



SB2.01.2

March 14, 2019

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

RE: 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, Etobicoke.

I would like to address some of the concerns you may have.

- The orientation of the proposed sign will not be an intrusive installation as the sign will feature static copy and will not be backlit. It will fit in far better than most of the electric existing signs that already exist along the Gardner Expressway.
- This sign will serve to promote the existing business by enhancing the visibility of their location and brand. The sign will bring more business to their Etobicoke location, and with an increase in business comes more employment for those hoping to live and work right here in South Etobicoke.
- Cool Brewery has been operating at their 164 Evans Avenue location since 2005, bringing investment into our community. It is part of the South Etobicoke's major agri-food cluster, which plays an important part of the City of Toronto's economic development. Investment in this sector strengthens Toronto's position as one of the top three food manufacturing clusters in North America.
- The proposed sign will have minimal impact on the adjacent residential area, while serving to promote their business. Allowing this business, to reasonably promote themselves will serve to reinforce our commitment to supporting local businesses.

I hope that you consider these factors when reviewing the appeal for application 18-142501 at 164 Evans Avenue. If you have any further questions, please feel free to reach out by email at christine.hogarth@pc.ola.org or by phone at 416.259.2249.

Best regards,

Christine Hogarth, MPP
Etobicoke-Lakeshore.