

Appendix 1 –Pattison's Submission in Support of Application



Sign By-law Amendment Application

For Enquiries Dial 311
 From Outside the City of Toronto (416) 392-CITY (2488)

Request Date	Folder No.
4 Dec 11 2014	

Sign Location

Street No.	Street Name	Lot No.	Plot No.
2751-53	EGLINTON AVENUE EAST		

If this is an application for more than one property of a Signage Master Plan, please attach a schedule of all properties the proposed amendment will apply to.

Describe the sections of the Sign By-law that require amendment:
 TO PERMIT THE EXISTING CROWD TO REMAIN AS A 10 FOOT BY 20 FOOT SIGN CONTAINING MECHANICAL COPY AS OPPOSED TO A 12 FOOT BY 18 FOOT STATIC AS ORIGINALLY APPROVED IN 2008

Please provide the reasons/justification for the amendment (Attach any supporting documentation or additional pages as required)
 PLEASE SEE ATTACHED LETTER

Property Owner Information

Last Name		First Name	
Company Name (if applicable) CROMBIE PROPERTY HOLDINGS LIMITED			
Street No. & Name 115 KING STREET		Apt./Unit No.	Area Code and Telephone No. (902) 755-8100
City STELLARTON	Province NOVA SCOTIA	Postal Code B0K 1S0	Area Code and Mobile / Pager No. (902) 752-5136
E-mail address			

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.

Applicant's Declaration and Information

Last Name CATALANO		First Name SID	
Company Name (if applicable) PATTISON OUTDOOR ADVERTISING LP			
Street No. and Name 2700 MATHESON BLVD E		Apt./Unit No. 500	Area Code and Telephone / Pager No. (905) 282-8846
City MISSISSAUGA	Province ON	Postal Code L4W 4V9	Area Code and Mobile / Pager No. (416) 839-5911
E-mail address			

do hereby declare the following:

- That I am the Property Owner as stated above
 an officer/employee of _____, which is an authorized agent of the owner.
 the owner's authorized agent
 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 By-law Amendment(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.
 - 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.

Applicant's Signature: _____ Post Name: SID CATALANO Date: 04/11/2014

The personal information on this form is collected under the authority of ss. 8 and 110 of the City of Toronto Act, 2006, and Chapter 694, Signs, General, of the City of Toronto Municipal Code, and will be used specifically for the purpose of creating and maintaining a record available to the general public concerning signs and permit information, evaluation of applications made under Chapter 694, Signs, General, its amendment, denial and revocation of permits under Chapter 694, Signs, General, processing applications for variances from and amendments to Chapter 694, Signs, General, creating aggregate statistical reports, enforcement of 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 contacting parcel holder(s) or authorized agent(s). Questions about this collection may be referred to the Manager, Sign By-law Unit, at Toronto, Building, City Hall, 100 Queen St. W., 12th Floor, East Tower, Toronto, ON, M5H 2N2, Telephone 416-392-8000

For Enquiries Dial 311
From Outside the City of Toronto (416) 392-CITY (2486)

Request Date			Folder No.
4 Day	11 Month	2014 Year	

This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Sign Location

Street No. 2751-53	Street Name EGLINTON AVENUE EAST	Lot No.	Plan No.
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Site and Building Data

Lot Area:	Lot Frontage:	Lot Depth:
Number of Buildings on the lot: ONE	Date of Construction of Building(s) if known: WITHIN LAST 10 YEARS	
Building Height(s): ONE	Number of Storeys: ONE	Building Gross Floor Area:
Building Use(s): EXISTING SIGN LOCATED ON THE GROUND ADJACENT TO A SHOPPERS DRUG MART IN A STRIP PLAZA,		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary):

North: COMMERCIAL

South: COMMERCIAL

East: COMMERCIAL

West: COMMERCIAL

Proposal

Please describe in detail what is being proposed (use additional pages if necessary):
TO PERMIT THE EXISTING 10 BY 20 BILLBOARD CONTAINING MECHANICAL COPY TO REMAIN AS OPPOSED TO THE ORIGINAL PERMIT VA

Rationale

Please describe a rationale to support this proposal, including references to the City of Toronto Official Plan and any other Area Plans or Studies that have been completed (use additional pages if necessary):

SEE ATTACHED LETTER FOR DETAILS



October 31, 2014

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

RE: Sign Bylaw Amendment– 2751-53 Eglinton Ave East

Mr. Bader:

By way of this letter, I am making application for a sign bylaw amendment to the City's Sign Bylaw respecting 2751-53 Eglinton Avenue East.

The property is a large triangular piece of land bound by Brimley Ave, Danforth Avenue and Eglinton Ave East. The subject sign is located on the east side of Eglinton Avenue East between Brimley and Danforth Avenue. A sign permit for a third party ground sign at 2751-53 Eglinton Avenue East was issued in 2000 under Permit No. 00-126574. The original permit had a ground billboard whose sign face was 12 feet by 16 feet and containing static copy.

The applicant is seeking to maintain the existing sign as a 10 by 20 foot third party billboard and having mechanical copy as opposed to the original permit which was for a 12 by 16 foot third party ground sign and static copy.

The contents of this sign variance application have been discussed with the local ward councilor and she is in support of this variance application.

The variance we are seeking is to maintain the existing sign as a 10 by 20 foot third party ground sign and containing mechanical copy as opposed to a 12 by 16 foot third party ground sign and containing static copy as was approved in 2000. Furthermore the Sign Bylaw today if applied to a brand new application, would not permit ground signs due to the CR zone designation.

Why should this bylaw amendment be granted ?

(1) Is warranted based on physical circumstances applicable to the property or premises

Based on the site plan the existing sign and its component parts are located to the front of the property and fronting onto Eglinton Ave East, with viewership from traffic travelling east and



west along Eglinton Ave East. The billboard has existed for 14 years and there has never been any issues or complaints respecting the location, since it was permitted as of right in 2000, solely the orientation of the sign face was incorrect. In fact was the file signed off and closed by City Buildings back on around 2000-2001.

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

The existing as of right signage has been in place since 2000. Contrary to the current bylaw, ground signs located on this strip property would make much more sense than insisting this particular zoning permit only wall signs.

(3) Is consistent with buildings and other features or premises within 120 meters of the location of the proposed sign.

Many of the buildings in the general vicinity of the subject site are consistent to that of the subject site. Many of the buildings in the vicinity are one storey light industrial/commercial buildings. With respect to signage there are other permitted ground signs on this overly large triangular piece of property.

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

The existing sign at 2751-53 Eglinton Avenue East was erected in 2000, 14 years ago. The only change is to maintain the 10 by 20 foot orientation which was built 14 years ago. In fact the property itself has undergone changes to the redevelopment of the overall property and the existing sign has not been an issue. Had the sign been an issue during the redevelopment of the property, in all likelihood the developer/owner would have wanted the sign removed. This did not happen.

(5) Will not adversely affect adjacent properties

The existing sign has not adversely impacted the adjacent properties to date. Please see #4 above.

(6) Will not adversely affect public safety

The existing sign, has not had an impact on the public safety to date, otherwise there would have been complaints registered against this sign location.

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



If this were a new sign it would not meet the requirements of the current Sign Bylaw insofar as under the current Sign Bylaw, ground signs are not permitted in CR zoned districts, which is a major shift from previous City of Toronto sign bylaws. There are currently two third party ground signs which received approval back in 2000, when ground signs were permitted in CR zoned districts.

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

The property at 2751-53 Eglinton Avenue East for purposes of the new City Sign Bylaw is zoned CR Commercial Residential District which permits third party signage, however only wall signs and not ground signs.

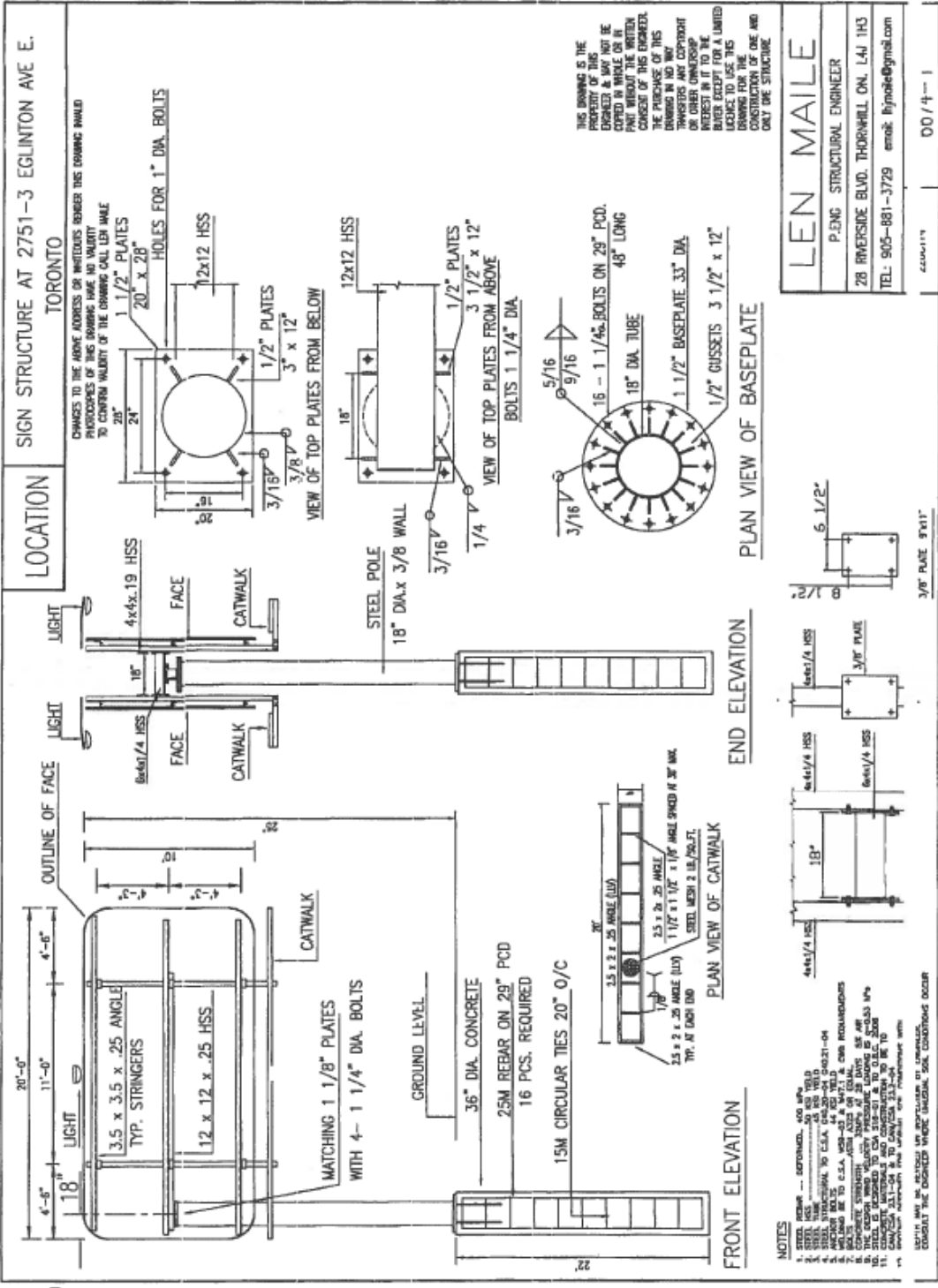
(9) Is not expressly prohibited by Subsection 694-15B

The existing sign or the alteration of the sign we are seeking is not expressly prohibited by Subsection 694-15B

We believe the variance sought in this instance based on the nine listed criteria above is within the general intent and spirit of the City's new Sign, bylaw. We look forward to discussing the matter further before the City's Sign Variance Committee.

Yours truly,

Sid Catalano
Pattison Outdoor Advertising LP



LOCATION
SIGN STRUCTURE AT 2751-3 EGLINTON AVE. E.
TORONTO

CHANGES TO THE ABOVE ADDRESS OR WHITICHOUS REMOVED THIS DRAWING NAME
PHOTOCOPIES OF THIS DRAWING HAVE NO VALIDITY
TO CORRECT WHITICHOUS OF THE DRAWING CALL LEN MAILE

THIS DRAWING IS THE
PROPERTY OF THE
ENGINEER & MAY NOT BE
COPIED IN WHOLE OR IN
PART WITHOUT THE WRITTEN
CONSENT OF THE ENGINEER.
THE PURCHASE OF THIS
DRAWING IN NO WAY
IMPLIES ANY ENDORSEMENT
OR OTHER UNDERSTANDING
HEREIN IN IT TO THE
ENGINEER EXCEPT FOR A LIMITED
LICENSE TO USE THIS
DRAWING FOR THE
CONSTRUCTION OF ONE AND
ONLY ONE STRUCTURE.

LEN MAILE
P. ENG. STRUCTURAL ENGINEER
28 RIVERSIDE BLVD. THORNHILL, ON. L4J 1H3
TEL: 905-881-3729 email: lenmaile@gmail.com

4/20/11
00/4-1

FRONT ELEVATION

20'-0"
11'-0"
4'-6"
18"
4'-6"
3.5 x 3.5 x .25 ANGLE
TYP. STRINGERS
12 x 12 x .25 HSS
MATCHING 1 1/8" PLATES
WITH 4- 1 1/4" DIA. BOLTS
CATWALK
GROUND LEVEL
36" DIA. CONCRETE
25M REBAR ON 29" PCD
16 PCS. REQUIRED
15M CIRCULAR TIES 20" O/C

END ELEVATION

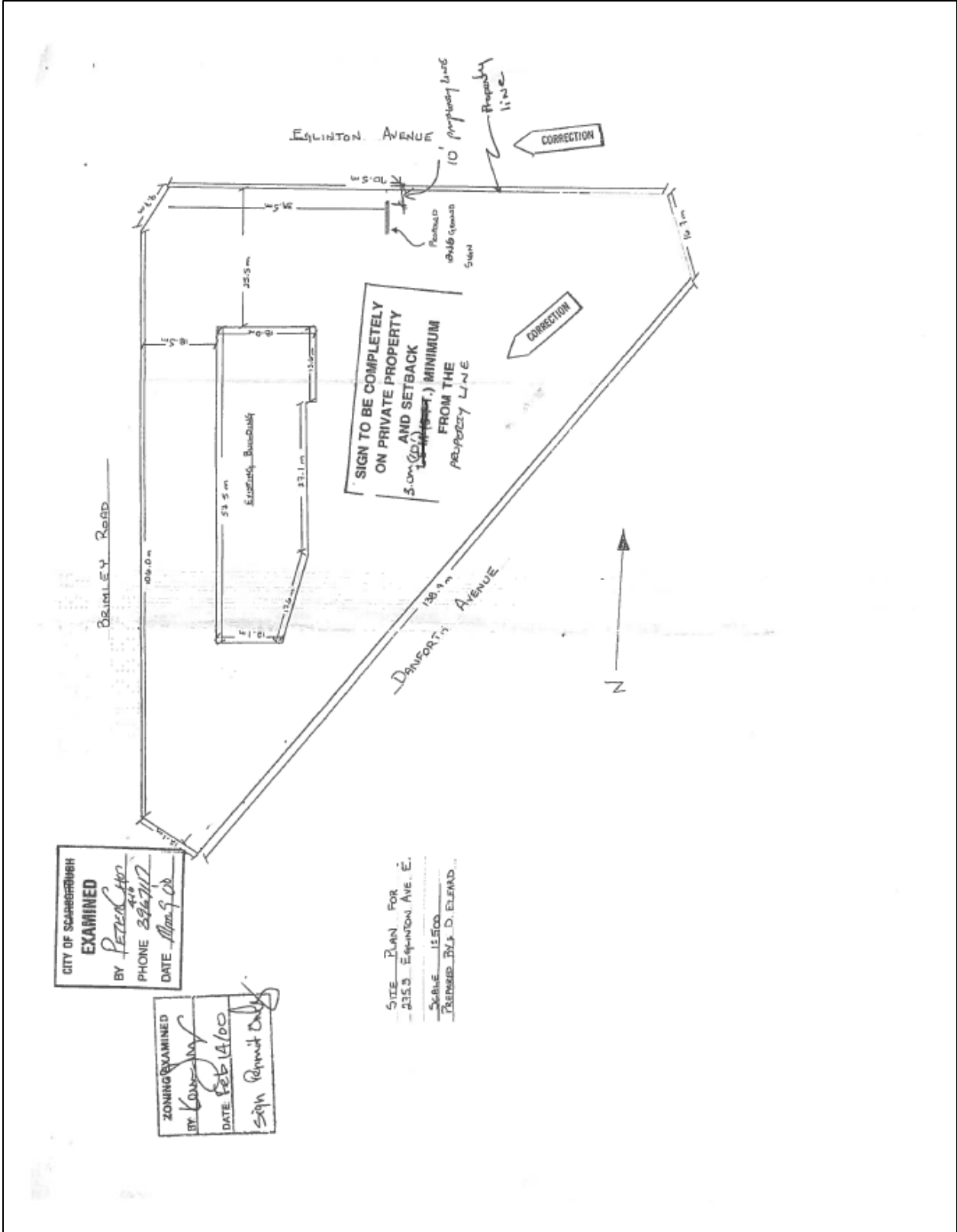
OUTLINE OF FACE
FACE
CATWALK
LIGHT
4x4x.19 HSS
18"
6x6x1/4 HSS
18"
STEEL POLE
18" DIA x 3/8 WALL
3/16"
1/4"
VIEW OF TOP PLATES FROM ABOVE
BOLTS 1 1/4" DIA.
12x12 HSS
1/2" PLATES
3 1/2" x 12"
3/8" V
1/2" PLATES
3" x 12"
1/2" PLATES
20" x 28"
1 1/2" PLATES
HOLES FOR 1" DIA. BOLTS
12x12 HSS
3/16"
5/16"
9/16"
16 - 1 1/4" BOLTS ON 29" PCD.
48" LONG
18" DIA. TUBE
1 1/2" BASEPLATE 33" DIA.
1/2" GUSSETS 3 1/2" x 12"

PLAN VIEW OF BASEPLATE

PLAN VIEW OF CATWALK
36" DIA. CONCRETE
25M REBAR ON 29" PCD
16 PCS. REQUIRED
15M CIRCULAR TIES 20" O/C
1/8"
25 x 25 ANGLE (L) 117" x 1 1/2" x 1/8" ANGLE SPACED AT 20" DIA.
TYP. AT EACH END
STEEL MESH 2 LB./SQ. FT.
4x4x.19 HSS
6x6x1/4 HSS
6x6x1/4 HSS
3/8" PLATE
3/8" PLATE
6.1/2"
3/8" PLATE 6x11"

- NOTES**
1. STEEL DESIGN - REFERENCED TO CAN 158
 2. STEEL DESIGN - REFERENCED TO CAN 158
 3. STEEL DESIGN - REFERENCED TO CAN 158
 4. WELDED JOINTS TO BE WELDED TO CAN 158
 5. WELDED JOINTS TO BE WELDED TO CAN 158
 6. CONCRETE DESIGN - REFERENCED TO CAN 3
 7. CONCRETE DESIGN - REFERENCED TO CAN 3
 8. CONCRETE DESIGN - REFERENCED TO CAN 3
 9. CONCRETE DESIGN - REFERENCED TO CAN 3
 10. CONCRETE DESIGN - REFERENCED TO CAN 3
 11. CONCRETE DESIGN - REFERENCED TO CAN 3
 12. CONCRETE DESIGN - REFERENCED TO CAN 3

NOTES MAY BE REVISED BY SUPPLEMENTAL DRAWINGS.
CONSULT THE ENGINEER WHERE UNUSUAL SOIL CONDITIONS OCCUR



CITY OF SCARBOROUGH
EXAMINED
 BY *Peter Cho*
 PHONE *416 291-2172*
 DATE *March 9, 00*

ZONING EXAMINED
 BY *Koussing*
 DATE *FEB 14/00*
Sign Permit Only

SITE PLAN FOR
 2353 EGLINTON AVE. E.
 SCALE 1:500
 PREPARED BY J. D. ELWARD





Queen's Plate

SUNDAY JUNE 22ND
QueensPlate.com



WOODBINE

PATTISON

OPEN TO MONDAY

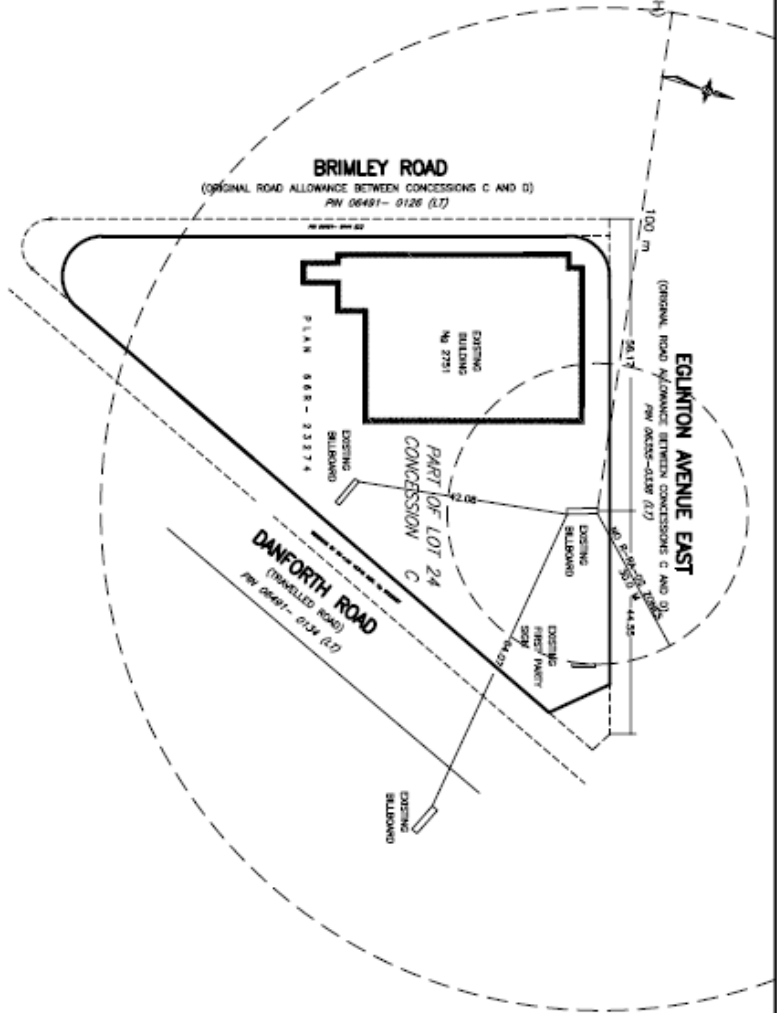
DENTAL CENTRAL

PHARMACY

SHOPPERS

COMING SOON

PLAN OF SURVEY OF
**PART OF LOT 24
 CONCESSION C
 CITY OF TORONTO**
 (FORMERLY CITY OF SCARBOROUGH)
NOT TO SCALE



LEGEND

D	ONTOARIO SURVEY MONUMENT PLANTED	PL	ONTOARIO PLAN 688-23274
M	ONTOARIO SURVEY MONUMENT PLANTED		
SB	ONTOARIO SURVEY MONUMENT PLANTED		
DB	ONTOARIO SURVEY MONUMENT PLANTED		
WT	ONTOARIO SURVEY MONUMENT PLANTED		
CC	ONTOARIO SURVEY MONUMENT PLANTED		
S	ONTOARIO SURVEY MONUMENT PLANTED		
PC	ONTOARIO SURVEY MONUMENT PLANTED		

SURVEYOR'S CERTIFICATE

THE FIELD WORK WAS COMPLETED ON THE 26th DAY OF NOVEMBER 2014.
 DECEMBER 1, 2014
 DATE

[Signature]
 VLADIMIR DOSEN, B.Sc.
 ONTARIO LAND SURVEYOR

**VLADIMIR DOSEN SURVEYING
 ONTARIO LAND SURVEYORS**

555 DAVENPORT AVENUE
 TORONTO, ONTARIO M4S 1A2
 PHONE: (416) 527-0408 EMAIL: vdo@vdo-survey.com
 DRAWN BY: VD
 CHECKED BY: VD
 DATE: 11/23/2014
 JOB NO: 14392