ATTACHMENT 1 - APPLICANT'S SUBMISSION PACKAGE



Application

Sign	By-	law	Am	enc	lmei	1

Folder No.	Date (yyyy-mm-dd)
	2014-04-07

Sign	Loca	ti	or
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Street No.	Street Name	Lot No.	Plan No.
1675	LAKESHORE RD. E.		
If this is an a amendment	pplication for more than one property, please attachwill apply to.	n a schedule of all p	properties that the proposed
	sections of the Sign By-law that require amendment	THE CION AC A 2	DD DADTY CION AND THIC
	ERTY IS IN OS SIGN DISTRICT, STAFF HAS DEEMED ERMITTED IN THIS AREA, SECTION 694-4A.	THIS SIGN AS A 3	RD PARTY SIGN AND THUS,
	8		
Please provid as required)	e the reasons/justification for the amendment (Attach ar	ny supporting docum	nentation or additional pages
LETTER ATT	ACHED		

Property Owner Information

First Name			Last N	Last Name		
Company Na	me				Telephone No.	
TUGGS INC	ORPORATED					
Street No.	Street Name			Suite/Unit No.	Mobile No.	
1675	LAKESHOR	E RD. E.				
City		Province		Postal Code	Fax No.	
TORONTO		ONTARIO		M4L 3W6		
E-mail Addre	SS					

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,

Continue on next page



Sign By-law Amendment

Applicant Information and Declaration

First Name			Last Name	
I, SVETLANA			LEVANT	
Company Name	(if applicable)			Telephone No.
PERMIT WORLD	INC.			(519) 585-1201
Street No.	Street Name	1	Suite/Unit No.	Mobile No.
of, ₁₂	ROCK AVE.		В	
City		Province	Postal Code	Fax No.
KITCHENER		ONTARIO	N2M 2P1	(519) 208-7008
E-mail Address PERMITS@PER	MITWORLD.	CA		
Do hereby decla	re the follow	/ing:		
That I am El tha	Branady Ov	mar as stated above		
macram. 🗖 me	Property Ov	vner as stated above		
□ an o	officer/emplo	oyee of	, which is	s an authorized agent of the owner.
☑ the	owner's autl	norized agent.		
□an o	officer/emplo	yee of	, which is the Prop	perty Owner's authorized agent.
		ained in this application are t cumstances connected with t		knowledge of all relevant
		pecifications submitted are pro compliance with copyright lav		-law Amendment(s) described
That the correct.	information i	included in this application an	d in the documents file	ed with this application is
Sle	St	SVETLAN	A LEVANT	2014-04-07
Signature		Print Name	D	ate (yyyy-mm-dd)

Continue on next page

The personal information on this form is collected under the City of Toronto Act, 2006, s. 136(c) and Chapter 694, Signs, General, of the City of Toronto Municipal Code. The information collected will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and a ny other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, M5H 2N2 416-392-4235.

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Street No.	Street Name		Lot No.	Plan No.	
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		-00			
	Building Data	ll at Frantasa		It at Donth	
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No. of Buildi	ngs on the Lot	Date of construction of	Building(s) if kno		
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Building Height(s)		No. of Storeys		Building(s) Gross Floor Area	
Building Use	es				
RESTAURA	NT				
Site Cont	ext				
		dings and sign districts surre	ounding the prop	osal (use additional pages if nece	
North OS					
South OS (LAKE)				
East OS					
West OS 8	kΕ	=			
Proposal					
	ribe in detail what is be	eing proposed (use additiona	I pages if necess	sary)	
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Permit W rld

12 Rock Avenue, Kitchener, ON N2M 2P1 519-585-1201 519-208-7008 (fax)

April 8 2014 City Hall 100 Queen Street West Toronto, Ontario M5H 2N2

Attn: Planning & Growth Management Committee

Re: Sign By-Law Amendment - Tuggs Incorporated, 1675 Lakeshore Blvd. E.

Dear Members of the Committee:

Please kindly accept our request for an amendment to the Sign By-Law to legalize one illuminated ground sign with an electronic static copy component in OS sign district.

The sign is 3.37 m in height and has a sign area of 8 sq.m per side. Electronic static copy comprises 5.9 sq.m where the permanent copy component occupies 2.1 sq.m of the total sign area or 73.75% and 26.25% split respectively.

This sign has replaced a previously approved ground sign for Boardwalk Café located on the City owned park lands in the Transportation right of way. The original sign required improvements as it was damaged. The original posts and bases were maintained and new sign boxes were installed.

Tuggs Incorporated has operated the café since 1986 in this location. In May 2010, City Council adopted a revised proposal for redevelopment of the Eastern Beaches Food and Services Facilities which included signage. The location of all signage on this property was and is subject to approval by the General Manager of Parks, Forestry and Recreation. It is our understanding that the existing sign placement was included in the Agreement between the City of Toronto and Tuggs Incorporated. In addition, the Agreement states that the tenant shall maintain and ensure that the sign is in good condition during the term of this Agreement. Due to the damage that was done to this sign, the only portions that could have been salvaged were the posts and the bases. The rest had to be replaced. During this process, Tuggs Incorporated has updated the sign technology to reflect modern image and appeal to wider demographic.

It was brought to our client's attention that the sign was too bright. Since then, the illumination levels have been reduced.

During the Preliminary Project Review process, city staff deemed this sign as a 3rd party advertising sign as it was located in Transportation Right of Way. We are kindly asking that this sign is considered as a 1st party sign based on the following:

- Its location on the city property with the previous municipal approval
- It is used for advertising the tenant on the city's lands
- The City of Toronto has full rights to advertising and promoting any Sponsorship programs or daily or seasonal events and activities in the park area

This sign is on the city property, used by the city and is governed by an agreement with the City. The current Sign By-Law section 694-2 (A) (2) states that signs that meet these criteria are not

intended to be regulated by this by-law. As the city has requested the permit, we hope that a favorable consideration will be given.

Based on the design of the development and heavy landscaping, there is no other viable location for this sign. As required by the Official Plan (Chapter 4, Policies 6. b), the existing sign offers identification and direction to the public visiting the park and promotes city run events by continuously providing public visibility and access to the area and services. The sign is located at an entrance and offers help in directing the traffic off a busy through fare into the parking area.

As this area is parklands, there is no impact to the condominiums in the neighbourhood. The sign placement is outside TRCA regulation limits and thus, will not create a negative impact to the region.

We are respectfully requesting your support in this matter. If you require additional information or have any questions, feel free to contact the undersigned.

Thank you,

Svetlana Levant, A.Sc. T. permits@permitworld.ca

Agreement and any further improvements which may be requisite or desirable from time to time by the Tenant with the prior written consent of the City;

- (m) the right to retain the Tenant's ground sign in its existing location now situate adjacent to Lake Shore Boulevard East, or, subject to compliance with all applicable City by-laws, policies, rules and regulations, a new ground sign in the same location, for the purpose of promoting the Tenant's Business. The ground sign may also be used for the purpose of promoting Sponsorship programs and daily and seasonal activities and special events in the Parklands as approved by the City. Subject to availability, upon receipt of a written request by the City, the Tenant shall make the sign available for use by the City for the purposes of the City at all reasonable times. The Tenant shall insure and maintain the ground sign in good condition throughout the Term, at its sole cost and expense, and may upgrade and replace such ground sign, in accordance with all City by-laws, policies and regulations;
- (n) the exclusive right to place and operate vending machines (the "Vending Machines" in the existing designated areas as presently located or in locations agreed to in writing from time to time by the Tenant and the City, provided that the Tenant shall pay for all costs of installation, maintenance, repair, insurance and utility services related thereto and shall comply with all City policies with respect to nut free products and healthy food choices as amended from time to time;
- (o) Subject to compliance with all applicable City by-laws, policies, rules and regulations the exclusive right to operate mobile vending equipment including Sponsorship related carts, and other mobile vending equipment such as, hot dog carts, hot and cold beverage carts and special event vehicles in the Parklands from time to time (the "Mobile Equipment"), and the non-exclusive right to operate golf carts and promotional carts on an annual, seasonal or other basis, provided that all such Mobile Equipment shall be approved by the City as to number, size and location. and shall be licensed and insured in accordance with all applicable City by-laws, policies, rules and regulations;
- (p) Subject to compliance with all applicable City by-laws, policies and permit requirements, the right to erect and maintain three (3) signs for the purpose of the Tenant's sponsorship programs in locations within the Parklands to be determined by the Tenant and the City. Such signs shall be designed by the Tenant for approval by the City and, at the City's discretion, may be a changeable copy, painted, electronic message or other sign type. The Tenant shall maintain and insure such signs in good condition throughout the Term, at its sole cost and expense, and may, subject to compliance with all applicable City by-laws and policies, upgrade and replace such signs as may be necessary as determined from time to time by the Tenant. Despite the foregoing, the Tenant may, from time to time, submit a request for additional signs to be installed in the Parklands and such request may be granted in the sole and absolute discretion of the City;
- (q) Subject to compliance with all applicable City by-laws, policies and permit requirements, the right to erect and maintain a changeable copy, electronic message or other sign type on the south-east corner of the intersection of Lakeshore Boulevard

Agreement between City of Toronto and Tuggs Incorporated Page 7

receipt of a written request by the City, the Tenant shall make the Sponsorship Sign available for use by the City for the purposes of the City, at all reasonable times. The Tenant shall maintain and insure the Sponsorship Sign in good condition throughout the Term, at its sole cost and expense, and may, subject to compliance with all applicable City by-laws and policies, upgrade and replace the Sponsorship Sign as may be necessary as determined from time to time by the Tenant.

1.2 **Definitions**

For purposes of this Agreement the following Definitions and any grammatical tense or variation thereof shall have the following meanings:

"Capital Improvements"

Any expenditure of at least \$25,000.00 in value towards a capital asset having a life span of at least ten years including but not limited to, the roof, windows, mechanical systems, furnace, interior fittings and fixtures, and other structural components including any exterior decks, walks and lighting.

"Lease/License Year"

For purposes of determining the Term of this Agreement, the first Lease/License Year shall commence with effect from September 15, 2007. For purposes of determining the commencement date of the terms and conditions of this Agreement the commencement date shall be the date of execution of this Agreement by the City and the first Lease/License Year that is subject to the terms and conditions of this Agreement shall end on the last day of December next following and thereafter, Lease/License Years shall consist of consecutive periods of twelve (12) calendar months and the last Lease/License Year of the Term shall terminate upon the expiration date or earlier termination of this Agreement, as the case may be.

"Non-Consumable Goods and Products"

Goods and products that fall into categories such as: personal hygiene products, including face and body creams, lotions and sunscreen; sunglasses and other shade products; informal clothing and footwear such as t-shirts, hats and beachwear; souvenirs and postcards; beachrelated accessories, such as beachballs, frisbees, children's toys and games.

"Sell"

To sell, vend, serve, promote, donate, cater, give away, distribute, barter, dispose of, transfer and sample, for direct or indirect profit, food, and beverages as provided for herein and Non-Consumable Goods and Products as defined herein related to the Tenants Business and approved Sponsorship Programs and activities.

"Special Event"

An event carried on anywhere in the Parklands, under permit authorized by the City. For



Toronto Building

Ann Borooah, Chief Building Official and Executive Director

Sign Bylaw Unit City Hall, Ground Floor East 100 Queen St West Toronto, ON M5H 2N2 Phone: (416) 392-4113 Fax: (416) 696-3676 Email: rbader@toronto.ca

Supervisor, Variance Tax & Permits

Robert Bader

PERMIT WORLD C/O SVETLANA LEVANT 12 ROCK AVE., UNIT B WATERLOO ON N2M 2P1

Examiner's Notice

Date: Tuesday, February 18, 2014

Preliminary Project Review No: 14 101620 ZPR 00 ZR FolderRSN: 3486519

Non-Residential Building - Sign

Proposed Use: BUSINESS

at 1675 LAKE SHORE BLVD E Ward: Beaches-East York (32)

Examination of your Request for a Preliminary Project Review has revealed that certain requirements of the City's Sign By-law have not been satisfied. The attached Notice provides the details of the review.

Should compliance with the Sign By-law not be possible, you may apply for a sign variance You may visit the City of Toronto Web site @ www.toronto.ca/building to down load the sign variance application form or discuss the matter with City staff by calling (416) 392-8000.

Subsequent reviews will require the submission of a new Project Review Request along with payment of the applicable fees.

The Notice is based on plans and documents submitted and the Sign By-law in force at the time.

The plans and documents will be held on file for one year from the date of the Notice after which time they be discarded and the Notice becomes invalid.

Should there be changes to the Sign By-law or other applicable law prior to the issuance of a sign permit you will be required to comply with those changes.

Please refer to your PPR number when you phone in, submit subsequent reviews or submit your sign permit application.

Robert Bader

Supervisor, Variance Tax & Permits



Toronto Building
Ann Borooah, Chief Building Official and Executive Director

Sign Bylaw Unit City Hall, Ground Floor East 100 Queen St West Toronto, ON M5H 2N2 Robert Bader
Supervisor, Variance Tax & Permits

Phone: (416) 392-4113

Fax: (416) 696-3676

Email: rbader@toronto.ca

Folder Name: 1675 LAKE SHORE BLVD E Application Number: 14 101620 ZPR 00 ZR

City's Sign bylaw Notice

ITEM DESCRIPTION

Sign Bylaw

In conjunction with a restaurant and cafe commonly known as the "Boardwalk Cafe" and located within the public park commonly known as "Ashbridges Bay Park", proposal to permit the erection and display of one illuminated ground sign within the Lake Shore Boulevard East Right-of-Way, at a height of 3.77 metres, with two sign faces, each face back-to-back and perpendicular to the travelled portion of Lake Shore Boulevard East. Each of the two signs faces is to be 2.99 metres in width by 2.13 metres in length. Each of the two sign faces are to display both static and electronic static/moving copy. The electronic static/moving copy component of each of the two sign faces is to be 2.77 metres in width by 2.13 metres in length. The static copy component of each of the two sign faces is to be 2.77 metres in width by 0.76 metres in length.

This property is located in the OS-Open Space sign district and is subject to the City of Toronto Municipal Code Chapter 694, Signs, General.

The proposal describes a sign that is designated as belonging to a third party sign class. [694-4A]

Surveyor's Requirements, as outlined on the Sign By-law unit's website

(http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=63349ba6aa360410VgnVCM10000071d60f89RCRD&vgnextfmt-are required to be provided. In the absence of said Surveyor's Requirements, additional areas of non-compliance may not be identified in this notice.

An OS-Open Space sign district does not permit a third party sign, be it a third party wall sign or a third party ground sign. A site-specific amendment to the By-law is required.

Written approval from the General Manager of Transportation Services is required for any sign located, in whole or in part, in a public right of way [694-17 A].

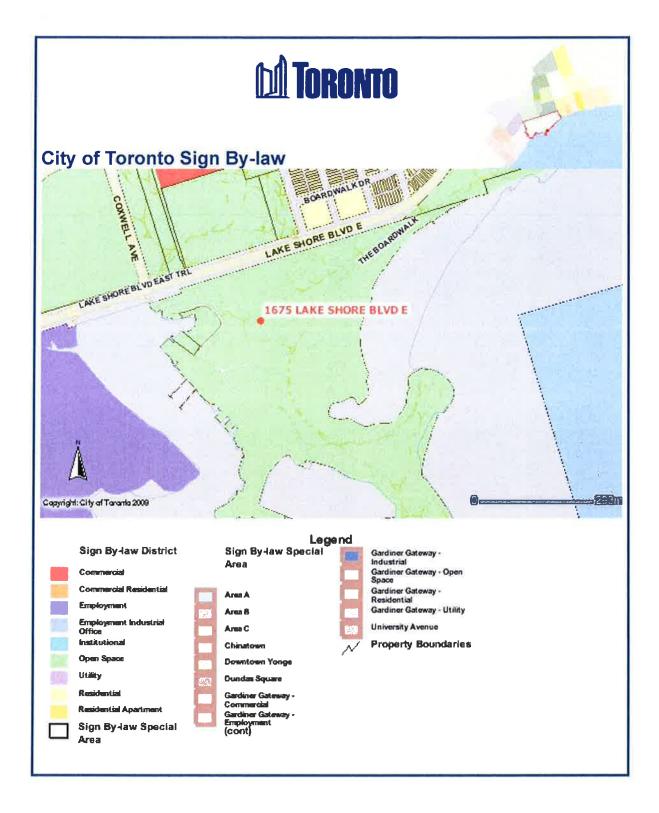
1. A third party sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected. [General Regulations [694-22 D]]

1/cv

Information has not been provided to determine that there are no other third party signs located within 100 metres of the proposed ground sign.

2. A third party sign is permitted to display static or mechanical copy. [General Regulations [694-22 A]]

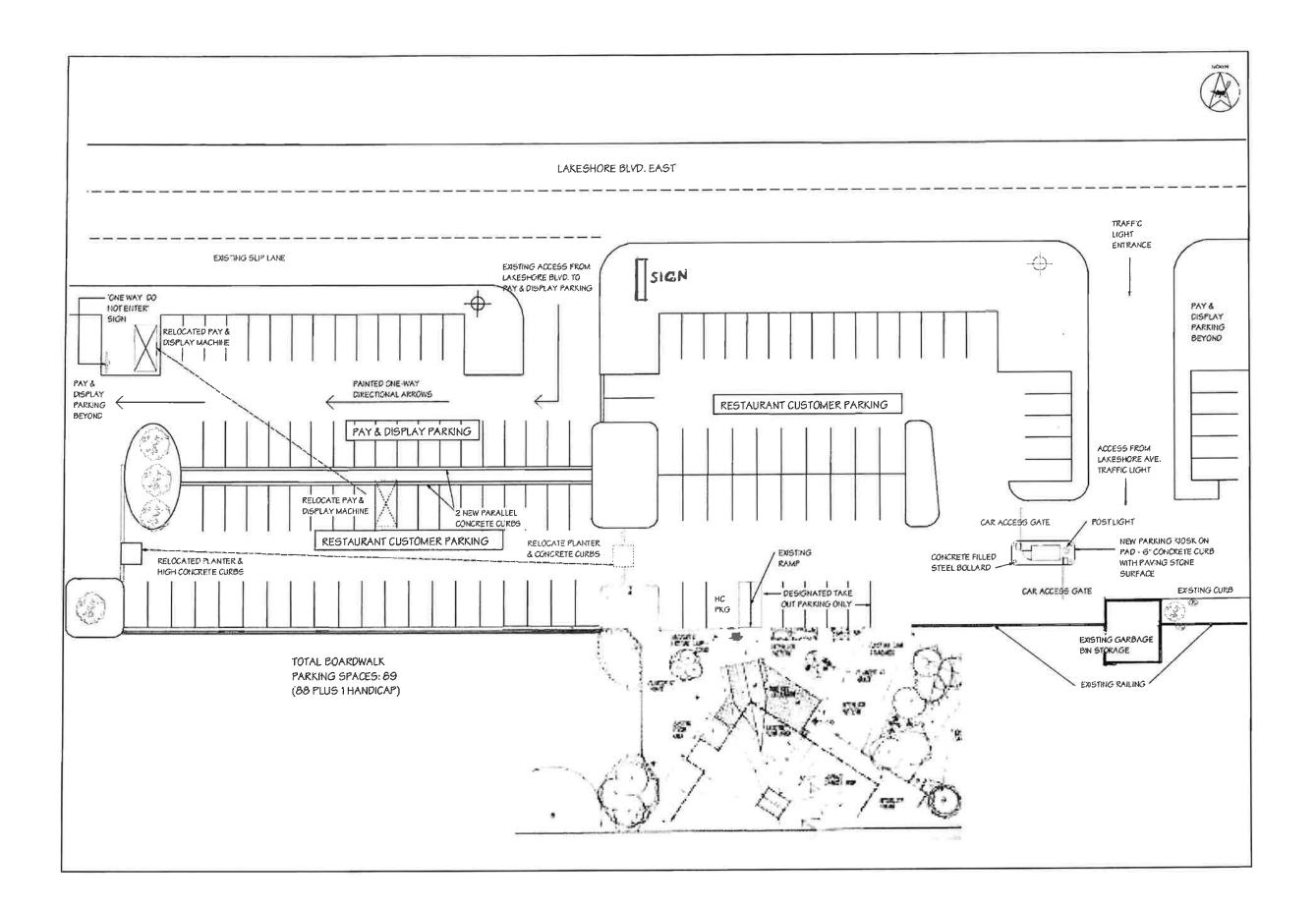
The proposed third party ground sign is to display static copy and either electronic moving or electronic static copy (the method of copy is display is not clearly articulated in the submission materials).





1/06/14 3:05 PM





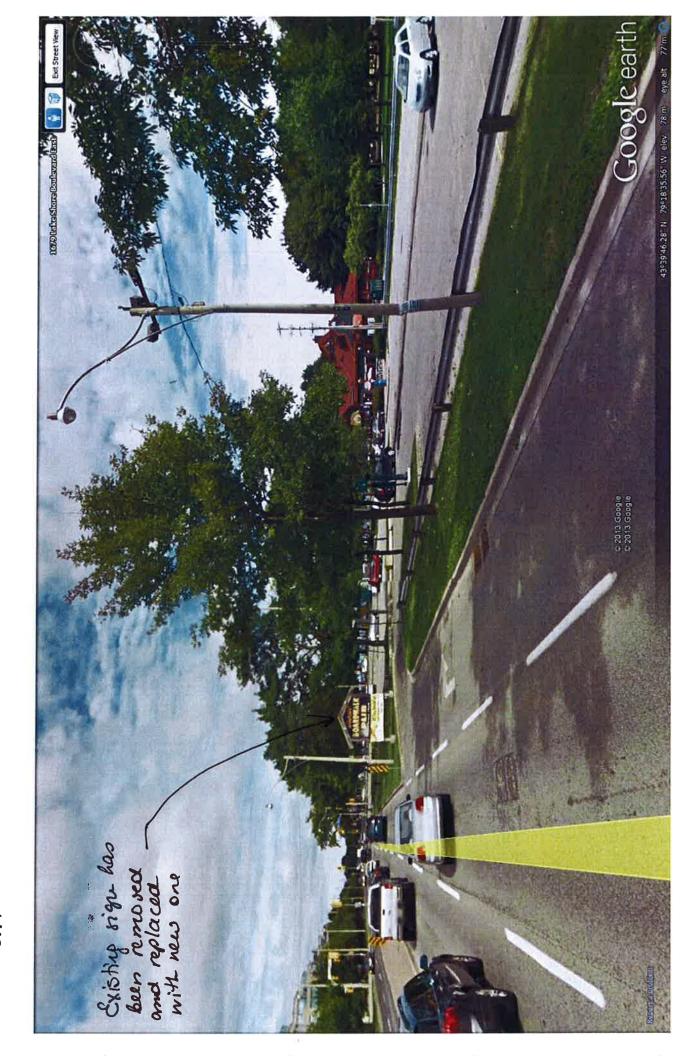
CLIENT: MEDIA SURVEYOR: MARCEL LA ROSA WO#: PO#: 80#: BRIAN P. PROJECT: ROARDWALK CAFE SHEET: 2/5 DEC 23 2013 LOCATION: 1681 LAKESHORE BLUD. E. DATE: TORONTO ON. PARKING. GRASS GATES HYDRO (3,048m) -20'-6.096m) (3.25m)(30,78m) GLASS PARKING (0.2 M) TRE 139' (42.37m

E-mail: mlarosa@bell.net

Ph: 416.420.2864

Fx: 416.366.6416

E-mail: mlarosa@total.net









Lake Shore Boulevard East

Address is approximate



FOR REFERENCE ONLY



/6 75 /6 8/ Address

Lake Shore Boulevard East

Address is approximate

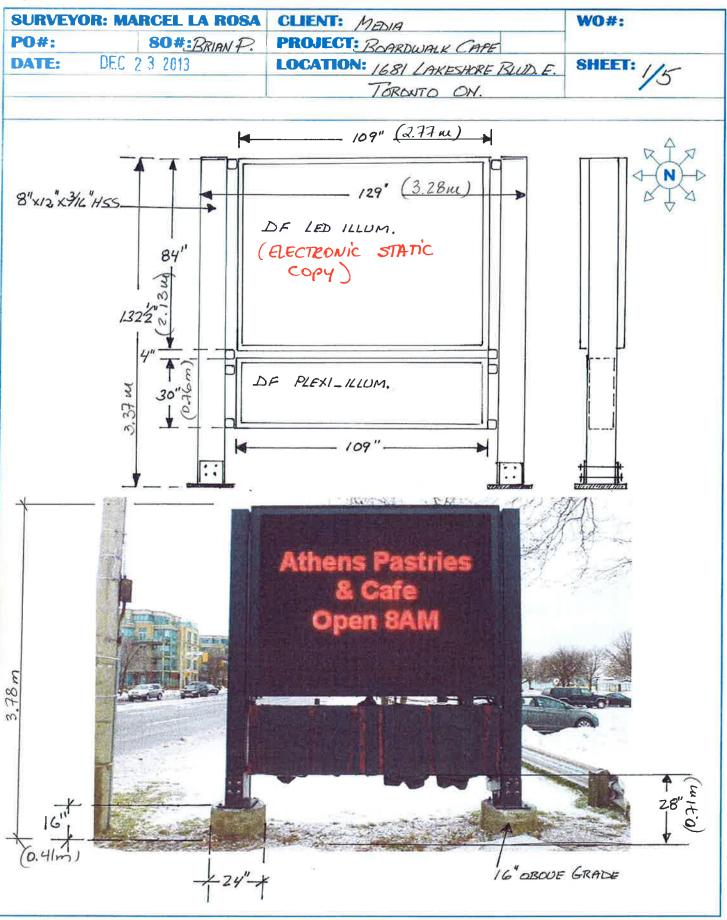




"FOR REFERENCE ONLY"

BUTLINE. WALES 3630-337 BULL / OUT LINE 3630-36 BULE LOCA: TAKKERINE 3630-84.6 BURGLUNDY 3630-49 NATRUX 16x20 - ONE LINE 14" CHARLETORS TWO LINE GOMESTORES Bundunsy 3630-49 east LINE, WOOD BEACH PARK CERNINER & FILLER TO MATCH 363-128 MALUE CABINET SEE 18" X 110" DEPLAY 14" X 106" BOARDLALK CAPE TANDBRINE 3430-84. & DOUBLE PACE PLASTIC SECTION ADDED TO S 1681 LAKESHORE BUJD. E." 3630-246 TEAL 0907,978 hds BACKGBOWND 3430-128 AMAUUTE UINYL LIED, MESSAGE CENTRE DOUBLE PACE GRENCTURE EXISTING EXISTINGS STRUCTURE RED, LEDS. GREEN LINYL 1681 LAKESHORE BLVD. E. **WOODBINE BEACH PARK** 2.84m molo).E) ,0;21

Previously installed Svound sign

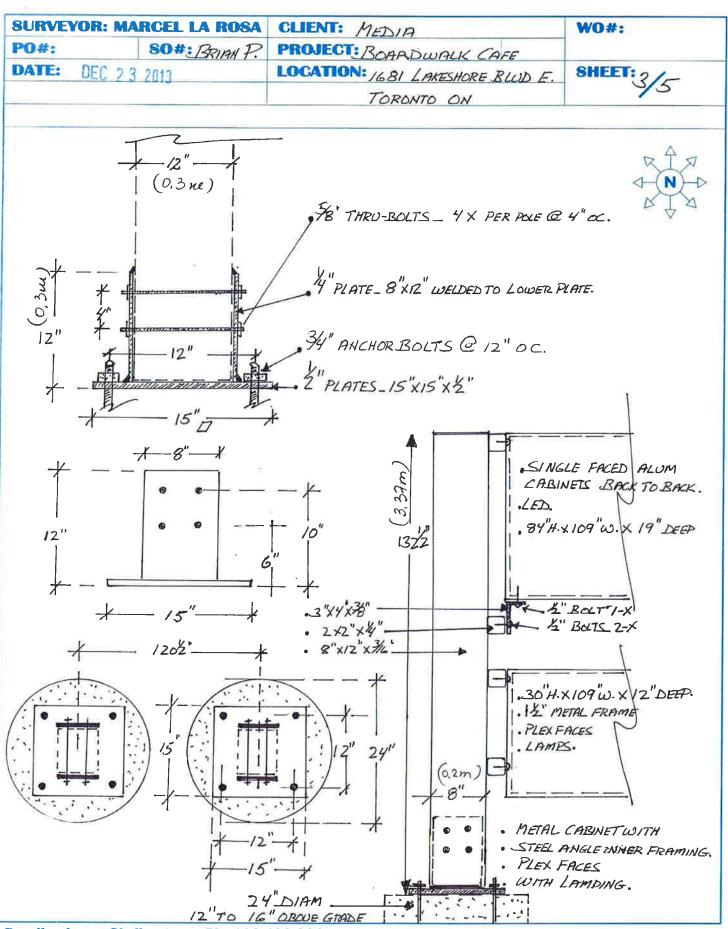


E-mail: mlarosa@bell.net

Ph: 416.420.2864

Fx: 416.366.6416

E-mail: mlarosa@total.net

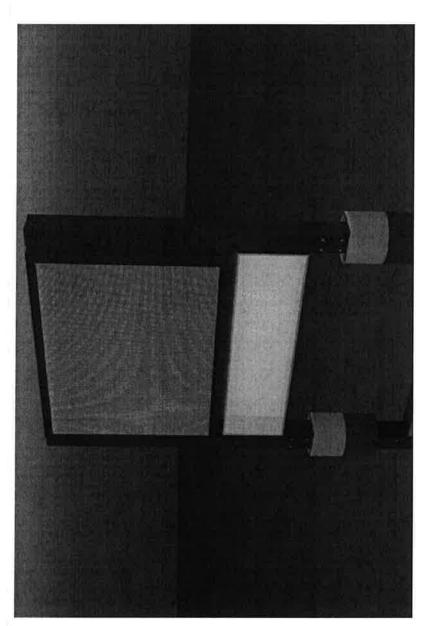


E-mail: mlarosa@bell.net

Ph: 416.420.2864

Fx: 416.366.6416

E-mail: mlarosa@total.net



BOARDWALK - METRO 1 P20 - 128x96 MATRIX DF RGB



MEDIA RESOURCES INTERNATIONAL 503 CARLINGVIEW DRIVE TORONTO, ONTARIO TEL: 1,800,667,4554 FAX: 1,416,213,9531

B BOARDWALK - METRO 1 -**ASSEMBLY DRAWINGS**

SHEET 1 OF 6

(2.77m) (mcio) **P20 REAR SERVICE MODULE (NEW RGB)

**6.75" EXTRUSION WITH 5/8" (0.625") PROFILE

NOTES: 1. MATERIAL : 2. FINISH: POWDERCOAT BLACK

A METRO 1 - BOX DETAILS REV DESCRIPTION

MEDIA RESOURCES INTERNATIONAL 503 GARLINGVIEW DRIVE TORONTO, ONTARIO TEL: 1,800,667,4554 FAX: 1,416,213,9531

ediaresources ..sctutions for the sign industry.

UNLESS OTHERWISE SPECIFIED

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METRO 1 - BOX DETAILS

MW11100A PART NUMBER

MW11100A

lbs WEIGHT

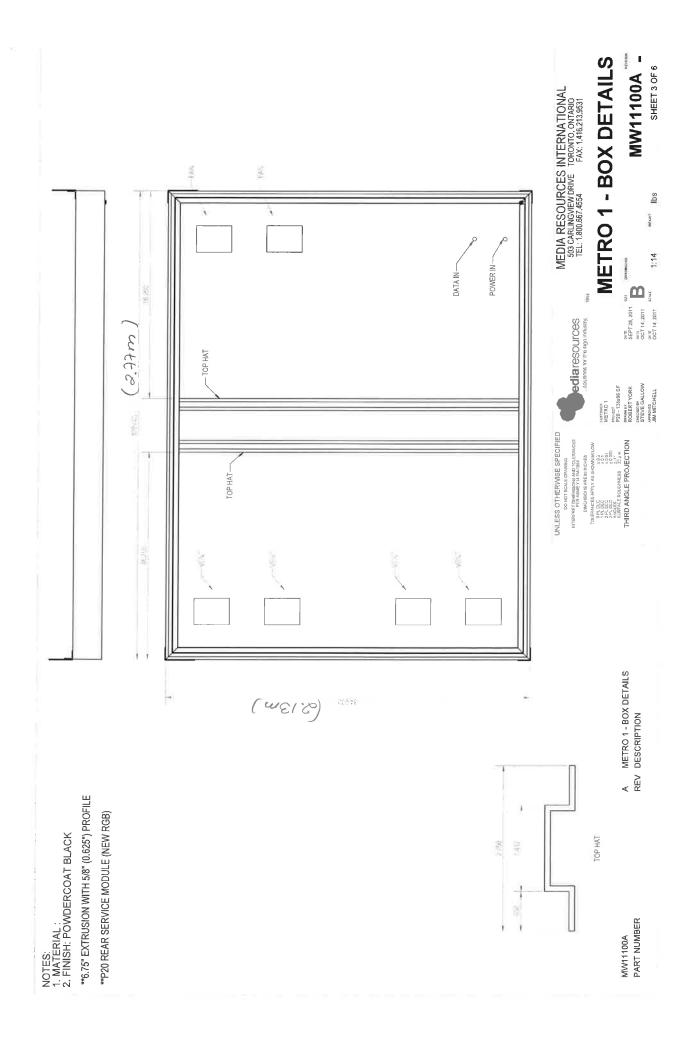
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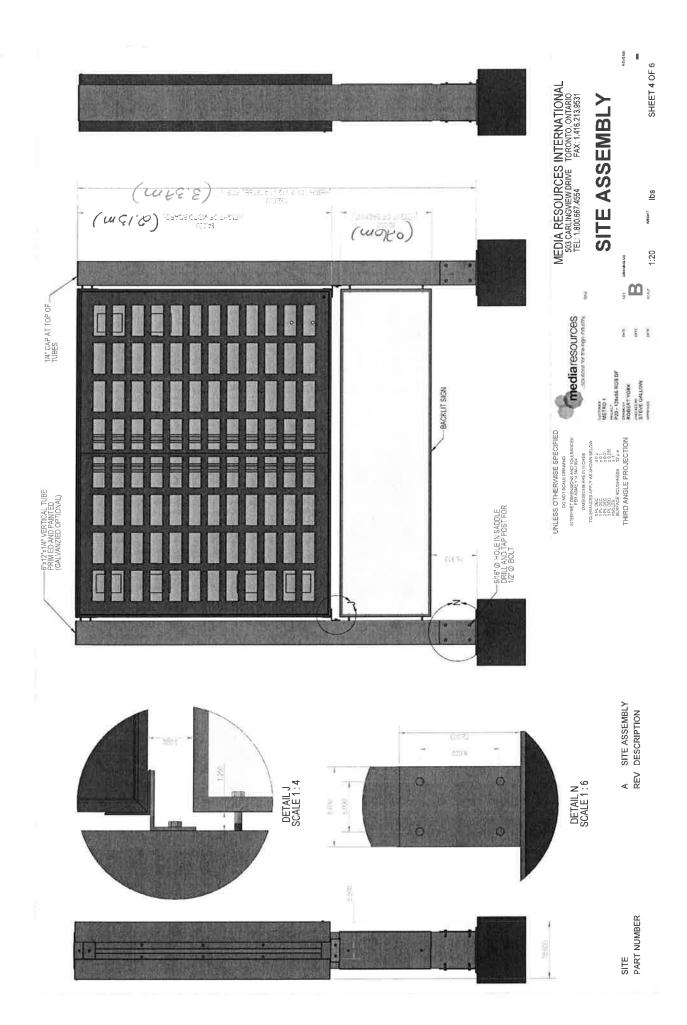
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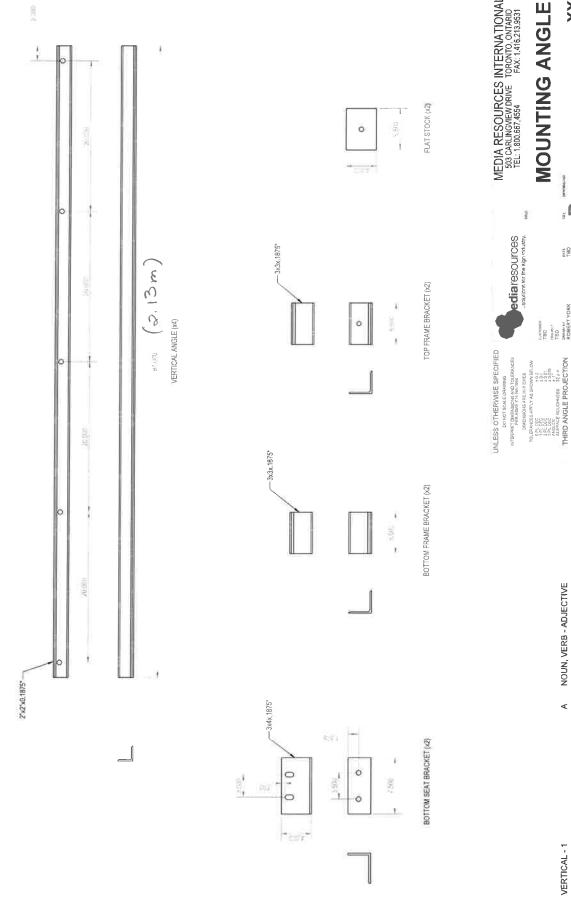
DATE SEPT 28, 2011 | SEPT 28, 2011 | OATE OATE OATE OATE

METRO 1
PROBLER
PROBLES
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CHARLES
CHECKED BY
STEVE GALLOW
JIM MITCHELL

SHEET 2 OF 6







A NOUN, VERB - ADJECTIVE REV DESCRIPTION

MEDIA RESOURCES INTERNATIONAL 503 CARINGVIEW BRIVE TORONTO, ONTARIO TEL: 1,800,667,4554 FAX: 1,416,213,9531

MOUNTING ANGLE

XXX SHEET 5 OF 6

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DATE DATE TABD

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JIM MITCHELL
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VERTICAL - 1 PART NUMBER

