



Deputy Mayor

Mike Colle

**City Councillor | Eglinton-Lawrence
City of Toronto**

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January 29, 2025
Sign Variance Committee
City Clerk's Office
Toronto City Hall
100 Queen Street West,
2nd Floor, West Tower
Toronto, ON M5H 2N2

Attention: Anita Jones, Secretariat
Delivered by email to: sbc@toronto.ca

Re: Letter of Support for Sign Variance Applications at Yonge-Eglinton Centre

Dear Chair Janet Ross and Members of the Sign Variance Committee,

I am writing to express that I have no objection to the sign variance applications and proposed changes to the existing signage at the Yonge-Eglinton Centre, located along the northwest corner of Yonge and Eglinton.

As the Local City Councillor for Ward 8 Eglinton-Lawrence, I have reviewed the applications and understand that the proposed new signage will be placed in the same general location and configuration that has existed in this commercial area since 2014.

As such, I am satisfied that it will not result in any significant change from the existing approved signage, nor will it be create any additional new impact on local businesses or residents in the area.

I also note that these signs will continue to directly support local businesses within the Yonge-Eglinton Centre and that after further enquiring, that the introduction of newer technology may provide additional benefit by allowing for the signage to be equipped with sensors that can adjust brightness, when and as needed to ensure better compliance with maximum allowances for illumination in the by-law.

Given these considerations, I am pleased to share my opinion with the Sign Variance Committee as it considers these applications to grant the necessary minor variances.

Should you have any questions please do not hesitate to contact my office.

Thank you for your consideration,

Sincerely,

Deputy Mayor Mike Colle
City Councillor, Eglinton-Lawrence

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