



Councillor Michael Ford

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Chair and Members of the Sign Variance Committee

Re: File #18-193724: 222 Dixon Road – May 29, 2019

The applicant for 222 Dixon Road is seeking a sign variance to allow signage on the uppermost storey of the commercial building, which in this case is the 3rd storey, to allow residents in North Etobicoke to both identify and locate the Rexdale Community Healthcare Centre. I have reviewed the justifications for the Variance Appeal, and am writing to express my support for this proposal.

The Chief Building Official has written a report recommending refusal. Concerns include that the installation of the Centre's sign on the 3rd floor is not compatible with the development of the premises and surrounding area, alters the character of the premises or the surrounding area, and is ultimately contrary to public interest.

In reviewing the associated documentation, I have drawn the following conclusions that accompany my support for this sign variance. Most notably, the Rexdale Community Healthcare Centre provides quality healthcare to residents in North Etobicoke, making it an invaluable resource in our community. A height of only 12ft is what will be the difference between installing the sign on the 3rd floor instead of the 2nd floor. Granting this seemingly small variance will allow the crucial services provided by the Healthcare Centre to be significantly more accessible in two ways. First, it accurately represents the floor in which the healthcare services are provided. Second, and more importantly, installing the sign higher will create more pedestrian and vehicular visibility for residents looking to gain access the facility.

I would ask that you consider the aforementioned comments and grant the sign variance for the Rexdale Community Healthcare Centre.

Sincerely,

Michael Ford
Toronto City Councillor
Ward 1, Etobicoke North