

June 2, 2021

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

Re: Third-Party Electronic Sign Variance Application for June 4, 2021 Variance Meeting (Item SB11.1)

Dear Members of Sign Variance Committee,

We are the applicant for the above-mentioned item. It appears that important documentation from our application has not been provided based on a review of the meeting materials available to the Committee and the public online via the City of Toronto website; therefore, I would like to provide the missing documentation as attachments to this letter. The attachments to this letter are as follows:

- Planning Opinion prepared by Sean Hertel, MES, MCIP, RPP dated April 29, 2020: we provided this document to City Staff as “Attachment 3” of our application which provides important planning context for the Committee to consider, but has been omitted from the meeting materials.
- Franklin Horner Community Centre support letter.
- Mamma Martino’s support letter.
- Metrolinx support letter.
- Posticino support letter.
- Second Harvest support letter.
- Vivo support letter.

It is important to highlight that, in addition to the overwhelming community support we have received, no opposition whatsoever from the community has been expressed to us or City Staff, as noted in the Staff Report. Also, City Staff acknowledged compliance with 3 of the 9 criteria, so the purpose of the following clarifying statements is to draw attention to the other 6 criteria, and point to inconsistencies between the details of our application and the Staff Report, to assist the Variance Committee members in their deliberations.

1. Bylaw Staff Statement - Committee should not consider community benefits. Neither the Sign By-Law nor any other City policy explicitly allow a benefit provided by an applicant to the City.

Applicant’s Response: none of the community benefits are being offered directly to the City of Toronto but rather to the Province for emergency messaging along its Highway, Metrolinx to help fund transportation initiatives in Toronto from non-tax and non-farebox revenues, and local businesses/community groups such as Second Harvest, Franklin Horner Community Centre, Posticino, Mama Martino, Vivo, etc. for COVID-19 economic recovery initiatives.

Furthermore, the community benefits are an important aspect for the Committee to understand when evaluating one of the nine criteria which speaks to whether the sign is contrary to the public interest. The community benefits associated with the installation of

the proposed sign, and supported by local businesses/community groups, are clearly not contrary to the public interest.

2. Bylaw Staff Statement - While the Applicant's Planning Opinion provides a summary and description of the buildings and land uses in the surrounding area; aside from the statement above, it does not provide an explanation of how the Proposed Sign is compatible with the development of the premises and surrounding area.

Applicant's Response: the Toronto Sign By-law already establishes that the Proposed Sign is compatible with the premise and surrounding area as the City designated the location as a "Utility Sign District" under the Sign By-law, which allows for the type of sign being proposed.

The Planning Opinion was prepared by a Registered Professional Planner who adds the following: "There are in this case two facets of compatibility: 1) physical form and function; and, 2) planned form and function. The Planning Opinion concluded that the proposed sign at this location is compatible in consideration of both.

The subject site is situated within a heavily-used freight and passenger rail corridor, forming part of a larger linear corridor within which are located tall electricity transmission towers and lines, communication transmission towers, and tall light standards to illuminate a large area over Highway 427.

The immediate surroundings, in addition to the Highway 427 and its crossing over the rail-utility corridor, are the "back-end" areas of the adjacent large-format retail and heavy industrial operations; these are areas being used primarily for loading and storage. There are no immediate sensitive uses (e.g. residential, parks, etc.) or pedestrian activity. The physical form and function of the site and surroundings, as described above, are consistent with the planned form and function of *Utility Corridors* and *Core Employment Areas* as designated in the Toronto Official Plan, respectively. Furthermore, the proposed sign is permitted within the *Utility Sign District* which is compatible with the planned function of *Utility Corridors*.

Clearly, in physical and land use planning terms, the proposed sign is compatible with the site and surrounding area. It is a logical and predictable use of the site, which is predominantly used for infrastructure facilities and transmission purposes, and surrounded by non-sensitive uses including industry and large-format retail. Moreover, the site is an optimal location for such a sign, for which there are a number of precedents within Toronto along major highways including the 400-Series."

3. Bylaw Staff Statement - The Applicant's Planning Opinion does not comment on the location of the Proposed Sign being in an area, that City Council specifically prohibited all third-party signs (i.e. being proposed to be located 40 metres from Highway 427).

Applicant's Response: The City of Toronto has already established an exception to this prohibition, as part of this same sign program, with the approval in 2014 of four electronic third party signs along Metrolinx corridors adjacent to Highway 427 and 401. This proposed sign is simply an extension of the original 2014 program. The exception to the 400 metre setback by the City of Toronto was further supported by the Province of Ontario through a Minister's Order (see snippet below).

Ministry of
Transportation

Office of the Minister

Ferguson Block, 3rd Floor
77 Wellesley St. West
Toronto ON M7A 1Z8
416 327-9200
www.ontario.ca/transportation

Ministère des
Transports

Bureau du ministre

Édifice Ferguson, 3^e étage
77, rue Wellesley Ouest
Toronto ON M7A 1Z8
416 327-9200
www.ontario.ca/transports



November 6, 2019

Phil Verster, CEO
Metrolinx
97 Front Street
Toronto, ON M5J 1E6

Dear Phil:

Attached you will find a Minister's Order giving authority to Metrolinx to install digital signs along the highway network in the Greater Toronto Area as noted by the locations in the attachment.

Note that this order provides an exemption to Metrolinx from **subsections 34(5) and 38(4) of the *Public Transportation and Highway Improvement Act, R.S.O. 1990, c. P. 50***. While our sign policy is currently being updated to provide opportunities for digital signs, I would ask that you consider the following as you move forward to installation to ensure maximum safety:

- Signs should be no less than **10 metres** from the edge of the travelled portion of the highway
- Message duration should not be less than 10 seconds
- Transition time not to exceed one second
- Signs should contain only electronic static copy
- The illumination should be limited to 0.3 foot-candles (fc) above ambient light levels
- Any message can not promote violence, hatred, or contempt against any identifiable group. A minimum of 10 seconds of every 60 seconds of

According to the City of Toronto, the City's 400 metre setback policy from a Provincial Highway was derived to be consistent with the Ontario Ministry of Transportation's (MTO) setback policy for signs along Provincial Highways pursuant to October 29, 2009 Toronto Staff Report to Planning & Growth Management Committee entitled "New Sign Regulation and Revenue Strategy for the City of Toronto"

<https://www.toronto.ca/legdocs/mmis/2009/pg/bgrd/backgroundfile-24387.pdf>

(highlighted snippet from page 29 provided below). MTO is responsible for maintenance and traffic safety along their Provincial Highways, and as such, MTO studied this site location extensively, and deemed it safe and appropriate, which led to the Provincial approval of the sign along its Highway pursuant to the Minister's Order provided as part of this application.

o Ground Signs and Wall Signs

The regulations proposed in the new Sign By-law are generally consistent with restrictions on third party signs found in the current by-laws and/or provincial policies.

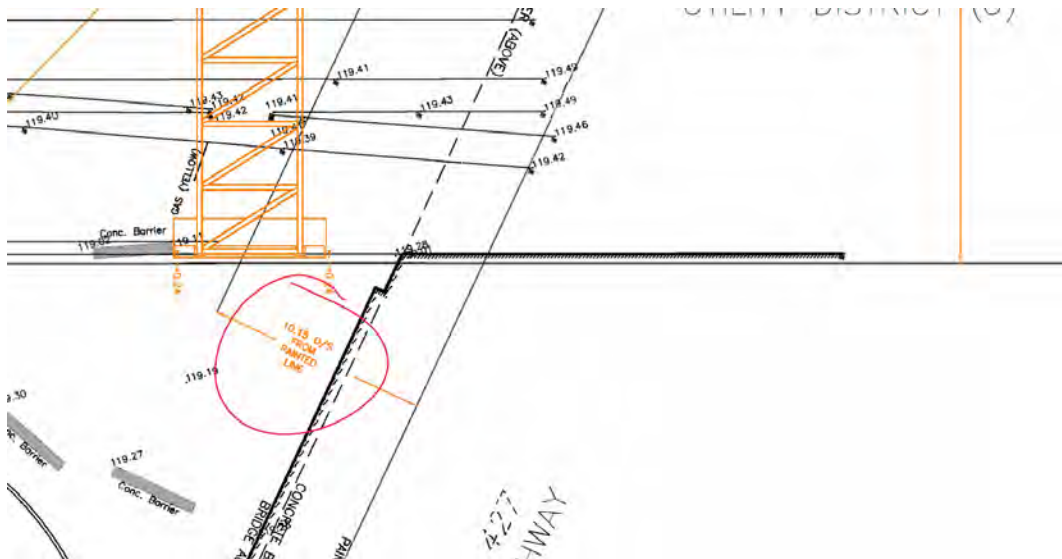
Examples of restrictions for third party signs proposed in the new by-law include:

- Not permitted to be facing a street;
- Not permitted within 400 metres of any limit of Highways and portions of the Gardiner Expressway (consistent with Ministry of Transportation Policy);
- Not permitted within a Heritage Conservation District unless permitted by the Heritage Conservation District Plan; and,
- Not permitted on a listed or designated heritage building unless expressly allowed.

While removing the opportunity for Roof Signs and Ground Signs in commercial areas, the new regulations create new opportunities for Wall Signs in commercial areas of the former municipalities of Etobicoke and North York as this sign type is found to be more compatible with commercial uses and the form of development encouraged by the City.

The new Sign By-law will provide new permissions for Ground Signs in employment areas on developed property in the former municipalities of Etobicoke and North York. The proposed regulations also allow third party signs on roads that are not arterial roads in the former municipality of East York.

On a point of clarification, the site plan we provided in our application specifically identifies the sign location as 10.15 metres from Highway 427, not 40 metres as stated in the Staff report (see highlighted snippet below), which is also consistent with the Provincial Order instructing the sign to be “no less than 10 metres from the edge of the travelled portion of the highway.”



4. Bylaw Staff Statement - The Proposed Sign exceeds the maximum permitted sign face area by more than 3 times; and is almost twice the maximum permitted height. The Applicant's Planning Opinion does not specifically address how a sign well in excess of the permitted attributes, such as the Proposed Sign, will be compatible with the Proposed Location and surrounding area

Applicant's Response: the compatibility of the sign and its attributes is consistent with the other Metrolinx signs that were previously approved by Toronto City Council and the Province of Ontario (i.e. rail corridor/utility sign district/surrounding commercial and employment land uses). Moreover, the proposed sign is the same size already approved by the City of Toronto and the Province of Ontario along Provincial Highways 401, 427, 403, and 407. The size is the minimum industry standard for a sign facing a Highway in Canada and is the same size or smaller than 28 electronic signs currently installed and approved by the City of Toronto and the Toronto Variance Committee along the Gardiner Expressway.

For example, below is an image of an electronic sign installed on City of Toronto property facing the Gardiner Expressway (Exhibition Place / 2 Strachan Ave.), and directly across from multiple Liberty Village condo towers, which measures 145.7 metres exceeding the size of our proposed sign face area by approximately 2.5 times. It also has an overall height of 28.5 metres exceeding our proposed sign height by 10.5 metres.



Furthermore, our proposed sign is lower in height (at 18 metres) than the other signs already built as part of this Metrolinx Provincial Sign program at 19.8 metres, and which were approved by the City of Toronto in 2014. The proposed sign will also be substantially lower in height than other elements located in the built-form of the immediate environment which are all visible from the same Highway 427 (see image below).

Requested Variances

3. 694-25 D (3) (b) The height shall not exceed 10.0 metres:

The Proposed sign height at 18 metres is not contrary to the built-form of the environment and will be lower in height than existing elements in the area.



VANHORNE
OUTDOOR

5. Bylaw Staff Statement - It should also be noted that there are no third party electronic signs located in the surrounding area, with the closest third party electronic sign of similar size and height being more than 1 kilometer away from the Proposed Sign.

Applicant's Response: this is actually a positive attribute of our proposal given the proposed sign conforms to the Toronto Sign Bylaw which suggests a third party electronic sign should not be closer than 500 metres from another third party electronic sign. In other words, the proposed sign will be 2 times further away from another third party electronic sign than the Sign By-Law suggests.

6. Bylaw Staff Statement - The Applicant's Planning Rational has not provided sufficient evidence to establish that the Proposed Sign supports the Official Plan objectives for the Subject Property.

Applicant's Response: according to our Registered Professional Planner, "The Planning Opinion was based on a thorough assessment of the site's physical and policy context, including the Toronto Official Plan, as detailed in clause 2 of this letter. The immediate site is designated *Utility Corridors* which, under Policy 4.4.1, are planned for 'hydro and rail corridors primarily used for the movement and transmission of energy, information, people and goods' (emphasis added). The proposed sign is therefore consistent with the planned function of the immediate area.

The immediate surrounding area is designated *Core Employment Areas* which are, under Policy 4.6.1 of the Official Plan, planned for 'all types of manufacturing, processing, warehousing, wholesaling, distribution, storage, transportation facilities, vehicle repair and services, offices, research and development facilities, utilities, waste management systems,

industrial trade schools, media, information technology and services, and vertical agriculture (emphasis added).’”

Therefore, and especially as related to permissions for media and utilities, the proposed sign supports the Official Plan objectives for the surrounding area. A more comprehensive analysis is included on pages 3 through 5 of the Planning Opinion.”

7. Bylaw Staff Statement - Although the Applicant's Planning Opinion provides an analysis of the impacts of the Proposed Sign on several of the surrounding properties, there is little that has been provided in the Applicant's submission package with respect to any adverse impacts on Highway 427. Specifically, there are no details on how the Proposed Sign, which will significantly larger and taller than permitted by the Sign By-law and being only 40 metres from Highway 427, will not adversely affect Highway 427.

Applicant’s Response: the Ontario Ministry of Transportation (MTO) is the government entity responsible for Provincial Highway traffic safety, transport infrastructure, maintenance of the Provincial Highway system, and policing of Provincial Highways under the Highway Traffic Act. MTO reviewed the proposed sign extensively, and deemed it safe and appropriate, which led to the Minister of Transportation’s approval, dated November 6, 2019, of this proposed sign and 11 other signs along Provincially Controlled Highways, already installed with no issues.

8. Bylaw Staff Statement - The Minister's Order authorizing the installation of the Proposed Sign next to Highway 427 suggests that Metrolinx work with the Ministry of Transportation on a monitoring program to determine if there are any adverse impacts from the placement of the signs, as well as a review after one year from installation to determine if any changes should be made. The Applicant's submission materials do not make any mention of, or provide any details of a one-year review or monitoring program of the impacts of the Proposed Sign.

Applicant’s Response: pursuant to the Minister’s Order provided in our application (highlighted snippet provided below) the sign review process is undertaken independently between MTO and Metrolinx one year after the sign is installed; therefore, details of a review cannot be shared until after the sign has been installed and operated for one year.

I would suggest that you work with the Ministry on a monitoring program to determine if there are any adverse impacts from the placement of the signs. A review after one year from installation would be prudent to determine if any changes need to be made.

Sincerely,



Honourable Caroline Mulroney
Minister of Transportation

9. Bylaw Staff Statement - The Applicant has not provided sufficient information to demonstrate that the character of the premises and surrounding area will not be altered, and as a result, that this criteria has not been established.

Applicant's Response: according to our Registered Professional Planner "the character of the premises and surrounding area, both in physical and policy terms, will not be altered. As explained in the Planning Opinion and summarized in clauses 2 and 6 of this letter, the proposed sign is very much an appropriate and logical use of the immediate (i.e. utility corridor) and surrounding (i.e. employment area) areas. Such would be predictable and incidental to an area already defined by significant infrastructure facilities (e.g. rail corridor, Highway 427), tall support structures for electricity/telecommunication transmission and highway illumination, heavy industry including loading and storage areas, and other non-sensitive uses."

10. Bylaw Staff Statement - The Applicant has requested a variance in order to display the sign faces on the Proposed Sign in a "V" configuration as opposed to a "back-to-back" configuration as required by the Sign By-Law. The Applicant has provided very little information as to this request in their submission, or how the condition concerning the maximum internal angle would be relevant to the Proposed Sign meeting the nine required criteria.

Applicant's Response: The "V" configuration supports the public interest (criteria Section 694-30A(6)) because although there are currently no residences located in the nearby CR sign district, we propose to angle the faces east toward the highway and away from the CR sign district located southwest of the sign location (behind the sign). This will ensure that the sign does not face into the CR sign district at any time should a residential development(s) be planned in the future. A back-to-back sign, as suggested by the Sign By-Law, is inappropriate at this location as the sign would therefore face into the CR sign district.

Requested Variances

5. 694-25 D (3) (k) Where the sign has two faces, the sign faces shall be back to back:

Although there are currently no residences nearby, we propose to angle the faces east toward the highway and away from the CR sign district located southwest of the sign location (behind the sign). This will ensure that the sign does not face into the CR sign district at any time should a residential development(s) be planned in the future.



I trust this letter and applicable attachments provide the context and comprehensive information needed to help the Committee members in their deliberations.

Respectfully,

Christopher Bentler
EVP Development – Van Horne Outdoor

April 29, 2020

Christopher Bentler, Executive Vice President
Van Horne Outdoor

Dear Mr. Bentler,

**Re. Professional Land Use Planning Analysis and Opinion
Van Horne Outdoor for Sign by-law Variance
CP Rail Corridor & Highway 427
City of Toronto**

I have been retained by Van Horne Outdoor to provide an independent professional planning analysis and opinion with respect to a variance application for the provision of a third party sign located within CP Rail right-of-way, operated by Metrolinx, at Highway 427. I have inspected the site, surrounding area, and reviewed relevant planning policies to determine how the application meets the criteria, established under the Toronto Municipal Code, Chapter 694-30, most related to land use planning considerations. To that end, outlined in this letter is my analysis based on the following five criteria:

- 694-30A(3) – Be compatible with the development of the premises and surrounding area
- 694-30A(4) – Supports Official Plan objectives for the subject premises and ! surrounding area !
- 694-30A(5) – Not adversely affect adjacent premises
- 694-30A(8) – Will not alter the character of the premises or surrounding area
- 694-30A(9) – Not contrary to the public interest

It is my professional opinion that the sign variance application meets those tests related to land use planning considerations including compatibility with immediate surroundings, consistency with in-force Official Plan policies, and the broader public interest.

I will defer to other supporting analyses, including technical lighting and safety studies, undertaken by Van Horne Outdoor to determine the appropriateness of the application in accordance with the balance of the Chapter 694-30 criteria. I will also rely on those analyses to further supplement my assessment with respect to more technical matters.

...Continued

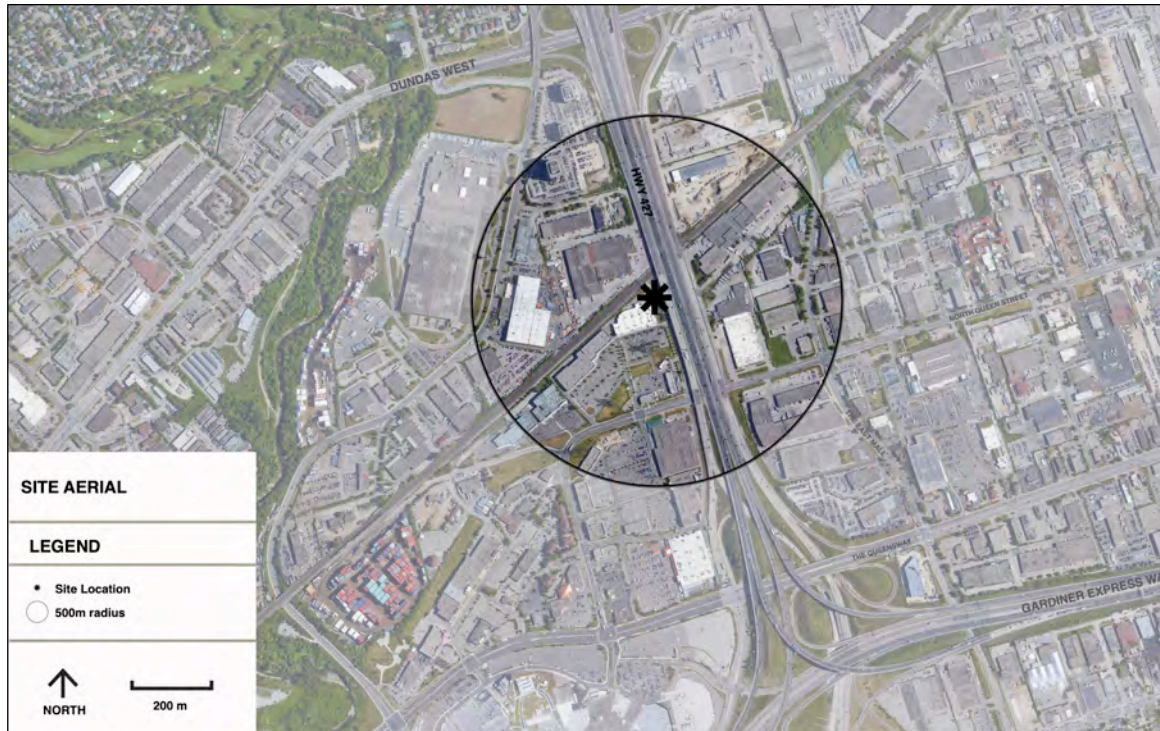
Site description and context.

The subject site is located within the southern limit of the CP Rail right-of-way abutting Highway 427 approximately 300 metres north of North Queen Street, between The East Mall and The West Mall, and approximately 700 metres south of Dundas Street West. The service area (i.e. loading docks, waste collection areas, etc.) of a large-format retail centre is located immediately to the south of the subject site, approximately 50 metres away. An overhead electricity transmission corridor runs approximately 100 metres south and parallel to the rail corridor, bisecting the retail parking lot.



Looking northeast to subject site, at CP Rail corridor and Highway 427 overpass

The larger surrounding area is predominantly comprised of low-rise industrial uses, goods storage and transfer facilities, and retail. The West Metro Corporate Centre, a high-rise office park surrounded by a large area of surface and structured parking, is located north and west of the subject site at 185, 191 and 195 The West Mall. The 14-storey office building at 185 The West Mall is nearest the subject site, within a distance of approximately 350 metres. The nearest residential areas are located approximately 800 metres and 1,300 metres north of the site on the west and east sides of Highway 427, respectively.



694-30A(3) – Be compatible with the development of the premises and surrounding area

It is my opinion that the application is compatible with the development of the subject site (the “premises”) and the surrounding area. The buildings and structures located at, and surrounding, the subject site are those typically associated with rail corridors and high-volume highways such as Highway 427. For example, in this immediate area there are several highway and other light standards, a flag pole, hydro towers, and cellular transmission towers. Further out from the site, north and south of the rail corridor, are well-established industrial and commercial establishments from which the proposed sign will not hinder or otherwise detract, as detailed in the later sections of this assessment.

The proposed sign, therefore, is a reasonable and predictable use of the subject site at this location, and is compatible with the immediate surroundings.

694-30A(4) – Supports Official Plan objectives for the subject premises and surrounding area

It is my opinion that the application supports the Official Plan objectives for the subject site (the “premises”) and surrounding area. The subject site is designated *Utility Corridors* in the Toronto Official Plan (Section 4.4), which states that such areas “play a vital role in the City as corridors for the transmission of energy, communications and the movement of people and goods.” More specifically, Policy 4.4.1 states that “*Utility Corridors* are hydro and rail corridors primarily used for the movement and transmission of energy, information, people and goods.” The proposed sign is consistent with the purpose and intent of this designation and related policies.

The subject site is immediately surrounded (north and south of CP Rail corridor, and east and west of Highway 427) by lands designated *Core Employment Areas* (Section 4.6.1), which are the highest-order locations for business and activities among designated employment areas within the City. Permitted uses include “all types of manufacturing, processing, warehousing,

wholesaling, distribution, storage, transportation facilities, vehicle repair and services, offices, research and development facilities, utilities, waste management systems, industrial trade schools, media, information technology and services, and vertical agriculture.”



Land use designations from Toronto Official Plan, February 2019 Office Consolidation

Abutting this inner ring of *Core Employment Areas*, which immediately surrounds the subject site, are limited *General Employment Areas* that are located approximately 100 and 150 metres to the south and west, respectively. Such are employment areas that permit, in addition to all the uses permitted in *Core* areas, complementary uses such as restaurants and a wide range of service uses.

In effect, the Official Plan policies serve to protect and enhance the planned function of these areas by, among other things, prohibiting sensitive land uses within and adjacent to employment areas. The proposed sign is therefore compatible with, and will not detract from, the planned function of the surrounding *Core Employment Areas* and *General Employment Areas*.

While not immediately surrounding the subject site, there are a wide range of retail, service and restaurant uses in a large contiguous area (e.g. retail power centre), located south of North Queen Street within approximately 350 metres, that is designated *Mixed-Use Areas* (Section 4.5). While residential uses are permitted there are, to the best of my knowledge, no existing or proposed residential uses in this area. It is my opinion that the proposed sign will not negatively impact the planned function of those areas, some of which are located between 800 to 1,000 metres away. Another non-industrial use in the larger surrounding area is low rise-residential, designated *Neighbourhoods* (Section 4.1), located between 800 to 1,200 metres north of the subject site beyond Dundas Street West, and on the west and east sides of Highway 427, respectively. It is my opinion based on a site visit that, through a combination of distance, grading profiles (e.g. grade-separated road crossings and ramp

embankments) and building placement, the proposed sign will have no impact on these residential areas.

The impacts (e.g. light, noise, etc.) of the abutting industrial uses and 12 travel lanes of Highway 427 are predictable and pre-existing conditions associated with the planned function of *Core Employment Areas*, *General Employment Areas*, and *Utility Corridors*; with which the proposed sign is most compatible. Furthermore, a combination of distance and built form will render the proposed sign having little to no impact on more sensitive uses located in the larger surrounding area (~1-kilometer away).

Criteria 694-30A(5) – Not adversely affect adjacent premises

It is my opinion that the application will not adversely affect adjacent sites (“premises”). Consistent with my analysis of the City’s Official Plan policies and objectives, the proposed sign is consistent with the planned function of *Utility Corridors* and is compatible with the employment uses immediately surrounding the subject site.



Looking southwest across subject site, towards retail (Pet Smart) loading dock (Source: Google Earth)



Looking north from the subject site, across the rail corridor, to the Tayco office furniture manufacturing facility

I have also inspected sites not directly adjacent to the subject site but which may have some potential sensitivity (e.g. light spill) to the proposed sign. A description of those sites and my observations follow, below:

- High-rise office buildings of West Metro Corporate Centre, east side of The West Mall, 350 to 550 metres from the subject site – There is one 14-storey and two 11-storey buildings from which some upper-floor offices would likely have a view of the proposed sign. However, direct exposure would be minimal and/or non-invasive owing to the angled/staggered orientation of the building faces.
- Place of worship, northwest corner of North Queen Street and The East Mall, approximately 450 metres away – The proposed sign may be visible from the surface parking lot located on the west side of the building, which does have windows. However, the combination of distance, highway elevation/grading, and window coverings could reduce if not eliminate entirely any impacts.



Looking northwest towards subject site, across place of worship parking lot and industrial building

Overall, it is my opinion that the proposed sign is a predictable and reasonable use associated with the planned function of this primarily industrial area, punctuated by a high-volume Provincial highway (which is 12 travel lanes at this location). Therefore, I conclude that the impact of the proposed sign on adjacent premises will be negligible.

Criteria 694-30A(8) – Will not alter the character of the premises or surrounding area

It is my opinion that the application will not alter the character of the site (the “premises”) or surrounding area. The proposed sign is consistent with the predominant character and function of other *Utility Corridor* uses, and those industrial and related uses of the immediate surrounding *Core Employment Areas* and *General Employment Areas*. For example, structures such as signs, utility poles and wires and light standards are incidental to the planned function of the surrounding area.

Chapter 694-19 likewise designates this area as a *Utility District*. The sign class and sign type being proposed is a recognized use in a *Utility District* and the method of display copy, electronic static copy, is found in such a district throughout the City. The proposed sign is therefore compatible with and will not alter the character of the premises or surrounding area.

Criteria 694-30A(9) – Not be contrary to the public interest

It is my opinion that application will not be contrary, directly or indirectly, to the public interest. The proposed sign is consistent with the objectives and policies of the Official Plan, which articulates the public interest with respect to matters of land use planning and development.

Thank-you for the opportunity to provide my analysis and opinion related to this application. I consider the proposed sign to be an appropriate and predictable use of the subject lands and to be in the public interest.

As stated at the beginning of this letter, my analysis and opinion regarding this application ! relates, chiefly, to matters of land use planning. I will therefore defer to Van Home's supporting analyses as well as other expert technical analyses, to further supplement my assessment with respect to impact in satisfying all nine criteria in Chapter 694-30A. !

Please contact me at 416-579-0769 or sean@seanhertel.ca should you have any questions, or require any further information, regarding the content of this letter.

Yours truly,

A handwritten signature in black ink, appearing to read 'Sean', with a stylized flourish at the end.

Sean Hertel, MES, MCIP, RPP



April 1, 2021

Members of Sign Variance Committee
Attention: Del Ting – Secretariat
Scarborough Civic Centre
3rd Floor, 150 Borough Dr.
Toronto, ON M1P 4N7

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

Dear Members of Sign Variance Committee,

Located in Etobicoke's North Queen area, Vivo Pizza & Pasta has become a favourite in the neighbourhood. Our restaurant, like many others in Toronto, has had tremendous challenges this past year. COVID-19 has cut our revenues by more than half and has created much uncertainty for our staff.

Although the provincial government has provided some relief to offset fixed costs, including property taxes, hydro and natural gas bills, we need to be ready to kickstart our restaurant as we come out of the pandemic.

The Van Horne Outdoor (VHO) "Post COVID-19 Recovery Initiative" is just the kind of program we need right now. Encouraging new and existing clientele to return to our restaurant as we begin to open up and normalize is extremely important to us. Promoting our restaurant free of charge on the new digital sign being proposed by VHO will make a real difference to us.

We respectfully request that you support this important initiative by providing your approval for the proposed sign.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Mike D'Alessandro", written over a light blue horizontal line.

Mike D'Alessandro
Owner – Etobicoke Location



April 1, 2021

Members of Sign Variance Committee
Attention: Del Ting – Secretariat
Scarborough Civic Centre
3rd Floor, 150 Borough Dr.
Toronto, ON M1P 4N7

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

Dear; Members of Sign Variance Committee

Franklin Horner Community Centre is a charitable, not-for-profit community centre serving the southern Etobicoke and surrounding areas. The Community Centre provides a unique environment where community groups can access quality programs and meeting space to develop their own specific programs together with a variety of social, sports and recreation, leisure and wellness programs and services developed by the Centre.

Van Horne Outdoor's (VHO) recent sponsorship of our Centre affords us a unique opportunity to strengthen our community outreach by displaying important programming information on their proposed digital sign on Highway 427. This is particularly important to us now as we begin to move out of the pandemic. With so many stops and starts over the last year, providing timely updates to our community is more important than ever.

We encourage members of the Variance Committee to support and approve VHO's application so that the Franklin Horner Community Centre can begin realizing the benefits of our new sponsorship.

Yours Sincerely,

Laura Latham
Executive Director
Franklin Horner Community Centre

432 Horner Avenue, Toronto Ontario M8W 2B2

Mamma Martino's

April 1, 2021

Members of Sign Variance Committee
Attention: Del Ting – Secretariat
Scarborough Civic Centre
3rd Floor, 150 Borough Dr.
Toronto, ON M1P 4N7

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

Dear Members of Sign Variance Committee,

Mamma Martino's Restaurant has been a fixture on The Queensway for almost 40 years. We opened the doors in 1983 and began welcoming Toronto area residents and visitors alike to authentic Italian dining at affordable prices. Like many local establishments, this past year has been a very difficult one for our restaurant. Covid 19 has forced several temporary closings followed by re-openings; all resulting in tremendous stress on our restaurant operations.

We have been searching for creative ways to survive and prosper as we begin to recover from the pandemic. It came to our attention that Van Horne Outdoor (VHO) was launching a free "Post Covid 19 Recovery Initiative" for local restaurants on their network of digital signs. Mamma Martino's is very excited now to be an official participant in the initiative.

The new digital sign being proposed adjacent to Highway 427 will provide Mamma Martino's with invaluable exposure and direct access to hundreds of thousands of potential customers each and every week. We need to fill up our restaurant to survive. This program by VHO is the type of initiative our community needs right now. We implore you to support this initiative by approving their sign application so that we, and other local restaurants, can continue to serve our community.

Yours Sincerely,

A handwritten signature in blue ink, appearing to be 'Bruno Martino', written over a light blue oval background.

Bruno Martino
Owner



May 1st, 2021

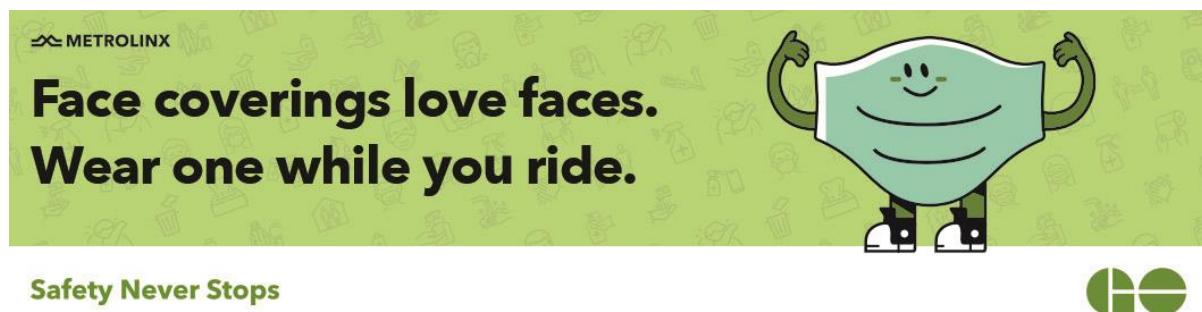
Members of Sign Variance Committee
Attention: Del Ting – Secretariat
Scarborough Civic Centre
3rd Floor, 150 Borough Dr.
Toronto, ON M1P 4N7

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

Dear Members of Sign Variance Committee,

Following a successful launch of our initial Digital Network along Provincially controlled series 400 highways in 2019, we are pleased to support the extension of the program by adding the above noted location to our network. This location will enable Metrolinx to reach and promote public transit to a very important segment of our potential ridership on their commute out of Toronto towards the airport, GTA West, GTA East and GTA North.

During the past year our current Digital Network has played important role in our communication strategy. Timely Covid-19 alerts, expansion updates, and service changes, like the ones displayed below, have reached millions of drivers each and every day since we launched in 2019.



**Transforming into world-class
transit is a dirty job, but
someone's gotta do it.**

IT'S HAPPENING.



Transit updates at metrolinx.com/hurontariolt



**Weekend GO Train
service between Toronto
and Niagara Falls**



Metrolinx greatly appreciates the government approvals our existing network has received from area municipalities, including Toronto, and the Province of Ontario. Respectfully, we are asking the Variance Committee to support and approve the subject application so Ontarians can realize the important benefits that accrue from this unique program.

Yours Truly,

A handwritten signature in black ink, appearing to read 'R. Radovski'.

Rick Radovski
Director, Non-Fare Revenue
Marketing Division
Metrolinx



April 1, 2021

Members of Sign Variance Committee
Attention: Del Ting – Secretariat
Scarborough Civic Centre
3rd Floor, 150 Borough Dr.
Toronto, ON M1P 4N7

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

Dear Members of Sign Variance Committee,

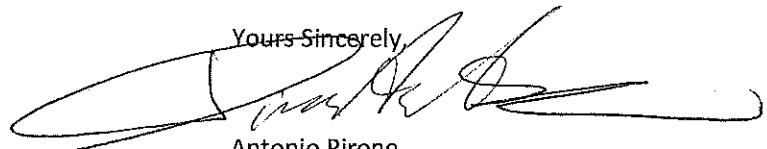
Posticino opened its doors in June 1999 inviting our Etobicoke neighborhood and beyond to experience Italian cuisine in a special way. Despite faithfully serving our community for over 20 years, Covid 19 has, and continues to, create unprecedented challenges to our restaurant.

We respect that our City government has partnered with food apps to support local restaurants during the Covid-19 pandemic. This has allowed us to keep our doors open in the short term; however, what we need now is a plan for filling up our seats as we transition from the pandemic.

This is why we were so excited to support a new "private sector" initiative that won't cost any taxpayers dollars. Van Horne Outdoor's (VHO) "Post COVID-19 Recovery Initiative" will give local restaurants free time on their digital billboard network to help our sector recover. We strongly believe that local government should do everything within its' power to strongly support initiatives like the one launched by VHO. Your support and approval of their digital billboard application on Highway 427 will help local businesses like ours survive and thrive in the post pandemic economy.

We urge you to take positive action on this proposal.

Yours Sincerely,



Antonio Pirone
Owner



May 1, 2021

Members of Sign Variance Committee
Attention: Del Ting – Secretariat
Scarborough Civic Centre
3rd Floor, 150 Borough Dr.
Toronto, ON M1P 4N7

Re: Third-Party Electronic Sign Variance Application at Highway 427 and CP/Metrolinx Corridor

Dear Members of Sign Variance Committee,

Second Harvest is the largest food rescue organization in Canada and global thought leader on food recovery. We work across the supply chain from farm to retail to capture surplus food before it ends up in the landfill which negatively impacts our environment. With the help of the applicant's free media space in 2021, our Feeding the Need campaign was a success as we surpassed our goal of providing food for one million meals for Canadians in need.

COVID-19 has pushed more Canadians into hunger: more than 5 million Canadians are now food insecure. At the same time, 11.2 million metric tonnes of healthy, unsold, surplus food go to landfill every year; enough to feed every Canadian for five months. The applicant has agreed to pledge support from the proposed sign to Second Harvest for the purpose of delivering approximately 300,000 nutritious meals to disadvantaged families in our community. This generous donation, together with the applicant's ongoing commitment to promoting our various initiatives, is a sparkling example of how corporations and non-profits can support local communities in their time of greatest need.

We encourage members of the Variance Committee to support and approve this application so that Second Harvest can begin realizing the benefits from this sign.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Jessica Westwood-Smith".

Jessica Westwood-Smith
Senior Manager, Strategic Partnerships
Jessicaws@secondharvest.ca
416-709-7170