

Yvonne Davies  
Clerk, Sign Variance Committee  
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**RE: Item SB21.2**

Application by Clear Channel Outdoor for Variances from Chapter 694 Respecting  
Five Proposed Third Party Signs at 306 Yonge Street (Ward 27)

Chair Hamilton and Members of the Sign Variance Committee,

As the Chair of the Mayor's Toronto 2015 Pan American/Parapan American Games Secretariat, we are excited by this great partnership with Samsung. The enhanced digital sign on the Atrium on Bay media tower will be important for both Torontonians and visitors alike, allowing them the opportunity to gather in Yonge - Dundas Square, watch content related to the Pan Am / Parapan Am Games, and to show their support for the athletes and the Games. This type of partnership enhances both the cultural life of the City, and also provides the Games with needed private sector funds to make it a huge success.

I strongly encourage the sign variance committee to approve this application.

If you have any questions, please do not hesitate to call me at 416-397-9273.

Sincerely,



Mark Grimes  
Toronto City Councillor  
Ward 6, Etobicoke-Lakeshore  
and  
Chair, Mayor's 2015 Pan/Parapan American Games  
Secretariat  
City of Toronto

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