

CITY CLERK'S OFFICE  
SECRETARIAT SECTION  
2013 JUN -6 P 4:43



486 Evans Avenue  
Toronto, Ontario



486 EVANS AVENUE, TORONTO, ONTARIO – WARD 6

Dear Councillor,

CBS Outdoor Canada has made an application to install a new ground sign on the south side of the Gardiner Expressway at the above address. While the sign we wish to install is of a kind of which there are a number in the City, like those other signs generally, it does not conform to the Sign By-law, and consequently an amendment is requested.

Earlier approvals for other such signs have involved the applicant proposing to remove other non-conforming signs and we do so with this application. Unlike the earlier applications, however, this proposal involves the removal of roof signs, all of which are profoundly non-conforming.

The proposed sign is of great significance to us as it will allow us to generate increased revenues at a time when we are, quite frankly, hard pressed financially with the new City of Toronto Third Party Sign Tax.

By a vote of 3-2, Planning and Growth Committee followed the staff report recommending denial of our application. With respect to Committee and to staff, we believe the decision inconsistent with others on similar matters, and we feel the staff report contained a fundamental error.

Further, while our initial application proposed the removal of seven roof sign faces, we are now proposing the removal of ten, with the majority of those signs located in Ward 6.

#### APPLICATION

To install one ground sign containing 14' x 48' electronic static copy, total area **1344 sq ft**, and **remove the roof sign at the same address, as well as four other roof sign locations with a total of ten sign faces.**

**Illumination to be exactly in compliance with City of Toronto Sign By-law**

#### REASONS FOR DENIAL, FROM STAFF REPORT

In summary, this type of sign not permitted on Gardiner except in Special Sign District.

And, staff recommended the application be denied pending completion of a staff initiated study on digital signs. The study was said to have been requested by Council in July 2012.

#### FAIRNESS ISSUES

**This type of sign exists in other locations on the Gardiner in this area, and not within the Special Sign District, and of late such a sign was recommended by staff for a sign on City land not within the Special Sign District.**



Council's direction to staff from July 2012 was specific to a certain group of signs, completely unrelated to this location, and was very clearly articulated as such. **The application of that study to effectively hold the subject application is wholly inappropriate and unfair.**

**And notwithstanding the requested report, and its use to effectively hold this application, staff and committee have continued to recommend approvals for other such signs, including the sign on City land.**

LOCATION, RESIDENTIAL IMPACT, AND SAFETY

486 Evans is located in an area which is **exclusively commercial/industrial**

The sign would have **no impact whatsoever on residential uses.**

**The sign is of exactly the same type as one recommended for City land, the staff report for which included a comment from Toronto Transportation Services which said that that department had "no concerns" with the proposed sign.**

BENEFIT TO CITY

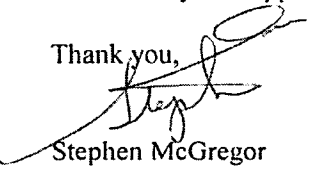
The proposal, as now enhanced, advances the City's planning goals through the associated **removal of 5 roof sign locations, 3 of which are in heavily residential locations. The total number of sign faces to be removed is 10, comprising 2240 sq ft.**

**Given our contractual terms on certain of these signs, if they are to be removed in the near future, the decision to do so needs to be made now.**

The application has the full support of the local Councillor; and the new sign would provide an additional City benefit through the provision of time on the sign to community events, Amber Alerts and other opportunities.

We ask for your support to the proposal.

Thank you,

  
Stephen McGregor  
National Director, Real Estate  
CBS Outdoor Canada  
[smcgregor@cbsoutdoor.ca](mailto:smcgregor@cbsoutdoor.ca)  
416-521-6410

May 30 2013

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:

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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,

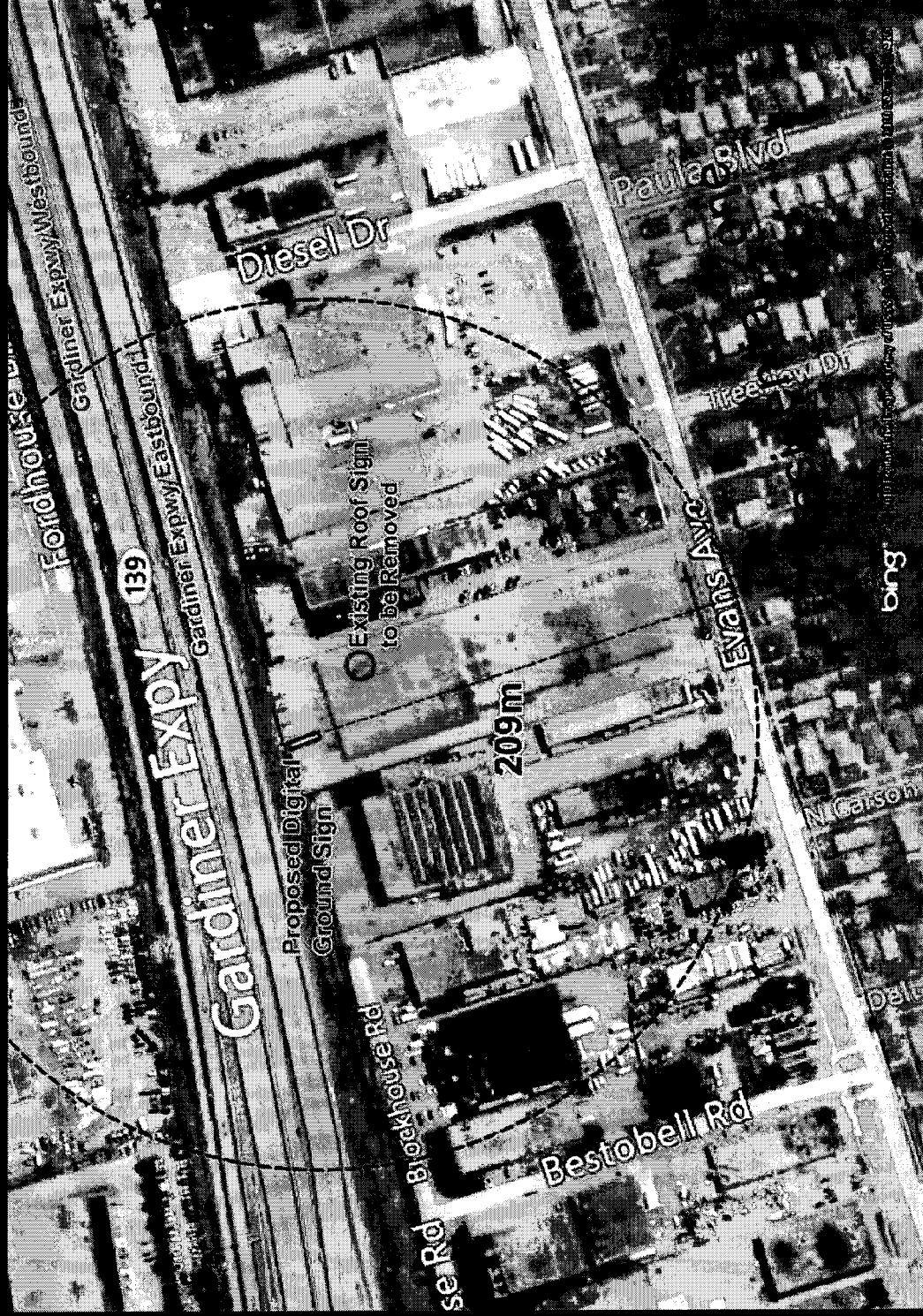


Councillor Mark Grimes

Proposed Digital Ground Sign – 486 Evans Avenue

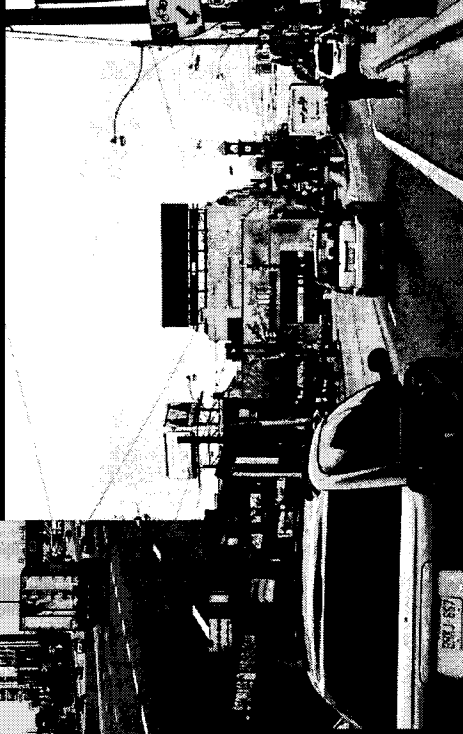
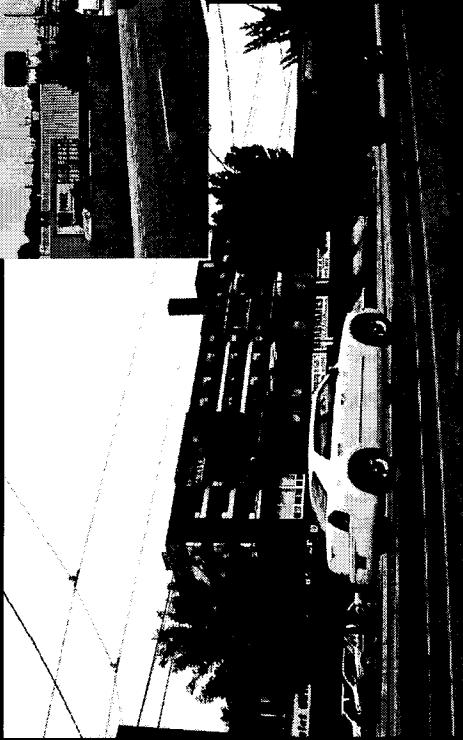
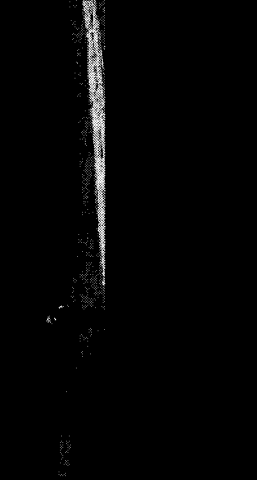
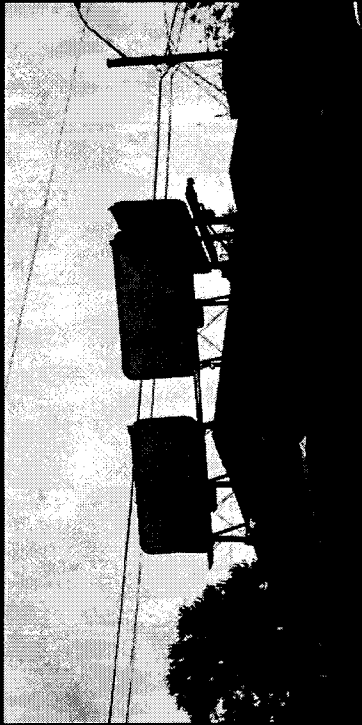


# Aerial Overview Of Surrounding Residential Zones



Distance from sign to residential zone approximately 209m

A total of 2240 square feet of signage to be removed



**OCBS**  
OUTDOOR



## Features of Proposed Digital Ground Sign – 486 Evans Avenue, Toronto, ON



1. Improve streetscape of the Gardiner Expressway, through the elimination of two non-conforming roof signs
2. Significant reduction in roof sign coverage in the City
3. No impact or adverse effect upon residential
4. Sign will be strictly in accordance with lighting levels and hours of illumination set out in the City's Sign By-Law

Source:

City Council consideration on July 11, 2012

Supplemental Report – Area Specific Amendments to Chapter 694, Concerning Third Party Ground Signs Located on Certain Rail Lands

“City Council further authorize Sign By-Law Unit staff, in conjunction with staff in Transportation Services and with input from staff in City Planning, to undertake a further study of the impact of third party signs containing electronic static copy approved in this Item and report back to City Council within two years of the erection and display of the approved signs.”

Source:

Site-Specific Sign By-Law Amendment  
- 2 Strachan Avenue – Phase 2

January 4, 2013

Traffic Safety:

Transportation Services staff were consulted as part of this application process and have no objections to the proposed modification to the sign at 2 Strachan Avenue.