



Councillor Michael Ford

*Toronto City Hall
100 Queen St W
2nd^d Floor, Suite C-40
Toronto, ON
M5H 2N2*



Chair and Members of the Sign Variance Committee

Re: File #18-217700: 115 City View Drive – July 9, 2019

The applicant for 115 City View Drive is seeking a sign variance to allow the installation and display of a third party electronic ground sign containing two sign faces in a back to back configuration. The proposed sign will be located on the east side of City View Drive, running parallel to Highway 27. 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, citing that a third party sign shall not be erected or displayed within 400 metres of any Highway 27 limit, within the boundaries of Highway 401 and Steeles Ave.

In reviewing the associated documentation, I have drawn the following conclusions that accompany my support for this sign variance. First and foremost, I would like to recognize the 409 Collision Centre for being a thriving local business that provides exceptional auto repair services to residents of North Etobicoke. Although the proposed sign would not conform to the required 400 meters from Highway 27, it is important to note that it will be similar in height to existing structures in this decidedly business-oriented area, and will also have an overwhelmingly positive impact in the local community. By granting this seemingly small sign variance, the beneficial services provided by the 409 Collision Centre will be more accessible to our community— a mutually beneficial outcome for both an industrious local business and the hard-working residents of our Ward.

In addition to the case made by Pattinson in the minor variance application, I would ask that you consider the aforementioned comments outlining my support for granting the sign variance for the 409 Collision Centre.

Sincerely,

Michael Ford
Toronto City Councillor
Ward 1, Etobicoke North