



October 1, 2025

Mayor Olivia Chow and City Councillors
City of Toronto
100 Queen St. W.
Toronto, ON, M5H 2N2

RE: PH24.7 496 Evans Avenue - Area-Specific Amendment to the Sign By-law

Dear Mayor Chow, and City Councillors,

Mersen Canada DN Limited are the owners of 496 Evans Avenue. We have operated at this location for 34 years. We employ over 90 people at this site. Our company is a global manufacturer of electrical components.

We are asking for your support for the application to erect a digital billboard on our property. With the ever-increasing cost of doing business, the ability to supplement our company's income with rent from the billboard will help to ensure that our Toronto location will continue to operate for years to come.

Many long-established businesses have left the area, and we have observed the decline in employment as properties are used for storage, warehousing, or in a few cases converted to residential uses.

The proposed sign is in an **Employment District** that covers both the north and south sides of the Gardiner Expressway. The proposed sign will **not be facing any residential developments**.

The sign operator is proposing that:

1. The sign will be available for the exclusive use of the City of Toronto for two months in 2026 to promote the FIFA World Cup Tournament and related activities, at no cost
2. For the duration of the sign's 10-year Licence the City of Toronto will have the right to utilise five percent (5%) of the sign space for Public Service Announcements for the City, its Agencies, Boards, and Commissions, at no cost

MERSEN PTT North America

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We believe the proposed sign will benefit and support a strong local economy within the City of Toronto, without any negative impacts in the community.

We would also like to note that over the past fifteen years the City has approved at least sixteen billboards along the Gardiner Expressway in Etobicoke, between Highway 427 and the Humber River. Almost half of these signs are in the sensitive area east of Kipling Avenue where the signs are either in Mixed Use areas or across from Mixed Use areas containing residential developments.

I would be pleased to answer any questions you may have at (416) 503-6423.

Yours truly,



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Find us on   

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