

Re: Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto
Municipal Code with Respect to 486 Evans Avenue

Dear Chair and members of Planning and Growth Management Committee,

Over the last number of months I have had the opportunity to meet with CBS Outdoor with respect to the above noted application. They are an important business that contributes many jobs to our City and provide an important service to our community. I am proud that their enterprise originates in my Etobicoke-Lakeshore ward.

I very much support their application as it meets with the principles of the New City of Toronto Sign By-Law by creating a city with beautiful, comfortable, safe and attractive streets. Furthermore, as stated in the rationale which was included in said application, CBS Outdoor is committed in removing the following legal non-conforming signs:

- i. 486 Evans Avenue
- ii. 3290 Lake Shore Boulevard West
- iii. 273 College Street
- iv. 64 Fordhouse Boulevard

This results in CBS Outdoor reducing their roof sign foot-print by 20 percent in relation to this application.

Furthermore, CBS Outdoor has continued to work with City of Toronto Sign By-law staff and have agreed to:

- Reduce the length of permit from 10 years to 5 years in keeping with the time frames associated with the current by law.
- Withdraw the request for the sign to be on for 24 hours which will keep the sign consistent with the requirements of the current by law

CBS Outdoor has done a tremendous amount of research regarding digital signs including the safety impacts on drivers of digital signage and the public's general perceptions of the impact of signs in surrounding neighbourhoods. Any work that the City wishes to undertake in this context would be well served to follow CBS Outdoors lead and they should not be the basis for not approving this application.

There have been a number of proposals for digital signs across the City that have required amendments that this Committee has supported and I trust will do in this case while the City continues to do its research with regards to digital signs.

In closing, I would ask the Planning and Growth Committee strike out recommendation number one and replace it with:

City Council approve the application to amend Chapter 694 to allow, on the premises municipally known as 486 Evans Avenue, one third party ground sign at a height of 13.72 metres and set back 1.0 metres from the northerly property line, containing two sign faces, each displaying electronic static copy, each 14.63 metres wide by 4.27 metres long, and oriented easterly and westerly along the F.G. Gardiner Expressway.

Sincerely,



Councillor Mark Grimes