



Councillor
James Pasternak
York Centre

Toronto City Hall

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Toronto, Ontario M5H 2N2

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

May 8, 2024

SB9.1 Application for Electronic Ground Sign - Newmarket Subdivision, North of Wilson Ave, East of Keele Street

To Members of the Sign Variance Committee:

I am providing my support for the application for a third-party electronic ground sign located on Wilson Avenue, east of Keele Street in my Ward.

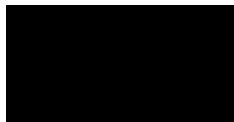
I have reviewed the application, the letter from Metrolinx, and the staff report and have concluded that the required variances should be deemed minor, given the specific factors of the application, including the location (railway corridor and adjacent commercial/industrial buildings), which is a permitted use for the sign class.

I understand that the applicant, along with Metrolinx have made efforts to mitigate the impact of the variances including reduced illumination, and sign face direction.

Furthermore, the proposed sign will provide a new opportunity for local businesses to promote their services, and Metrolinx to promote increased transit use.

As the City Councillor for this community, I have concluded that this sign application is appropriate and meets the 8 criteria of the Sign by-law.

Sincerely,



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

Cc: Signbylawunit@toronto.ca

