

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

Members of Sign Variance Committee
Attention: Brad Bartlett – Secretariat
Etobicoke Civic Centre
Main Floor, 399 The West Mall
Toronto, ON M9C 2Y2

June 1, 2021

Re: Digital Sign Variance Application at Highway 427 within CP/Metrolinx Corridor

Dear Members of Sign Variance Committee,

I am writing in support of the above noted Sign Variance Application.

I understand this proposed sign is part of a broader Metrolinx digital sign network approved by Toronto City Council and the Ministry of Transportation along Highways 401 and 427. These signs have been an integral part of the Metrolinx communication strategy around community outreach, transit expansion, and COVID-19 protocols, and a significant portion of this sign's ad revenue will go to Metrolinx in order to subsidize existing and future transit projects.

Having reviewed the application, I believe is compatible with the immediate area, which is predominantly comprised of low-rise industrial uses, goods storage and transfer facilities, parking, and retail; there are no residential uses within 800 metres of the site. A community consultation on the sign application was scheduled for the evening of May 17, 2021 which no one from the community attended, however, I have received 5 letters of support from area businesses and charitable organizations.

I am pleased to see that the applicant has recently launched their "Post COVID-19 Recovery Initiative" for local restaurants, which provides preferred advertising availability to restaurants who have been impacted by the COVID-19 pandemic. This sector has been one of the hardest hit during the pandemic and will benefit from this added support. I am also aware that the applicant has also partnered with Second Harvest Food Bank to help them inform the public on the "Food Insecurity Crisis" that threatens so many people in our community.

Given that this proposed sign is similar in size, height, setback, and function to other signs already approved by the City of Toronto and the Province of Ontario in the area, and the public benefits that will be realized by our community, I support this application.

Thank you for your consideration of this letter in your deliberation regarding this application,

Sincerely,

Councillor Mark Grimes
Ward 3, Etobicoke Lakeshore