

From: [Councillor Grimes](#)
To: [Planning and Housing](#); [Councillor Bailao](#); [Councillor Bradford](#); [Councillor Fletcher](#); [Councillor Nunziata](#); [Councillor Perks](#); [Councillor Wongtam](#)
Cc: [Don Boyle](#)
Subject: PH23.17 Please Support Exhibition Place
Date: May 18, 2021 5:26:51 PM
Attachments: [Branded Cities - Existing Locations of Exhibition Place Entrance Signs.pdf](#)
[Branded Cities - Existing Lake Shore Static Sign - Entrance to Exhibition....pdf](#)
[Exhibition Place Board Report Adoption EP13.3.pdf](#)

Dear Council Colleagues,

I am writing to seek your support in approving PH 23.17 - Area-Specific Amendment to the Sign By-law for Exhibition Place at this Thursdays Planning and Housing Committee Meeting.

At its meeting of September 18, 2020, the Exhibition Place Board considered (Report EP13.3 Adoption attached above) a ten (10) year sign agreement with Branded Cities for two digital signs at Lakeshore Boulevard entrances to Exhibition Place which would replace the two existing static entrance signs (same size and location). The new digital signage will provide Exhibition Place with the ability to promote events and tenants as well as welcome guests on event days at no additional cost while in fact adding an increased revenue stream.

Exhibition Place and CREM staff consulted with the City staff from the Sign By-Law Unit on the compatibility of the proposed signage, and staff from the Sign By-Law Unit attended the September 18, 2020 Exhibition Place Board meeting. Sign By-law Staff advised, that although the proposed digital signage is replacing the existing static signage, any replacement would require a sign by-law amendment.

Given the current COVID-19 pandemic situation and the forecasted cost increase to host large scale events, the benefit derived from replacing the current static signage to digital is an important driver for promoting our events and supporting our tenants.

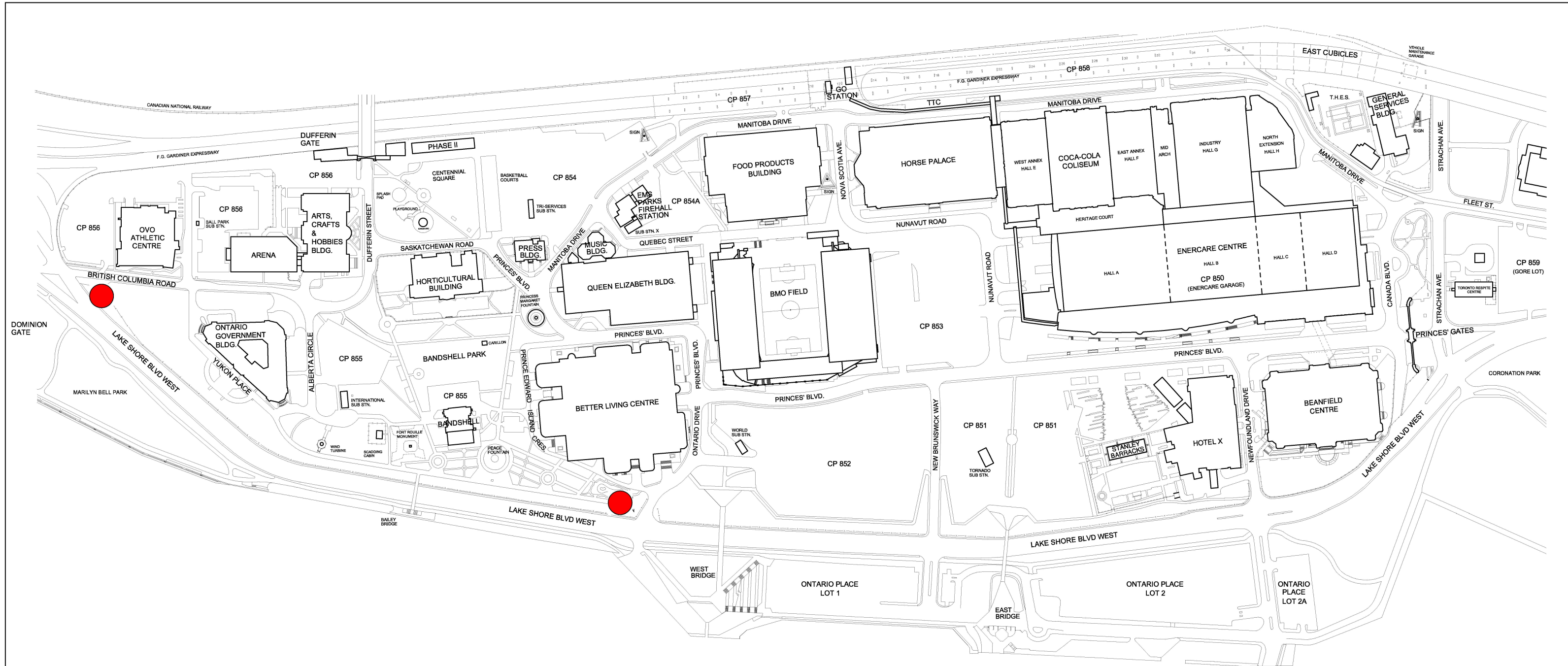
Your support in approving the proposed signage would be very much appreciated.

Sincerely,
Mark

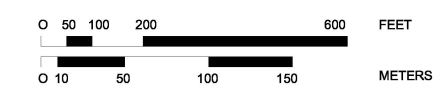
Councillor Mark Grimes
Ward 3, Etobicoke-Lakeshore

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Appendix A Lake Shore Proposed Signage Locations



SITE PLAN
EXHIBITION PLACE



CAPITAL WORKS
DEPARTMENT
SEPT. 2019



EP13.3	ACTION	Adopted		Ward: 10
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Sept 18-2020 BOG - Lake Shore Billboard Sign Agreement - Branded Cities

Board Decision

The Board of Governors of Exhibition Place:

1. Subject to obtaining the necessary City of Toronto authorization for the transaction, and subject to Branded Cities Company Canada obtaining the necessary approvals set out in Part 2, approved an agreement with Branded Cities Company Canada substantially on the terms and conditions set out in the report and in Confidential Attachment 1 to the report (June 10, 2020) from the Chief Executive Officer, Exhibition Place, and such other terms and conditions as may be satisfactory to the Chief Executive Officer, the Deputy City Manager, Corporate Services, or her designate, and in a form satisfactory to the City Solicitor (the "New Agreement").

2. Permitted Branded Cities Canada to submit an application to the City for the necessary approvals, including, but not limited to, any by-law amendments or permits, including a site specific amendment to Municipal Code Chapter 694 Signs, General, required to permit the proposed installation as more particularly set out in Appendix B to the report (June 10, 2020) from the Chief Executive Officer, Exhibition Place.

EP11.10	ACTION	Deferred		Ward: 10
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June 24-2020 BOG - Lake Shore Billboard Sign Agreement - Branded Cities

Board Decision

The Board of Governors of Exhibition Place:

1. Deferred consideration of this item to its September 18, 2020 meeting with the request that the Chief Executive Officer, Exhibition Place report back, in consultation with the City of Toronto's Sign By-Law Unit, with an early analysis on the compatibility of the proposed signage with the City's by-laws.