
Mark Grimes
Toronto City Councillor
Ward 3, Etobicoke-Lakeshore



Toronto City Hall
100 Queen Street West, Suite C48
Toronto, Ontario M5H 2N2

SB2.01.1

March 22nd, 2019

Sign By-Law Unit
100 Queen Street West
Ground Floor, East Tower
Toronto, ON M5H 2N2

Application 18-142501 – 164 Evans Avenue

Dear Sign Variance Committee,

I am writing to express my strong support for the appeal put forward for a first party sign variance, application 18-142501 located at 164 Evans Avenue.

I have reviewed the application material and the subsequent refusal of the application.

In the decision notice it was stated that it could not be established that the proposed sign is:

- "compatible with the development of the premises and surrounding area"
- "does not alter the character of the premises or surrounding area"
- "in the opinion of the Chief Building Official, not contrary to the public interest".

I would like take this opportunity to address each of these points.

- **"It could not be established that the proposed sign is compatible with the development of the premises and surrounding area."**

The orientation of the proposed sign is structured for visibility from the Gardiner Expressway. The proposed sign will not be an intrusive installation as the sign will feature static copy and will not be backlit. This sign will blend in far better than many of the existing electronic signs found along the Gardiner Expressway. It should also be noted that this business was in operation in the area long before the construction of the adjacent residential units, which were built on a property abutting employment lands.

Additionally, it should be noted that the original Sign Variance Application dated June 26 2007 was approved and came six months after the site plan approval for the construction of the adjacent town homes dated January 16th 2007. No concerns were raised in the initial Sign Variance Application with regards to the approved townhomes.

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- **"It could not be established that the proposed sign does not alter the character of the premises or surrounding area"**

The location of the proposed sign is in proximity to existing industrial structures, including a large tank bearing the "Cool Beer" logo. The proposed sign will serve to promote the existing business by enhancing the visibility of their location and brand, as do other businesses in this area.

- **"It could not be established that the proposed sign is in the opinion of the Chief Building Official, not contrary to the public interest"**

Cool Brewery has been operating in Etobicoke-Lakeshore since 2005, providing employment to our growing residential population, and bringing investment into our community.

Cool Brewery is part of South Etobicoke's major agri-food cluster which is an important part of the overall health of the City of Toronto. Any investments in this sector strengthens Toronto's position as one of the top three food manufacturing clusters in North America.

For each dollar invested in the manufacturing sector, it is expected to generate \$3.25 in total economic activity. To help ensure that our local economy continues to thrive, we must allow for reasonable investments to be made in our local businesses.

Additionally, the municipal industrial tax rate is nearly 3x that of the residential tax rate. These types of business provide jobs to our community, goods for global sale, and they account for a significant portion of revenue collected by the City that is used for the delivery of essential City services to the public.

Allowing this business to reasonably promote themselves serves to reinforce our commitment to supporting local business.

Our City is full of mixed use residential/employment areas, and it is important that a balance is found between affording local businesses the opportunities necessary to ensure that they continue to succeed, while not interfering with the lives of local residents. It is my opinion that this sign does not sway this balance. The proposed sign will have minimal impact on the adjacent residential area, while serving to promote this business and further enhance the strength of our local business community.

Regards,

A handwritten signature in blue ink, appearing to read "M. Grimes".

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