



February 6, 2025

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

Attn: Fernanda Patza, Policy Development Officer, City Wide Priorities - Toronto Building
Anita Jones, Secretariat, Sign Variance Committee

Sent via E-mail: sbc@toronto.ca

Re: Request for Adjournment for Item SB14.1 - Application for Two Variances, Each Subject to Three Conditions, Concerning the Modification of One Third-Party Electronic Roof Sign at 304 Yonge Street

Good afternoon,

We have been working collectively with staff on this application for several months. At the advice of staff, we would like to seek an adjournment of this matter (Item SB14.1 - Application for Two Variances, Each Subject to Three Conditions, Concerning the Modification of One Third-Party Electronic Roof Sign at 304 Yonge Street) to the next scheduled meeting of the Sign Variance Committee.

The reason for this adjournment is that we would appreciate some additional time to address some of the concerns raised within the staff report with respect to this application. We would also like to have further discussions with staff, as we are uncertain if we wish to proceed with the current application as articulated, we believe that perhaps we would seek to propose an alternative set of variance applications to the Sign Variance Committee.

Thus, we are seeking the adjournment to further review the issue and upon confirmation submit an alternative set of applications for variances for the Sign Variance Committee's consideration along with additional supporting materials, and to provide the Chief Building Official with time to review and respond to the new alternate proposal(s)."

Thank you for your time and attention to this matter. Please do not hesitate to reach out should you have any questions or concerns.

Sincerely,

Kevin Thurlbeck

SVP, Operations & Construction
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