



Sign Variance Committee
City Clerk's Office
Toronto City Hall
100 Queen Street West
2nd Floor, West Tower
Toronto, ON M5H 2N2

May 3, 2024

RE: Digital Signage Proposal for Wilson Avenue – Outedge Media

To whom it may concern,

We are pleased to support the variance application from Outedge Media on behalf of Metrolinx to erect a digital billboard within the city of Toronto. This location will enable Metrolinx to reach and promote public transit to a very important segment of our potential ridership on their commute in and around the Greater Toronto Area.

During the past two years, Metrolinx has been working with a number of partners to build a network of digital billboards across the region, the revenue from which will help to allow us to continue to invest in the maintenance and expansion of the system for our customers and your residents. The location being pursued by Outedge is an important piece of that expanding program.

This location is also an excellent opportunity for local companies to promote their business and for the City to display important messaging and promotion for local events.

Metrolinx greatly appreciates the government approvals our existing network has received from area municipalities to date. Respectfully, we are asking the City of Toronto to support our partner's variance application so Ontarians can realize the important benefits that accrue from this unique program.

Yours truly,



John Lanthier
Director of Advertising and Commercial Revenue
Metrolinx