



October 23rd, 2023

Planning & Housing Committee
City of Toronto
100 Queen Street West
Toronto, ON
L4M 4T5

Dear Planning & Housing Committee Members,

RE: PH7.17 – SIGN BY-LAW AMENDMENT APPLICATION – 82 QUEEN ELIZABETH BOULEVARD

I am writing on behalf of the Property Owner, to request your support for a Sign By-law Amendment application related to the installation of a double-sided third party electronic ground sign at 82 Queen Elizabeth Boulevard in Etobicoke. This sign will replace an existing third party electronic ground sign with a larger sign face, which is much better suited to the multi-lane highway adjacent to this property. The increased size will more effectively display various content including promoting local and national businesses and important public outreach such as Amber Alerts, Extreme Weather Advisories and other non-commercial messaging.

The new sign would be placed in approximately the same location on the property as the existing sign. It would be built with a back-to-back orientation. It will also comply with the Sign By-law requirement for illumination and operation, including no full-motion video, scrolling or flashing.

We are fully prepared to address any questions or concerns you may have regarding this application. Your approval is critical to optimizing the functionality and appearance of this location, and we sincerely hope to have your support for this request.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Nicholas Campney".

Nicholas Campney
Director of Leasing and Legislation
Pattison Outdoor Advertising LP

PATTISON OUTDOOR ADVERTISING

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