

ATTACHMENT 3: LETTER OF OBJECTION

NOVA-DEPOT GROUP
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October 28, 2024
VIA EMAIL (signbylawunit@toronto.ca)

City of Toronto
Chief Building Official and Executive Director
Sign Bylaw Unit - Building Department
Toronto, Ontario

Dear Sirs:

**Re: Notice of Objection to Application for Third Party Sign Variance – Comment
Submission from Nova-Depot Group – 4711, 4723, 4733 and 4751 Steeles Avenue
East (the “Properties”) (24-181868)**

We are the owners of the Properties fronting on Steeles Avenue East, which are currently improved with four (4) one-storey commercial buildings each, tenanted by several well-reviewed local restaurants, businesses and two (2) National banks.

We have received a Notice of Application for third Party Sign Variance and would like to file a Notice of Objection on several grounds as follows:

We believe the Proposed Sign described would be incompatible with the current development of the Properties and surrounding area, as per the City of Toronto Official Plan (June 2024 Consolidation). The Proposed Sign location at the north frontage of the property along Steeles Avenue East would alter the character of the surrounding area, contrary to the public interest, especially when considering the application is made by a non-local third-party conglomerate and not an area landlord.

We rely on the City of Toronto Official Plan (June 2024 Consolidation) which in its “Complete Streets” approach, emphasizes a balanced approach to street design that prioritizes providing “safe access and efficient operation for all street activities and functions.” (3-3)

The Properties, including 4711 Steeles Avenue East and the Proposed Sign, are strategically located as part of a high traffic transportation corridor. A billboard, especially an electronic billboard, with ads purpose-built to draw attention away from unsuspecting passerbys and motor vehicle drivers at an extremely high traffic public road-rail-pedestrian juncture, is inviting an accident in both a high-density area and an economically sensitive one as well. The city should do everything in its power to reduce distractions and the

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possibility of an accident at an intersection that includes a rail bridge, rail station, bus stop, car underpass and pedestrian sidewalk

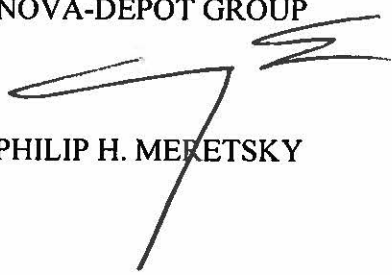
We are also very concerned about the aesthetics of an electronic billboard, especially when placed indiscriminately by a third party with no stake or broader vision for the local neighbourhood except distraction and profit. We believe an electronic billboard in this area would be inconsistent with the City's Official Plan, see Section 3.1.1.2€, contributing negatively to the identity and physical character of the area.

We would also like to reserve the possibility that our own tenants or Nova-Depot Group for their benefit, burdened by the recent expropriation that occurred at this location, and the loss of frontage and location exposure due to the underpass and lane expansion, would like to alleviate some of that burden by perhaps using the proposed signage space to proceed with its own application to market the business of our tenants, who have lost curb exposure due to the expropriation.

The proposed installation of a third-party ad billboard will have negative ramifications for both the appearance and safety of the neighbourhood and is inconsistent with the City's Official Plan. According, we ask that the City of Toronto turn down this Application to Third Party Sign Variance.

Should you have any questions regarding the above, please do not hesitate to contact the undersigned. We reserve our rights to provide supplemental comments on this matter in the future.

Yours truly,
NOVA-DEPOT GROUP



PHILIP H. MERETSKY