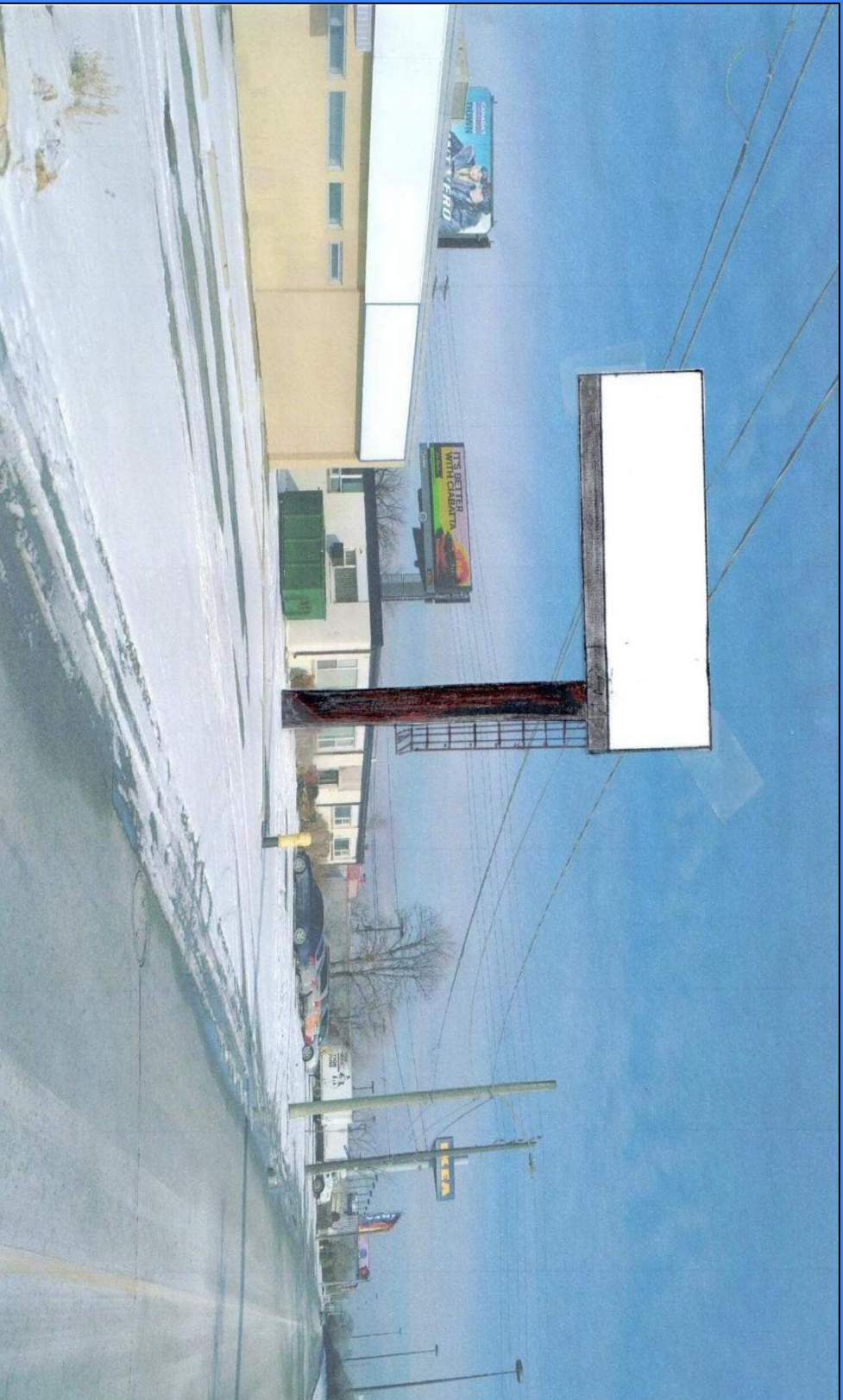


Vote "NO" 64 Fordhouse Proposed Electronic Billboard



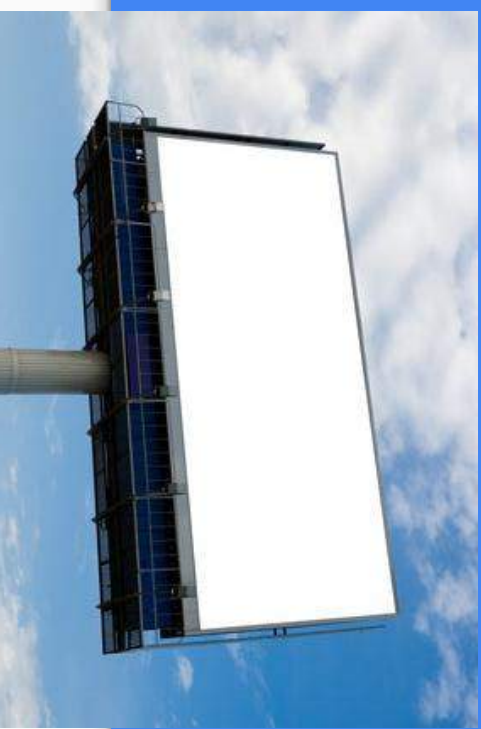
Vote “NO”

64 Fordhouse Amendment Opposition and Concerns



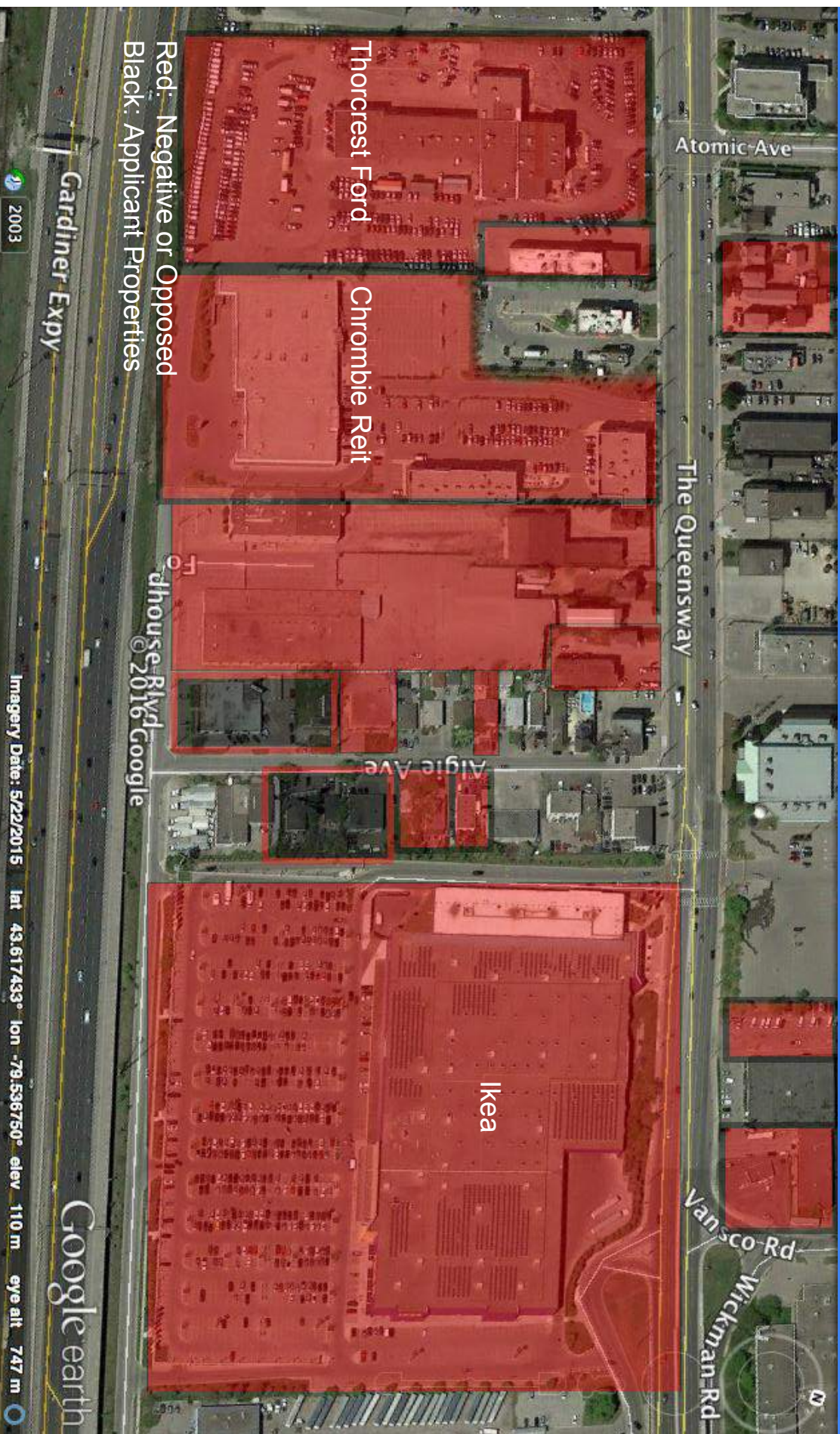
- ❖ **Economic Case**
 - Detriment to development of neighboring lands
 - Marginalizing visibility of FIRST PARTY Businesses and Properties
 - Visual Pollution of “Streetscape” and Employment zone
 - Depreciation of land values to adjacent Owners
 - Windfall and Gift to a single owner 64 Fordhouse to the detriment of ALL Area OWNERS
- ❖ **Community Opposition Concerns**
 - Land Owners
 - Businesses
 - Residents
- ❖ **City Planning Objectives**
 - Encourage redevelopment and increase land value assessments
 - Preserve and Improve Employment Growth Zone
 - Improve and enhance streetscape
 - Enforce By - Laws

Vote “NO” Background



- ❖ City of Toronto updated By-laws in 2015
 - Important updates: No signs within 250m radius of a residential building
 - Currently, there are 10 residential homes that are within a 250m radius
 - 400m setback from any highway for safety; 27x permitted setback
 - 500m setback from existing electronic signs; 7.7x permitted setback
 - Based on the intent of the By-Law no reason has be put forward to legitimately support the Amendment Proposed
 - This proposed Amendment is Offside on every aspect of the By-Law, thwarting the By-Law
 - UNJUSTIFIABLE

Vote "NO" Community Opposition



Vote “NO” Landowners Business Opposition Feedback



- ❖ 3rd Party signs take away visibility from First Party signage rights , block and marginalizes area businesses
- ❖ High density of existing Electronic Billboards do not meet City objectives for “Employment Zone” and will reduce future redevelopment
- ❖ Location of sign in the middle of the street is a blight on the “streetscape” and is not fitting with current retail/office redevelopment
- ❖ No Benefit to the community or local businesses
- ❖ Depreciation of land values and a drag on the area making it a corridor rather than a destination
- ❖ Detrimental to First Party Business Exposure and Signage rights
- ❖ Windfall and Gift to single landowner to detriment of ALL OWNERS, Business

Vote “NO”

Resident Opposition Feedback



- ❖ NO to allowing any “Electronic LED within 250m” of a residence
- ❖ Upset that City of Toronto does not allow Electronic signs in other neighbourhoods and there is already many in the area
- ❖ Strongly feel that the local By-laws should be respected and that large variances should NOT be allowed.
- ❖ Electronic LED Billboards are aggressive, distracting and serve NO residential, community benefit or enhancement.
- ❖ Visual Pollution, unnecessary light and concern over third party advertising
- ❖ Drag on property value
- ❖ Reduced residential quality of life

VOTE “NO”

Local Area Petition in Opposition

- ❖ Petition in opposition to 64 Fordhouse Blvd. Sign By-laws amendment obtained in a very short period of time attached
- ❖ Overwhelming community opposition
- ❖ Diverse community opposition including, residence, tenants, landowners, both large and small business
- ❖ Traffic distraction concerns
- ❖ Degrading site lines and views
- ❖ Area already saturated with existing third party signage both LED and Fixed

Local Business opposition to 64 Fordhouse By-Law Amendment			
Name of Business	Address	Contact	Support? (Y/N/M)
1370443 Ontario Inc.	66 Fordhouse Blvd.	John Regan, Owner	y
2038980 Ontario Inc.	70 Fordhouse Blvd.	John Regan, Owner	y
572989 Ontario Inc.	1549 The Queensway (1551 Qu	John Regan, Owner	y
572989 Ontario Inc.	1543 The Queensway	John Regan, Owner	y
AllState Insurance	1555 The Queensway	Rob Matusell, Agency Manager	y
Canadian Superbilt Shutters	1571 The Queensway	Eric Narine, Owner	Y
Chantia Sales	1607 The Queensway	Harry Chan, Owner	y
Chrombie REIT	1557 The Queensway (5935 Airp	Fred Santini, Regional VP Central Canad	y
Cora's Restaurant	1555 The Queensway	Mike McCarthy, Owner	y
CPR Cellphone Repair	1557 The Queensway, Unit 110	Peter Bowes, Owner	y
EventScape Marketing	4 Bestobell Rd.	Elaine Allen-Milne, Mkt & Comm Manage	y
Goodman Auto Work	1541 The Queensway	Loe Kha, Owner	Y
Ikea	1475 The Queensway	Eric Zammit, Property Manager	y
Imagine Imports	1589 The Queensway, #10	Mahest Mirpuri, Owner	y
Linen Warehouse	576 Evans Av.	Rob Hamilton, Manager	y
Mr Signs/Mr. Printer	516 Evans Av.	Jessica Leeman (for Owner)	y
My Hold Inc.	1545 The Queensway	John Regan, Owner	y
Neulaps Automotive	43 Algie Av.	Harrison Neuman, Owner	y
Panache Rotisseurs	1633 The Queensway	James (Jim) Demeroutis, Owner	Y
Paramount Fine Foods	1585 The Queensway	Aja Mohamed, Team leader	y
Pizza Hut	1557 The Queensway	Jean Lemaire, Manager	y
Reconnect Community Health Services	42 Algie Av.	Darrel Patey, Supervisor	y
Sana Distributors	1589 The Queensway, #1	Faroze Khan, Manager	y
Storage Mart	542 Evans Av.	Ray Farrell, Manager	y
Subway Sandwiches	1466 The Queensway	Ravi Sharma, Owner	y
Thorncrest Ford	1575 The Queensway	Rick Sinhuber, President	y
Tint King	1541 The Queensway	Daniel gonzalez	y
Uhaul	1472 The Queensway	Jermal Glenn, Center Manager	y

Wild Wing Restaurant	1557 The Queensway	Amandeep Singh Syan, Owner	y
Winzen	30 Algie Av.	Brian Zenkovich, CEO	y