

**ATTACHMENT 3:
COMMUNICATIONS**

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Our File No.: 11-2497

By Courier and E-mail

Chair and Members of the Sign Variance Committee
City of Toronto
Scarborough Civic Centre
3rd floor, 150 Borough Dr.
Toronto, ON M1P 4N7

Attention: Yvonne Davies, Secretariat, Sign Variance Committee

Dear Sirs/Mesdames:

**Re: Applications by Core Outdoor for 1A Atlantic Avenue and 0 Toronto Terminal
City File Nos. 11-271819, 11-00006, 11-271847**

We are solicitors for Minto (1 Atlantic) Inc. ("Minto"), the owner of the property known municipally as 1 Atlantic Avenue. Minto's property is in close proximity to the signage proposed under the above-noted applications.

On behalf of our client, we are writing to respectfully request that the Sign Variance Committee defer these applications.

Allvision Canada, on behalf of CN Rail, recently made an application to amend Chapter 694, Signs, General, of the City of Toronto Municipal Code in order to, *inter alia*, permit the replacement, at select locations along CN Rail corridors, of existing ground signs displaying static copy with larger signs displaying electronic static copy. At its meeting of October 6, 2011, the City's Planning and Growth Management Committee deferred the Allvision/CN Rail application to January 2012 in order to allow consultations to take place with the City Planning division, affected communities and stakeholders, in cooperation with local Councillors. One major issue in dispute before the Planning and Growth Management Committee was the proposed location of electronic static copy ground signs in front of 1 Atlantic Avenue and/or 1A Atlantic Avenue.

We submit, therefore, that it is premature for the Sign Variance Committee to consider these applications by Core Outdoor, as a decision by the Committee to approve the variances would likely prejudice the consultations directed by the Planning and Growth Management Committee for the Allvision/CN Rail proposal. Allowing the proposed Core Outdoor electronic static copy signs at 1A Atlantic Avenue would likely reduce the potential locations for the proposed

Allvision/CN Rail electronic static copy signs, thus potentially forcing the latter to the frontage of 1 Atlantic Avenue (to the detriment of Minto's potential redevelopment plans). The applications by Core Outdoor should be deferred so that they can be considered by the City's Sign By-law Unit in conjunction with the Allvision/CN Rail applications, and so that the location of signs in proximity to 1 Atlantic Avenue and 1A Atlantic Avenue can be reviewed comprehensively.

We ask, therefore, that the Sign Variance Committee not make any decision that could potentially disrupt the process that has been directed by the Planning and Growth Management Committee, and that the Core Outdoor applications be adjourned sine die until the Sign By-law Unit can report to both committees on all of these electronic static sign proposals along this stretch of the Gardiner Expressway.

Yours very truly,

GOODMANS LLP

Michael Stewart
MGS/mp

cc: Councillor Mike Layton
Minto (1 Atlantic) Inc. (via email)