

City of Toronto

Mark Grimes
Toronto City Councillor
Ward 3, Etobicoke-Lakeshore



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

May 10, 2019

Delivered by email to sbc@toronto.ca

Sign Variance Committee of the City of Toronto
Scarborough Civic Centre
3rd Floor
150 Borough Drive
Toronto, ON MIP 4N7

Attention: Dela Ting, Secretariat

Dear Chair Tracey Hamilton and Member of the Sign Committee:

**Re: Sign Variance Application Appeal for 185 the West Mall Hearing
date: Wednesday, May 29th, 2019
9:30 am, Committee Room No. 2, Toronto City Hall**

As the Councillor for Ward 3, I have had an opportunity to review the Sign Variance Application and Appeal filed on behalf of CDW for the building located at 185 the West Mall. I am satisfied that the proposed signage of CDW, including the proposed colour, font and location will not be intrusive or detrimental to any businesses in the area or area residents. I also note that the sign will be located on the side of the building facing Highway 427 and the MTO has approved the size and placement of the signage with respect to its by-laws and regulations.

The placement and size of the proposed CDW sign on the upper most level of the building will be compatible with the neighbouring office buildings signage and will match the local demographic area. I also note that neighbouring office buildings also have more than one sign per elevation, which are equal or larger than the proposed CDW sign.

CDW was originally located in the City of Mississauga. It has chosen to grow its business and relocate to the City of Toronto, at 185 the West Mall in Ward 3, employing 400 people locally.

I hope that the Committee will look favourable on the request for a sign variance. Should you have any questions please do not hesitate to me.

Thank you for your consideration,

Sincerely,

A handwritten signature in blue ink, appearing to read "M. Grimes", is written over a light blue horizontal line.

Councillor Mark Grimes
Ward 3, Etobicoke-Lakeshore