

**ATTACHMENT 1 - PROPONENT'S SUBMISSION MATERIALS**

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

Request Date	Folder No.
09   10   12 Day   Month   Year	12-259600

### Sign Location

Street No. 486	Street Name Evans Avenue	Lot No. PART OF LOT 8	Plan No. CONCESSION 3
-------------------	-----------------------------	--------------------------	--------------------------

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:

- (1) 694 - 24 A (1) new sign is within 400 meters of any limit of the F.O Gardiner Expressway, (3) 694 - 25 B (3) new sign to be 13.75 meters in overall height. (5) 694-18 sign to be illuminated 24 hrs per day  
(2) 694-25 B (1) (a) new sign to be 62.43 sq meters (4) 694 - 9 B new sign to have 20 year permit

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

To supply later

### Property Owner Information

Last Name		First Name	
Company Name (if applicable) 486 EVANS CENTRE INC.		Area Code and Telephone No. 416 635 0221	
Street No. & Name 1244 Caledonia Road.		Apt./Unit No. Area Code and Mobile / Pager No.	
City Toronto	Province Ontario	Postal Code M6A 2X5	Area Code and Fax No. 416 635 0221
E-mail address doruss@firmcapital.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

I,	Last Name Dzeko	First Name Roy
of	Company Name (if applicable) CBS Outdoor	Area Code and Telephone No. (416) 521-6441
	Street No. and Name 377 Horner Ave	Area Code and Mobile / Pager No.
	City Toronto	Province Ontario
	Postal Code M8W 1Z6	Area Code and Fax No. (416) 255-2063
E-mail address rdzeko@cbsoutdoor.ca		

### do hereby declare the following:

- That I am  the Property Owner as stated above  
 an officer/employee of ..... which is an authorized agent of the owner.  
 the owner's authorized agent CBS Outdoor  
 an officer/employee of ..... CBS Outdoor ..... 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.

Digitally signed by Roy Dzeko  
DN: cn=Roy Dzeko, o=CBS Outdoor, ou=Real Estate, email=rdzeko@cbsoutdoor.ca, c=CA  
Date: 2012.09.11 09:56:33 -0400

Applicant's Signature

Print Name

Roy Dzeko

Date

09/11/2012

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, denial 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, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the Manager, Sign By-law Unit, at Toronto, Building, City Hall, 100 Queen St W, 12<sup>th</sup> Floor, East Tower, Toronto, ON, M5H 2N2, Telephone: 416-392-8000



SIGN BY-LAW AMENDMENT  
486 EVANS AVENUE  
WARD 6, ETOBICOKE-LAKESHORE

**Overview**

CBS Outdoor is seeking site specific amendments to Chapter 694, Signs, to permit a proposed third party ground sign containing double-sided electronic static copy for 20 years. The sign will have illuminated electronic static copy 24 hours a day, which is consistent with other signs in the vicinity. The approval of the proposed ground sign will benefit the City of Toronto in a variety of ways including:

1. Upon approval of the proposed sign application located at 486 Evans Avenue, CBS Outdoor will remove a total of four existing legal non-conforming third party roof signs at:
  - i. 486 Evans Avenue
  - ii. 3290 Lakeshore Road
  - iii. 273 College Street
  - iv. 134 Park Lawn Road

***Please see Attachment 1***

2. The approval of the sign permit will result in a net tax benefit to the City of Toronto
3. CBS Outdoor will allocate 5% of the sign time on the new illuminated sign at this location for the City of Toronto's requirements as may be requested by the City
4. Notwithstanding, the 24 hour illumination, CBS Outdoor will comply with the controlled reduction in the luminosity and brilliance of the sign, in relation to ambient light level, at dusk and dawn and prevention of light spill and light trespass on sensitive land uses
5. The approval of the new sign permit will also help the City of Toronto achieve its goal of waste reduction and improving the environment by significantly reducing the use of vinyl in outdoor signage

Therefore, by removing the above referenced 4 legal non-conforming roof signs, CBS Outdoor is reducing the square footage of roof top sign faces associated with this application by almost 20 percent.

As you are aware, the above noted four existing legal non-conforming third party roof signs are currently held by CBS Outdoor and are valid in perpetuity.

As such, these signs can remain on the premises for an indefinite period despite changes or redevelopment of the surrounding neighbourhood. If our application is approved, there will be an automatic review of the sign permit where the City of Toronto can choose to revoke said permit should conditions change.

In our opinion, the proposal to remove the existing roof sign located on the premises along with the three above noted locations (totalling 4 roof signs) in exchange for a newly designed ground sign containing double-sided electronic static copy is a reasonable compromise and consistent with the advancement of the public interest as contemplated by the New City of Toronto Sign By-law.

### The Context

An existing two-sided, third-party illuminated "V" shape roof sign containing static copy is located on top of the building at 486 Evans Avenue. Each face of the existing roof sign is 6.1 metres long and 3.05 metres high and has an area of 18.61 square metres. The permit for the existing roof sign, No. 01-106149 SGN00SP was originally granted by City of Toronto on April 23, 2001.

The current single-storey light industrial building on the premises at 486 Evans Avenue at the location is situated on the north side of Evans Avenue, south of the Gardiner Expressway and within an E-Employment sign district where third party ground signs are permitted. The abutting properties to the south of the Gardiner Expressway are mostly one storey light industrial buildings within the same sign district. To the immediate east and to the immediate west are also mostly one storey light industrial buildings within the same sign district.

The properties located to the south side of Evans Avenue are mostly one or two-storey residential buildings separated by a distance of more than 215 metres from the proposed ground sign location. (**Attachment 2**) This is over seven times the required separation distance of 30 metres from an R-Residential sign district as is stipulated in the new City of Toronto Sign By-law.

The ground signs located on the neighbouring industrial properties are within close proximity to the Gardiner Expressway. Most of the third party signs containing electronic static copy were approved prior to the enactment of the current Sign By-law. As such, the proposed ground sign containing electronic static copy would not have any adverse impact on these adjacent properties as many of them contain similar sign attributes including containing electronic static copy in their respective signs on their premises. Therefore, the proposal is consistent with the buildings and features of other properties within 120 metres.

The proposed sign setback is at 1.0 metre from the northerly property line. The proposed sign will have a separation distance of 285 metres from the nearest third party sign located in the general vicinity. The building on the premises is situated in such a way that there are generous setbacks to both the front, back and side yard lot lines. This configuration of setbacks in turn provides for safe visibility for the traffic flow for those on the premises and those observing the sign on the Gardiner Expressway. The proposed ground sign is designed and positioned along the north frontage of the property in such a way that it does not block any view corridor or sightlines for the vehicular or pedestrian traffic. Additionally, the removal of the existing "V" shape roof sign located on top of the building will help to enhance the building sky line.

Other than the exceptions noted above, it is the intent of CBS Outdoor to comply with all of the City of Toronto's goals and objectives outlined in Chapter 694. CBS Outdoor intends to support the City of Toronto's goals by:

- a. Entering into an agreement with Bull Frog Power for the supply of clean energy
- b. Ensuring no up-lit signs which complies with the City of Toronto's adopted "Bird's-friendly Guidelines
- c. Reducing the luminosity and brilliance of the sign, in relation to ambient light level, at dusk and dawn
- d. Complying with all the illumination provisions in Chapter 694 by maintaining the light levels within 6.5 lux above the ambient lighting level including no up-lit signs and ensuring that the illumination of the sign will not exceed 500 nits during the period between sunset and sunrise and the illumination will not exceed 5000 nits during the period between sunrise and sunset.

#### **Traffic Safety and Environmental Benefits**

The proposed ground sign at this location is appropriate and would not have adverse affect on traffic safety given the research we have conducted on the principle previously. In fact, three studies of the relationship between digital Billboards and Traffic Safety were conducted by *Tantala Associates, LLC, Consulting Engineers* in Albuquerque New Mexico (March 2010), Greater Reading Area, Berks County, Pennsylvania (August 2010) and Richmond Virginia (November 2010). These studies concluded that, "digital billboards have no statistical significant relationships with the occurrence of accidents." The studies also found that, "the age of drivers and the time of day are neutral factors which show no significant increase in accident rates near the digital billboards." These conclusions are based on statistical police data and objective statistical analysis.

Furthermore, here in Ontario, the City of Ottawa has recently amended their existing Sign By-law by permitting electronic static copy on private properties. The City of Ottawa's report summarized that there was, "minimal material change to public safety with regards to the electronic static copy signs." (*Report to Ottawa City Council Ref #ACS2012-PAI-PGM-0185 September 14, 2012*).

The City of Ottawa report also highlighted that community time provided to the City will assist in communicating important messages of any kind including those of an emergency nature to its citizens. In fact, the report outlined an incident in the City of Minneapolis, where a bridge on the I-35 W freeway collapsed and private digital display signs were used to alert oncoming motorists.

Finally, the Ottawa Report also recognises that there is a reduction in landfill as a result of the reduction of toner, paper, ink and glue waste as well as less vehicular emissions because signs are remotely programmed and do not require printing of paper or vinyl sign copy or vehicles and equipment to manually change and dispose of the advertisements. (*Report to Ottawa City Council Ref #ACS2012-PAI-PGM-0185 September 14, 2012*)

Furthermore, the proposed electronic static sign located at 486 Evans Avenue will be designed and certified by a professional engineer and will be built in accordance with all the requirements outlined in the Ontario Building Code.

### Provincial Issues

The Ministry of Transportation for the Province of Ontario has confirmed that 486 Evans Avenue falls outside of the ministry sign permit control. A ministry sign permit is not required for the proposed east and west facing LED billboard sign at 486 Evans Avenue. (*Attachment 3*)

### Conclusion

We believe our application for a double-sided electronic ground sign at the northerly portion of 486 Evans Avenue would not have any adverse impact on the subject property, the surrounding community or traffic safety and is of net benefit to the City of Toronto, providing for community time, a better environment and a significant reduction of roof signage which overall advanced of the objectives of the City of Toronto with its current sign by law goals.

# Attachment 1

## Signs to be Removed



Toronto

SMART Service  
Strategic Mapping And Response Tool

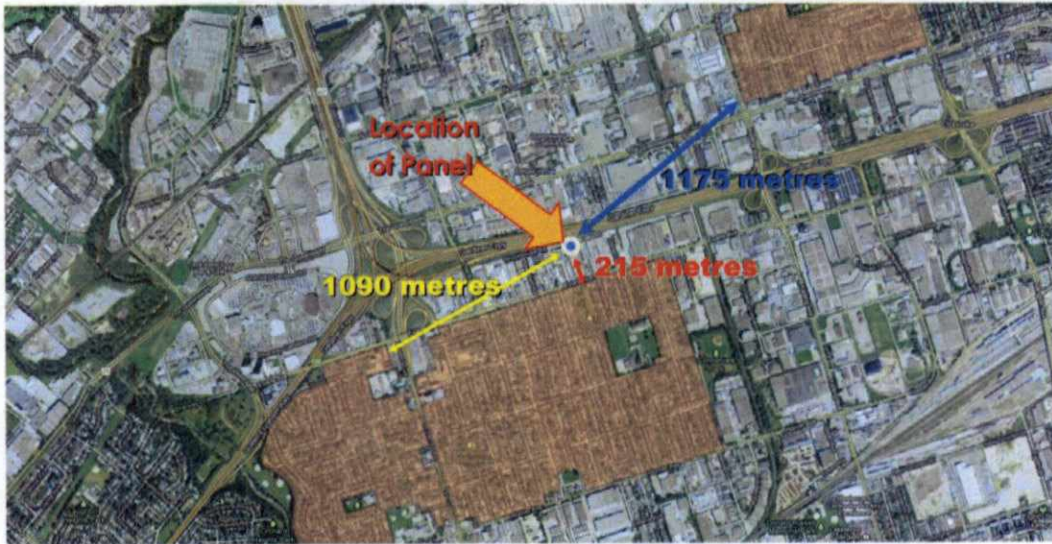


Copyright © by CBS Outdoor Canada



# Attachment 2

## Distance of CBS Sign to Residential Areas



### **LEGEND**

 Residential Areas



## Attachment 3

### Email from Ministry of Ontario

**Dzeko, Roy**

---

**From:** Meroy, Sabina (MTO) [Sabina.Meroy@ontario.ca]  
**Sent:** Monday, February 04, 2013 1:09 PM  
**To:** Dzeko, Roy  
**Cc:** McGregor, Stephen; Panza, Mario (MTO)  
**Subject:** RE: 486 Evans

Hi Roy,

The ministry's sign permit control extends 400 m from any ministry property line. In this instance, 486 Evans Avenue falls outside of ministry sign permit control. A ministry sign permit is not required for the proposed east- and west-facing LED billboard sign at 486 Evans Avenue.

Regards,

Sabina

---

**From:** Dzeko, Roy [<mailto:rdzeko@cbsoutdoor.ca>]  
**Sent:** February 4, 2013 9:46 AM  
**To:** Meroy, Sabina (MTO)  
**Cc:** McGregor, Stephen  
**Subject:** 486 Evans

Good Morning Sabina

Nice to speak with you last week

Please see attached a drawings showing the location of our proposed Double Faced ground sign facing east and west to be located at 486 Evans Ave.

Could you please re - confirm that the proposed new sign is not within 400 meters of MTO lands and that there is no objection from MTO for CBS Outdoor installing such a sign at the above noted address.

Thank You

**Roy Dzeko**  
Real Estate & Business Development

---

CBS OUTDOOR CANADA | 377 Horner Avenue | Toronto, Ontario | M8W 1Z6  
Tel. 416-521-6441 | Fax. 416-255-2063 | [rdzeko@cbsoutdoor.ca](mailto:rdzeko@cbsoutdoor.ca)

[www.cbsoutdoor.ca](http://www.cbsoutdoor.ca) | Follow us:   

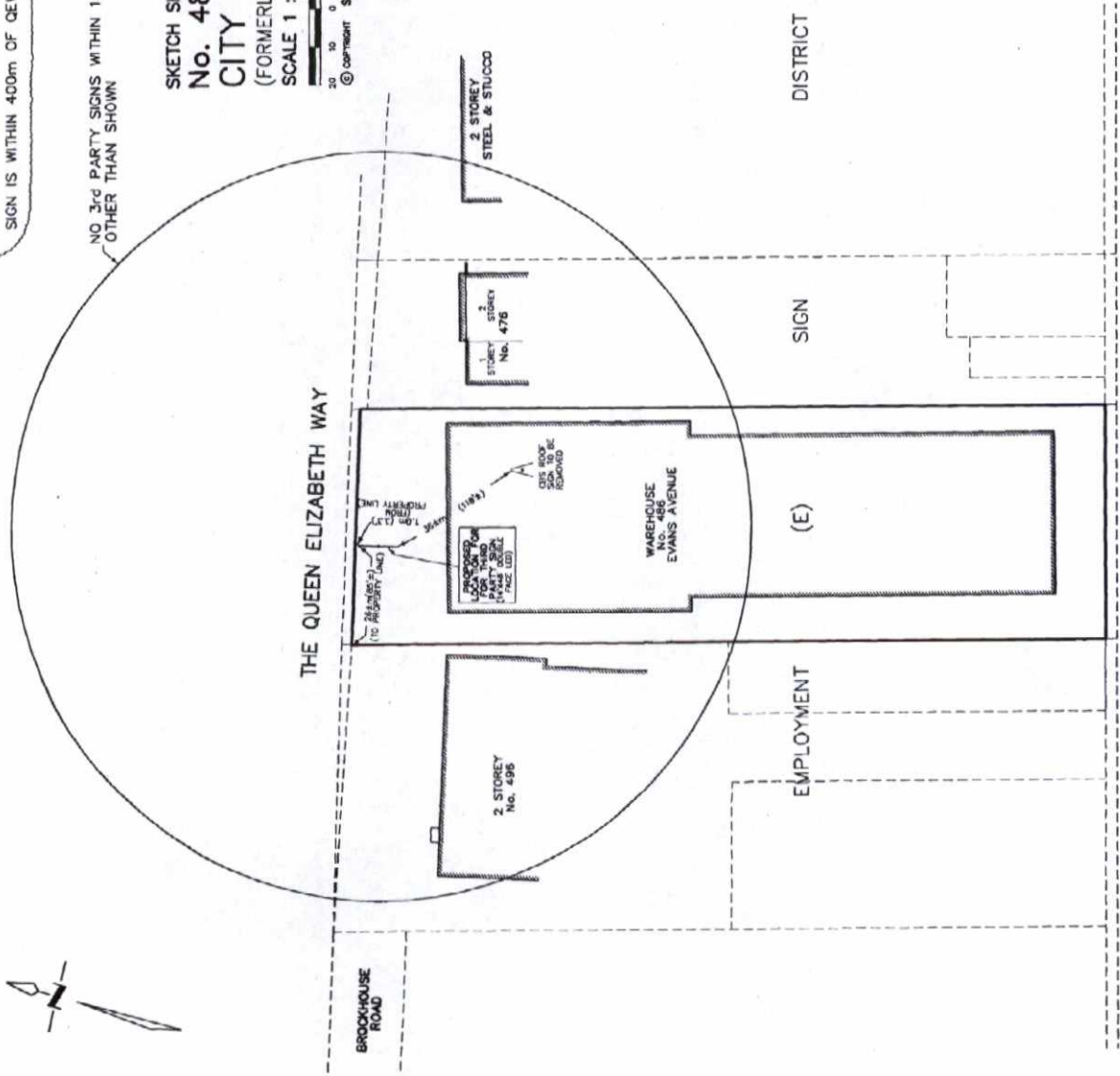
METRIC: DISTANCES SHOWN ON THIS PLAN ARE IN METRES AND CAN BE CONVERTED TO FEET BY DIVIDING BY 0.3048.



NO R, RA OR OS SIGN DISTRICT WITHIN 30m RADIUS SIGN IS WITHIN 400m OF QEW

NO 3rd PARTY SIGNS WITHIN 100.0m RADIUS OTHER THAN SHOWN

SKETCH SHOWING LOCATION OF PROPOSED 14'X48" DOUBLE FACE LED  
**No. 486 EVANS AVENUE**  
**CITY OF TORONTO**  
 (FORMERLY IN THE CITY OF ETOBICOKE)  
 SCALE 1 : 1000



CAUTION  
 ALL MEASUREMENTS SHOWN ARE TO THE PROPOSED THIRD PARTY SIGN.

SURVEYOR'S CERTIFICATE  
 THIS PLAN IS NOT A PLAN OF SURVEY AND SHALL ONLY BE USED FOR THE PURPOSE INDICATED IN THE TITLE BLOCK.

DATE: JULY 9, 2012  
 DAN DZALDOV  
 ONTARIO LAND SURVEYOR

**SCHAEFFER DZALDOV BENNETT LTD.**  
 ONTARIO LAND SURVEYORS  
 64 JARVIS STREET, TORONTO, ONTARIO M5R 1A7 TEL: 416-597-0800  
 FAX: 416-597-0801  
 CHECKED BY: SCALE 1:1000 JOB NO. 08-548-01



**SCHAEFFER DZALDOV BENNETT LTD.**  
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.

**Wm. E. Bennett,**  
O.L.S., O.L.I.P.

**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.

**Devanand Venay,**  
B.Tech., O.S.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  
M.J. MCALPINE  
MILLESSE & BURTON  
OPHIR N. DZALDOV  
P.J. MCGUINNESS

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

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

July 9, 2012

City of Toronto  
2 Civic Centre Court  
3<sup>rd</sup> Floor  
Toronto, Ontario  
M9C 5A3

Attention: Mr. Robert Bader

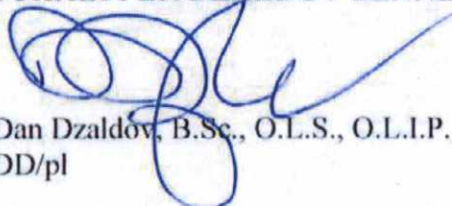
Re: 486 Evans Avenue  
Part of Lot 8, Concession 3, C.S.T.  
City of Toronto (formerly Etobicoke) – Our Job No. 09-545-01

The attached sketch dated July 9th, 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.**

  
Dan Dzaldov, B.Sc., O.L.S., O.L.I.P.  
DD/pl

Submitted by: Roy Dzeko, CBS Outdoor Canada

I hereby certify the accuracy of the attached Sketch submitted herewith



**GENERAL NOTES**  
 ALL DIMENSIONS AND STRUCTURAL INFORMATION ARE THE PROPERTY OF THE ENGINEER.  
 DO NOT SCALE DRAWINGS.  
 ALL DIMENSIONS AND SITE CONDITIONS TO BE CHECKED AND CONFIRMED BY THE ENGINEER BEFORE ANY CONSTRUCTION. ANY WORK BEYOND THE SCOPE OF ANY AGREEMENTS IN WRITING AND/OR WRITTEN APPROVAL FROM THE ENGINEER WILL BE AT THE CONTRACTOR'S RISK.  
 ALL CONSTRUCTION TO BE CARRIED OUT IN ACCORDANCE WITH ALL LOCAL CODES AND APPLICABLE HAVING JURISDICTION.

2	SEPT. 12	RE-ISSUED FOR BLDG. PERMIT
1	SEPT. 12	ISSUED FOR BLDG. PERMIT
No.	DATE	DESCRIPTION



**CBS OUTDOOR Inc.**  
 377 Horner Avenue  
 Toronto, Ontario M8W 1Z6

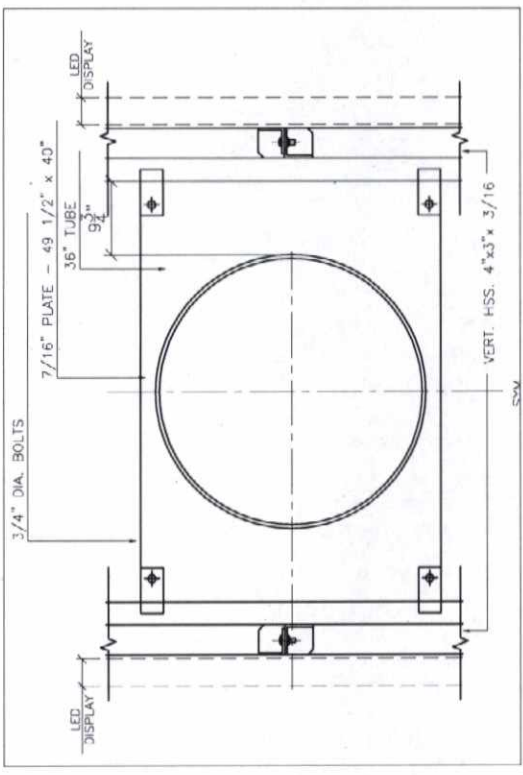
**S.P. HART & ASSOCIATES LTD.**  
 120 Carlton St., Suite 412  
 Toronto, Ontario M5A 4K2  
 Tel. (416) 413-9103  
 Fax. (416) 413-1943

**PROJECT/LOCATION**  
 14'-0" x 48'-0" LED GROUND FLAG DISPLAY  
**DOUBLE SIDED**  
 4866 EVANS AVENUE  
 Toronto, Ontario

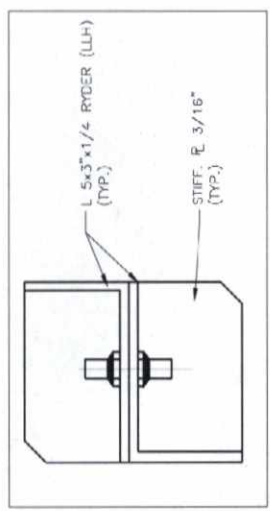
**DRAWING TITLE**  
 SECTION AND DETAILS

DRAWN BY	EVJ
DATE	AUG. /12
ENG. NO.	
SCALE	AS NOTED

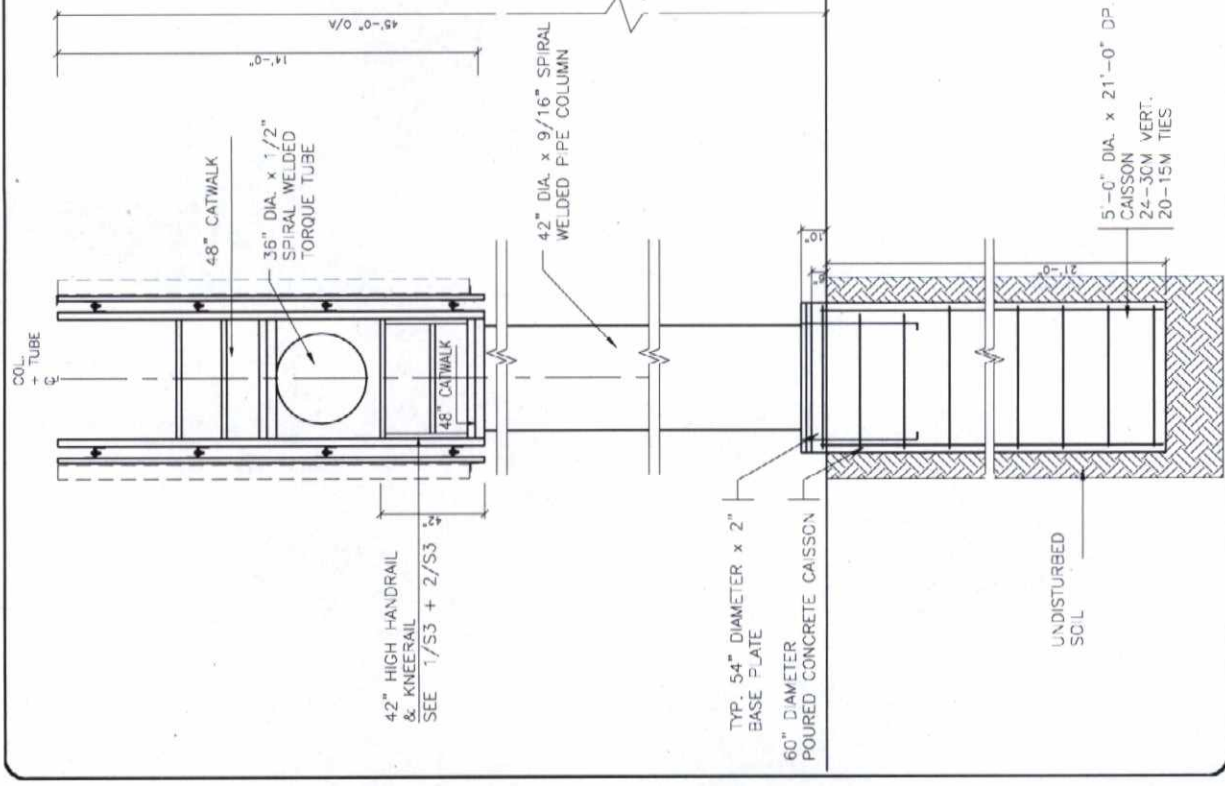
ENG. NO. **S2**  
 OF **6**



**3** **S2** **3/4"**  
 DETAIL AT 4x3 HSS SUPPORT



**2** **S2** **3"**  
 DETAIL HORIZ. RYDER (TYP. 4 LOCATIONS)



**1** **S2** **1/4"**  
 SECTION THRU SIGN

**GENERAL NOTES:**

1. ALL STRUCTURAL STEEL ROLLED SECTIONS AND PLATES SHALL BE M300W STEEL AND COMPLY WITH THE REQUIREMENTS OF CSA SPECIFICATIONS CAN3-C40.21
2. STRUCTURAL HOLLOW STEEL SECTIONS SHALL COMPLY WITH THE REQUIREMENTS OF CSA SPECIFICATION C40.21 GRADE M350W.
3. ALL STRUCTURAL BOLTS, NUTS AND WASHERS USED IN CONNECTIONS SHALL BE CALV. HIGH STRENGTH TO ASTM STANDARD A325 AND SHALL BE TORQUED IN ACCORDANCE WITH TABLE 8 OF CSA SPECIFICATION S16.
4. ALL WELDS AND WELDING SHALL COMPLY WITH THE REQUIREMENTS OF CSA SPECIFICATION W59. USE E480XX ELECTRODES. WELDING INSPECTION REPORT STAMPED AND SIGNED BY A PROFESSIONAL ENGINEER CERTIFIED IN ONTARIO IS REQUIRED FOR ALL MAJOR WELDS.
5. WHERE MEMBERS ARE WELDED TOGETHER THE WELDS SHALL DEVELOP THE FULL CAPACITY OF THE MEMBERS IN BENDING AND SHEAR.
6. ANCHOR BOLTS, AND BOLTS THROUGH MASONRY SHALL COMPLY WITH THE REQUIREMENTS OF ASTM STANDARD A307. NUTS, BOLTS, RODS & WASHERS TO BE GALVANIZED.
7. DESIGN WIND PRESSURE IS BASED ON NBC SUPPLEMENT F.G. B.14, 50 DEGREE ANGLE.  

$$F_w = C_f C_e C_g C_e F_i$$

$$= 1.15 \times 1.0 \times 0.53 \times 2.5 \times 1.1 \times 4.27 \times 14.63$$

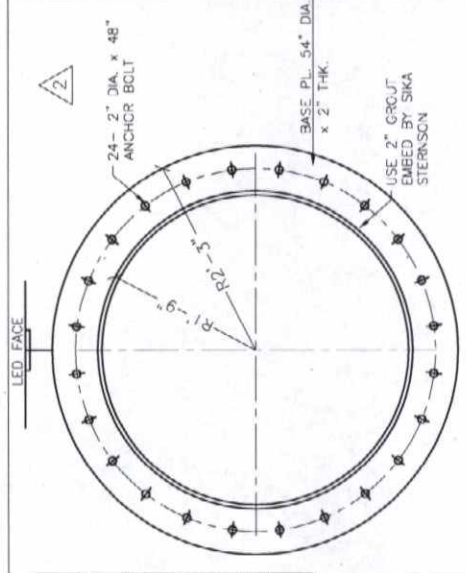
$$= 104.71 \text{ kN (UNFACTORED)}$$
8. ALL STEEL IS TO BE COATED WITH TWO COATS OF OXIDE PRIMER AND TWO COATS CHOCOLATE BROWN OUTDOOR ALKYD PAINT.
9. ENGINEER IS TO REVIEW INSTALLATION FOR GENERAL CONFORMANCE TO DRAWINGS. (SEAN HART P.ENG 416-209-8098).
10. GROUT FOR EMBEDDED BARS AND UNDER BASE PLATE TO BE "EMBED" GROUT BY SIKKA/STERMSON.
11. ALL HOLLOW SECTIONS, COLUMNS, ETC. THAT ARE CLOSED AT THE ENDS ARE TO HAVE MINIMUM (2) 7/4" DIA. WEEP HOLES AT THE UNDERSIDE OR TOP AND BOTTOM.
12. MUNICIPAL BYLAW COMPLIANCE BY OTHERS THAN S.P.HART & ASSOCIATES LTD. AND SEAN HART, P. ENG.

**TABLE 1.1 ONE POST GROUND MOUNT FLAG**

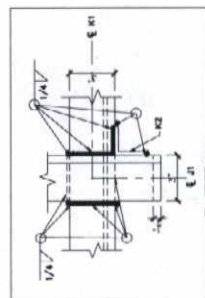
POSTER PANEL HT.	DIA. OF CASSON	DEPTH OF CASSON	VERT. RE-BARS	# OF TIES	COL. SIZE
45'-0"	60"	21'-0"	(24) 30M	(20) 15M	42" DIA x 9'16"

**LEGEND**

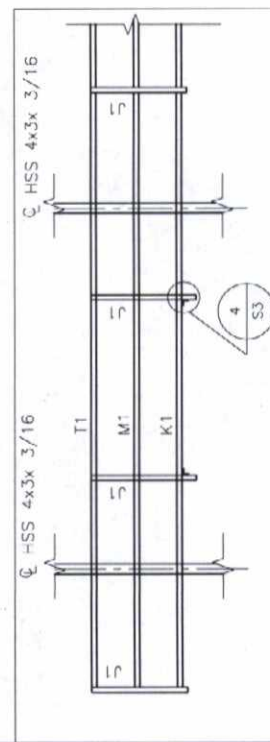
MK.	(IMPERIAL)	SIZE	METRIC	MATERIAL	COMMENTS
K1	L 3x2x 1/4 (LEG-UP)	L76x51x 6.4 (LLV)	M300W STRUCT. STEEL	BOTTOM RAIL	
K2	L 2x2x 1/4 (LEG-DN)	L51x51x 6.4	M300W STRUCT. STEEL	BOTTOM X-PIECE	
K3	HSS 4x4x1/4	HSS 100x100x6.4	M300W STRUCT. STEEL	SUPPORT BRACKETS	
M1	L 2x2x 1/4	L51x51x 6.4	M300W STR. STL	MIDDLE RAIL	
T1	L 2x2x 1/4	L51x51x 6.4	M300W STR. STL	TOP RAIL	
J1	L 3x2 1/2 x 1/4	L76x64x 6.4 (L.L. OUT)	M300W STR. STL	STANCHION	



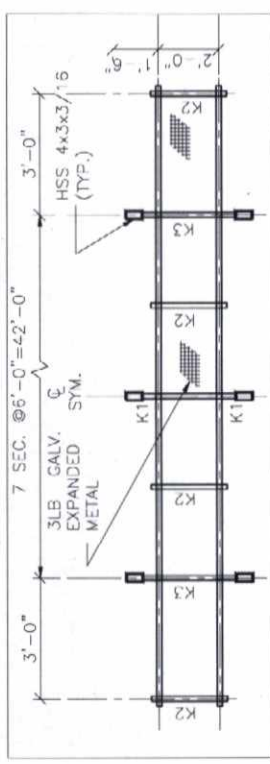
**3 COLUMN DETAIL**  
S3 3/4"



**4 DETAIL**  
S3 3/4"



**2 CAT WALK CONNECTION**  
S3 3/4"



**1 PLAN VIEW - CAT WALK**  
S3 1-1/2"

**GENERAL NOTES**  
ALL DRAWINGS AND STRUCTURAL INFORMATION ARE THE PROPERTY OF THE ENGINEER.  
DO NOT SCALE DRAWINGS.  
ALL DIMENSIONS AND SIZE CONDITIONS TO BE CHECKED AND APPROVED BY THE ENGINEER.  
ANY WORK BEING EXPANDED UPON DISAPPROVES IN THE ENGINEER'S OPINION.  
ALL CONSTRUCTION TO BE CARRIED OUT IN ACCORDANCE WITH ALL LOCAL CODES AND AUTHORIZED NAVING JURISDICTION.

No.	DATE	BY	DESCRIPTION
2	SEPT. 12		RE-ISSUED FOR BLDG. PERMIT
1	SEPT. 12		ISSUED FOR BLDG PERMIT



**CBS OUTDOOR**  
Inc.  
377 Horner Avenue  
Toronto, Ontario M8W 1Z6

**S.P.HART & ASSOCIATES LTD.**  
120 Carlton St. Suite 412  
Toronto, Ontario M5A 4K2  
Tel: (416) 413-1343  
Fax: (416) 413-1343

**PROJECT/LOCATION**  
14'-0" x 46'-0" LED GROUND FLAG DISPLAY  
DOUBLE SIDED  
486 EWING AVENUE  
Toronto, Ontario

**DRAWING TITLE**  
NOTES & DETAILS

DRAWN BY	FJV
DATE	AUG. /12
DWG. No.	S3
SCALE	AS NOTED

**GENERAL NOTES**

ALL DRAWINGS AND STRUCTURAL INFORMATION ARE THE PROPERTY OF CBS OUTDOOR INC. AND SHALL REMAIN THE PROPERTY OF CBS OUTDOOR INC. UNLESS OTHERWISE NOTED.

ALL DIMENSIONS AND SET CONDITIONS TO BE CHECKED AND VERIFIED ON SITE BY THE CONTRACTOR BEFORE COMMENCING WORK. ANY DISCREPANCIES SHOULD BE REPORTED TO THE ENGINEER IMMEDIATELY UPON DISCOVERY. APPROVAL FROM THE ENGINEER IS REQUIRED BEFORE PROCEEDING.

ALL WORK SHALL BE DONE IN ACCORDANCE WITH THE CANADIAN NATIONAL BUILDING CODE AND ALL LOCAL CODES AND REGULATED NATIONAL ASSOCIATION.

2	SEPT. 12	RE-ISSUED FOR BLDG. PERMIT	
1	SEPT. 12	ISSUED FOR BLDG. PERMIT	
No.	DATE	BY	DESCRIPTION



**CBS OUTDOOR Inc.**  
 377 Horner Avenue  
 Toronto, Ontario M8W 1Z6

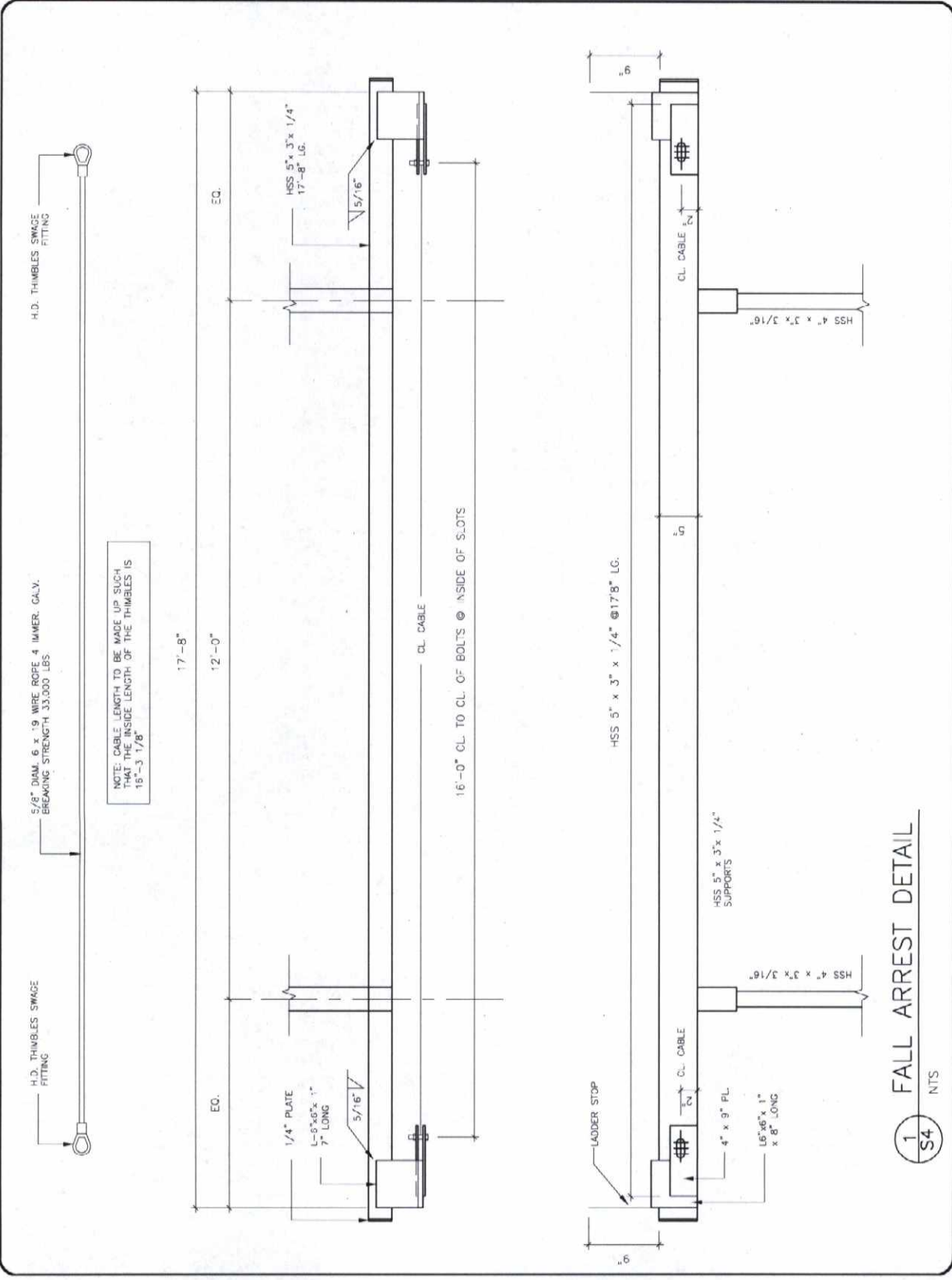
**S.P. HART & ASSOCIATES LTD.**  
 120 Carlton St. Suite 412  
 Toronto, Ontario M5A 4K2  
 Tel. (416) 413-9700  
 Fax. (416) 413-3453

**PROJECT/LOCATION**  
 "4'-0" x 48'-0" LED GROUND FLAG DISPLAY  
 DOUBLE SIDED  
 486 EWANS AVENUE  
 Toronto, Ontario

**DRAWING TITLE**  
 DETAIL

DRAWN BY	FJV
DATE	AUG. /12
ENG. NO.	
SCALE	AS NOTED

ONE OF  
**S4**  
 OF 6



1  
**S4**  
 NTS

**FALL ARREST DETAIL**



**GENERAL NOTES**  
 ALL DIMENSIONS AND STRUCTURAL INFORMATION ARE THE PROPERTY OF THE ENGINEER.  
 DO NOT SCALE DRAWINGS.  
 THE ENGINEER'S RESPONSIBILITY IS TO BE ADVISED AND APPROVED ON SITE BY THE CONTRACTOR BEFORE COMMENCING WORK. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AUTHORITIES BEFORE PROCEEDING.  
 ALL CONTRACTORS TO BE JOINED OUT IN ACCORDANCE WITH ALL LOCAL CODES AND APPLICABLE BUILDING REGULATIONS.

No.	DATE	BY	DESCRIPTION
2	SEPT. 12		RE-ISSUED FOR BLOC PERMIT
1	SEPT. 12		ISSUED FOR BLOC PERMIT



**CBS OUTDOOR**  
 CBS OUTDOOR Inc.  
 377 Horner Avenue  
 Toronto, Ontario M8W 1Z6

**S.P. HART & ASSOCIATES LTD.**  
 120 Carlton St., Suite 412  
 Toronto, Ontario M5A 4K2  
 Tel. (416) 413-9700  
 Fax. (416) 413-1943

PROJECT/LOCATION  
 14'-0" x 48'-0" LED GROUND FLAG DISPLAY  
 DOUBLE SIDED  
 486 EWANS AVENUE  
 Toronto, Ontario

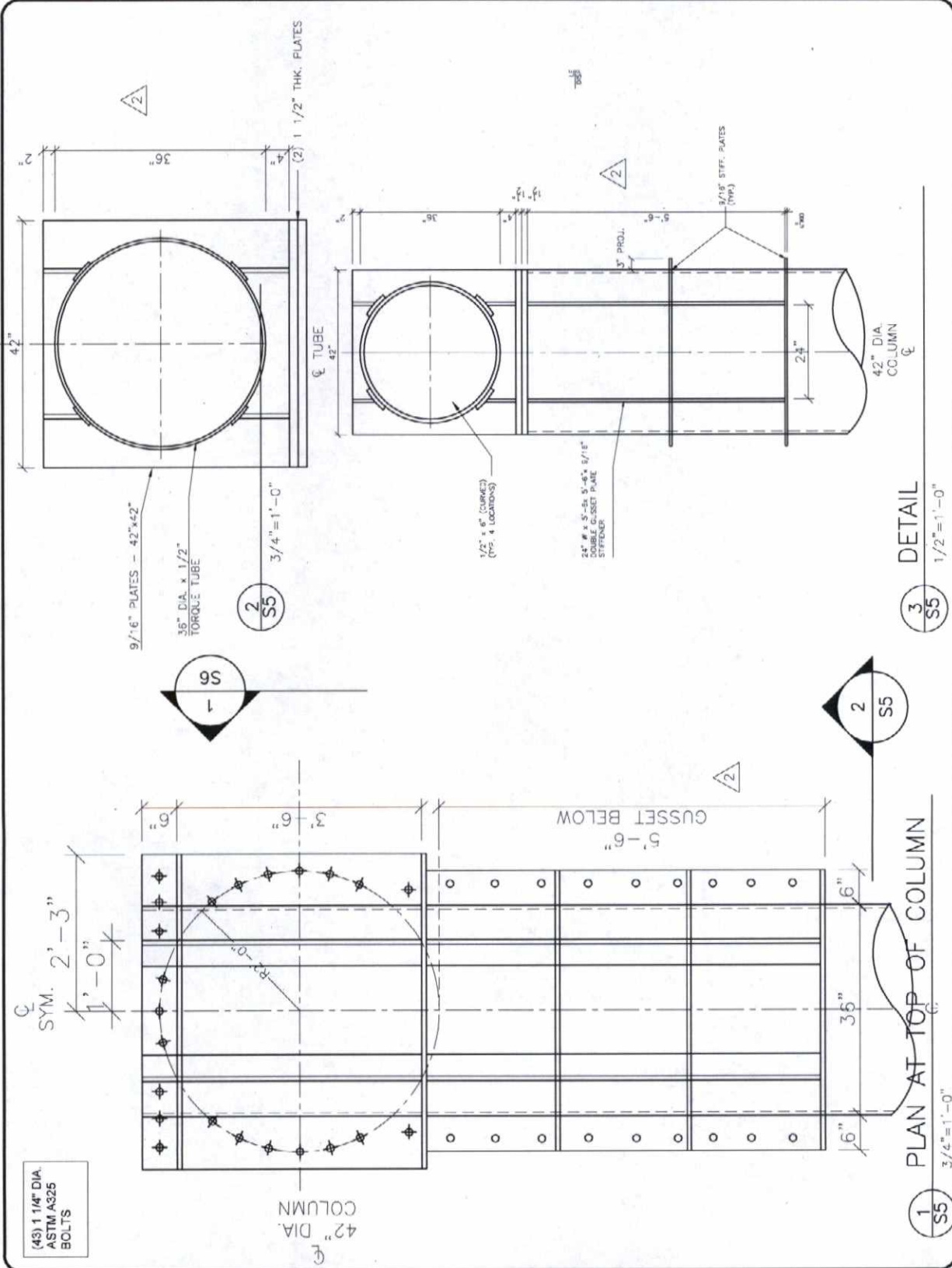
DRAWING TITLE  
 DETAIL

DRAWN BY  
 F.V.V.

DATE  
 AUG. /12

ENG. NO.  
 S5

SCALE  
 AS NOTED



3 S5  
 1/2" = 1'-0"

1 S5  
 3/4" = 1'-0"

**GENERAL NOTES**  
 ALL DIMENSIONS AND STRUCTURAL INFORMATION ARE THE PROPERTY OF THE ENGINEER.  
 DO NOT SCALE DRAWINGS.  
 THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPLICABLE AUTHORITIES.  
 THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE APPLICABLE AUTHORITIES.  
 ALL WORK SHALL BE IN ACCORDANCE WITH THE CANADIAN CODES AND REGULATIONS.  
 ALL WORK SHALL BE IN ACCORDANCE WITH THE CANADIAN CODES AND REGULATIONS.

NO.	DATE	BY	DESCRIPTION
2	SEPT. 12		RE-ISSUED FOR BLDG. PERMIT
1	SEPT. 12		ISSUED FOR BLDG. PERMIT



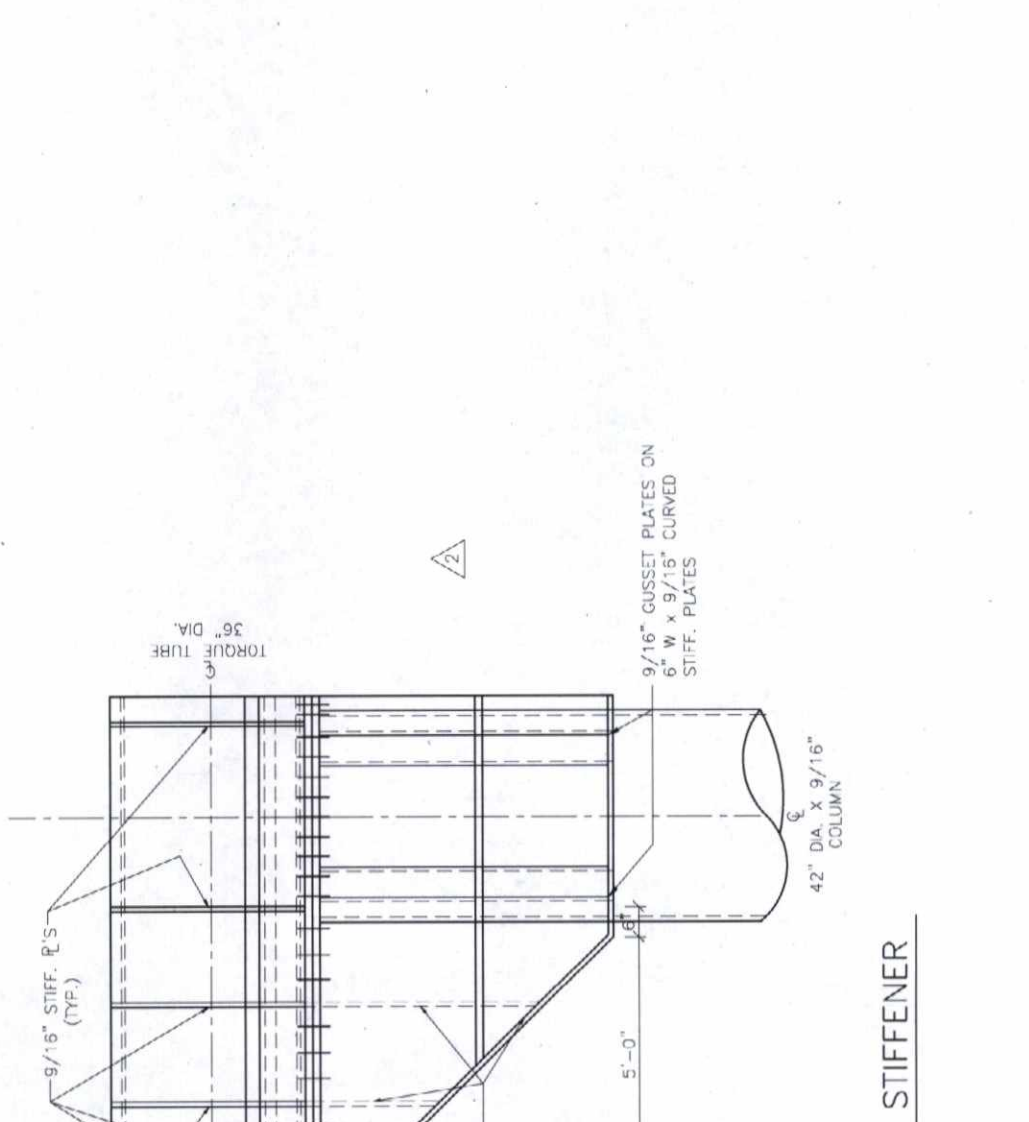
**CBS OUTDOOR**  
 CBS OUTDOOR Inc.  
 377 Horner Avenue  
 Toronto, Ontario M8W 1Z6

**S.P. HART & ASSOCIATES LTD.**  
 120 Carlton St., Suite 412  
 Toronto, Ontario M5A 4K2  
 Tel. (416) 413-9700  
 Fax. (416) 413-1343

**PROJECT/SECTION**  
 14'-0" x 48'-0" LED GROUND FLAG DISPLAY  
 DOUBLE SIDED  
 486 SWANS AVENUE  
 Toronto, Ontario

DRAWN BY	DATE	ENG. NO.	SCALE
FJW	AUG. /12		AS NOTED

DATE: AUG. /12  
 ENG. NO.:  
 SCALE: AS NOTED

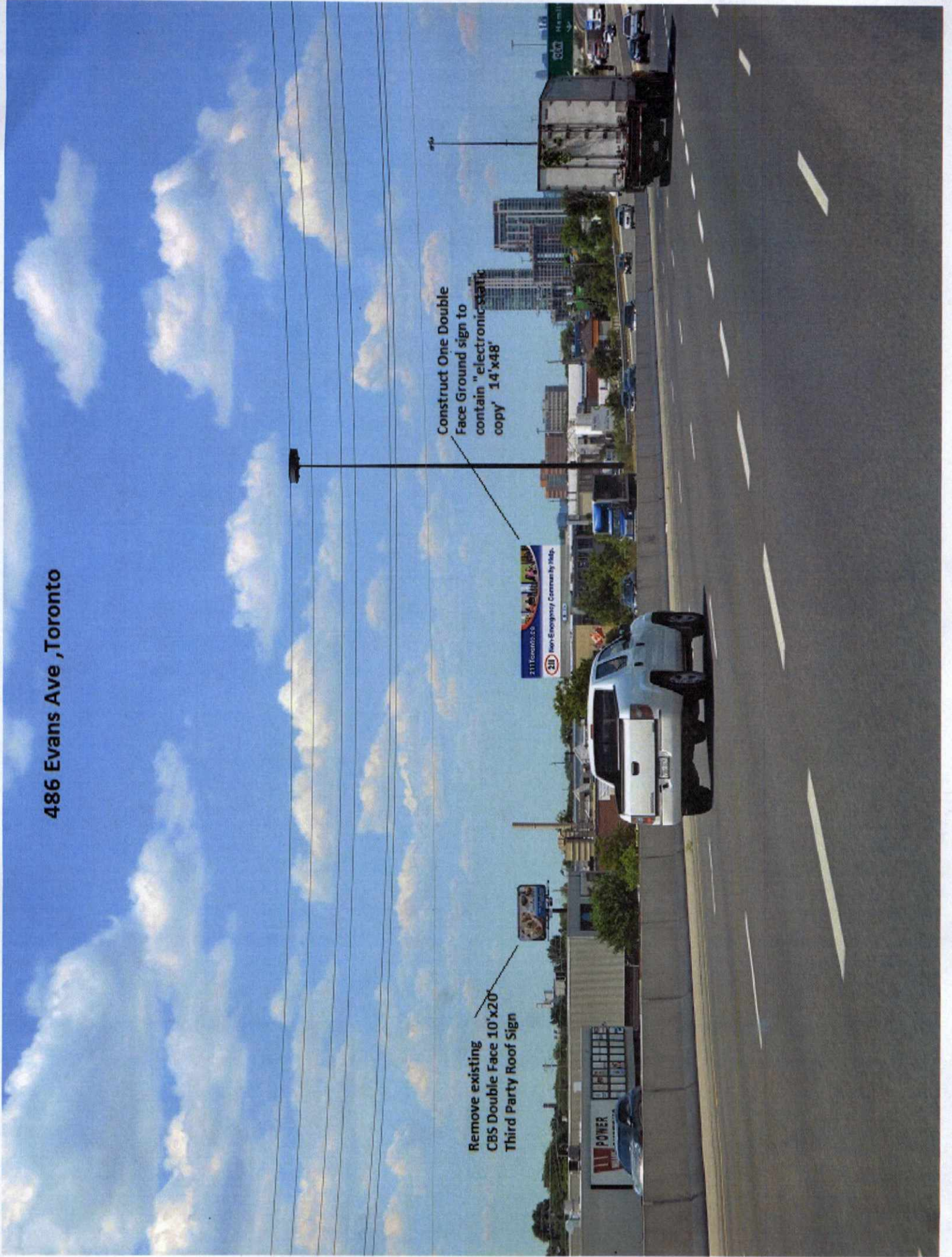


**1** S6 1/2" = 1'-0"  
**DETAIL AT COL. STIFFENER**

486 Evans Ave ,Toronto

Remove existing  
CBS Double Face 10'x20'  
Third Party Roof Sign

Construct One Double  
Face Ground sign to  
contain "electronic static  
copy" 14'x48'



Remove existing CBS Outdoor  
10'x20' double face roof sign  
located at  
3290 Lakeshore Blvd



1127  
NOW WELCOMING  
Mark's

CBS

ON FOOD  
ANNA and BARBARA HAIR DESIGN  
WK - WOMEN - CHILDREN 647-748-8080

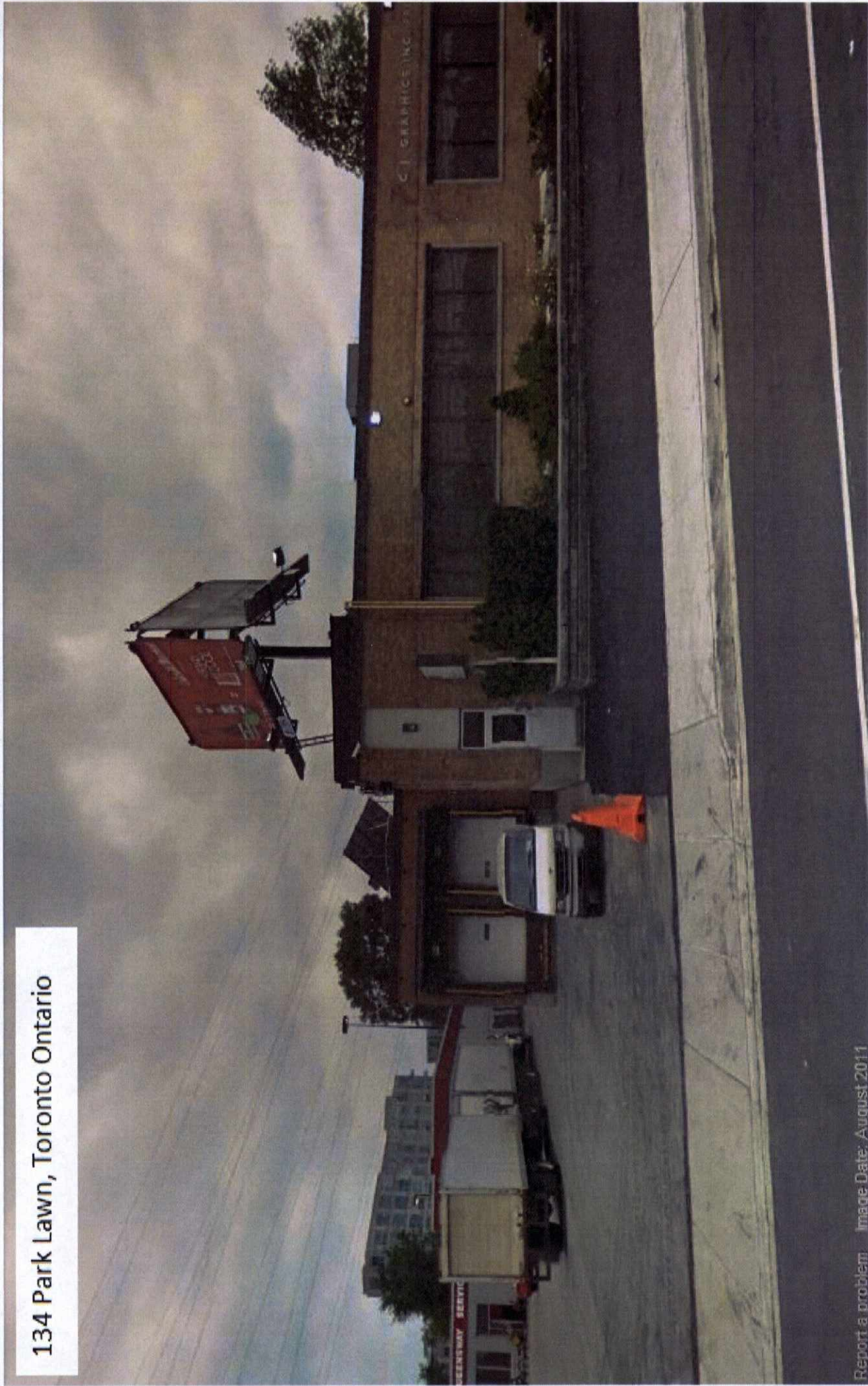
GINO'S PIZZA  
310-4466

Wire Machine  
61-1111

PLATINUM - CARE.COM CORP  
Home Care Specialists (RN, RPH, OT, Nannies and Live-In)  
Tel: 416-521-9211 Fax: 416-521-9211  
www.platinum-care.com email: nursing@platinum-care.com



134 Park Lawn, Toronto Ontario



Remove Existing 10'x44' CBS  
Outdoor ,Legal Non Conforming  
Roof Sign located at  
273 College Street Toronto



# 486 EVANS AVENUE



Hummer  
The Store - Express Local & Online

486 EVANS AVENUE  
800-555-5555



**Ted Van Vliet - Re: taking a shot at the outcome of yesterdays discussion in relation to the 20 years and 24 hours opening position and a policy angle**

---

**From:** Tony Genco <tgenco@northcliffegroup.com>  
**To:** Ted Van Vliet <tvanvli@toronto.ca>  
**Date:** 3/21/2013 12:58 PM  
**Subject:** Re: taking a shot at the outcome of yesterdays discussion in relation to the 20 years and 24 hours opening position and a policy angle  
**CC:** "Dzeko, Roy" <rdzeko@cbsoutdoor.ca>, "McGregor, Stephen" <smcgregor@cbsoutdoor.ca>, <gerompt@toronto.ca>

---

Dear Mr. Van Vliet;

Thank you for taking the time to meet with Northcliffe Groups clients the CBS Group along with one of your colleagues to discuss the status and circumstances around the 486 Evans application and having a hearing before Planning and Growth Committee of Council in May. We appreciated your honest and frank exchange around process and as agreed to at the meeting have undertaken to arrange the transportation meeting that you will be present at to continue the substantive exchange with the goal of finding an acceptable way ahead.

With regards, to the process issue, no doubt that you are aware that we on behalf of CBS Outdoor have also advanced that dialogue and we hope subsequent to that meeting you will feel more empowered not to simply provide a report that seeks a defer which is clearly not what the committee wants if it is asking for a report from staff but a strong supportive recommendation given all of the policy considerations that we have clearly complied with in lieu of what is a reasonable concession in exchange.

On another matter of substance for your consideration as you continue to write (we hope) a positive staff report, we have reflected on our conversation further in relation to the two substantive policy issues you raised concerns with us on -namely the length of the permit (proposed by us as 20 years) and 24 hour lighting. Based on the concerns that you raised, we are ready to ask for a 10 year permit given that we are absolutely certain that the community context will not change within that framework and therefore having a sign in that vicinity will not be a hindrance to urban planning and growth issues in the neighbourhood as is a policy factor in relation to the current standard of 5 years.

As well, given the location of the sign and our desire for it to be allowed for 24 hours, we are comfortable with the idea that after 5 years the matter can be reviewed by the City and if the circumstances in the neighbourhood change during that time period that we can revert to the time frame contemplated in the current by law namely 11pm.

The rest of our rationale stands. I can not reemphasize enough that the 4 signs that CBS outdoor is taking down for which we have perpetual rights that will disappear following the take down are a significant contribution to the City's policy desires around roof top signage in exchange for our requests for a by law amendment. We seek to only cooperate and collaborate with the City thought this application and subsequent applications that we will be bringing to the Planning and Growth Committee and it is only through dialogues like the one we had yesterday that we can produce an open and transparent environment where we can find a way to work together to achieve our mutual operational objectives.



We look forward to continuing that process with any other questions you may have and trust that now you can support our application when the matter will be dealt with by the Committee in May

All the best

--

Tony Genco  
Associate  
Northcliffe Group  
6479649323

--

Tony Genco  
Associate  
Northcliffe Group  
6479649323

**Ted Van Vliet - Fwd: 486 Evans Avenue**

---

**From:** Tony Genco <tgenco@northcliffegroup.com>  
**To:** Ted Van Vliet <tvanvli@toronto.ca>, John Heggie <jheggie@toronto.ca>  
**Date:** 4/3/2013 10:57 AM  
**Subject:** Fwd: 486 Evans Avenue  
**CC:** Ann Boroovah <aborooa@toronto.ca>, Anthony Cesario <acesario@northcliffegroup.com>

---

Further to yesterdays dialogue in the context of moving forward, we propose the following modification to our proposal in order to come closer to the expectations of Ms Boroovah with regard to the sign bylaw amendment we propose for 486 Evans Avenue.

We are withdrawing the removal of 134 ParkLawn and replacing it with 64 Fordhouse

64 Fordhouse is a back to back roof sign, more or less directly across from 486 Evans, which faces the Gardiner traffic flow. By adding this to the application by offering to remove this in lieu of 134 Parklawn, we would be satisfying (as best we can) that the removal has some direct relationship to the relief sought. By removing it, we would be removing the two roof signs which are in greatest proximity to 486 Evans Avenue and is something we need to do now given our contracting circumstances as I understand them reinforcing the timing for the May cycle.

Please amend the application accordingly. With this last change following yesterdays consultation with Senior Staff our proposal is locked down. We hope that you will look at this in the overall and determine that a positive staff recommendation for the May meeting is appropriate.

Wishing you all the best.

--

Tony Genco  
Associate  
Northcliffe Group  
6479649323