



Councillor Justin J. Di Ciano

Ward 5 Etobicoke-Lakeshore

June 30, 2016

Sign Variance Committee
Scarborough Civic Centre
150 Borough Drive, 3rd Floor
Toronto, ON M1P 4N7

Sent via email to: sbc@toronto.ca

Dear Chair and Committee Members,

Re: SB10.3 – Sign Variance Application on Ontario Food Terminal Site (Ward 5)

As the City Councillor for Ward 5, Etobicoke-Lakeshore, I have had the chance to review this application to convert an existing sign on the Ontario Food Terminal (OFT) site to a digital third party sign.

I am writing to express my support for this application.

I believe that this application will have a significant positive impact on the OFT and the surrounding community.

The OFT is a critical Toronto employment hub, providing more than 2,500 jobs in Etobicoke-Lakeshore. The OFT is also at the centre of our city's restaurant and food service industry, providing high quality fruit and produce at competitive prices.

This sign variance application will provide a reliable source of revenue to fund capital upgrades at the OFT with no adverse impact on the surrounding community. In fact, this application proposes an overall reduction in operating hours over the existing sign.

Overall, this application will help ensure the OFT remains an important economic hub for Etobicoke-Lakeshore and the City of Toronto.

I urge the Chair and Members to support this important application.

Sincerely,

Justin Di Ciano
City Councillor
Ward 5 Etobicoke-Lakeshore