



Councillor Michael Ford

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Toronto, ON
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March 28th, 2022
SENT BY EMAIL

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

Re: Variance Application for the 3rd Party Digital Signage at 170 Brockport Drive

Dear Committee Members,

I am writing to express my support for the sign variance request from the applicant at 170 Brockport Drive.

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 approved its size and placement.

I support both variances that the applicant is applying for, which include the 400 meter required distance from Highway 27, and a 30 meter distance from the intersection of Brockport Drive & Belfield Rd. The proposed sign is not targeting traffic on Hwy 27, and is only targeting vehicles travelling east and west along Belfield Rd. Secondly, I support the 30 meters variance from the intersection of Brockport Drive & Belfield Rd because Brockport Drive is a secondary roadway that is a dead end; and the intersection is a T-junction.

This sign is also compatible with the surrounding area, which comprises of industrial use, transfer facilities, parking, and retail. There are no residential units near the site. 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 Committee for their consideration of the application and requested variances.

Sincerely,

Michael Ford
Toronto City Councillor
Ward 1, Etobicoke North