



Councillor Michael Ford

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July 19th 2021
SENT BY EMAIL

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

Re: Sign Variance Item Section 694-22.E - Application for Three Variances, Subject to Zero Conditions, Respecting One Third Party Electronic Ground Sign – 115 Belfield Rd

Dear Sign Variance Committee Members,

I am writing to express my support for the sign variance request from the applicant at 115 Belfield Rd.

In reviewing the relevant material, City Sign By-Law Unit have confirmed that the proposed new signage will not adversely affect public safety, including traffic and pedestrian safety, and will not adversely affect adjacent premises. Additionally, the new sign adheres to all size requirements set out by the City of Toronto. The Ministry of Transportation (MTO) has also reviewed this application and has approved the size and placement of the signage.

This sign is also compatible with the surrounding area, which comprises of industrial uses, transfer facilities, parking, and retail. There are no residential uses near the site. The conversion to modern technology through this implementation of digital signage will standardize the display and provide relief to nearby businesses by providing them with a powerful communication tool. It will also eliminate any concerns surrounding sign clutter.

Local businesses have been significantly impacted by the COVID-19 pandemic. This sign will play a role in the economic revitalization of the area by attracting people to these local businesses. It is for the above reasons that I fully support this application and thank the Sign Variance Committee for their consideration of the application and requested variances.

Sincerely,

Michael Ford
Toronto City Councillor
Ward 1, Etobicoke North