



**BADER GROUP INC.**

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Our File: 22-238  
Delivered by email: [phc@toronto.ca](mailto:phc@toronto.ca)

Nancy Martins, Administrator  
Planning and Housing Committee Secretariat  
12<sup>th</sup> Floor, West Tower, Toronto City Hall  
100 Queen Street West  
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M5H 2N2

**RE: ITEM PH7.16 – SIGN BY-LAW AMENDMENT – 496 EVANS AVENUE**

**ATTENTION: COUNCILLOR GORD PERKS & PLANNING AND HOUSING COMMITTEE MEMBERS**

Dear Councillor Perks,

We write to advise that we are the representatives of the property owners in the above-noted matter. Due to unforeseen scheduling conflicts, we are unable to attend the Committee’s meeting scheduled for Thursday October 26<sup>th</sup>. It should be noted that the Building Division’s protocols and processes would have seen this matter heard and decided on this past Spring.

Notwithstanding City staff’s recommendation, we believe our application (to erect and display one third party electronic ground sign – the “*Proposed Sign*”) has merit and should be approved for the following reasons:

- The Proposed Sign is located in an area where there is already a plethora of other, similar third party electronic ground signs;
- The Proposed Sign is at a height, size, and scale that is both consistent and appropriate for its location along a multi-lane, limited access roadway;
  - Contrary to the Staff Report, the Proposed Sign is neither visible nor readable from the land uses designated as “OS” and “R”;

- If approved, the Proposed Sign will generate nearly \$50,000 annually in non-property tax revenue;
- The Proposed Sign will provide new opportunities for local and national businesses to connect with their intended audiences;
  - Fortuitous, in consideration of the current post-COVID environment;
- The Proposed Sign will provide valuable public non-commercial messaging opportunities such as “AMBER Alerts” and public health and safety advisements;
- Electronic signs are environmentally sustainable in comparison to conventional “paste-and-paper” or vinyl billboards – Over 90% recyclable, eliminates material disposal and travel to and from sites, and uses "Green Energy" via Bullfrog Power; and
- Both the operating hours (off between 11:00 p.m. and 7:00 a.m.) and the brightness (capped at 150 NITS; 50% lower than Sign By-Law requirements) are regulated.

We look forward to a favourable outcome on this Item and can make ourselves available, by request, to respond to any questions.

Respectfully,



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