



November 24, 2013

Mr. Robert Bader
City of Toronto Sign Bylaw Unit
100 Queen Street W., Floor 1E
Toronto, Ontario
M5H 2N2

RE: Sign Bylaw Variance – 7 Fraser Avenue

Mr. Bader:

By way of this letter, I am making application for a minor variance to the City's Sign Bylaw respecting 7 Fraser Avenue.

The property is located on the north side of the Gardiner Expressway between Fraser and Jefferson Avenue.

There are currently three (3) third party advertising billboards on the property, comprising of two ground signs and one roof sign.

We are seeking to remove the ground sign located to the west of the property, as well, remove the existing oversized roof sign. We then to propose to change the sign faces on the existing ground billboard to the east of the property from static faces to digital LED which will show static images, with no motion, animation and video, but solely static images as is the case with existing operational digital billboards in the area.

In addition and similar to those previously approved digital signs in the area, this sign will contain shielding around the perimeter of the board so that the illumination is contained to the board itself.

The contents of this sign variance application will be discussed with the local ward councilor, prior to the Sign Variance Committee meeting. The Sign Variance Committee has heard similar applications of this nature, whereby existing signs are proposed to be removed and converted. The details of this pending application were discussed with City Staff prior to making this formal application.



The property is within the Gardiner Gateway Special Sign District and is zoned, GG-SSD-E. Apart from removing the existing ground and roof sign, the variance we are seeking pertains to size and separation distance from another third party sign.

GG-SSD-E Zoning permits:

1) A sign face are not to exceed 50 square metres

The sign face area of the existing sign to be converted is 62.4 square metres

2) A 100 metre separation distance between signs is required

The existing sign to be converted is 55.59 metres from the next closest sign and 197.4 metres from the next closest sign to the west of the subject property.

Why should this variance be granted?

(1) Belong to a sign class permitted in the sign district where the premises is located

The subject property is located within the Gardiner Gateway Special Sign District and is a sign classification which is permitted.

(2) Is consistent with the architecture of the building or development of the property

The property faces onto the Gardiner Expressway, and located between on Fraser Avenue and Jefferson Ave, The majority of the properties in the area beginning with Dufferin Street to the west and moving eastward are two storey light industrial buildings. The only residential component in the area would be those recent residential developments located in and around Liberty Village located eastward towards Strachan Avenue. Therefore the subject property is consistent with other properties in the vicinity.

(3) Be compatible with the development of the premises and surrounding area.

Given the current surrounding area in terms of the lands, the buildings and existing signage, our existing situation with the existing signs and/or our proposal to remove and convert sign structures would be compatible and at the same time would help in reducing the number of sign structures in the Gardiner Gateway. The proposal will result in the removal of two third party signs in the immediate area.



(4) Will not alter the essential character of the area

The proposed conversion of the sign at 7 Fraser Avenue will not alter the character of the area; rather this proposal will be in keeping with recent decisions made both at the Sign Variance and Planning & Growth Committees, which have resulted in an overall reduction.

(5) Will not adversely affect adjacent properties

Our proposal will not adversely affect the adjacent properties; rather it will continue improve the overall vista of the Gardiner Gateway by removing other two sign structures permanently.

(6) Will not adversely affect public safety

Our proposal would not adversely affect public safety as we are dealing with an existing situation and simply making modifications to the sign structure which will remain.

(7) Is of a sign class or a sign type that is permitted in the sign district where the premises is located

The property at 7 Fraser Avenue for purposes of the new City Sign Bylaw is zoned GG-SSD-E for Gardiner Gateway Special Sign District which permits third party ground signs containing digital electronic static copy.

(8) Is, in the opinion of the decision maker, not contrary to the public interest

At first glance at the relief being sought from the Sign Bylaw, it may be contrary to the public interest in so far as the public would perceive the sign would be in close proximity to the Gardiner Expressway and their having an impact on traffic. However when reviewing the proposal; one can conclude it will not go against public interest, rather just the opposite.

Public interest does not find roof signs appealing and this application proposes the removal of both a ground and roof sign.

Public interest finds billboard signs cluttering; the existing sign is setback away from the street line and adjacent to the building and therefore the sign face blends in with the building.



We feel that this variance can be supportable, due to the fact, it is a permitted use, the proposal reduces the number of existing signs in the Gardiner Gateway by two sign structures and special attention will be paid to the board in terms of shielding the board, which is consistent with the existing signage of similar sign type.

Yours truly,

A handwritten signature in blue ink, appearing to read "Sid Catalano", written over the "Yours truly," text.

Sid Catalano
Director of Legislation
Pattison Outdoor Advertising LP



Application
Sign Variance

Folder No.	Date (yyyy-mm-dd) 2013-11-18
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Project Information

Street No. 7	Street Name FRASER AVENUE	Lot No.	Plan No.
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Describe the variance(s) being applied for:

TO CONVERT EXISTING 14 X 48 STATIC GROUND SIGN TO A DIGITAL STATIC LED OF SAME DIMENSIONS AND HEIGHT. AS WELL, REMOVE AN EXISTING GROUND SIGN AND ROOF SIGN ON THE PROPERTY.

If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:

Existing Sign Dimensions 14' X 48'	Location GROUND SIGN LOCATED TO EAST OF PROPERTY
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Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):

SEE ATTACHED LETTER TO THIS APPLICATION

Property Owner Information

First Name		Last Name	
Company Name (if applicable) FRASER PROPERTIES CORP.		Telephone No. 416-489-9790	
Street No. 30	Street Name HAZELTON AVENUE	Suite/Unit No.	Mobile No.
City/Town TORONTO	Province ONTARIO	Postal Code M5R 2E2	Fax No. 416-489-9973
E-mail Address			


Attachment Required

- Sign Variance Data Sheet
- Copies of any supporting documents
- All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Application
Sign Variance

Applicant Information and Declaration

First Name I, SID		Last Name CATALANO	
Company Name PATTISON OUTDOOR ADVERTISING LP			Telephone No. 905-282-6800
Street No. of 2700	Street Name MATHESON BLVD E, WESTTOWER	Suite/Unit No. 500	Mobile No. 416-839-5911
City/Town MISSISSAUGA	Province ONTARIO	Postal Code L4W 4V9	Fax No. 905-282-9698
E-mail Address scatalano@pattisonoutdoor.com			
Do hereby declare the following:			
<ul style="list-style-type: none"> That I am <input type="checkbox"/> the Property Owner as stated above <input checked="" type="checkbox"/> the owner's authorized agent. <input type="checkbox"/> an officer/employee of _____, which is an authorized agent of the owner. <input type="checkbox"/> an officer/employee of _____, 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 variance(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. 			
Signature 		Print Name SID CATALANO	Date (yyyy-mm-dd) 2013-11-05

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 any 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.

Data Sheet
Sign Variance

Folder no.	Request Date (yyyy-mm-dd) 2013-11-18
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This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street No. 7	Street Name FRASER AVENUE	Lot No.	Plan No.
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Site and Building Data

Lot Area	Lot Frontage	Lot Depth
No. of Building(s) on the lot 2	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s) 2 STY.	No. of Storeys	Building(s) Gross Floor Area
Building Uses(s) VACANT		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	INDUSTRIAL BUILDINGS
South	RAIL CORRIDOR
East	INDUSTRIAL BUILDINGS
West	INDUSTRIAL BUILDINGS

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)	
i.	AT PRESENT THERE ARE THREE (3) THIRD PARTY BILLBOARDS MADE UP OF TWO (2) GROUND SIGNS AND ONE (1) ROOF SIGN, AND;
ii.	THE PROPOSAL IS TO REMOVE THE EXISTING GROUND SIGN TO THE WEST OF THE PROPERTY, AS WELL THE EXISTING ROOF SIGN, AND;
iii.	TO CONVERT THE EXISTING GROUND SIGN TO THE EAST OF THE PROPERTY FROM STATIC FACES TO DIGITAL LED STATIC FACES.

Continue on next page

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary)

PLEASE SEE ATTACHED LETTER
AS PART OF THE APPLICATION.

SKETCH SHOWING EXISTING BILLBOARDS OF FRASER AVENUE CITY OF TORONTO

NOT TO SCALE

VLADIMIR DOSEN SURVEYING O.L.S.

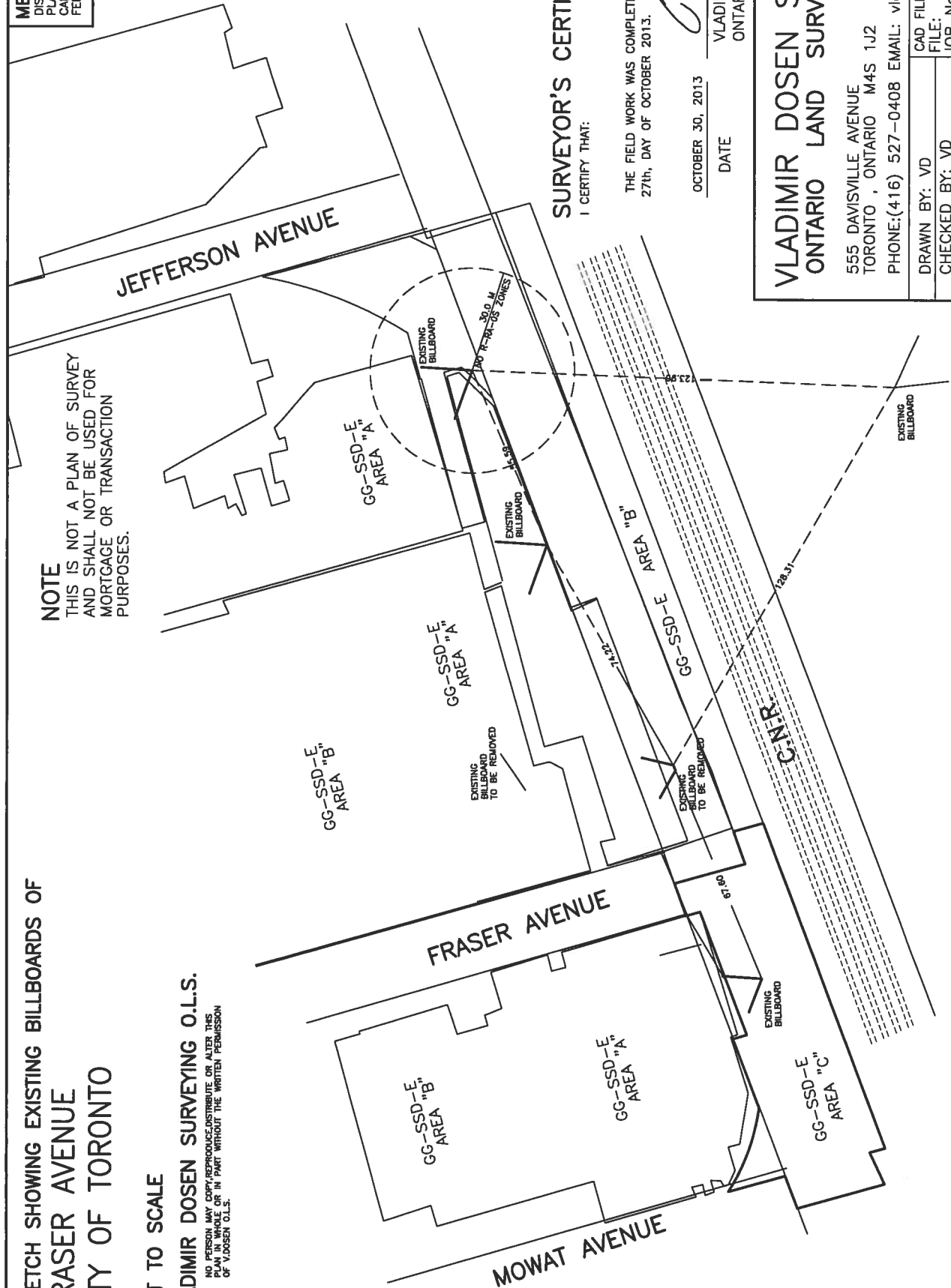
NO PERSON MAY COPY, REPRODUCE, DISTRIBUTE OR ALTER THIS
PLAN IN WHOLE OR IN PART WITHOUT THE WRITTEN PERMISSION
OF V. DOSEN O.L.S.

NOTE

THIS IS NOT A PLAN OF SURVEY
AND SHALL NOT BE USED FOR
MORTGAGE OR TRANSACTION
PURPOSES.

METRIC

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



SURVEYOR'S CERTIFICATE

I CERTIFY THAT:

THE FIELD WORK WAS COMPLETED ON THE
27th, DAY OF OCTOBER 2013.

[Signature]

OCTOBER 30, 2013

DATE

VLADIMIR DOSEN, B.Sc.
ONTARIO LAND SURVEYOR

**VLADIMIR DOSEN SURVEYING
ONTARIO LAND SURVEYORS**

555 DAVISVILLE AVENUE
TORONTO, ONTARIO M4S 1J2

PHONE: (416) 527-0408 EMAIL: vladdosen@rogers.com

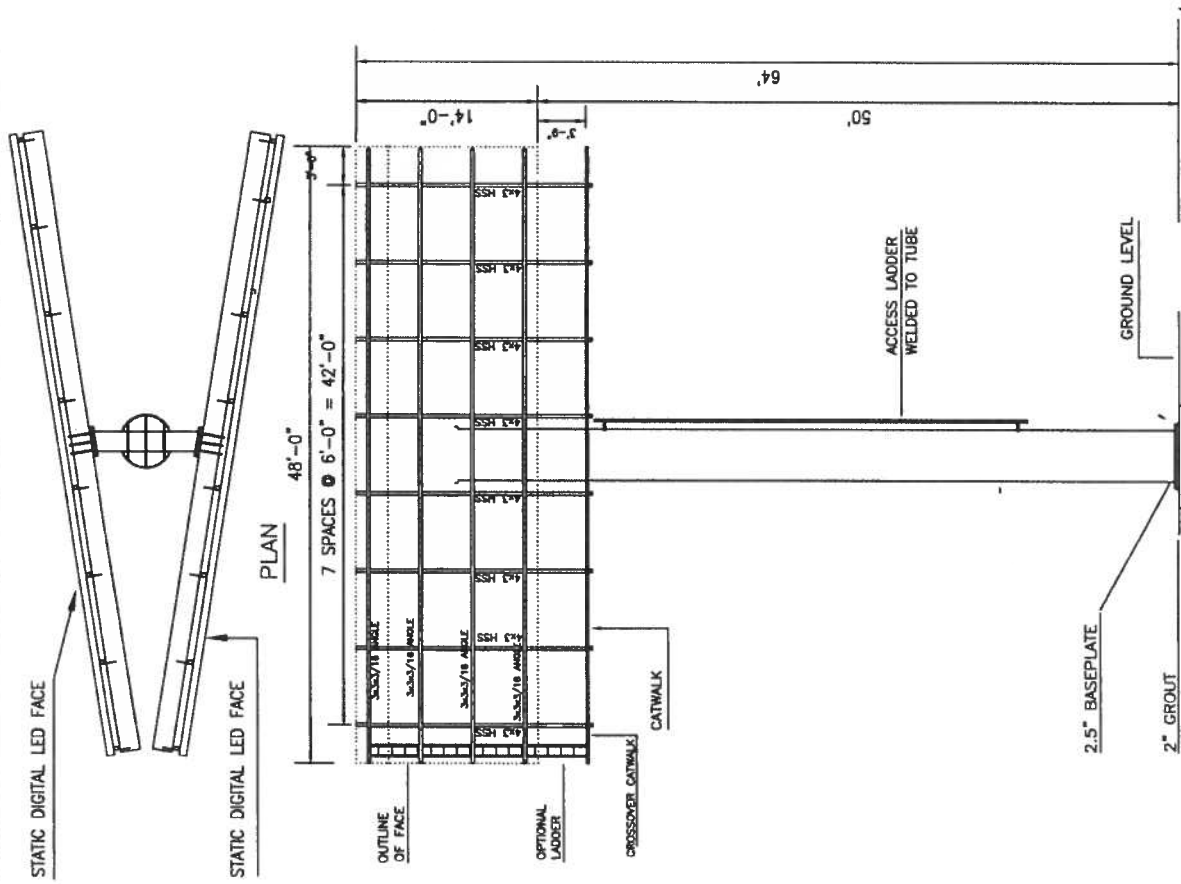
CAD FILE: 615 DIXON SIGN

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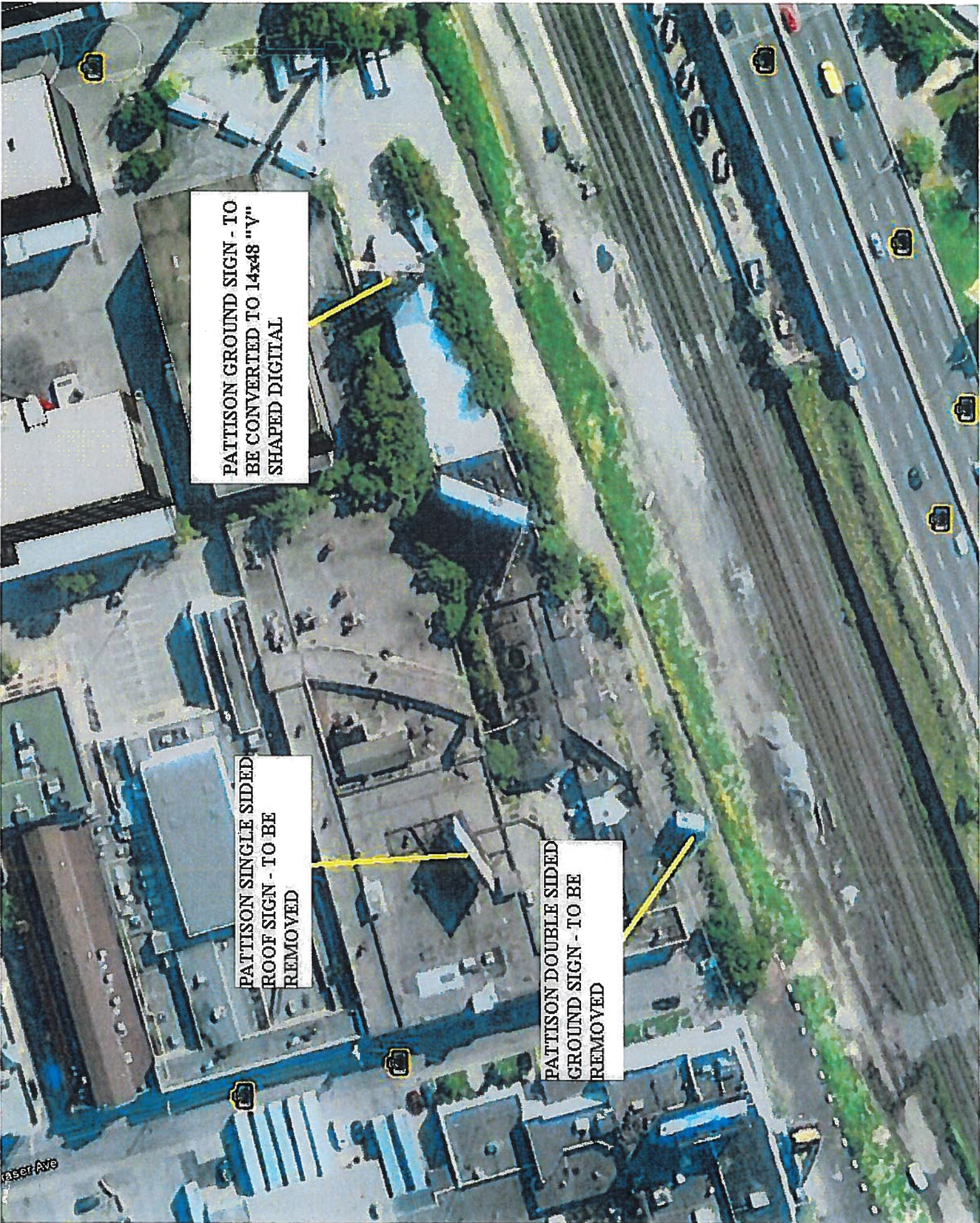
DRAWN BY: VD

CHECKED BY: VD

JOB No :



LEN MAILE	
P. ENG. STRUCTURAL ENGINEER	28 INVERNESS BLVD. NORTH YORK, ONTARIO M2N 1N6
TEL: 416-491-3729	64 FT. HIGH STRUCTURE FOR 14' x 48'
AT 7-15 PAPER NO. TORONTO	25Apr13
6565-1	



PATTISON GROUND SIGN - TO
BE CONVERTED TO 14x48 "Y"
SHAPED DIGITAL

PATTISON SINGLE SIDED
ROOF SIGN - TO BE
REMOVED

PATTISON DOUBLE SIDED
GROUND SIGN - TO BE
REMOVED

PATTISON SINGLE
SIDED ROOF SIGN
- TO BE REMOVED

PATTISON DOUBLE
SIDED GROUND SIGN -
TO BE REMOVED

PATTISON GROUND SIGN -
TO BE CONVERTED TO
14x48 "V" SHAPED DIGITAL

