



October 23rd, 2023

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

Dear Planning & Housing Committee Members,

RE: PH7.15 – SIGN BY-LAW AMENDMENT APPLICATION – 2410 EGLINTON AVENUE EAST

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 2410 Eglinton Avenue East in Scarborough. This sign will replace an existing third party ground sign with a more versatile and efficient method of sign copy, capable of displaying various content including promoting local and national businesses and important public outreach such as Amber Alerts, Extreme Weather Advisories and other publicly-focused content.

The new sign would be placed in approximately the same location on the property as the existing sign, and be the same size and height. It would be built with a v-shaped orientation, in order to direct the sign copy towards the intended audience on Eglinton Ave East, and away from residential uses to the north. With this orientation, none of these residents will have any visibility of the sign. 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 cursive script that reads "Nicholas Campney".

Nicholas Campney
Director of Leasing and Legislation
Pattison Outdoor Advertising LP

PATTISON OUTDOOR ADVERTISING

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