



xmedia outdoor

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September 30, 2025

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

Dear Mayor Chow, and City Councillors;

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

We are one of the proponents behind this application for Sign Bylaw amendments to permit a digital billboard at this location.

We are proposing a double sided digital sign at this location near the western entrance to the City of Toronto as a marquee sign visible on the Gardiner Expressway and to those merging from Highway 427. 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**.

We propose and agree to two conditions being imposed upon the approval of the sign;

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

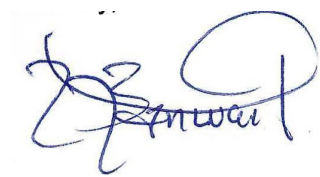
We believe the proposed sign will benefit and support a strong local economy within the City of Toronto, without any negative impacts in the community. It will also support the continued presence of the Mersen Group, an international manufacturer, at this site by providing them with a steady stream of rental income. The Mersen Group, provides

over 60 manufacturing and technical jobs on the property, while many neighbouring properties have become merely warehousing or public storage with few jobs present.

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 am happy to answer any questions you may have at (416) 473-6786.

Yours truly,

A handwritten signature in blue ink, appearing to read 'Rav Banwait', with a large, stylized circular flourish above the name.

Rav Banwait, President
2189053 ONTARIO INC. O/A Xmedia Outdoor