

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

March 30, 2021
Sign Variance Committee
Etobicoke Civic Centre
Main floor
399 The West Mall
Toronto, ON M9C 2Y2

Re: Sign Variance Item SB10.2

Application for Four Variances, Three Subject to One Condition, and One Variance Subject to Two Conditions, Respecting One Third Party Electronic Ground Sign at 200 Evans Avenue

Dear Sign Variance Committee Members,

I am writing to express my support for the sign variance request from 200 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.

An Employment Sign District may contain an electronic ground sign, provided that the height shall not exceed 10.0 meters. The Proposed Sign has a height of 12.5 meters which is approximately 20 percent more than the permitted height - I am of the opinion this is minor.

The four requested variances would be subject to conditions that all existing third party signs located at the property municipally known as 200 Evans Avenue be removed, and all associated permits revoked prior to the erection or display of the Proposed Sign.

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