

Attachment 2

July 17, 2023

City of Toronto Sign Bylaw Unit
100 Queen Street W., Floor 1 E
Toronto, Ontario, M5H 2N2

Attention: Mr. Greg Compton

RE: Variance Application – 590 Wilson Avenue, North York

Dear Mr. Compton;

This letter forms part of Due To Construction Media's application for a sign variance approval to the City's Sign By-law Unit in regards to a third-party electronic ground sign (Proposed Sign) at 590 Wilson Avenue, North York (Subject Premises).

The application is seeking two variances for the right to install a new third party electronic ground sign with back-to-back sign faces having dimensions of 2.91 meters height X 5.792 m width. The total height for the Proposed Sign is 7.62 m and clearance height from grade to bottom of display will be no less than 4.25 m. The sign faces will be perpendicular to Wilson Avenue and will be specifically targeting traffic travelling west bound and east bound on the adjacent Wilson Avenue.

The reason for our application is generate revenue for the property owner during these difficult economic times that will help pay property taxes until the parcel can be developed, which development is slated to occur no earlier than 2028.

Regarding the two regulations that we are requesting variance for they are:

- **694- 25 C (2)(f):** Where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district.
- **694- 25 C (2)(g):** The sign be located a minimum of 500 metres from any other third party electronic sign;

Please find below our reasons as to why we are of the opinion the Proposed Sign meets all of the nine criteria used to evaluate proposed signs:

- **The Proposed Sign belongs to a sign class permitted in the Sign District.**

The Proposed Sign is classified as a third-party sign because it advertises, promotes, or directs attention to business, goods, services, matters or activities that would not be available at, or related to, the premises where the Proposed Sign would be located. Therefore, it is our opinion that we satisfy this criterion.

- **In the case of a third-party sign, the Proposed Sign is of a sign type permitted in the Sign District.**

The Subject Premises is designated as an E – Employment Sign District. The Proposed Sign is defined as a third-party electronic ground sign which is a sign type permitted in an Employment Sign District. Therefore, this criterion has been met.

- **The Proposed Sign is compatible with the development of the premises and surrounding area.**

The Subject Premises is designated as an E – Employment Sign District. The height and sign area of the Proposed Sign is consistent with electronic ground signs that are permitted in E Sign District. It is our opinion the proposed sign is an appropriate use in the area based on the following characteristics of the existing vacant parcel and the surrounding developed area:

1. The proposed location is an area that is predominantly commercial to the west, southwest and southeast of said parcel;
2. The horizontal nature of the proposed display aesthetically fits in well with the 2 storey, horizontally wide retail buildings situated on the south side of Wilson Avenue along with the large, paved parking lots and access areas for customers;
3. This vacant parcel is destined for future commercial development that will include similar retail-type buildings and parking lot areas;
4. There are no other free-standing, ground signs on this vacant property;
5. The subject parcel is significant in size with over 215 m of frontage along Wilson Avenue;
6. The proposed size is also not uncommon in other areas of southern Ontario, and is significantly smaller than the large format billboards found along Metrolinx corridors and the Gardiner Expressway.

Based on the above stated planning rationale we are of the opinion this proposed sign will have no negative impacts to the nearby businesses and will aesthetically fit in with the large-scale commercial buildings located in the immediate and surrounding areas.

Furthermore, these Subject Premises are surrounded by other E Sign Districts to the north, west and south, Commercial sign district to the south too and Utility sign district to the east. It is our understanding these designated sign districts of the City that are mostly comprised of commercial and industrial uses, were specifically set out in the Sign By-law to contain third party electronic ground signs.

The Subject Premises is a vacant parcel. Eventually this parcel will be developed and will include commercial buildings similar to the existing developments in the surrounding area that are commercial in nature. To the North of Subject Premises is more vacant land and further north is an airplane runway used by Bombardier. Bombardier currently runs a couple of flights per day and as per their letter of support dated July 5, 2023, they have a target date of March 31, 2024 to cease operations at this location. If successful with obtaining a permit, we would not install the proposed sign until operations

have ceased by Bombardier. To the East is a transit parking lot and further east is the Wilson TTC Station passenger pick-up and drop-off at 1079 Transit Road. To the west is a restricted access road for the airfield and another parcel of vacant land. Further west is a large parking lot for vehicle storage and the connected Yorkdale Volkswagen dealership. Lastly, to the south are major commercial developments with the likes of box stores (i.e. Best Buy, Michaels, Costco, and Home Depot); retail (i.e. LCBO, Second Cup, George Richards Big & Tall clothing store, etc.) and HSBC Bank. There are no residential districts within 500 m of proposed sign location.

We are well aware of the Downsview Secondary Plan that was adopted by City Council in May 2023. As per the plan this parcel of land located abutting the north side of Wilson Avenue that the proposed sign is located on is designated as the Wilson District. The future development plans for the Wilson District will be mixed commercial uses, similar to the retail developments located on the south side of Wilson Avenue. The Downsview Secondary plan also indicates that some time in the future some of the retail and parking lot lands located on the south side of Wilson Avenue (designated as Wilson South) will be converted into “a minimum of 4 hectares of new publicly accessible parks, open spaces and green connections will be achieved, inclusive of parks, open spaces, natural areas, POPS, greenways, and the Green Spine.” Further to what was stated above, we refer you to the letter of support dated July 5, 2023 from Northcrest Developments. Not only is Northcrest a major stakeholder in these lands but is also one of the architects of the Downsview Secondary Plan and are heavily invested for the success of these lands in the decades to come.

Based on the above description and current layout of adjacent, developed lands, and the future development plans of the existing parcel and adjacent parcel to the south, it is our opinion that the Proposed Sign is compatible with the current and future fabric of the streetscape and buildings in this area and its presence, if approved, would not have a negative impact to the surrounding area.

Lastly we submitted our application to MTO and received the following email of support:

Kolet, ArieH (MTO) <ArieH.Kolet@ontario.ca>

Thu, Jan 12,
11:52 AM

to me

Hi Chris,

The MTO has reviewed the proposed sign and the location site and has determined that no MTO permits will be required for the installation of the sign as the sign will not be visible from the provincial Highway or any MTO lands. No MTO Sign permit would be needed for this project.

Please consider this email as MTO authorization that MTO has no concerns.

Kindly ensure that all other necessary authorizations/permits are in place prior to the start of installation/construction.

You will receive an email from HCMS denying/cancelling the online application 2022-00005215.

Regards,

Arieh Kolet,
Corridor Management Officer
Ministry of Transportation
159 Sir William Hearst Ave., 7th Floor
Toronto, ON., M3M 0B7
Tel: (437) 833 9487
Email: arieh.kolet@ontario.ca

Based on the above stated reasons we believe that this criterion has been met.

- **The Proposed Sign supports Official Plan objectives for the subject premises and surrounding area.**

The Subject Premises is designated as an Employment Area in the Official Plan. Employment Areas are places of business and economic activity and the Proposed Sign will assist local businesses in advertising products and services to commuters travelling along Wilson Avenue and to customers, employees and visitors to this area.

We believe that during these difficult economic times the Proposed Sign will support businesses that are struggling and will provide a medium for local and national businesses to promote themselves, especially during these times of high inflation, rising food costs, high employment rates and rising interest rates, in order to help grow the economy. In addition, it is important to note that this Proposed Sign is of significant importance to the owner of the Subject Premises as the vacant parcel remains undeveloped with no revenues coming in but still has costs related to the parcel (i.e. property taxes, carrying costs, etc.).

The Official Plan also identifies that “diverse employment areas can adapt to changing economic trends and are poised to capture new business opportunities. In order to facilitate this growth, we believe the Planning Department should consider the benefits of allowing opportunities for property owners to erect third party signs for creating a new revenue stream of earnings, under circumstances like the exact ones we are experiencing today.

Therefore, we believe that the Official Plan objectives for Employment Areas are supported and this criterion has been met as the Proposed Sign will help to create a growth in revenues for both local businesses and the property owner and will provide associated economic benefits.

- **The Proposed Sign does not adversely affect adjacent premises.**

The land uses and built form of 1 and 2 storey buildings of the adjacent premises are commercial in nature and like the Yorkdale Volkswagen dealership to the west and the Wilson TTC station to the east, have as part of their developments large, expansive parking lot areas; which in our opinion are the appropriate surroundings for a proposed sign where it would not adversely affect these adjacent premises and their uses. In addition, there are no sensitive land uses on the adjacent premises or surrounding area which could be impacted by the Proposed Sign.

As previously stated, there are no residential districts within the immediate area of the Subject Premises.

As per the Sign Bylaw requirements for third party electronic ground signs, the Proposed Sign will operate as per those stated requirements as well as follow the provision that regulates illumination and time-of-day operations. The Proposed Sign will reduce its brightness as per regulations between sunset and sunrise and use photo-cell technology to ensure brightness changes with the seasonal adjustments to daylight hours.

In addition, the Proposed Sign will be monitored by a 24/7 video camera. This will ensure that any malfunctions that may occur to the display will be identified and dealt with in a timely manner. The Proposed Sign can also be completely turned off remotely if of necessity.

Based on the above stated reasons we are of the opinions this criterion has been met.

- **The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety.**

The Proposed Sign is located adjacent to a 4-lane roadway. We are of the opinion that the Proposed Sign will have no negative impact to traffic traveling east and west along Wilson Avenue for the following reasons:

1. proposed sign is located more than 30 m from closest intersection to the east;
2. there are no access/egress points for the parcel that are close to the proposed sign location;
3. there are no off ramps or merge lanes in vicinity of proposed location; and
4. the speed limit is not high for Wilson Avenue – posted speed limit of 60 km/hour.

The Proposed Sign location is being proposed within a predominantly commercial area and away from residential. The main mode of transportation is the automobile.

The Proposed Sign will comply with the Sign By-law provisions for message duration of 10 seconds between changes in copy. In addition, the Proposed Sign will be designed, engineered and installed in accordance with Ontario Building Code requirements.

Based on the above stated reasons we do not foresee any issues related to public safety and believe this criterion has been met.

- **The Proposed Sign is not a sign prohibited by Section 694-15B.**

The Proposed Sign is not one of the signs as defined and listed under Section 694-15B. Therefore, this criterion has been met.

- **The Proposed Sign does not alter the character of the premises or surrounding area.**

The Premises is an E Sign District, which permits electronic ground signs at a height consistent with the Proposed Sign. In addition, the Proposed Sign is located on vacant parcel and is consistent with the character and scale of development in the surrounding areas where there are other E Sign Districts and Commercial and Utility sign districts to the north, south and east and west.

Regarding regulation **694- 25 C (2)(f): Where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district**; the proposed sign will be located approximately 211m of a CR sign district located to the east. We are asking for consideration to allow this variance based on the following reasons:

1. The distance variance is only 15.6%;
2. the CR district is small in size and sandwiched in between the larger U sign district and C sign districts for the sole reason to accommodate the Wilson TTC station;
3. there is no residential component in this CR sign district;
4. there is Transit Road, a large Transit parking lot, a large, circular transit drive through area for pick and drop off and mature trees, all of which in our opinion, the side of the proposed sign that is facing east will be not visible (and will have no negative impacts) to the CR sign district in question.

There is an existing third party electronic ground sign located along Wilson Avenue. As you will see in the attached Exhibit, the sign is located at the SE corner of Wilson Avenue and Dufferin Street (3639 Dufferin Street), located approximately 400 m to the west of Proposed sign. As a result, the Proposed Sign will not be introducing any sign type that is not currently found in the surrounding area.

Regarding regulation **694- 25 C (2)(g): The sign be located a minimum of 500 metres from any other third party electronic sign**; the proposed sign will be located 384m from the existing electronic sign at 3639 Dufferin St. and we are asking for consideration to allow this variance for the following reasons:

1. Based on the separation distance of 384 m, it is our opinion that traffic travelling on Wilson Avenue will be unable to see both signs at once, at any given time due to this lengthy distance, the mature trees that abut Wilson Avenue on the north side and the high concentration of commercial buildings (i.e. Best Buy, HSBC, LCBO) on the south side of Wilson Avenue.
2. the distance of 384 m is significant and as a result the variance request of approximately 116 m is only 23%
3. There are only a few, freestanding signs along Wilson Avenue, between Transit Road and Dufferin Street and the addition of the proposed sign, in our opinion, will not result in a proliferation of signs in this immediate area

Therefore, based on the above stated planning rationale, the addition of one Proposed Sign will not alter the character of the Subject Premises and surrounding area, we believe this criterion has been met.

- **The Proposed Sign is not contrary to public interest.**

Third-party electronic ground signs are permitted in an E Sign District and the Proposed Sign will comply with the provisions set out in the Sign By-law in terms of sign area, height, setback from an intersection, message duration (min. 10 seconds) and transition (no video, flashing, blinking) and with the illumination and time-of-day regulations. In addition, Due To Construction Media plans to enter into an agreement with Bullfrog Power, ensuring we comply with the requirement for use of renewable energy.

It is our opinion if the two (2) variances described above are granted, it would not be contrary to the public interest if the Proposed Sign were to be approved and therefore this criterion has been met.

FIVE-YEAR PERMIT

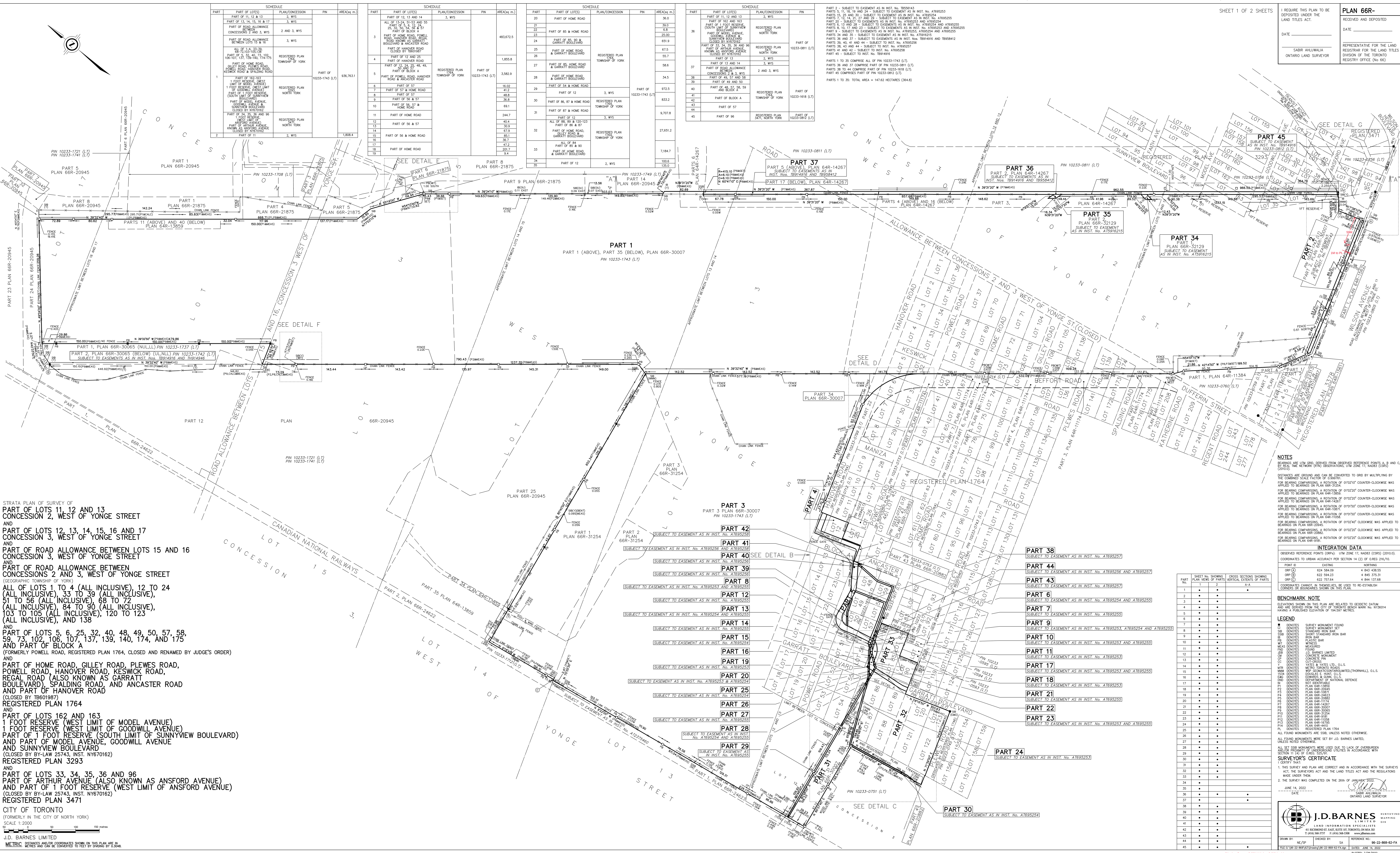
Please note that the City of Toronto only issues 5-year permits and the sign, if approved, will require a renewal in 2028. At that time the city will be able to assess if any changes have occurred to the Downsview Secondary Plan and if any developments have commenced on said parcel or surrounding lands as per the Plan.

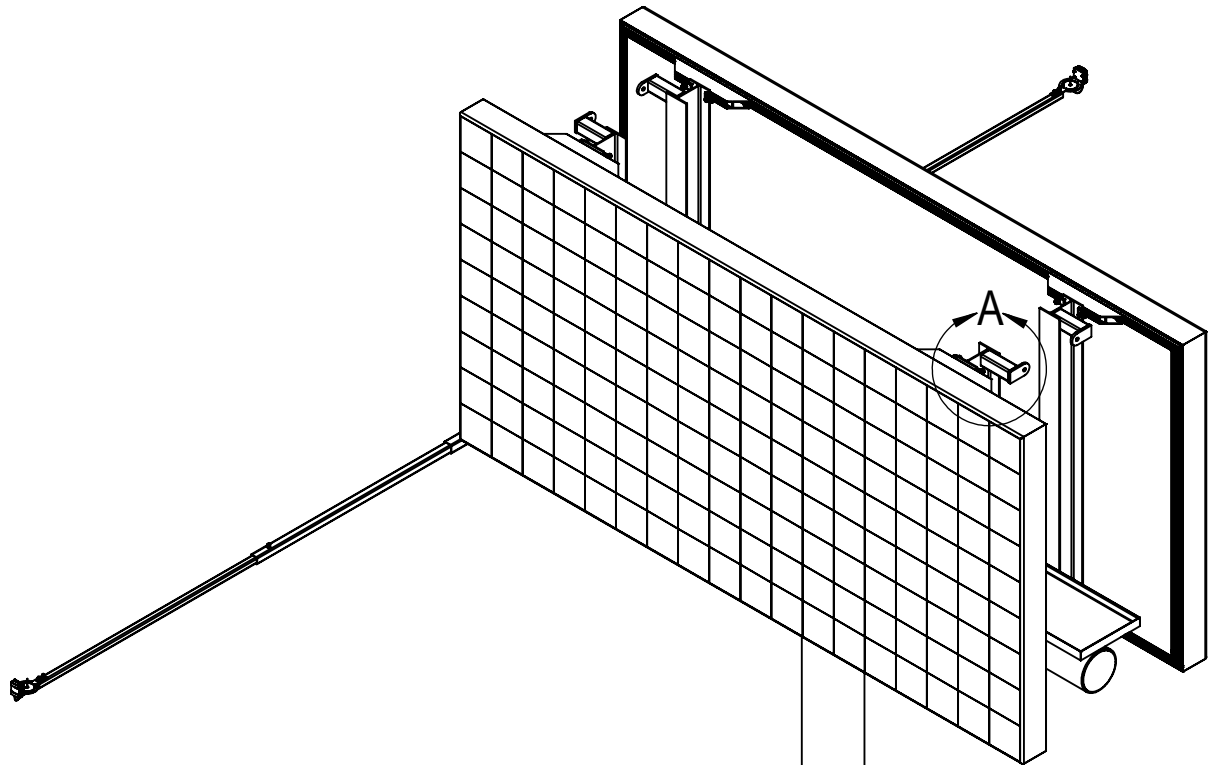
Conclusion

We trust that based on the above stated reasons and planning rationale, we have provided sufficient information for the Planning Department to confirm that all of the nine established criteria in the Sign Bylaw have been met, with respect to the requested 2 variances, subject to the required conditions. Therefore, we are requesting that the Planning Department to recommend approval of application with the two requested variances.

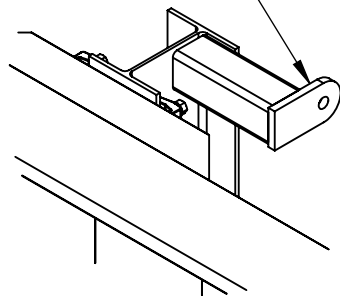
Sincerely,
Due To Construction

Jamie Lefort





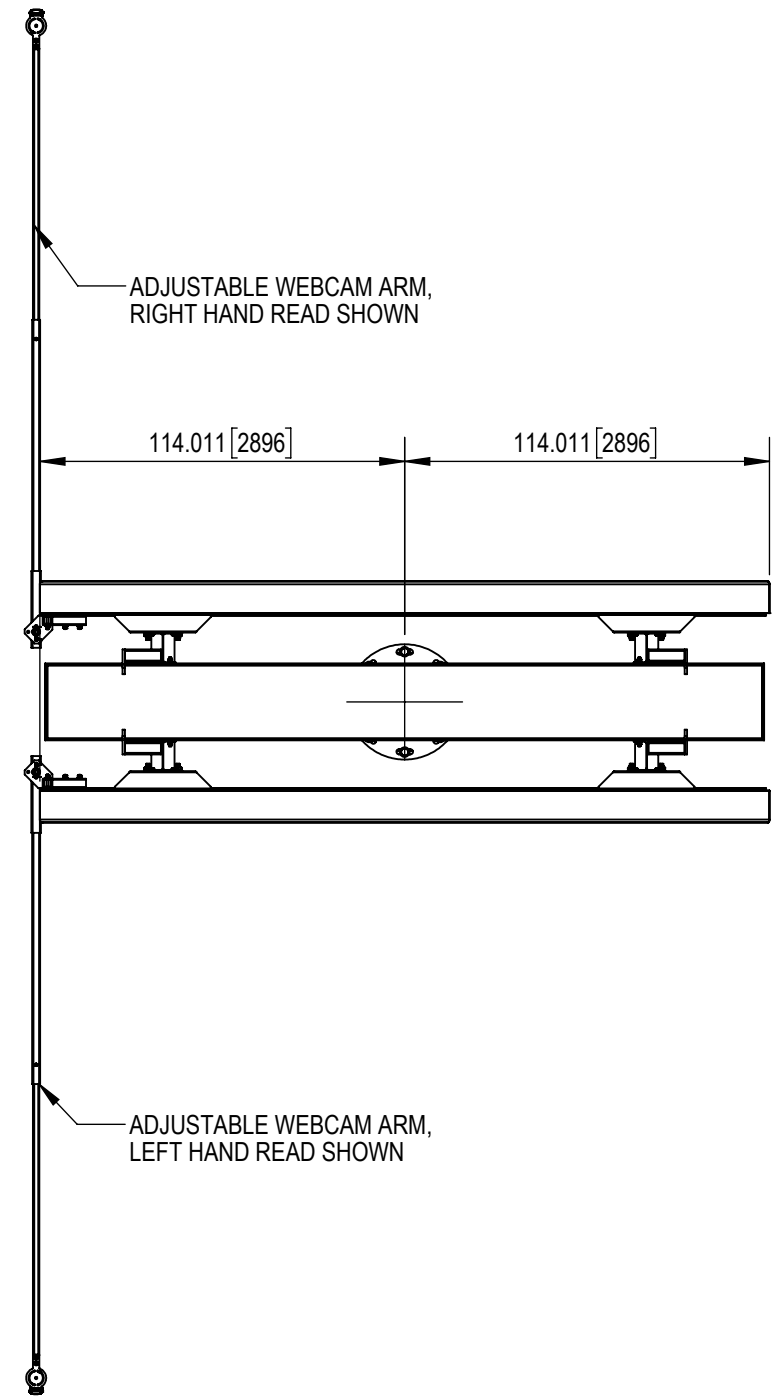
UPPER FALL ARREST BRACKET



DETAIL A
SCALE 1 : 16

DISPLAY SPECIFICATIONS

- DISPLAY IS ALL ALUMINUM CONSTRUCTION
- DISPLAY IS FRONT AND REAR ACCESSIBLE
- DISPLAY SHIPS IN ONE SECTION
- WEIGHT OF EACH LED DISPLAY APPROX. 2800 lbs

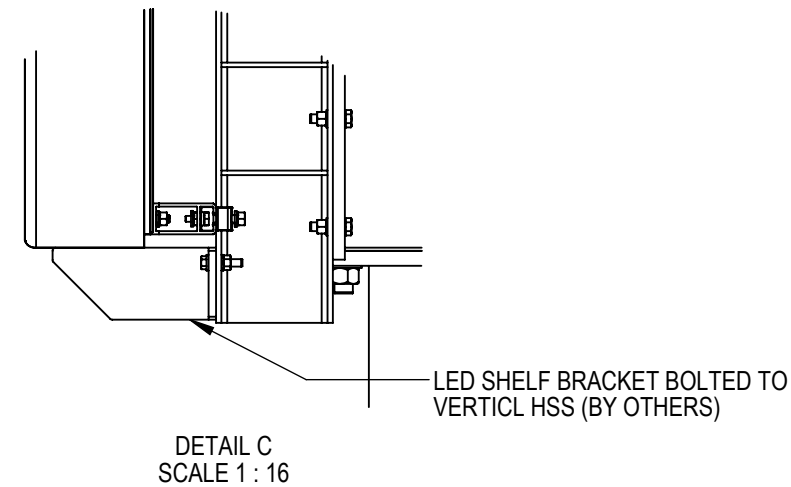
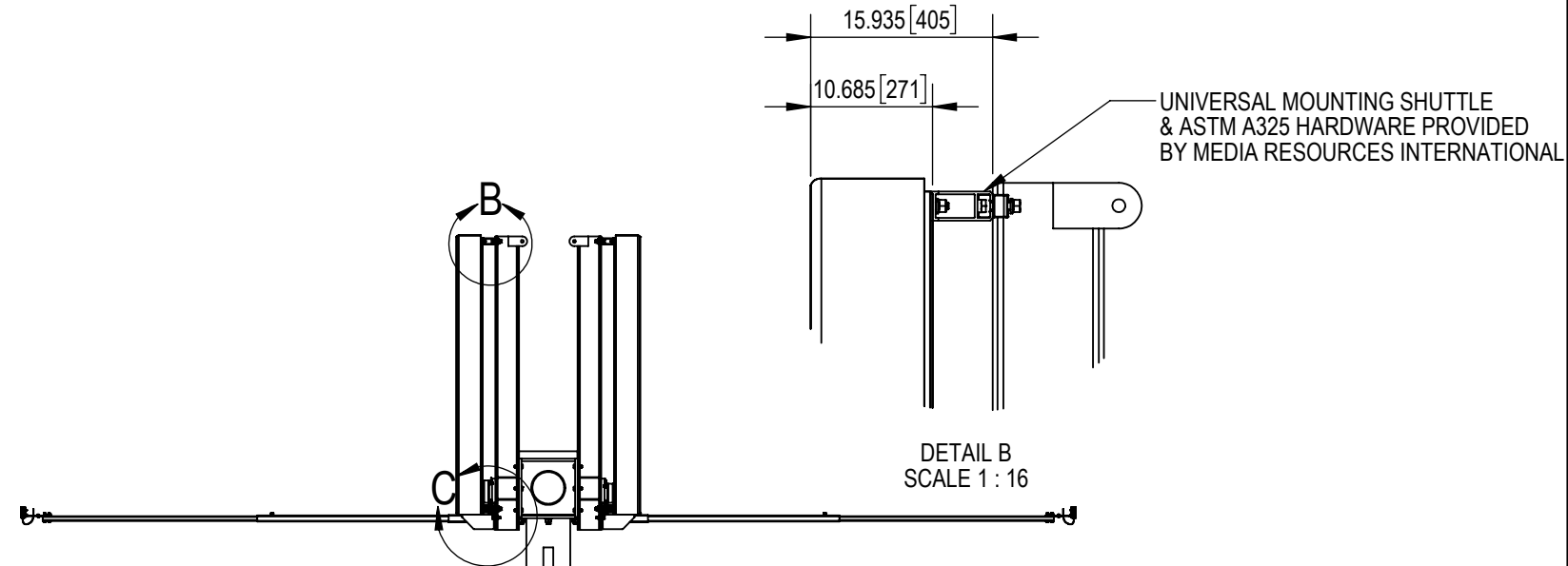
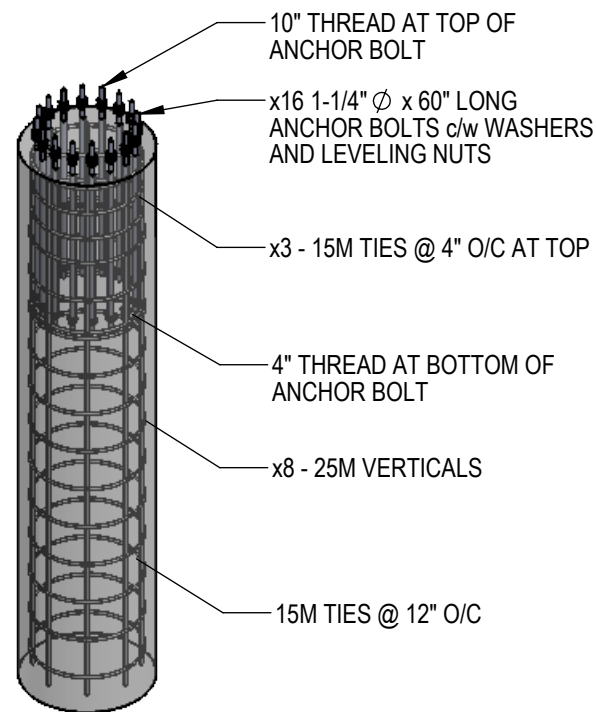
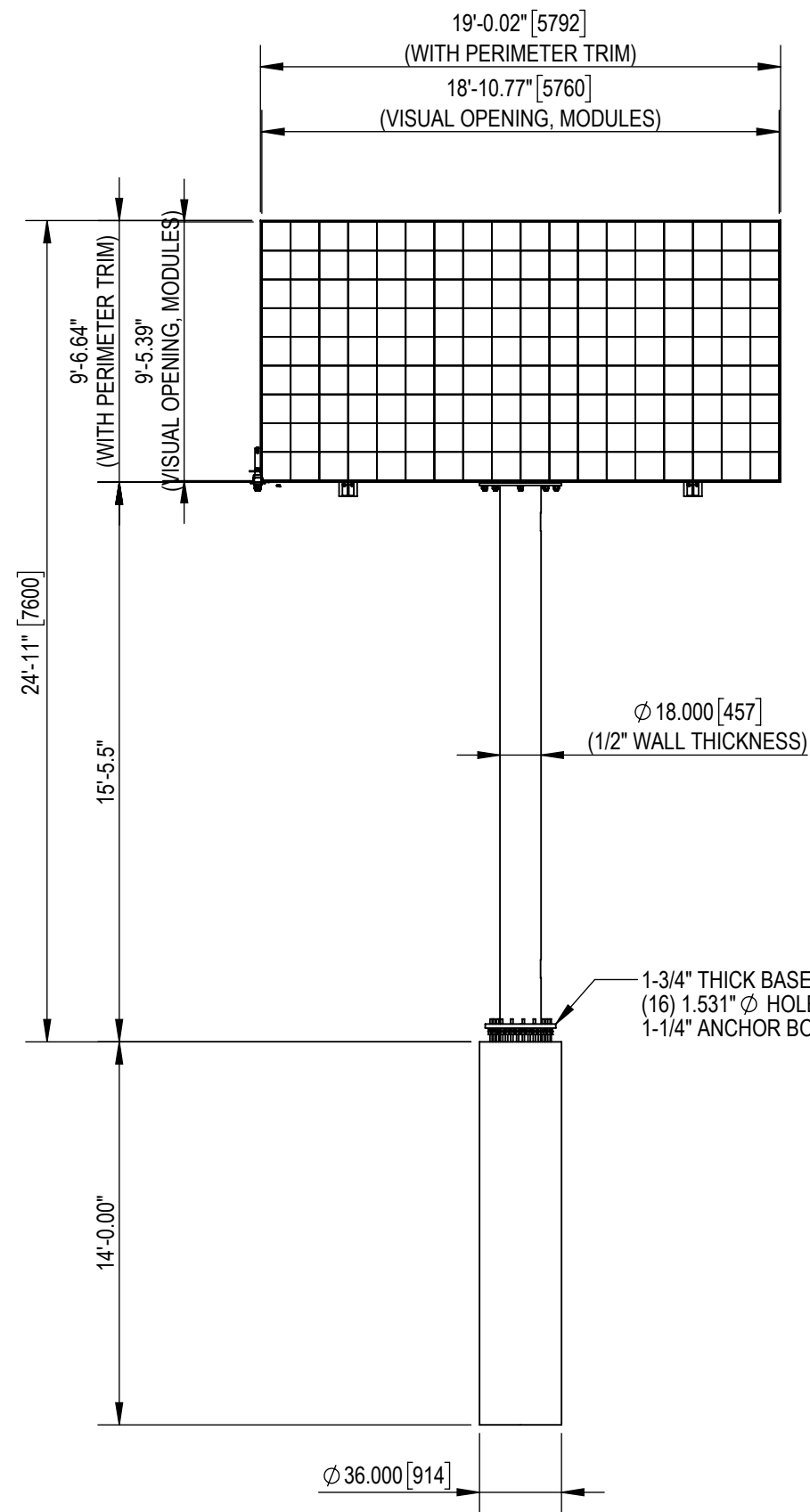


NOTES:

1. SIGN MOUNTING TO STRUCTURE USING 5/8" $\varnothing$ BOLTS, A563 NUTS & F436 WASHERS
2. FASTENERS TORQUED TO 75 LB-FT, MAXIMUM 100 LB-FT

THIS DRAWING, AND THE INFORMATION CONTAINED THEREIN, IS THE CONFIDENTIAL PROPRIETARY INFORMATION OF MEDIA RESOURCES INTERNATIONAL AND MAY NOT BE USED OR REPRODUCED WITHOUT APPROVAL OF MEDIA RESOURCES INTERNATIONAL. ALL RIGHTS RESERVED.

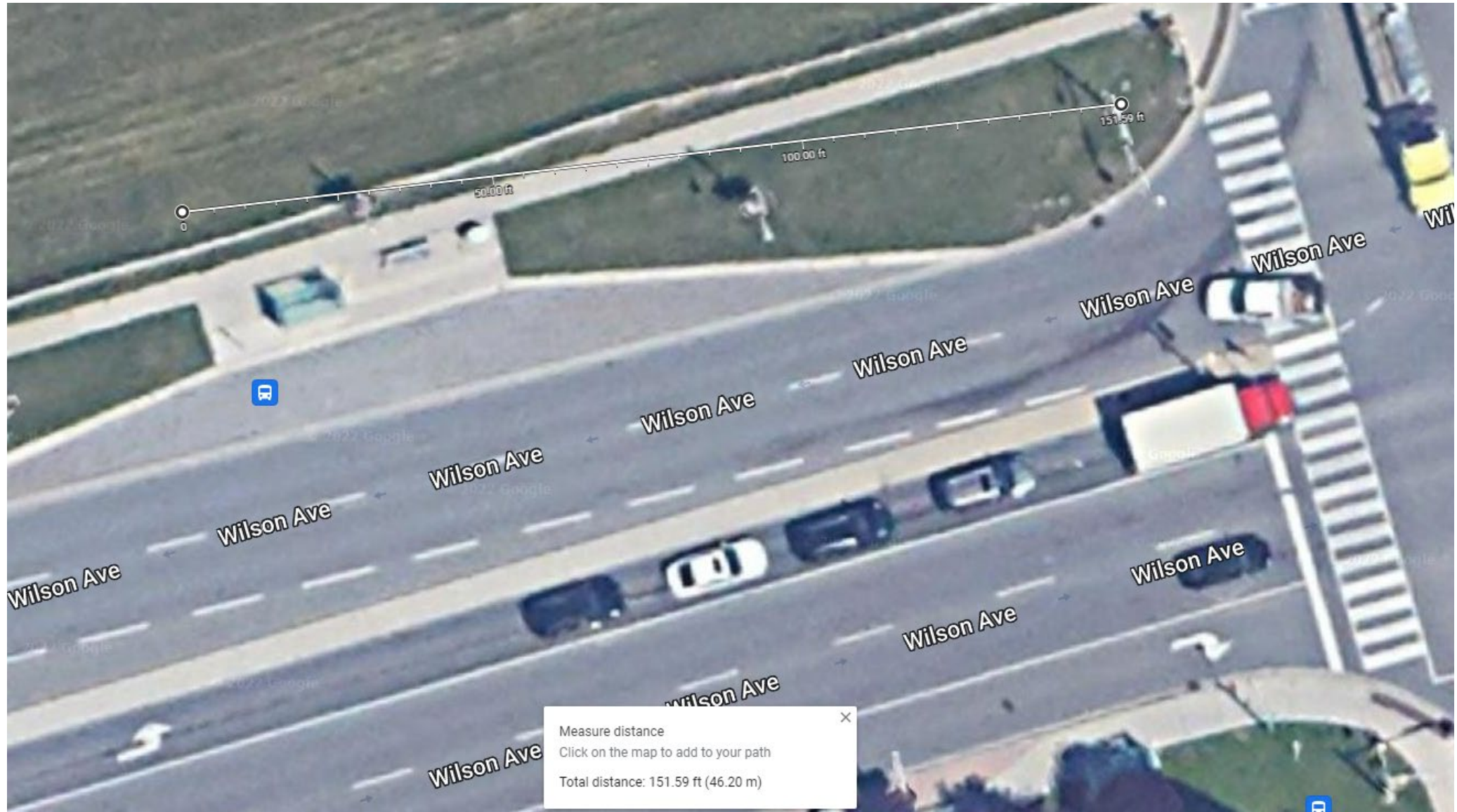
UNLESS OTHERWISE SPECIFIED DO NOT SCALE DRAWING INTERPRET DIMENSIONS AND TOLERANCES PER ASME Y14.5M-1994 DIMENSIONS ARE IN INCHES TOLERANCES APPLY AS SHOWN BELOW 0 PL DEC ± 0.2 1 PL DEC ± 0.1 2 PL DEC ± 0.01 3 PL DEC ± 0.005 ANGLES ± .1° SURFACE ROUGHNESS 32 μ in		 ...solutions for the sign industry.		MEDIA RESOURCES INTERNATIONAL 1387 CORNWALL ROAD OAKVILLE ONTARIO TEL: 1.800.667.4554 FAX: 1.905.337.9531			
				TITLE 10' x 20' DIGITAL BILLBOARD DOUBLE FACE, CENTER MOUNT			
NOTES: 1. MATERIAL: " THICK 2. FINISH: 3. COATING:		CUSTOMER MRI PROJECT 9H x 18W RGB DF LED DISPLAY		DATE 1/26/22	SIZE B	DRAWING NO MRI 10x20 CM DF Permit	REVISION
		DRAWN BY R. YORK CHECKED BY BASHIR HAMIS APPROVED BASHIR HAMIS		DATE 1/26/22	WORK ORDER NO	SCALE 1:55	WEIGHT lbs SHEET 1 OF 2



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NOTES: 1. MATERIAL: " THICK 2. FINISH: 3. COATING:		CUSTOMER MRI PROJECT 9H x 18W RGB DF LED DISPLAY		10' x 20' DIGITAL BILLBOARD DOUBLE FACE, CENTER MOUNT			
		DRAWN BY R. YORK CHECKED BY BASHIR HAMIS APPROVED BASHIR HAMIS		DATE 1/26/22 DATE 1/26/22 DATE 1/26/22	SIZE B	DRAWING NO MRI 10x20 CM DF Permit	REVISION
				WORK ORDER NO	SCALE 1:75	WEIGHT lbs	SHEET 2 OF 2

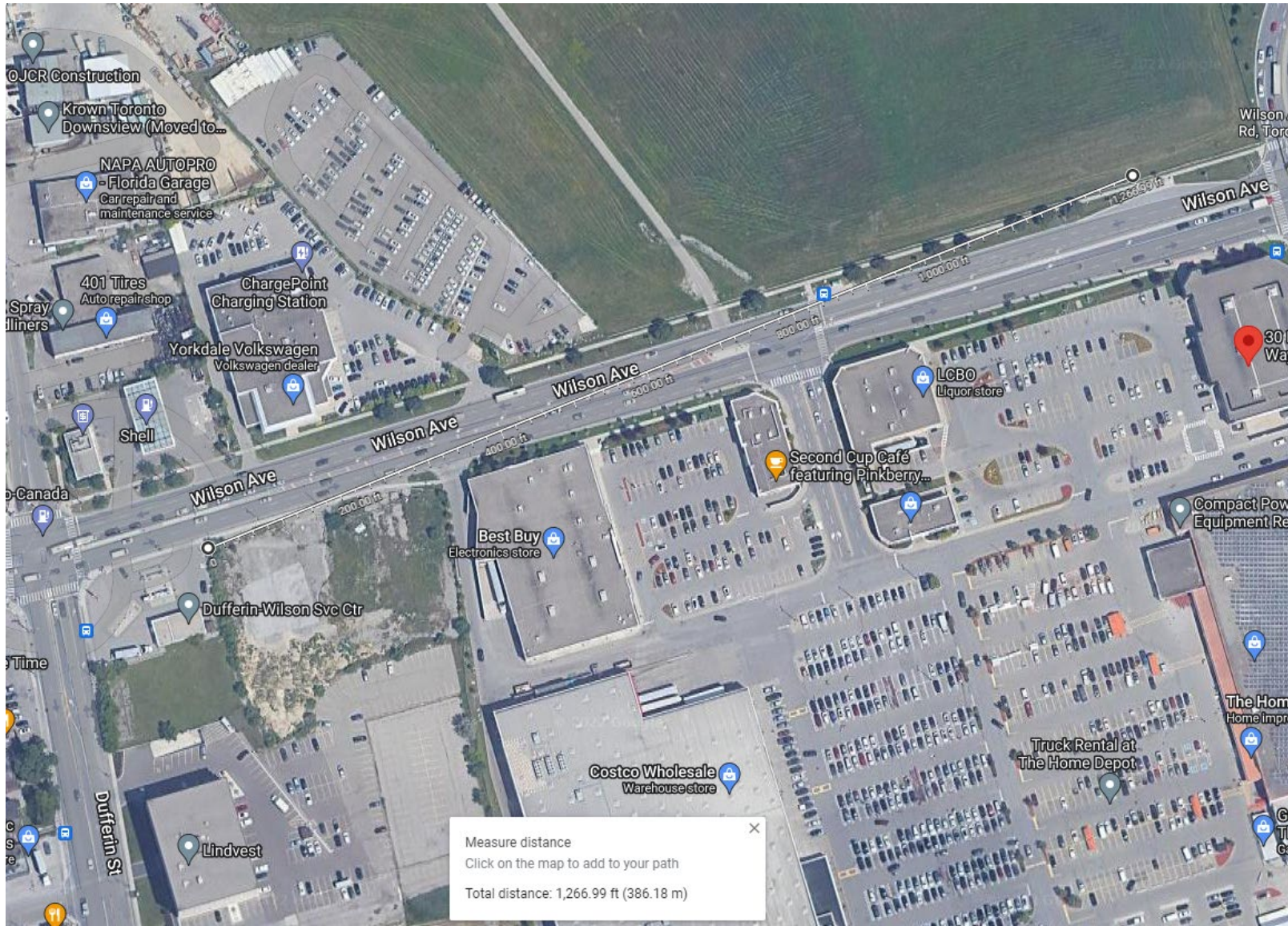
1. a) Distance to hydro lines – Plan View



1. b) Distance to hydro lines – Street View



2. Distance to Third Party Signage



3. Distance to Closest Intersection



Fernanda Patza

From: Christ Roubekas <chrisroubekas@gmail.com>
Sent: Wednesday, March 15, 2023 2:48 PM
To: Fernanda Patza
Subject: [External Sender] Re: FW: Third Party Electronic Sign Permit Application for 590 Wilson Avenue, North York
Attachments: Wilson Ave Siteplan with display specs - close up.PNG; Wilson_Mock-up looking Northeast_2 10x20s.jpg; Wilson_Mock-up looking Northwest_2 10x20s.jpg; Site plan 590 Wilson Ave - Northcrest Developments Land Survey - Proposed Display location along Wilson Ave.pdf; A2 Sign Diagram.pdf; Northcrest letter on OPA.pdf
Follow Up Flag: Follow up
Flag Status: Flagged

Good afternoon Fernanda. I trust you are well.

I wanted to provide you with some updates since our last communication.

In order to address a number of the variances that you brought to our attention, my client has agreed to relocate the proposed location back to its original location that was applied for and to reduce the size of the sign face area. Please see the following attachments.

This same original location and site plan attached was submitted to MTO and their approval was emailed on January 12, 2023. Please see below:

Kolet, Arie (MTO) <Arie.Kolet@ontario.ca>

to me



Hi Chris,

The MTO has reviewed the proposed sign and the location site and has determined that no MTO permits will be required for the installation of the sign as the sign will not be visible from the provincial Highway or any MTO lands. No MTO Sign permit would be needed for this project.

Please consider this email as MTO authorization that MTO has no concerns.

Kindly ensure that all other necessary authorizations/permits are in place prior to the start of installation/construction.

You will receive an email from HCMS denying/cancelling the online application 2022-00005215.

Regards,

Arieh Kolet,

Corridor Management Officer

Ministry of Transportation

159 Sir William Hearst Ave., 7th Floor

Toronto, ON., M3M 0B7

Tel: (437) 833 9487

Email: arieh.kolet@ontario.ca

Based on the attached and the above, this original location that was applied for meets the following three (3) regulations:

- **694- 25 C (2)(a):** The sign face area shall not exceed 20.0 square metres;
- **694- 25 C (2)(a):** The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
- **694- 24 A (14):** A third party sign shall not be erected or displayed or caused to be erected or displayed in whole or in part within 400 metres of any limit of any portion of Highway 401 contained within the municipal boundaries of the City; whereas the proposed sign is located within 400 metres of Highway 401, an approval is to be obtained from MTO.

Regarding the remaining two regulations we are requesting variances based on the following reasons:

- **694- 25 C (2)(f):** Where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district. The sign relocation is a further 50.8 m west and therefore the sign will be located roughly 211m of a CR sign district located to the east. We are asking for reconsideration to allow this variance because the revised distance variance is only 15.6%; the CR district is small in size and sandwiched in between a U sign district and a C sign district for the sole reason to accommodate the Wilson TTC station; there is no residential component in this CR sign district; and there is Transit Road, a large Transit parking lot, a large, circular transit drive through area for pick and drop off and mature trees, all of which in our opinion, the proposed sign that is facing east will be not visible (and will have no negative impacts) to the CR sign district in question.
- **694- 25 C (2)(g):** The sign be located a minimum of 500 metres from any other third party electronic sign; the sign relocation is a further 50.8 m west and therefore the sign will be located roughly 384m from the existing electronic sign at 3639 Dufferin St. We are asking for reconsideration to allow this variance because the distance of 348 m is still significant and it is our opinion that traffic travelling on Wilson Avenue will be unable to see both signs at once, at any given time due to this lengthy distance, the mature trees that abut Wilson Avenue on the north side and the high concentration of commercial buildings (i.e. Best Buy, HSBC, LCBO) on the south side of

March 15th, 2023

Attn: Ted Van Vliet and Greg Crompton, Manager, Sign By-law Unit
City of Toronto Sign Bylaw Unit
100 Queen Street W., Floor 1 E
Toronto, Ontario
M5H 2N2

RE: Third Party Sign Application at 590 Wilson Ave

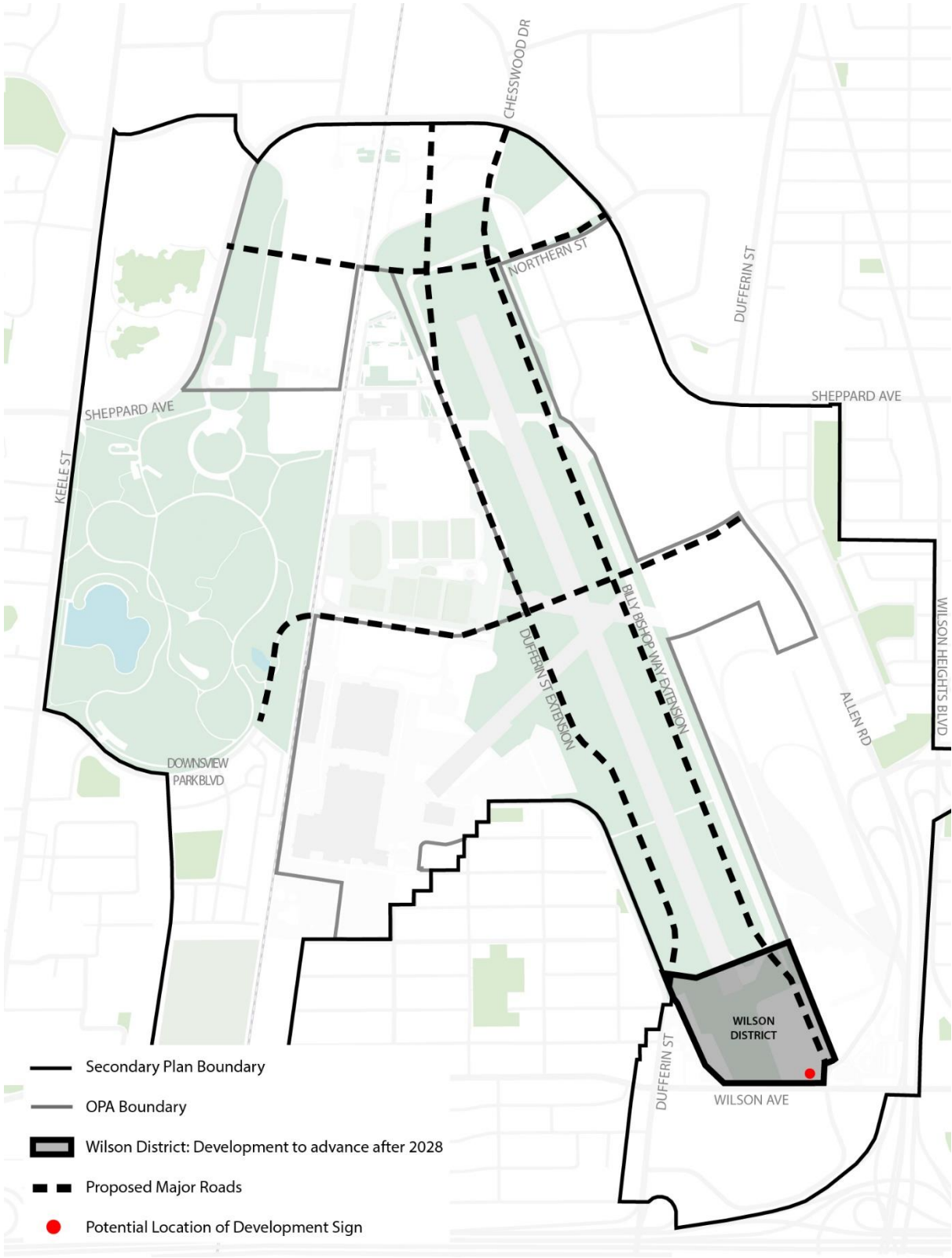
We appreciate the concern regarding the status of the land. While we appreciate that public information regarding the status of these lands is unavailable, we have been working closely with the City over the last two years to advance our plans for future development. The sign has been located such that it will not impact future development in the near future and will not compromise the alignment of future major infrastructure investments.

You have correctly identified them as being subject to an Official Plan Amendment application, submitted in October 2021. The submitted OPA re-imagines the entirety of the former Bombardier manufacturing lands and airstrip as a series of complete, connected communities. Due to the scale of the development, this vision will be realized over several decades, and advance in phases according to identified District.

The proposed sign is located within what we have identified as the “Wilson District” (see map). The Wilson District is not yet associated with a detailed District Plan but will not see development until 2028 at the earliest.

Since submitting the OPA application, we have been collaborating with City Staff through the Update Downsview process as co-proponents: the result of this collaboration will be a new Downsview Area Secondary Plan that is more consistent with our application. Through this process, we have identified the general location of the major structuring elements, including Major Streets (e.g. the extensions of Dufferin and Billy Bishop Way). These major streets will similarly be developed and conveyed to the City in phases, but as shown on the attached map, will not be impacted by the location of the proposed sign.

Please refer to the map on the following page for the visual description.



Map of the Secondary Plan area highlighting Proposed Major Roads and the Potential Location of Development Sign



Councillor
James Pasternak
York Centre

Toronto City Hall
City Hall, 100 Queen St. West, 2nd Floor, A22
Toronto, Ontario M5H 2N2

May 23, 2023

Dear Fernanda Patza,

I am writing to express my support for Northcrest Developments' request for an electronic Third-Party Sign at 590 Wilson Ave. As the local City Councillor for York Centre, Ward 6, I believe that this sign will provide an added benefit to the community and would like to ask the City to consider the request put forward by Northcrest Developments.

Firstly, an electronic billboard sign will provide a more modern and efficient way to display important information to the public. With the ability to change messages and content quickly and easily, the sign can be used to promote events, provide directions, and share important news in real-time. This will be particularly useful during emergency situations when information needs to be disseminated quickly.

Furthermore, an electronic billboard sign at this location will provide a new advertising opportunities for local businesses. Wilson Ave is a busy commercial district. This sign will attract attention and provide increased visibility for businesses, helping to drive foot traffic and increase sales, in addition to supporting the local Business Improvement Area, Wilson Village BIA. This will be particularly valuable for small businesses that may not have large advertising budgets.

I understand that there may be concerns about the potential impact of the sign on the surrounding community, including issues such as light pollution and traffic distractions. However, I believe that these concerns can be addressed through appropriate design and placement of the sign (which I understand the landowner has done exactly that), as well as through the use of technology such as automatic dimming during nighttime hours.

In conclusion, I believe that the electronic billboard sign proposed for 590 Wilson Ave will provide significant benefits to the community, including improved communication and increased visibility for local businesses. At that same time providing color and vibrancy to what is currently a bland parcel of land. I respectfully request that the Sign Variance Committee grant approval for this sign.

Thank you for your consideration.

Sincerely,

Councillor James Pasternak
Toronto - Ward 6, York Centre
Chair, North York Community Council



MICHAEL KERZNER

MPP/Député - York Centre



Constituency Office

830 Sheppard Ave. W.

Toronto, ON M3H 2T1

☎ 416-630-0080

✉ michael.kerzner@pc.ola.org

🌐 michaelkerznermpp.ca

May 19, 2023.

Dear Fernanda Patza (Fernanda.patza@toronto.ca),

I am writing to express my support for the proposed electronic billboard sign located at 590 Wilson Ave, Toronto, Ontario. As the local Member of Provincial Parliament for this area, York Centre, I believe that this sign will bring benefits to our community.

The proposed location for this sign is an ideal spot, as it is situated in a highly visible area with significant traffic flow into a commercial area, and a Business Improvement Area in particular, Wilson Village BIA. The electronic billboard will provide an innovative and dynamic way to promote local businesses, community events and other important announcements. It will also enhance the overall appearance of the area and add to the vibrancy of our community.

I understand that through appropriate design and placement of the sign, as well as through the use of technology such as automatic dimming during nighttime hours, there will be limited light pollution or affect on the local area.

By promoting local businesses and events, the sign can help drive tourism and stimulate economic growth. This will create jobs and support the continued development of our community.

As where the Province of Ontario maybe concerned, the billboard is not within 400 meters of Highway 401 and therefore supported by the Ministry of Transportation.

In conclusion, I support as MPP for York Centre the proposed electronic billboard sign at 590 Wilson Ave and request the city of Toronto reconsider granting the necessary variances to allow for its construction.

Thank you for your attention to this matter.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Kerzner', followed by a small dot.

Hon. Michael Kerzner, MPP

Member of Provincial Parliament for the York Centre

Dear Fernanda Patza (Fernanda.patza@toronto.ca),
As the Chair of the Wilson Village Business Improvement Area,
I am writing to express my full support for the proposed
electronic billboard sign located at 590 Wilson Ave. This sign
will be a great asset to our businesses and community, providing
a unique and effective way to communicate important
information to the public.

The proposed location of the sign is in a highly visible area that
is easily accessible to both residents and visitors. The electronic
billboard will provide a modern and dynamic platform to
promote local businesses, community events, and other
important announcements. This will be especially helpful in the
current digital age, where most people prefer to receive
information through digital means.

While we understand that a couple of concerns have been raised
regarding the potential impact of the electronic billboard on the
surrounding area, we believe that the sign has been designed to
minimize any potential negative impacts on the community. The
sign will be angled away from nearby residential properties and
will not produce excessive noise or light pollution.

We also believe that the electronic billboard sign will bring
significant economic benefits to our community. By promoting
local businesses and events, the sign can help attract more
customers and drive economic growth. This will create jobs and
support the continued development of our community.

In conclusion, we strongly urge the city to reconsider its position
to support the necessary variances to allow for the construction
of the electronic billboard sign at 590 Wilson Ave. This sign will
be an important addition to our community and will help us to
better communicate with our residents and visitors. Thank you
for your attention to this matter.

Sincerely,

Anthony Kyriakopoulos
Chair, Wilson Village BIA

A handwritten signature in dark ink, appearing to read 'A. Kyriakopoulos', with a long, sweeping horizontal stroke extending to the right.

BOMBARDIER

July 5, 2023

Fernanda Patza
Sign Building Code Examiner Inspector
Sign By-law Unit
Fernanda.Patza@toronto.ca
416-392-6987

Subject: Non-Objection to Placement of Digital Billboard Sign at 590 Wilson Ave

Dear Fernanda Patza,

We hope this letter finds you well. As the operator of Downsview Airport (ICAO: CYZD), we are writing to address the proposed placement of a digital billboard sign on 590 Wilson Avenue, within the property boundaries that Bombardier Inc has sold to Public Sector Pension Investment (Parent of Northcrest Developments). Bombardier will soon be vacating the premises and the airport and runway will undergo a decommissioning process as we prepare to move to a new location at Pearson Airport in early 2024 with a target date of March 31, 2024.

We would like to convey our conditional non-objection to the installation of the digital billboard sign, provided that it is erected and operational after we have completed our decommissioning.

Should you have any further questions or require additional information, please do not hesitate to contact us.

Sincerely,

Bombardier Inc.

Richard Vitrih

Director, Manufacturing