

Attachment 5

January 20, 2008

To: City of Toronto – North Community Council
Re: Sign Variance for Rhyl Realty Inc., 3200 Dufferin St
Submitted on behalf of Rhyl Realty Inc. and Gregory Signs Ltd.

We are asking for your consideration in respect to our variance application for the installation of two illuminated tenant identification ground signs to replace two existing ground signs at the above address.

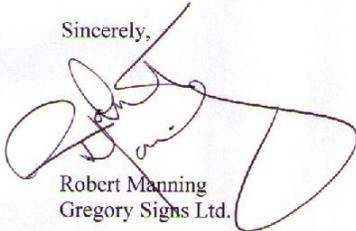
The property, although zoned Industrial MC (37) H is a large multi-tenant commercial plaza. The new signs are required to identify the large number of tenants, many of whom have no direct exposure to Dufferin Street.

Our proposed variance would increase the maximum allowable height of the signs by 1 and 5 feet respectively.

The increased height will provide a larger and more legible display area and allow for additional tenants to be displayed on the signage.

The proposed signs have been designed with aesthetic and architectural features to compliment the plaza and they will improve and enhance the character of the streetscape.

Sincerely,



Robert Manning
Gregory Signs Ltd.