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To: "clerk@toronto.ca" <clerk@toronto.ca>
Date: 7/18/2013 9:42 AM
Subject: PG 24.1, CBS Outdoor Canada Sign Application, 486 Evans Avenue Toronto, Ward 6

PG 24.1.3

PG 24.1

Sign Application
486 Evans Avenue
Ward 6

Mayor and Councillors,

At this Council meeting you will consider our application to remove our roof sign at 486 Evans Avenue, along with a number of other roof signs at other locations, and build a new ground sign at 486 Evans which sign would contain electronic static copy. The submission materials (24.1.2) contain further information. If you have time, we would urge you to review the material as it provides background on the short decision history of this matter.

The head office of our company is located in the same Ward as the subject proposed sign location. Our facility on Horner Avenue in Etobicoke-Lakeshore provides jobs for in excess of 200 people, and we do, of course, have a very long standing presence in this community. The proposed sign is of very considerable importance to us and we would appreciate a favorable review by Council.

To summarize:

Our application is supported by the local Councilor for the area.

The application is for a ground sign with two faces of a total size of 1344 square feet.

We have proposed removing five roof sign locations, including one at the subject location, with ten sign faces having a total of 2240 square feet, and thus significantly reducing our roof sign imprint in the City.

The new sign would operate at the lighting levels set out in the new Sign By-law.

The area in which the sign would be located is exclusively commercial/industrial. The sign would have absolutely no impact on residential uses.

We intend to provide time on the sign to community groups which otherwise would not have an opportunity to use a sign of this kind, and we have already reached-out to a number of these groups.

Thank you for your support.

Stephen

Stephen McGregor
National Director, Real Estate
CBS Outdoor Canada