

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

November 13, 2020
Sign Variance Committee
Etobicoke Civic Centre
Main floor
399 The West Mall
Toronto, ON M9C 2Y2

**Re: Sign Variance Item SB9.2 Application for Seven Variances, Each Subject to
Three Conditions, Respecting One Third Party Electronic Ground Sign - 270 Evans Avenue**

Dear Sign Variance Committee Members,

I am writing to express my support for the sign variance request from 270 Evans Avenue.

I have had an opportunity to review the material, and I am satisfied that the proposed modification to the existing signage will not be intrusive or detrimental to area residents or businesses. I also note that the sign will be significantly reduced in overall size, in its smaller digital format, and as such will be harmonizes with other signs in the surrounding area.

The existing sign on the property has stood for 9 years in this primarily industrial/commercial area, and the location of the proposed sign will not be altered by the digital modification. The existing sign is nearly double the size of any other sign in the area, and could remain in place without this new proposal.

This sign variance will standardize the size of the overall sign to the traditional 14' x 48' electronic display, which have been previously approved, and are precedents in the district and match the local character of the area. I appreciate that the conversion to modern technology through a static digital display within the planning (OP) Employment zone, will standardize the display making it consistent with similar signs in the surrounding area.

Thank you for your consideration of this application. Should you have any questions please do not hesitate to contact me.

Sincerely,

Mark Grimes
Toronto City Councillor
Ward 3, Etobicoke-Lakeshore