



April 18, 2007

DELIVERED

City of Toronto Urban Development Services
Toronto City Hall, 100 Queen Street West
Toronto, ON M5H 2N2

Dear Sir/Madam:

Re: Minor Variance Applications for a vinyl fascia sign at 1041 Avenue Road in the City of Toronto (the "Property")

Titan Outdoor Canada Co. is the authorized agent of the Property owner, which Property is located in Ward 16 of the City of Toronto (the "City"). Enclosed is an application for a minor variance with respect to a third party sign proposed for the Property on the building's west elevation.

An application for Preliminary Project Review has been submitted in order to identify the variances required. Variances requested are those identified in the Preliminary Project Review report that accompanies this application for Committee and Council consideration.

Description

The Property is located at the Corner of Avenue Road and Eglinton Avenue West, and is the site of a 2 -storey building. Titan Worldwide is seeking permission to install a third party vinyl fascia sign on the building's west elevation as illustrated on the attached drawing.

The use of vinyl technology creates an image similar to a mural sign without causing damage to building exteriors. Walls previously painted with mural signs are deteriorating and the façade of the building cannot generally be restored back to its original condition. Additionally, wall painting can cause damage to adjoining property owners through paint overspray. The change in printing technology has allowed sign companies to produce a high quality and superior alternative to mural signs.

The sign is proposed with the following dimensions and location criteria:

Vinyl third party advertising fascia sign, on the West elevation measuring 20m. sq. 5.0 m high x 4.0 m wide.