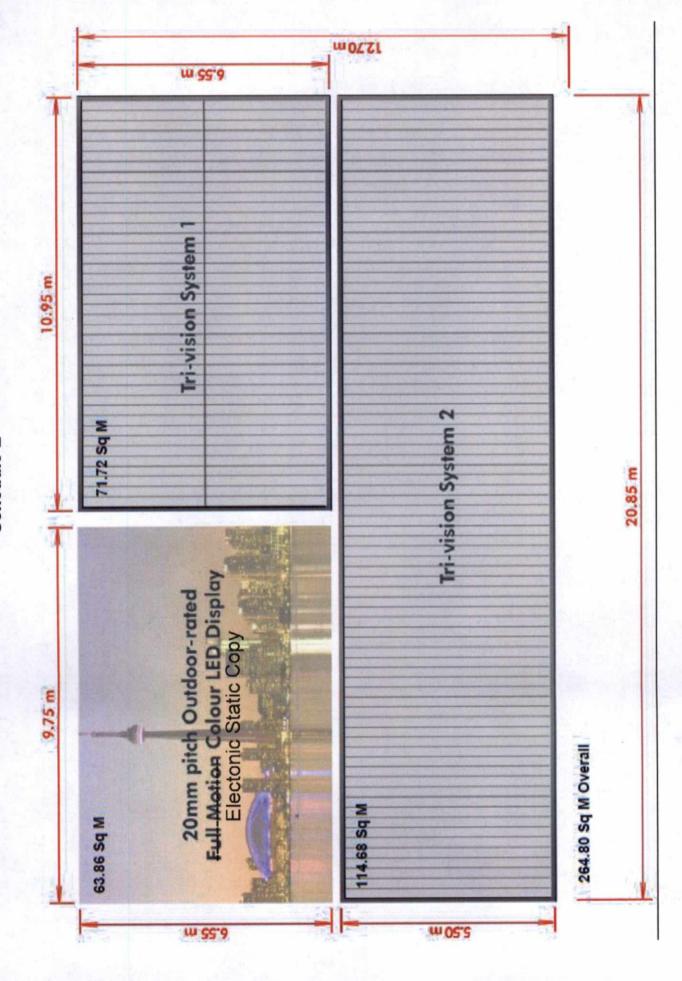
The personal information on this form is collected under the authority of ss. 8 and 110 of the City of Toronto Act, 2006, and Chapter 694, Signs, General, of the City of Toronto Municipal Code, and will be used specifically for the purpose of creating and maintaining a record available to the general public concerning signs and permit information, evaluation of applications made under Chapter 694, Signs, General, issuance, dental and revocation of permits under Chapter 694, Signs, General, processing applications for variances from and amendments to Chapter 694, Signs, General, creating aggregate statistical reports, enforcement of City of Toronto Municipal Code Chapter 694, Signs, General, processing applications for variances from and amendments to Chapter 694, Signs, General, processing and printing are cord available to the general public concerning signs and permit information, evaluation of permits under Chapter 694, Signs, General, processing and permit information, evaluation of permits under Chapter 694, Signs, General, of the City of Toronto, and Chapter 694, Signs, General, of the City of Toronto, Building, City Hall, 100 Queen St W, 12th Chapter 694, Signs, General, of the City of Toronto, Building, City Hall, 100 Queen St W, 12th Chapter 694, Signs, General, of Toronto, Building, City Hall, 100 Queen St W, 12th Chapter 694, Signs, General, of Toronto, Building, City Hall, 100 Queen St W, 12th Chapter 694, Signs, General, of Toronto, Building, City Hall, 100 Queen St W, 12th Chapter 694, Signs, General, of Toronto, Building, City Hall, 100 Queen St W, 12th Chapter 694, Signs, General, of Toronto, Building, City Hall, 100 Queen St W, 12th Chapter 694, Signs,

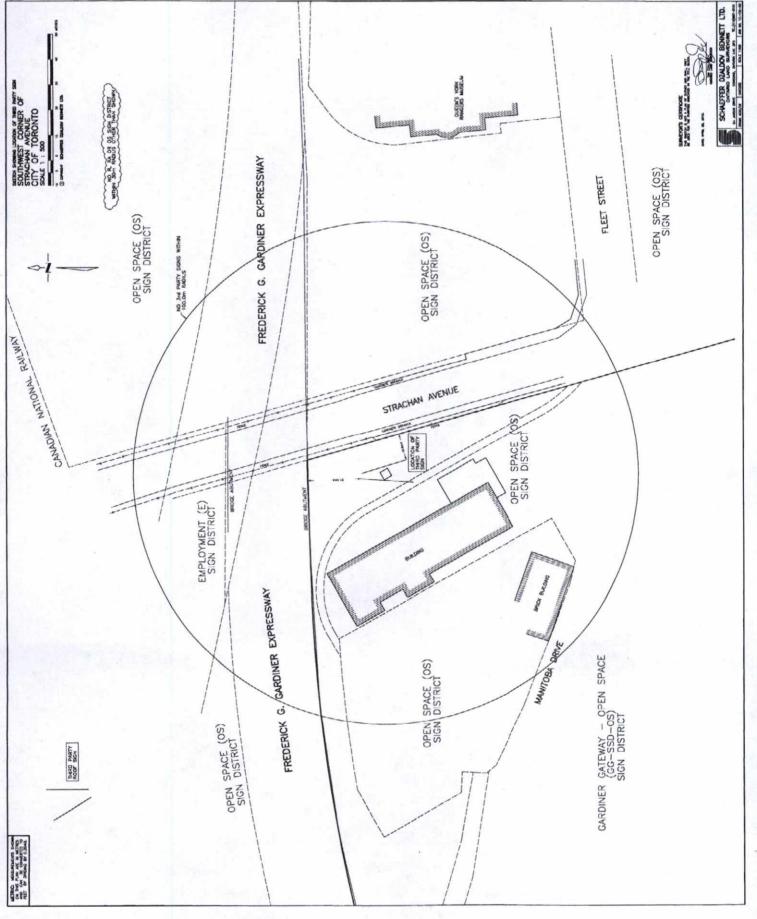


Sign By-law Amendment Data Sheet

Request Date Folder No. For Enquiries Dial 311 2012 Year From Outside the City of Toronto (416) 392-CITY (2489) This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs Sign Location Plan No. SYE2924: BYLAW 243-1999 Street Name STRACHAN AVE Lot No. CNE GROUNDS Site and Building Data Lot Area: N/A Lot Frontage: N/A Lot Depth: N/A Number of Buildings on the lot: N/A Date of Construction of Building(s) if known: Building(s) Gross Floor Area: N/A Building Height(s): N/A Number of Storeys: N/A Building Use(s): CANADIAN NATIONAL EXHIBITION AND OTHER EXHIBITION PLACE USES **Site Context** Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary): PLEASE SEE ATTACHED - SCHEDULE B South: East West Proposal Please describe in detail what is being proposed (use additional pages if necessary): PLEASE SEE ATTACHED - SCHEDULE B 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): Please see attached - Schedule B

Schedule E





Schedule D-1



SCHAEFFER DZALDOV BENNETT ITD.

Ontario Land Surveyors

Ophir N. Dzaldov, B. Sc., O.L.S., O.L.I.P.

Dan Dzaldov,

B. Sc., O.L.S., O.L.I.P.

April 27, 2012

Wm. E. Bennett,

OLS, OLIP

W. M. Fenton. O.L.S., O.L.I.P.

Tom Kristjanson,

B. Sc., O.L.S., O.L.I.P.

Richard A. Preiss, B. Sc., O.L.S., O.L.I.P.

Henry Tomaszewski,

Hon B. Sc., O.L.S., O.L.J.P. Devanand Venay,

B.Tech., O.5.T.

Fred Schaeffer, B. Sc., P. Eng., O.L.S. Ret.

SURVEY RECORDS SINCE 1850s of:

ANTON KIKAS BENNETT & NORGROVE BENNETT YOUNG BROWNE CAVELL & JACKSON D.J. NORGROVE

H.C.I. WHEELER H.G. ROSE H.H. GIBSON H. KOESTER J.K. YOUNG

J.T. RANSOM MJ. MCALPINE MILLESSE & BURTON OPHIR N. DZALDOV P.J. MCGUINESS

RICHARD A. PREISS ROBERT BASIL LEE ROBERT I. KINGSTON R.H. GEYER SURVEYING LTD. SCHAEFFER & DZALDOV

SCHAEFFER & PARKER SCHAEFFER & REINTHALER WILDMAN HADFIELD STEWART WILSON & BUNNELL W.M. FENTON

City of Toronto 2 Civic Centre Court

3rd Floor

Toronto, Ontario

M9C 5A3

Attention: Mr. Robert Bader

Re: Southwest Corner of Strachan Avenue City of Toronto - Our Job No. 12-132-00

The attached sketch dated April 25th, 2012 was prepared by my office based on Registry records and field verification and is correct as of the date shown. This sketch is prepared to illustrate the locations as they relate to the regulations outlined in Chapter 694, Signs, General, of the City of Toronto Municipal Code.

If further information is required, please contact the undersigned.

Yours truly.

SCHAEFFER DZALDOV BENNETT LTD.

., O.L.S., O.L.I.P. Dan Dzaldov, B.\$c

DD/pl

Submitted by: William Moore, Clarity Outdoor Media

I hereby certify the accuracy of the attached Sketch submitted herewith

Schedule C

Planning and Growth Management Committee - Meeting 17

PG17.2 ACTION Adopted Ward:

Site-Specific Sign By-law Amendment - 2 Strachan Avenue - Phase 1

City Council Decision

City Council on October 2, 3 and 4, 2012, adopted the following:

- City Council amend Chapter 694, Signs, General, of The City of Toronto Municipal Code by adding the following subsection to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments:
 - 2 Strachan Avenue Notwithstanding §§ 694-9, 694-18, 694-22 (C), and 694-24 but subject to all other provisions of this chapter, the area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Area Map 1 Part of 2 Strachan Avenue in Attachment A of the Chief Building Official's Staff Report dated August 22, 2012, may contain only the following sign:
 - 1. One ground sign provided:
 - (a) The height shall not exceed 34.6 metres;
 - (b) The sign shall only display sign copy that:
 - [1] identifies the location of the National Trade Centre and Exhibition Place;
 - [2] informs the public of the events occurring in the National Trade Centre and at Exhibition Place, or
 - [3] advertises, promotes, or directs attention to businesses, goods, services, matters, or activities that are not available at or related to the premises where the sign is located;
 - (c) The sign shall have no more than five sign faces, and;
 - [1] Three sign faces shall be oriented to be displayed in an easterly direction and shall comply with the following requirements:
 - [a] One sign face shall display static or mechanical copy only; and
 - [i] The vertical distance between grade and the highest point of the sign face shall not exceed 27.6 metres;

Schedule C

- [ii] The sign face area shall not exceed 135.5 square metres;
- [iii] No horizontal measurement of the sign face shall exceed 18.3 metres;
- [iv] No vertical measurement of the sign face shall exceed 7.4 metres;
- [v] The sign face may be illuminated, provided the sign face complies with 694-18E(4),(5);
- [b] One sign face shall display static or mechanical copy only; and
 - [i] The vertical distance between grade and the highest point of the sign face shall not be less than 27.5 metres and shall not exceed 32.5 metres;
 - [ii] The sign face area shall not exceed 42.2 square metres;
 - [iii] No horizontal measurement of the sign face shall exceed 8.6 metres;
 - [iv] No vertical measurement of the sign face shall exceed 4.9 metres;
 - [v] The sign face may be illuminated, provided the sign face complies with 694-18E(4),(5);
- [c] One sign face shall display static, mechanical or electronic moving copy only; and
 - [i] The vertical distance between grade and the highest point of the sign face shall not be less than 27.5 metres and shall not exceed 34.6 metres;
 - [ii] The sign face area shall not exceed 64.9 square metres;
 - [iii] No horizontal measurement of the sign face shall exceed 9.8 metres; and,
 - [iv] No vertical measurement of the sign face shall exceed 6.6 metres;

Schedule C

- [v] The sign face may be illuminated, provided the sign face complies with 694-18E(4),(5);
- [2] Two sign faces shall be oriented to be displayed in a westerly direction which shall comply with following requirements:
 - (i) the sign faces shall comply with the permissions previously provided under the applicable provisions of Chapter 297, Signs, of the Municipal Code of the former City of Toronto, and By-law No. 211-79 of the former Municipality of Metropolitan Toronto, as amended by By-law No. 243-1999 of the City of Toronto as they applied on the day before this chapter came into effect to the area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram titled Area Map 1 Part of 2 Strachan Avenue in Attachment A of the Chief Building Official's Staff Report dated August 22, 2012;
- (d) The sign shall be erected and displayed entirely within the boundaries of the specific location labeled as Sign Location on the diagram titled Area Map 1 – Part of 2 Strachan Avenue in Attachment A of the Chief Building Official's Staff Report dated August 22, 2012; and
- (e) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on December 31, 2025, and shall not be subject to renewal.
- City Council authorize the City Solicitor to prepare the necessary Bills for introduction in Council to implement Council's decision, subject to such stylistic and technical changes to the draft bills as may be required.

Statutory - City of Toronto Act, 2006

Background Information (Committee)

(August 22, 2012) Report from the Chief Building Official and Executive Director, Toronto Building on Site-Specific Sign By-law Amendment - 2 Strachan Avenue – Phase 1 (http://www.toronto.ca/legdocs/mmis/2012/pg/bgrd/backgroundfile-49696.pdf) (August 22, 2012) Draft By-law for Site-Specific Amendment respecting 2 Strachan Avenue (http://www.toronto.ca/legdocs/mmis/2012/pg/bgrd/backgroundfile-49782.pdf)

Reasons/Justification

In 2009 Clarity Outdoor Media Inc. (Clarity) responded to a Request for Proposal (RFP), from the City of Toronto, 0801-09-7106 to enter into a 15-year contract with the Board Of Governors Of Exhibition Place (ExPlace) to own, manage, and operate a double-sided sign located on the CNE grounds known as 2 Strachan Avenue.

The sign in question has been located and operated on the site since 2000, and had been previously operated under agreement between ExPlace and another party; which agreement expired in 2009. Clarity has operated the sign since that time.

Until 2012, the sign operated under By-law 243-1999, a site-specific by-law enacted by Council in May 1999 specifically to authorize the erection of the sign. The sign now operates under a Site-Specific Sign By-law Amendment to Chapter 694, Signs, General, which was enacted by City Council on October 2, 3 and 4, 2012. (See Schedule C)

Clarity's bid response was successful, with Council approval in August 2009. The resulting contract between Clarity and ExPlace (Agreement) took effect July 1, 2010, and the Agreement itself was ultimately approved by Council in August 2010.

Clarity's proposal was to maintain the uses and operation of the East face substantially as it had been previously operated, with the exception of the addition of an additional trivision in place of static vinyl; and to reconfigure the West face with a combination of mechanical copy, and electronic moving copy, similar to the historical configuration of the East face.

Between initial Council approval in August 2009 and the finalization and approval of the Agreement, Council enacted By-law 196-2010 which now governs the operation of all signs in the City of Toronto.

Further, immediately prior to enactment of by-law 196-2010, the City approved the installation of a significant number of electronic signs on both sides of the Gardiner Expressway, such that conventional static vinyl (static copy) is no longer an effective component of modern signage in that area.

For the past 10 years, the configuration for the West face of the sign has been static vinyl (static copy) and an electronic reader board. The latter has not functioned in several years, is not repairable, and no longer represents current technology.

Clarity's Agreement with ExPlace requires that Clarity maintain modern componentry and technology on the sign. It further provides that ExPlace will share in the revenues from the operation of the sign, under a formula as set out in the Agreement.

Excerpts from the Agreement are as follows:

"Clarity shall fully replace the technology on each face at least once during the 15 year term so that the offering will always be superior and reflect the most current technology available at time of installation."

"The Board, further, herby consents to and authorizes the company to affix to the sign, and operate, any display systems provided that such display systems: (a) are, as of the date of installation, consistent with first-class modern signage"

Recognizing that electronic <u>moving</u> copy is not supported by the new Sign By-law for this area, notwithstanding its proposal of same in its response to the RFP, Clarity's proposal for the West face now incorporates electronic <u>static</u> copy which is consistent with other signs that have been recently approved and erected in the area.

Therefore, the changes to be made to the West face of the sign will see a combination of tri-visions (mechanical copy) and an LED display (electronic static copy). Limited static vinyl (static copy) will be used sporadically on the lower portion of the West face.

In keeping with its obligations under the Agreement, Clarity has already made or is making the following technology upgrades to the East face of the sign:

- In 2010, the tri-vision on the lower portion of the East face of the sign was replaced with new tri-vision.
- In 2011 the full-motion LED video display on the East face of the sign was replaced with a state-of-the-art full motion LED video screen.
- 3. In 2012 a new tri-vision was approved to replace the static vinyl on the East face of the sign.

Under the Agreement, substantial minimum payments are made annually to ExPlace, together with a revenue-sharing formula once certain annual thresholds are met. The Agreement also provides for a continuous 10-second advertising spot for the CNE and its affiliates to be provided free of charge along with creative assistance. This equates to a further financial benefit to the CNE of \$189,000 per year, over and above the annual minimum payments and the revenue share.

A copy of Council's 2009 approval, and the Agreement, were provided earlier.

In the context of Clarity's obligations to ExPlace, as approved by Council, Clarity now wishes to undertake the required changes to the West face of the sign. This requires changes to the Site-specific Sign By-law Amendment which was approved by Council on October 2, 3 and 4, 2012.

All of these changes have already been approved by Council and the Board of Governors of Exhibition Place with respect to the Agreement between Clarity and ExPlace:

- On May 28, 2012, the Board of Governors of Exhibition Place recommended to the City of Toronto Executive Committee the amendment of the Agreement between ExPlace and Clarity to permit Clarity to carry out the upgrades to both sides of the board as contemplated in Clarity's RFP. The Executive Committee approved the recommendation and City Council ratified the recommendation at their Council meeting held July 11, 2012. The changes approved were as follows:
 - Replacement of the static vinyl on the East face of the sign with a tri-vision of equal size
 - Replacement of the static vinyl and the reader board on the West face of the sign with electronic moving copy and tri-visions
- On September 13, 2012 the Planning and Growth Management Committee voted to recommend the amendments to the East face of the sign, with the West face amendments to follow as phase two, once an application had been completed for the West face.
- On October 2, 3, and 4, 2012, Council approved the changes to the East face of the sign in keeping with the Agreement with the Board of Governors of Exhibition Place and the recommendations of the Board of Governors mentioned above.

It should be noted that the Council approval of July 2012 included electronic <u>moving</u> copy for both East and West sides of the sign, but for reasons noted above, Clarity is now proposing electronic <u>static</u> copy for the West face.

These changes to the West face of the sign will complete what was contemplated in Clarity's proposal to, and Agreement with ExPlace, and what was approved by both the Board of Governors of Exhibition Place and Council between May and July, 2012.

Sign Context

Overview: the attached site plan (Schedule D-2) shows that the sign located on the CNE grounds at 2 Strachan is not located within 100 metres of any other lawful third party sign.

North: to the north of the sign is the Gardiner Expressway; beyond that is Liberty Street East. There is an illuminated sign 312 meters north of the sign known as 14 Strachan. 14 Strachan has been permitted an area specific amendment allowing an illuminated ground sign, containing electronic static copy and readograph copy, By-law no. 1071-2010, added 2010-08-27. 14 Strachan is located outside the 100 metre radius as required under section 694-22b of the current sign by-law

South: to the south are Fleet Street, Lakeshore Blvd., and Coronation Park.

West: to the west are the CNE grounds which contain several buildings and structures operated by ExPlace. The closest building to the sign is ExPlace's General Services Building. The closest third party sign is located at 200 Manitoba Blvd., which is outside of the 100 metre radius required under section 694-22d. The sign located at 200 Manitoba Blvd. has been granted a sign variance to operate a three sided illuminated ground sign with electronic static copy on two of the three sides. The two sides with electronic static copy face the east and west-bound lanes of the Gardiner Expressway.

East: to the east of the sign is Fort York with the closet building being the Queen's York Rangers Museum. The Museum is located approximately 140 metres from the sign.

There are no R or RA designated sites within the 30 metre radius or a 100 metre radius. See site plan attached. (Schedule D-2)

Proposal

The modifications proposed in this application will replace the existing static vinyl and reader board on the West face with electronic <u>static</u> copy and two tri-visions. Tri-vision (mechanical copy), is an element of the Agreement between ExPlace and Clarity, and is allowed under section 694-22a of by-law 196-2010.

The structure and overall dimensions of the sign will not change, and all other elements of the sign will remain the same.

The drawings, included, show that no structural change will be made to the sign, other than framing required so as to attach the proposed sign components.

Rationale

As previously mentioned under "Reasons/Justification", Clarity won the RFP issued by the City of Toronto for the ownership and management of the sign located at 2 Strachan Avenue on the CNE grounds. The sign has been at that location for more than 10 years and had operated under its own site-specific by-law, 243-1999 until 2012. By-law 196-2010, 694-5b requires that the sign comply in all respects. A recent bylaw amendment to 694 now allows the sign to operate as currently configured. This further amendment will allow for the completion of those changes that were initially contemplated in the Council-approved Agreement between Clarity and ExPlace, and as approved by both ExPlace and Council in May and July 2012.

By virtue of the Council-approved Agreement with ExPlace, Clarity is committed to replace, upgrade the sign at least once during the 15 years to reflect the most current technology available at time of installation and these changes will bring the sign into compliance with the requirement to be considered "first class" modern signage".

The addition of the electronic static copy and tri-visions to the West face will:

- Improve the overall appearance of the sign, making it more consistent with modern sign componentry, and more consistent with those signs in the area that have been upgraded or improved
- Allow Clarity to increase it's offering to its clients, making it more likely that the
 revenue thresholds included in the Agreement will be met, thus potentially increasing
 the revenue sharing provided to ExPlace. As evidence, Clarity has recently signed
 three contracts with major institutions for the East face of the sign, based on its
 current configuration which is substantially the same configuration contemplated for
 the West face
- Harmonize the configuration and operation of the sign with the Agreement, and its
 original underlying concepts and components.

Schedule A

Sections Of The Sign By-Law That Require Amendment

On October 2, 3 and 4, 2012, City Council adopted an amendment to Chapter 694, Signs, General, included herewith as Schedule C.

That amendment applies to the Sign as a whole, with specific provisions for the east-facing and west-facing sign faces.

This Sign By-law Amendment Application will require the following changes to the amendment contained in Schedule C

At 1. 1.:

Delete:

(c) The sign shall have no more than five sign faces, and;

Insert:

(c) The sign shall have no more than seven sign faces, and;

At 1. 1. (c):

Delete:

- [2] Two sign faces shall be oriented to be displayed in a westerly direction which shall comply with following requirements:
 - (i) the sign faces shall comply with the permissions previously provided under the applicable provisions of Chapter 297, Signs, of the Municipal Code of the former City of Toronto, and By-law No. 211-79 of the former Municipality of Metropolitan Toronto, as amended by By-law No. 243-1999 of the City of Toronto as they applied on the day before this chapter came into effect to the area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram titled Area Map 1 Part of 2 Strachan Avenue in Attachment A of the Chief Building Official's Staff Report dated August 22, 2012;

Insert:

- [2] Three sign faces shall be oriented to be displayed in a westerly direction which shall comply with following requirements:
 - [a] One sign face shall display static or mechanical copy only; and

Schedule A

- The vertical distance between grade and the highest point of the sign face shall not exceed 34.6 metres;
- [ii] The sign face area shall not exceed 71.72 square metres;
- [iii] No horizontal measurement of the sign face shall exceed 10.95 metres;
- [iv] No vertical measurement of the sign face shall exceed 6.55 metres;
- [v] The sign face may be illuminated, provided the sign face complies with 694-18E(4),(5);
- [b] Two sign faces shall display mechanical copy only; and
 - The vertical distance between grade and the highest point of these sign faces shall not exceed 34.6 metres;
 - [ii] The aggregate area of these sign faces shall not exceed 199.4 square metres;
 - [iii] No horizontal measurement of these sign faces shall exceed 20.85 metres;
 - [iv] No vertical measurement of these sign faces shall exceed 12.70 metres;
 - [v] The sign faces may be illuminated, provided the sign face complies with 694-18E(4),(5);
 - [vi] An area of static copy may be displayed, in substitution for a portion of the area of one or both of these sign faces, so long as the measurements in [i] to [iv] above are complied with.
- [c] The aggregate area of all sign faces displayed in a westerly direction shall not exceed 265.0 square metres.

Schedules to the Application

Α	Sections Of The By-law That Require Amendment			
В	Reasons/Justification			
	Sign Context			
	Proposal			
	Rationale			
С	PG17.2 - Site Specific By-law Amendment, October 2, 3 and 4, 2013			
D-1	Shaeffer Dzaldov Bennett Letter April 27, 2012			
D-2	Site Plan (SDB) 12-132-00 April 26, 2012			
E	Sign Faces and Dimensions			