



# Appendix 1: Abcon's Submission in Support of Application

<a href="#">Print</a>	<a href="#">Email</a>	<a href="#">Reset Form</a>	PLEASE TYPE IN ALL CAPS
		Application <b>Sign By-law Amendment</b>	
Folder No.		Date (yyyy-mm-dd) 2014-11-12	
<b>Sign Location</b>			
Street No. 555	Street Name REXDALE BLVD. TORONTO	Lot No. WOODBINE ENTE	Plan No.
If this is an application for more than one property, please attach a schedule of all properties that the proposed amendment will apply to.			
Describe the sections of the Sign By-law that require amendment PLEASE SEE ATTACHED SCHEDULE -			
Please provide the reasons/justification for the amendment (Attach any supporting documentation or additional pages as required) PLEASE SEE ATTACHED SCHEDULE -			
<b>Property Owner Information</b>			
First Name PAUL		Last Name LAWSON	
Company Name WOODBINE ENTERTAINMENT GROUP			Telephone No. (416) 675-7223
Street No. 555	Street Name REXDALE BLVD. P.O. BOX 156	Suite/Unit No.	Mobile No.
City TORONTO	Province ON	Postal Code M9W 5L2	Fax No.
E-mail Address plawson@woodbineentertainment.com			
<b>Attachments Required</b>			
<ul style="list-style-type: none"><li>Copies of any supporting documents and all necessary plans and specifications required to support the Sign By-law Amendment(s) requested.</li><li>Sign By-law Amendment Data Sheet.</li></ul>			
Continue on next page			
14-0040 2013-07		 311 REGISTRY OF CITY SERVICES	
1 of 2			

Application  
**Sign By-law Amendment**

**Applicant Information and Declaration**

First Name I. <b>NORM</b>		Last Name <b>GIRDHAR</b>	
Company Name (if applicable) <b>ABCON MEDIA INC.</b>			Telephone No. <b>(416) 766-8235</b>
Street No. of, <b>2009</b>	Street Name <b>LAWRENCE AVENUE WEST</b>	Suite/Unit No. <b>10</b>	Mobile No. <b>(416) 727-8068</b>
City <b>TORONTO</b>	Province <b>ON</b>	Postal Code <b>M9N 3V2</b>	Fax No. <b>(416) 766-8245</b>
E-mail Address <b>norm.girdhar@gmail.com</b>			
<p>Do hereby declare the following:</p> <p>That I am: <input type="checkbox"/> the Property Owner as stated above</p> <p style="padding-left: 40px;"><input type="checkbox"/> an officer/employee of _____, which is an authorized agent of the owner.</p> <p style="padding-left: 40px;"><input type="checkbox"/> the owner's authorized agent.</p> <p style="padding-left: 40px;"><input type="checkbox"/> an officer/employee of <b>ABCON MEDIA INC.</b>, which is the Property Owner's authorized agent.</p> <ul style="list-style-type: none"> <li>• 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;</li> <li>• That the plans and specifications submitted are prepared for the Sign By-law Amendment(s) described and are submitted in compliance with copyright law; and</li> <li>• That the information included in this application and in the documents filed with this application is correct.</li> </ul>			
_____ Signature	<b>Norm Girdhar</b> Print Name	<b>2014-11-12</b> Date (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 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.

## Sign By-law Amendment Data Sheet

## Sign Location

Street No.	Street Name	Lot No.	Plan No.
555	REXDALE BLVD.		

## Site and Building Data

Lot Area	Lot Frontage	Lot Depth
No. of Buildings on the Lot	Date of construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	No. of Storeys	Building(s) Gross Floor Area
Building Uses		
OLG SLOT MACHINES ENTERTAINMENT CENTRE AND ADMINISTRATION OFFICES FOR HORSE RACING		

## Site Context

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

North

South

East

West

## Proposal

Please describe in detail what is being proposed (use additional pages if necessary)

PLEASE SEE ATTACHED SCHEDULE -

## 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)

PLEASE SEE ATTACHED SCHEDULE -

The premise municipally known as 555 Rexdale Boulevard is located at the southwest corner of Hwy 27 and Rexdale Boulevard in an E-Employment sign district. The premises is popularly known as Woodbine Entertainment Centre and owned and operated by Woodbine Entertainment Group. The premises is bounded by Rexdale Boulevard to the north, Hwy 27 to the east, CN rail track to the south and Hwy 427 to the west. A shopping mall known as Woodbine Shopping Centre is located on the northwest corner of Hwy 27 and Rexdale Boulevard in a C-Commercial sign district and area located to the east of Hwy 27 in the vicinity is designated E-Employment sign district and generally most of the properties located in the area contain single storey industrial buildings. The site topography of the property along Hwy 27 and Rexdale Boulevard is such that it provides an opportunity to display topiary signs along both of these frontages of the premises.

An Amendment to Chapter 694 is requested for the following reasons:

1. A separation distance of maximum 50 metres between third party topiary signs on the premises be permitted, instead of required separation distance of 100 metres under Chapter 694.
2. The proposed topiary signs along Hwy 27 frontage of the premises be permitted to setback 3 metres from the property line instead of the required separation distance of 400 metres from the Hwy 27 as per Ch. 694-24.
3. Some of the signs may contain some elements with a height of up to 1.5 metres instead of the permitted height of 0.6 metres above grade and therefore an amendment to by-law is required, and
4. An amendment to sign by-law is also required because each of the proposed third party topiary sign will be 30 metres wide and 5 metres high with an area of 150 square metres, whereas the permitted size for a third party sign under Chapter 694 is 20.0 square metres.

#### **Required Amendments to Chapter 694**

We intend to display 15 third party topiary signs on the slopes of the property along Hwy 27 and 15 third party topiary signs along Rexdale Boulevard. A topiary sign is defined by Chapter 694 of sign by-law as a sign consisting only of shrubs, flowers, ornamental plants and landscaping elements. Under Chapter 694,

topiary signs are permitted in all sign districts without the requirement for a sign permit provided that they are no higher than 0.6 metres above surrounding grade and provided they comply in all other respects with the requirements of chapter 694 including separation distances that may be required between signs. In this case, some of the proposed topiary signs on both north and east frontage of the property may not meet the separation distance requirement and may contain elements with a height greater than 0.6 metres above grade and therefore it will require both an amendment to Chapter 694, and a subsequent sign permit in order to be allowed.

Due to unique nature of topiary signs, no provisions in Chapter 694 are established to allow topiary signs which exceed the limitations set out in the by-law. As a result, all topiary signs are required to be approved by City Council on a site specific basis and require permits.

**Separation Distances:**

The proposed topiary signs along Hwy 27 and along Rexdale Boulevard do not meet the requirements for topiary signs in order to be exempt from sign permit requirements as set out in Chapter 694. This is due primarily to their size, height above grade and separation distances required between the signs. As such, a site-specific by-law amendment is required to allow permits to be issued.

Chapter 694 requires a minimum 100 metre separation distance between third party signs. It is requested that the by-law be amended to permit the proposed topiary signs having a separation distance of 50 metres between each of the topiary signs on this property.

Also, an amendment to the by-law is requested to permit to display third party topiary signs having a setback of 3 metres from the property line along the Hwy 27, because under Chapter 694, a third party sign is required to have a separation distance of 400 metres from the Hwy 27. We believe that from a traffic point of view Hwy 27 is more or less like any other city road in Toronto with a speed limit of 60 km per hour. It is not an expressway and moreover due to the orientation of the topiary signs in general and as well as the consistency in the shrubs, grasses

and materials used in the signs, the issues of sign clutter or driver distraction are substantially reduced in comparison to more traditional sign copy types.

With respect to the size and height of the signs, Chapter 694 restricts the maximum sign face area of third party signs to 20 square metres, whereas the proposed third party signs would be much larger than otherwise permitted. However, it is our understanding that due to the compatibility of materials used in the topiary signs with the surrounding area, the impact of the larger sign face is substantially reduced. Also, due to their imprecise nature, the shrubs, grasses and other materials used in topiary signs require more space in order to display properly visible message on the sign.



December 12, 2014

TO WHOM IT MAY CONCERN,

On behalf of Woodbine Entertainment Group, I am pleased to provide this Letter of Authorization to Mr. Narinder Girdhar to act on our behalf in the matter of any by-law variances relating to the installation of topiary signs on our property.

This letter serves as authorization to Mr. Girdhar to obtain all necessary permits, approvals and previous records from the City of Toronto as required for the above-mentioned purpose at the following property:

Woodbine Entertainment Group  
555 Rexdale Boulevard  
Toronto, Ontario M9W 5L2

Woodbine Entertainment Group is the owner of the aforementioned property.

Any questions regarding this Letter of Authorization should be directed to myself, Bill Ford, at 416-675-3993 x3864 or [bford@woodbineentertainment.com](mailto:bford@woodbineentertainment.com).

Regards,

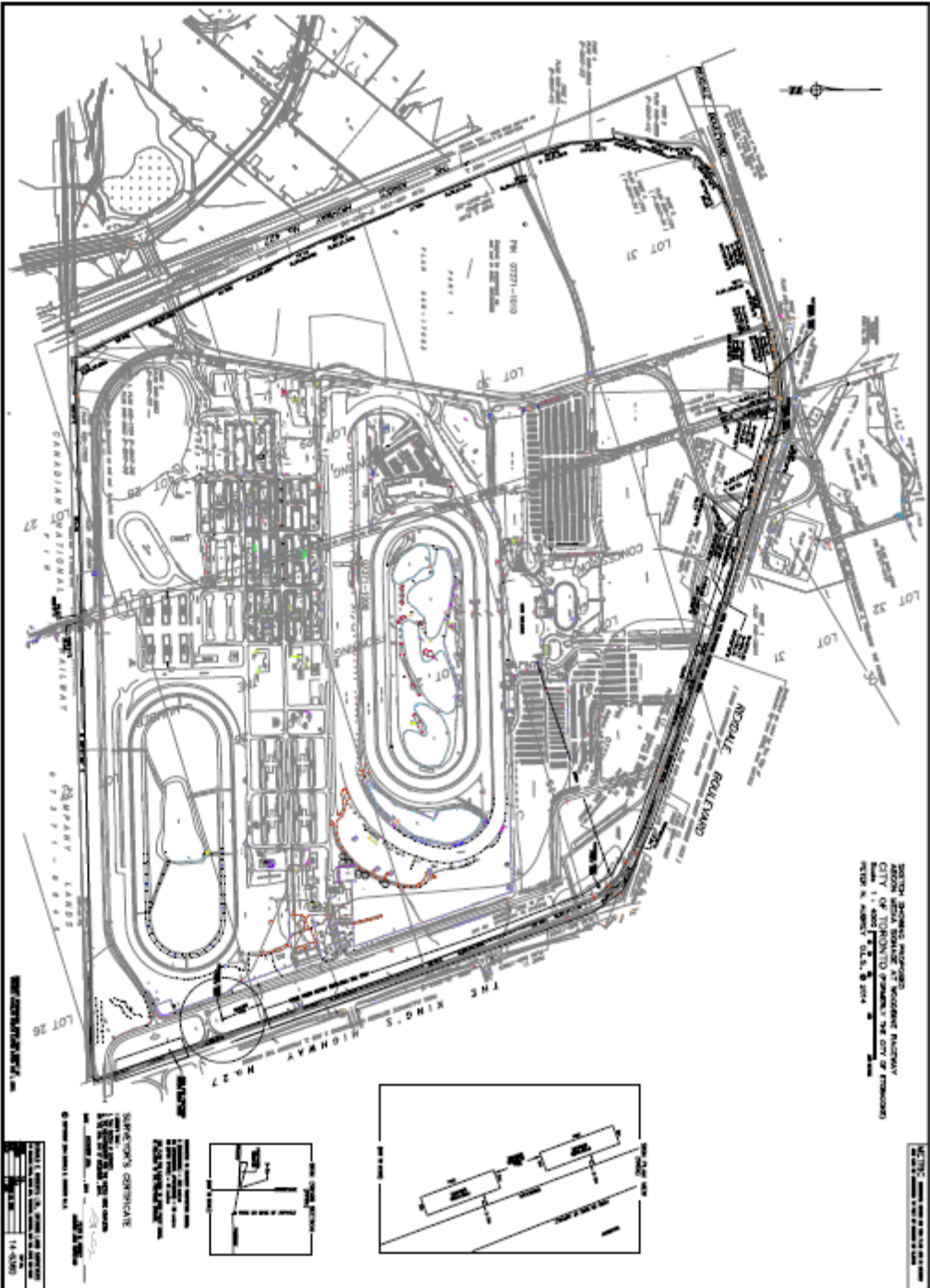
William G. Ford  
Vice-President, General Counsel & Secretary

**WOODBINE ENTERTAINMENT GROUP**  
555 Rexdale Boulevard P.O. Box 156 Toronto Ontario Canada M9W 5L2  
Tel: 416-675-3993 Fax: 416-213-2126 [www.WoodbineEntertainment.com](http://www.WoodbineEntertainment.com)



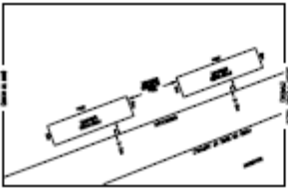






PROPOSED DEVELOPMENT  
 PREPARED BY: [Name]  
 DATE: [Date]  
 SCALE: [Scale]  
 SHEET NO. [Number]

THE KING'S HIGHWAY N-27



PROPOSED DEVELOPMENT  
 PREPARED BY: [Name]  
 DATE: [Date]  
 SCALE: [Scale]  
 SHEET NO. [Number]

THE KING'S HIGHWAY N-27