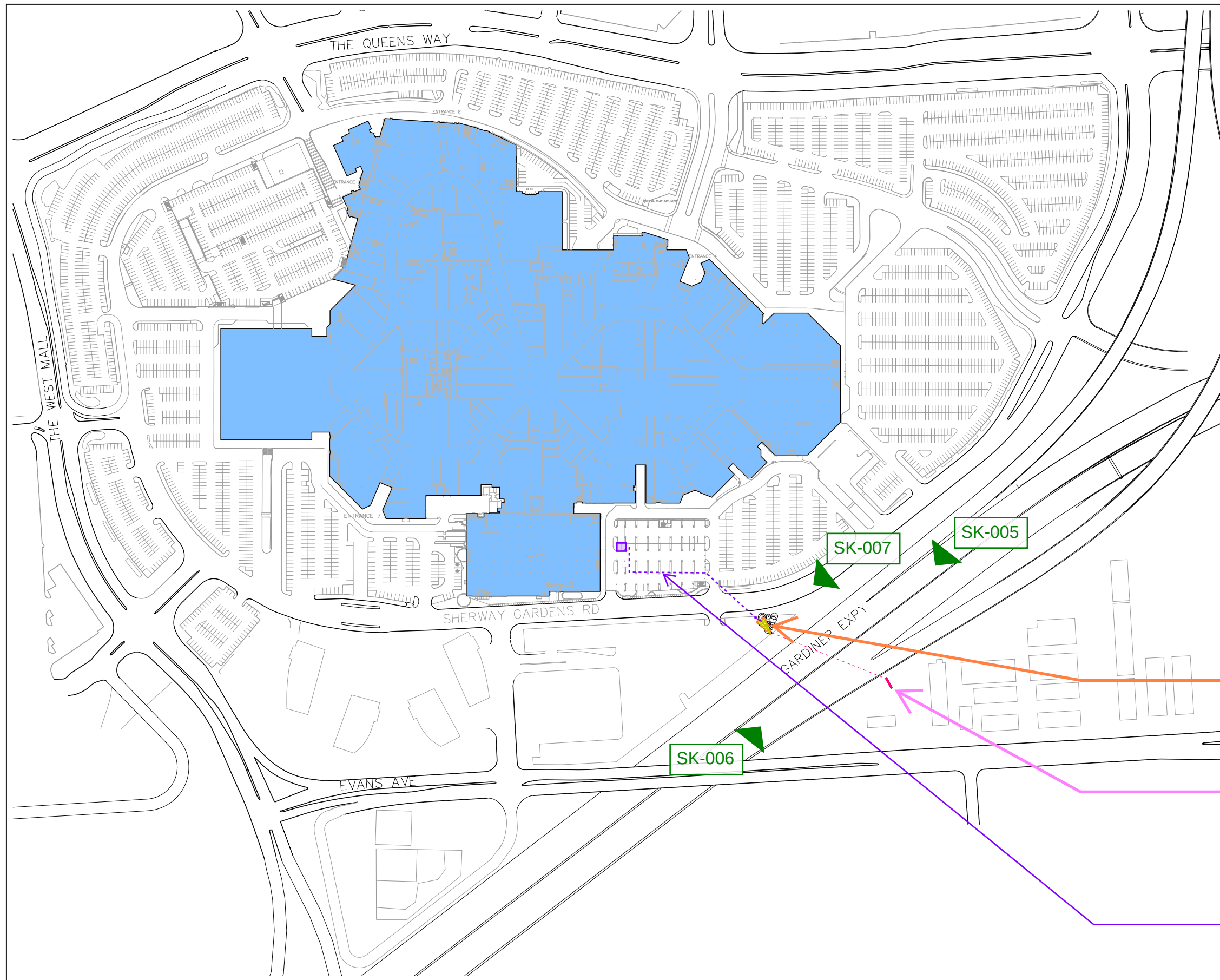


ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE



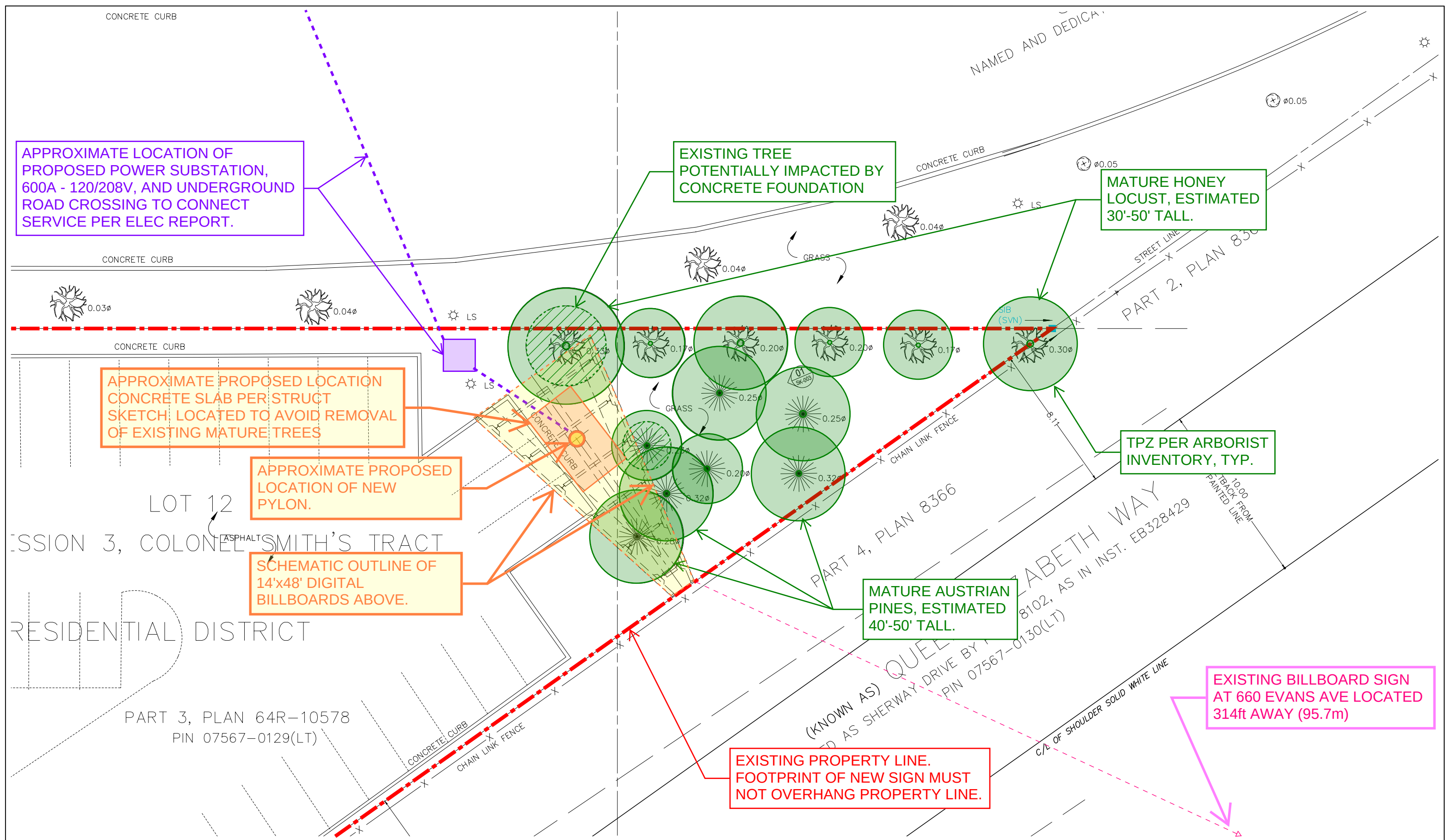
ARCHITECTURAL DRAWING LIST - SCHEMATIC DESIGN R1:

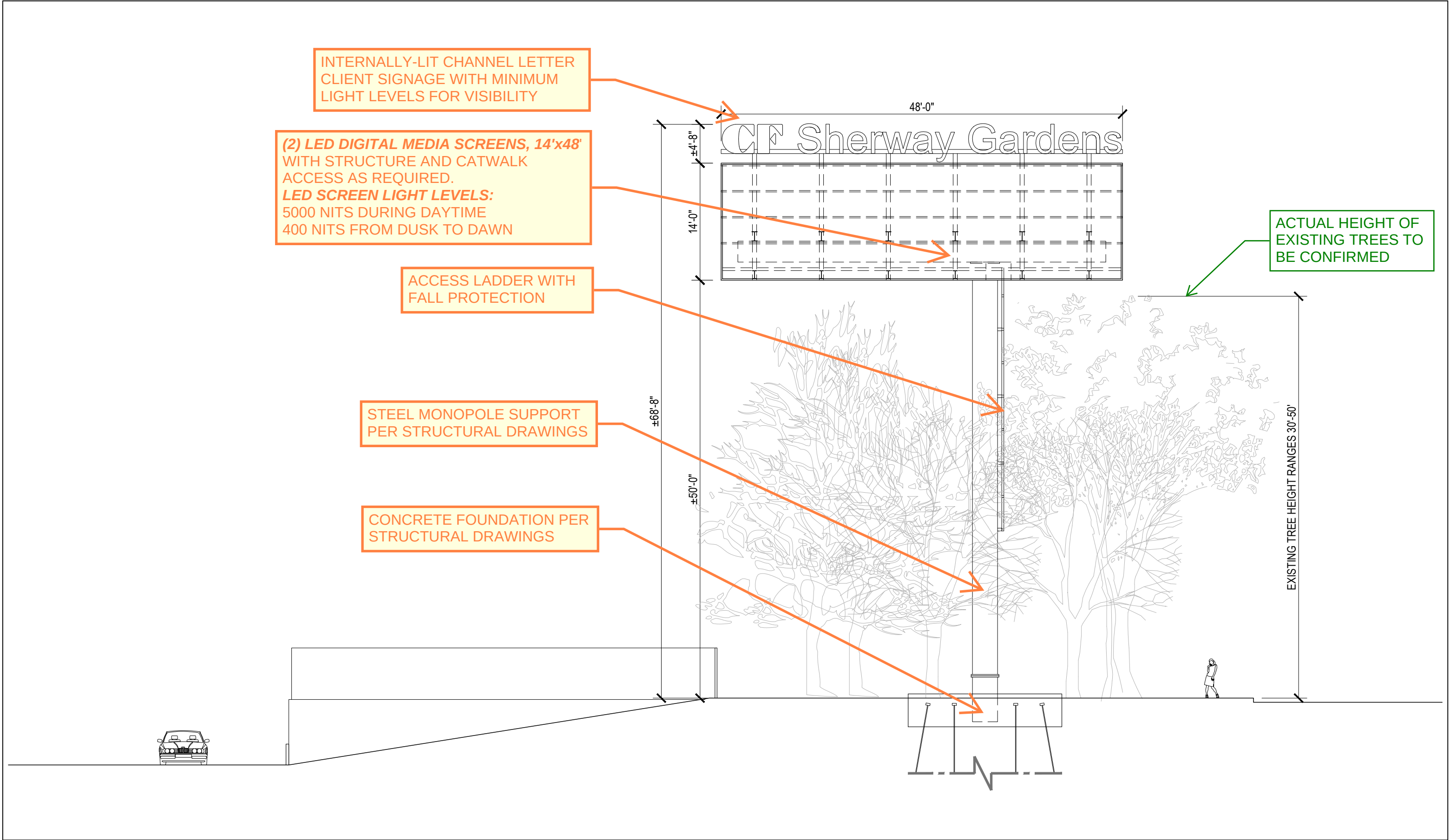
- SK-001 KEY PLAN
- SK-002 PROPOSED PLAN & EXISTING SITE CONDITIONS
- SK-003 PROPOSED SHEMATIC ELEVATION
- SK-004 SIGNAGE VISUALISATIONS
- SK-005 SIGNAGE VISUALISATIONS
- SK-006 SIGNAGE VISUALISATIONS
- SK-007 SIGNAGE VISUALISATIONS

PROPOSED LOCATION OF
NEW PYLON SIGN.

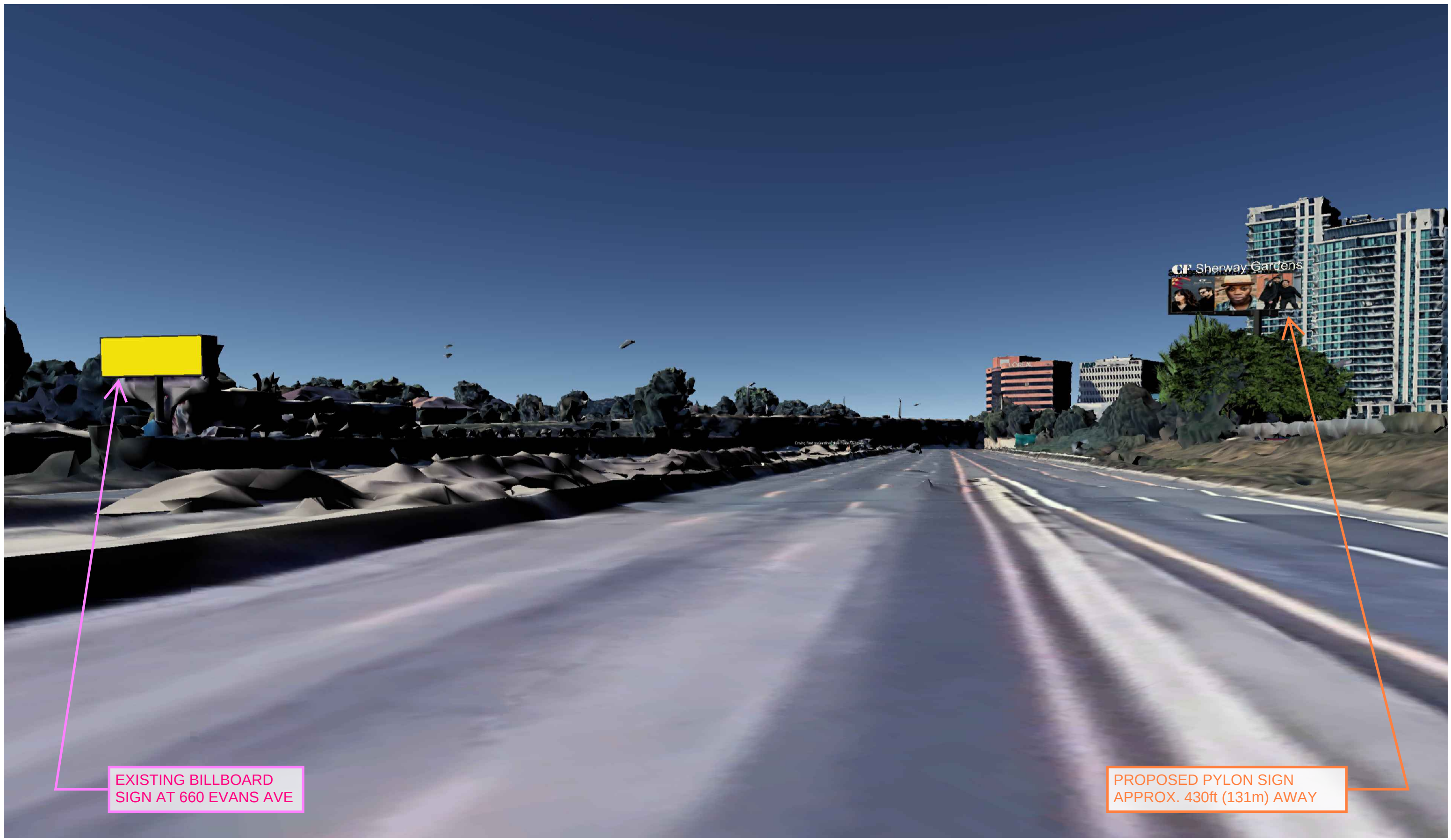
EXISTING BILLBOARD SIGN
AT 660 EVANS AVE LOCATED
314ft AWAY (95.7m)

APPROXIMATE ROUTE OF PROPOSED
600A - 120/208V ELECTRICAL SERVICE
AND UNDERGROUND ROAD
CROSSING PER ELEC REPORT.









6



PROPOSED PYLON SIGN
APPROX. 280ft (85m) AWAY

EXISTING BILLBOARD
SIGN AT 660 EVANS AVE



SIGN SETBACKS FROM PROPOSED THIRD PARTY SIGN LOCATED AT No. 690 EVANS AVENUE PROPERTY				
ZONE	ZONE ADDRESS	SIGN SIDE (EAST/WEST)	SIGN END (NORTH/SOUTH)	DISTANCE (METERS)
R (RESIDENTIAL)	No. 3 OBAN STREET			156.3 METRES
RA (RESIDENTIAL APARTMENT)	215 SHERWAY GARDENS ROAD			247 METRES
OS (OPEN SPACE)	BISSEL PARK			145.9 METRES
MAJOR STREET INTERSECTION	SHERWAY GARDENS ROAD / SHERWAY GATE			222.6 METRES
OTHER 3rd PARTY SIGNS	05-094 - MECHANICAL 06-056 - STATIC 06-056 - STATIC			GREATER THAN 750 METRES GREATER THAN 1 KM 86.3 METRES

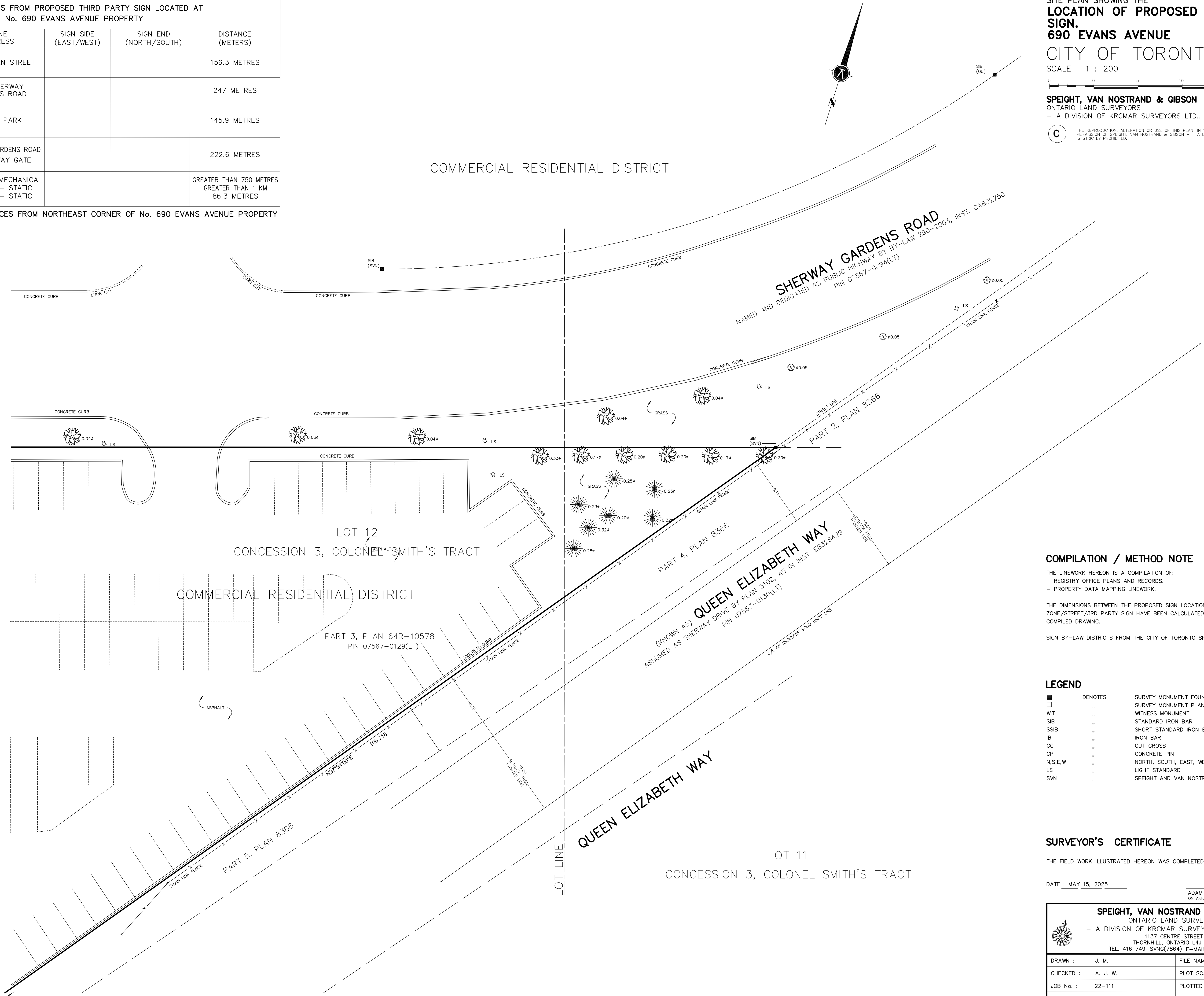
NOTE - PRELIMINARY DISTANCES FROM NORTHEAST CORNER OF No. 690 EVANS AVENUE PROPERTY

SITE PLAN SHOWING THE
LOCATION OF PROPOSED 3rd PARTY
SIGN.
690 EVANS AVENUE
CITY OF TORONTO
SCALE 1 : 200

50 metres

SPEIGHT, VAN NOSTRAND & GIBSON
ONTARIO LAND SURVEYORS
- A DIVISION OF KRCMAR SURVEYORS LTD., O.L.S.

THE REPRODUCTION, ALTERATION OR USE OF THIS PLAN, IN WHOLE OR IN PART, WITHOUT THE EXPRESS PERMISSION OF SPEIGHT, VAN NOSTRAND & GIBSON - A DIVISION OF KRCMAR SURVEYORS LTD., O.L.S. IS STRICTLY PROHIBITED.



COMPILATION / METHOD NOTE

THE LINEWORK HEREON IS A COMPILATION OF:
- REGISTRY OFFICE PLANS AND RECORDS.
- PROPERTY DATA MAPPING LINEWORK.

THE DIMENSIONS BETWEEN THE PROPOSED SIGN LOCATION AND THE ZONE/STREET/3RD PARTY SIGN HAVE BEEN CALCULATED FROM THE COMPILED DRAWING.

SIGN BY-LAW DISTRICTS FROM THE CITY OF TORONTO SIGNVIEW PORTAL.

LEGEND

■	DENOTES	SURVEY MONUMENT FOUND
□	"	SURVEY MONUMENT PLANTED
WIT	"	WITNESS MONUMENT
SIB	"	STANDARD IRON BAR
SSIB	"	SHORT STANDARD IRON BAR
IB	"	IRON BAR
CC	"	CUT CROSS
CP	"	CONCRETE PIN
N,S,E,W	"	NORTH, SOUTH, EAST, WEST
LS	"	LIGHT STANDARD
SVN	"	SPEIGHT AND VAN NOSTRAND LIMITED, O.L.S.

SURVEYOR'S CERTIFICATE

THE FIELD WORK ILLUSTRATED HEREON WAS COMPLETED ON MAY 15, 2025

DATE : MAY 15, 2025

ADAM J. WERRELL
ONTARIO LAND SURVEYOR

SPEIGHT, VAN NOSTRAND & GIBSON
ONTARIO LAND SURVEYORS
- A DIVISION OF KRCMAR SURVEYORS LTD., O.L.S.
1137 CENTRE STREET
THORNHILL, ONTARIO L4J 3M6
TEL: 416 749-SVNG(7864) E-MAIL: toronto@svng.on.ca

DRAWN : J. M.

CHECKED : A. J. W.

JOB No. : 22-111

W.O.: 41508

FILE NAME : 22-111SK01

PLOT SCALE : MET. 1=0.20

PLOTTED : MAY 15, 2025

UPDATED :

Tree Inventory – 690 Evans Ave.

May 20, 2025

An inventory of all city-owned and regulated privately-owned trees within 6m of the proposed work area was conducted on May 8, 2025. Trees were visually assessed from the ground only.

Tree ID	Common	Latin	Health	Structure	Comments	Category	DBH (cm)	TPZ (m)
1	Honey locust	<i>Gleditsia triacanthos</i>	Good	Good	Deadwood.	1	43	3
2	Honey locust	<i>Gleditsia triacanthos</i>	Fair	Fair	Significant sections of deadwood. Large limb previously removed.	0	22	1.8
3	Honey locust	<i>Gleditsia triacanthos</i>	Fair	Good	Significant sections of deadwood.	1	31	2.4
4	Honey locust	<i>Gleditsia triacanthos</i>	Fair	Good	Significant sections of deadwood.	0	26	1.8
5	Honey locust	<i>Gleditsia triacanthos</i>	Poor	Poor	Codominant with included union. Significant sections of deadwood. Suckering.	0	23, 19	1.8
6	Honey locust	<i>Gleditsia triacanthos</i>	Poor	Fair	Significant sections of deadwood. Fence embedded in a large limb. Some suckering.	1	39	2.4
7	Austrian pine	<i>Pinus nigra</i>	Good	Good		0	29	1.8
8	Austrian pine	<i>Pinus nigra</i>	Good	Fair	Codominant stems developing. Some deadwood.	1	31	2.4
9	Austrian pine	<i>Pinus nigra</i>	Good	Good-Fair	Canopy imbalance. Some deadwood.	0	26	1.8
10	Austrian pine	<i>Pinus nigra</i>	Good	Fair	Canopy imbalanced due to the neighbour trees. Deadwood. Grows at a lean.	1	38.5	2.4
11	Austrian pine	<i>Pinus nigra</i>	Good	Fair	Grows at a lean. Codominant stem developing. Deadwood.	0	25	1.8
12	Austrian pine	<i>Pinus nigra</i>	Good	Fair	Codominant. Deadwood.	1	36	2.4
13	Austrian pine	<i>Pinus nigra</i>	Good	Fair	Canopy is imbalanced due to neighbouring trees.	1	36	2.4
14	Ohio buckeye	<i>Aesculus glabra</i>	Fair	Fair	Somewhat sparse.	5	4	1.2

15	Ohio buckeye	<i>Aesculus glabra</i>	Good	Good		5	4.5	1.2
16	Dead tree		Dead	Dead		5	6	1.2

*Diameter estimated due to access restrictions

Categories:

- 0) Tree not regulated by the Toronto private tree bylaw
- 1) Trees with diameters of 30 cm or more, situated on private property on the subject site.
- 2) Trees with diameters of 30 cm or more, situated on private property, within 6 m of the subject site.
- 3) Trees of all diameters situated on City-owned parkland within 6 m of the subject site.
- 4) Trees of all diameters situated within lands designated under the City of Toronto Municipal Code, Chapter 658, Ravine and Natural Feature Protection.
- 5) Trees of all diameters situated within the City road allowance adjacent to the subject site.
- 6) Suspected boundary tree

Bright Leaf

647 809 8733

tree@brightleaf.ca

brightleaf.ca

**Site Photos – 690 Evans Ave.**

Photo documentation was taken during the site visit on May 8, 2025.

May 20, 2025

Overview of the proposed work area.



Existing conditions in the proposed work area.



Existing condition near the proposed work area.



Tree #1



Tree #2



Tree #3



Tree #4



Tree #5



Tree #6



Tree #7



Tree #8



Tree #9



Tree #10



Tree #11



Tree #12



Tree #13



Tree #14

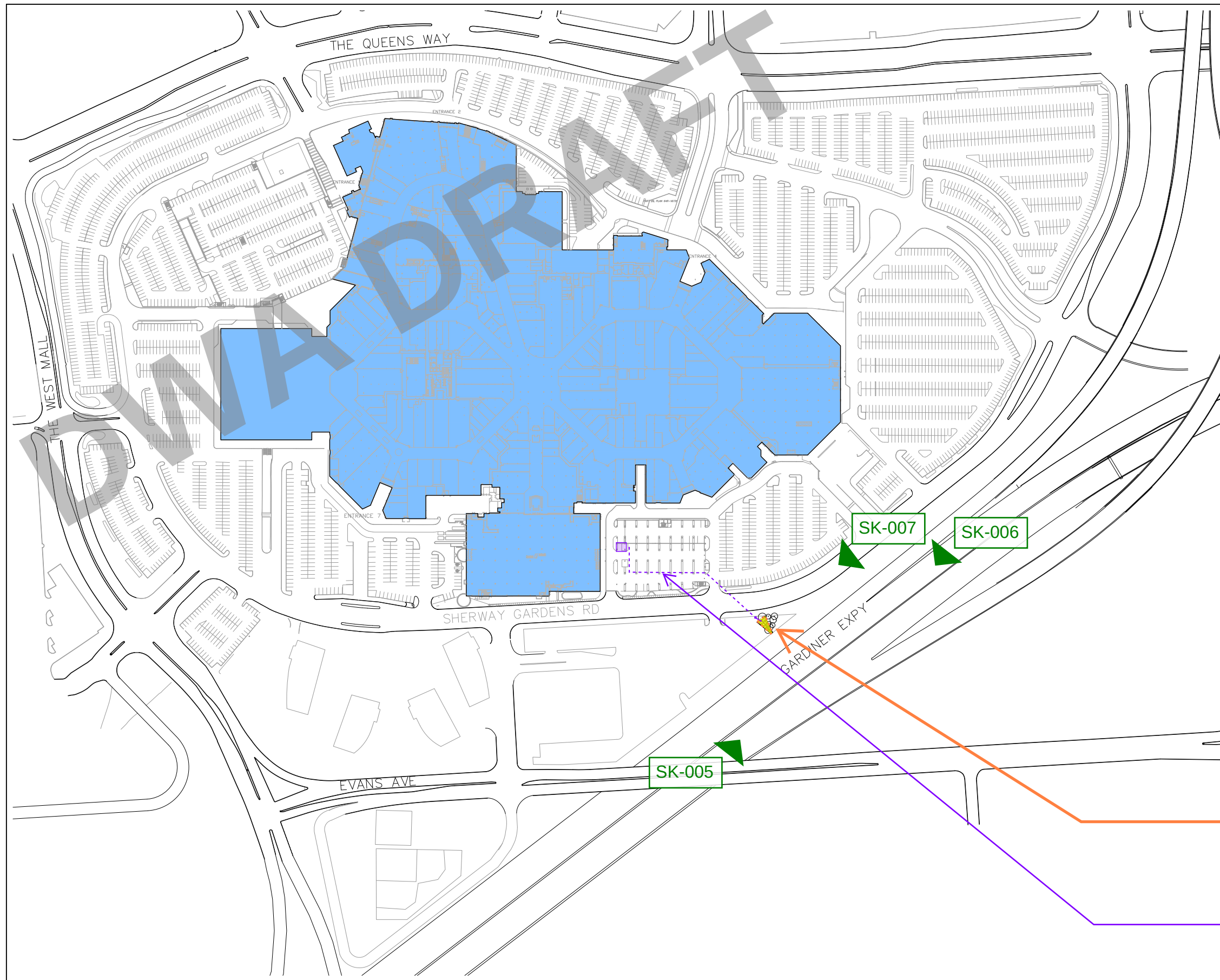


Tree #15



Tree #16



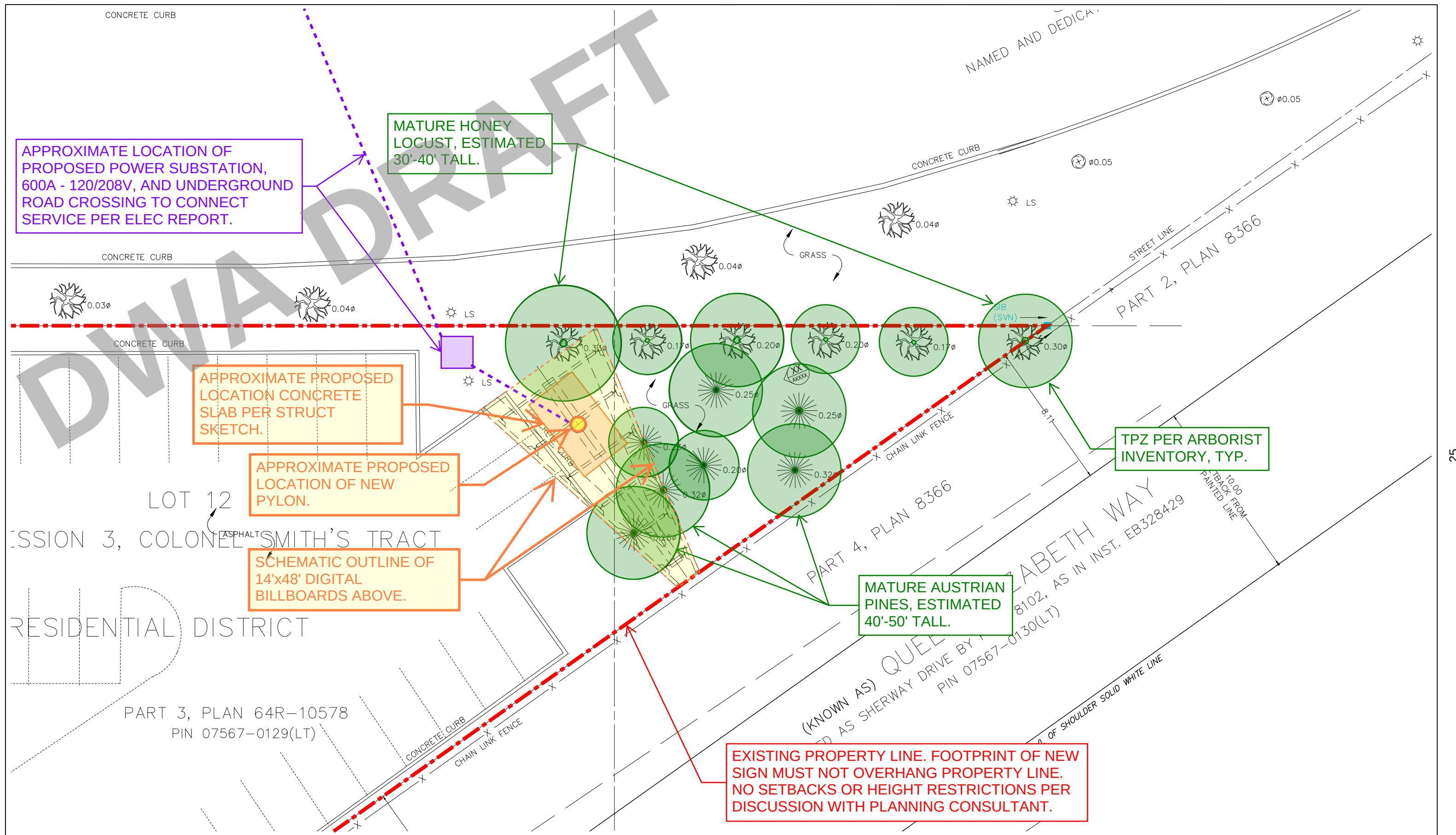


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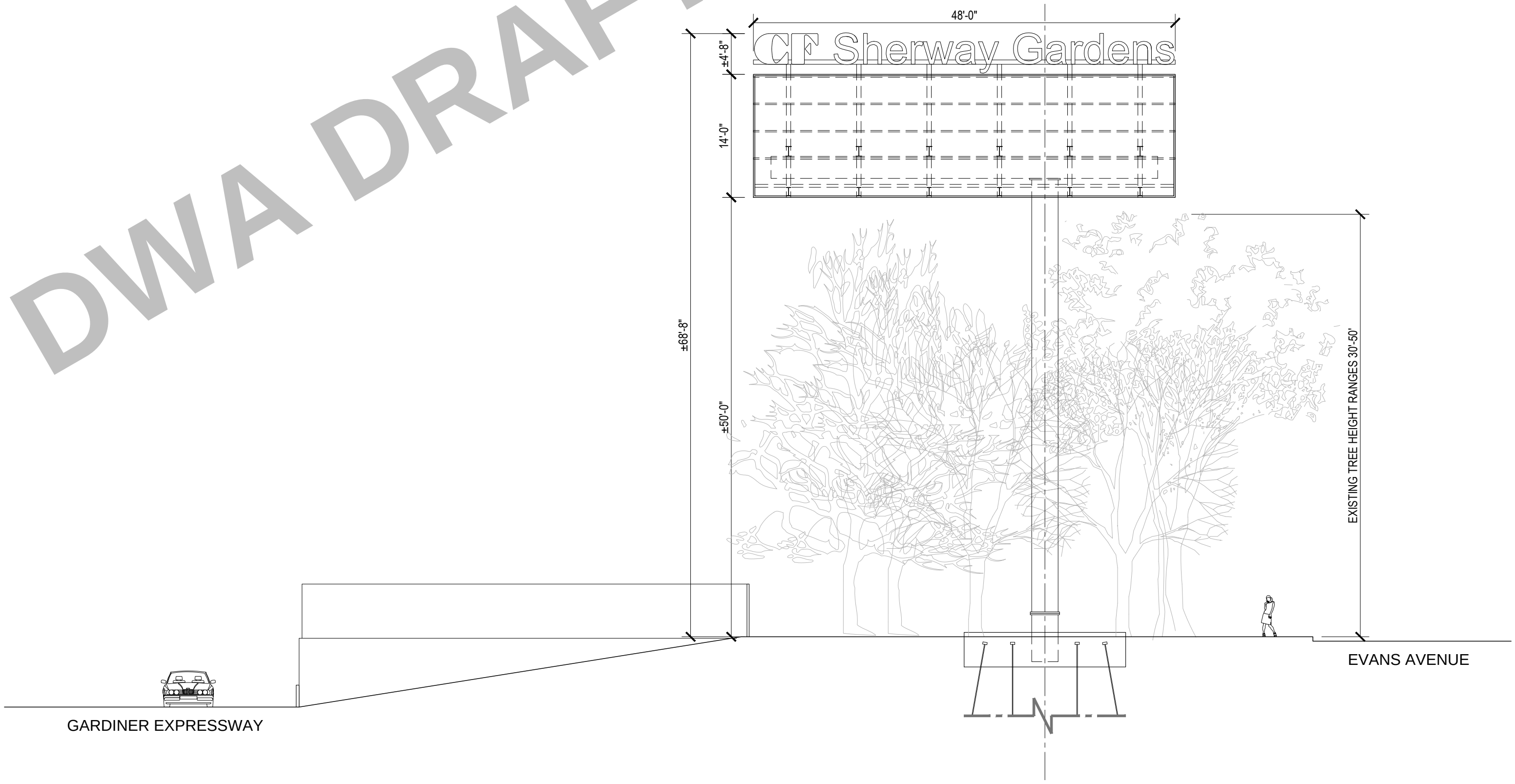
- SK-001 KEY PLAN
- SK-002 PROPOSED PLAN & EXISTING SITE CONDITIONS
- SK-003 PROPOSED SHEMATIC ELEVATION
- SK-004 SIGNAGE VISUALISATIONS
- SK-005 SIGNAGE VISUALISATIONS
- SK-006 SIGNAGE VISUALISATIONS
- SK-007 SIGNAGE VISUALISATIONS

APPROXIMATE PROPOSED
LOCATION OF NEW
PYLON.

APPROXIMATE ROUTE OF PROPOSED
600A - 120/208V ELECTRICAL SERVICE
AND UNDERGROUND ROAD
CROSSING PER ELEC REPORT.



DWA DRAFT

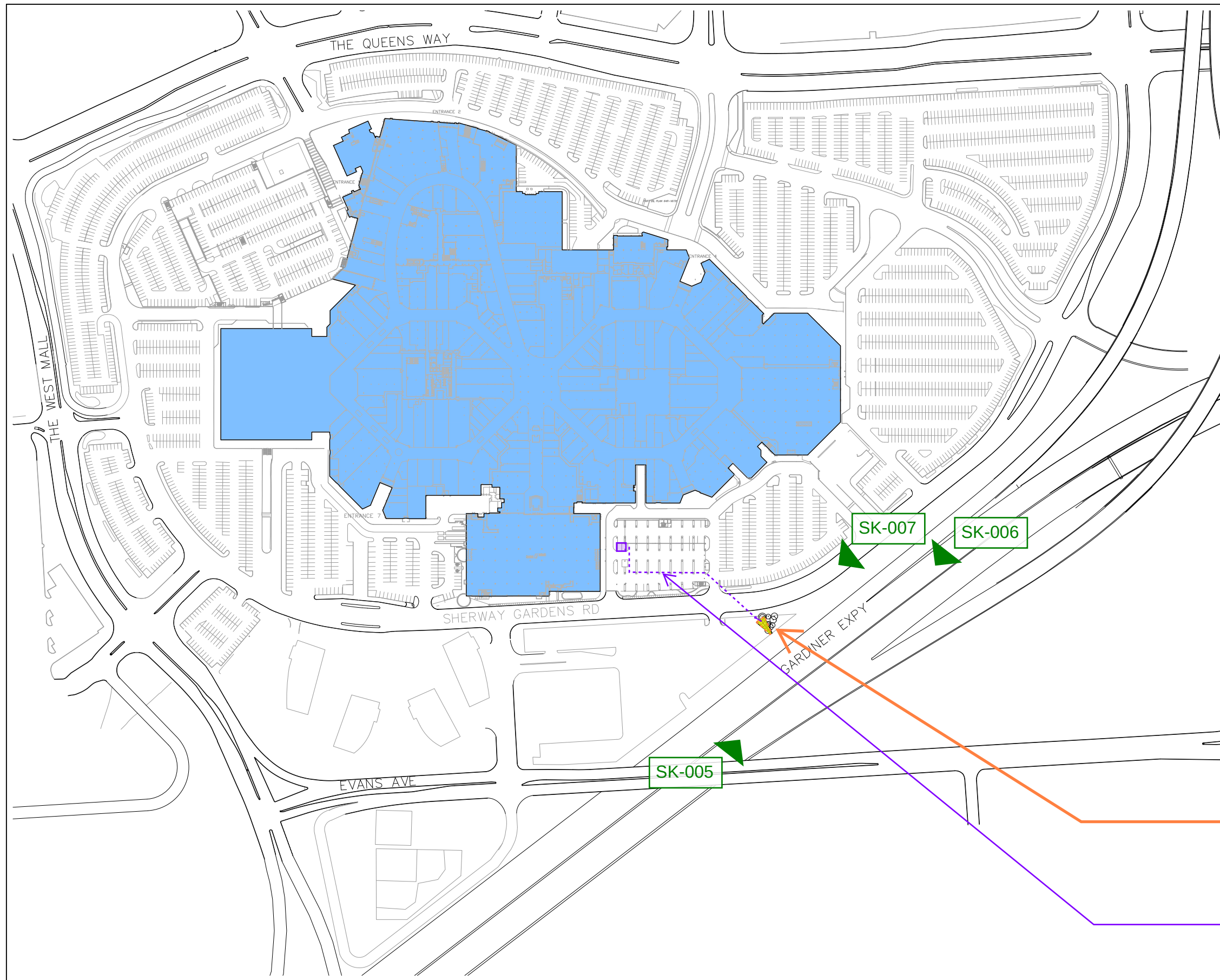










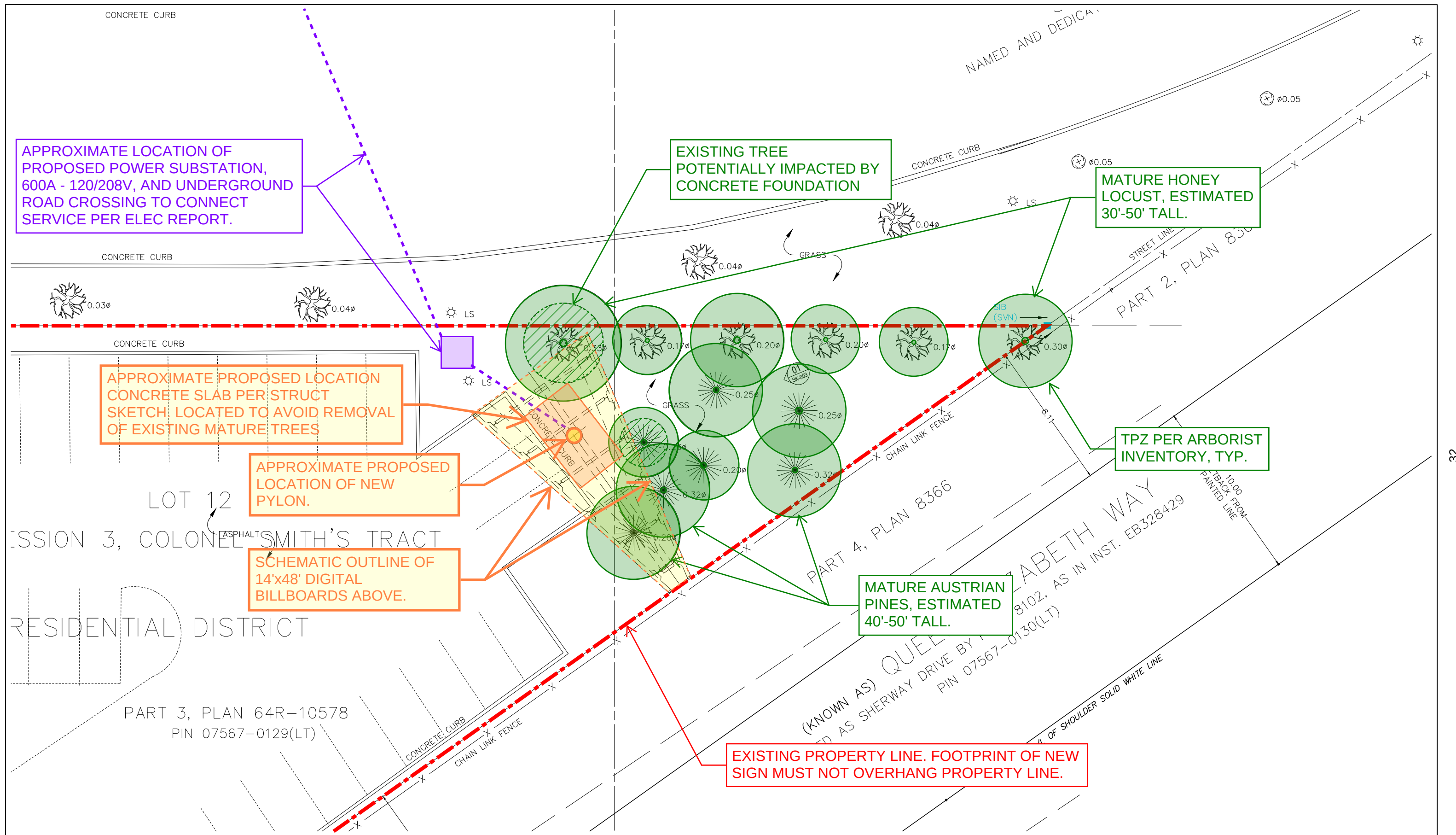


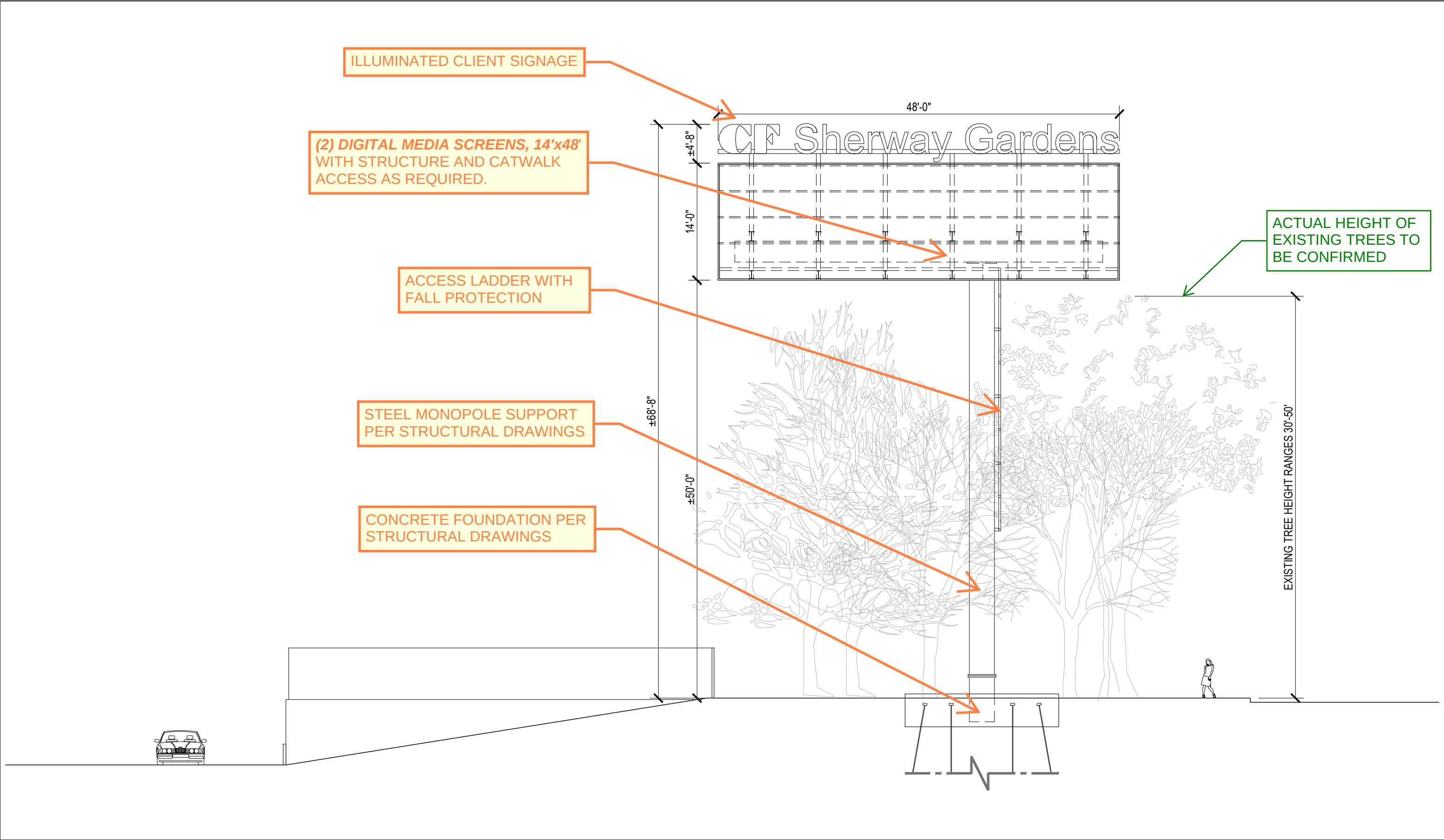
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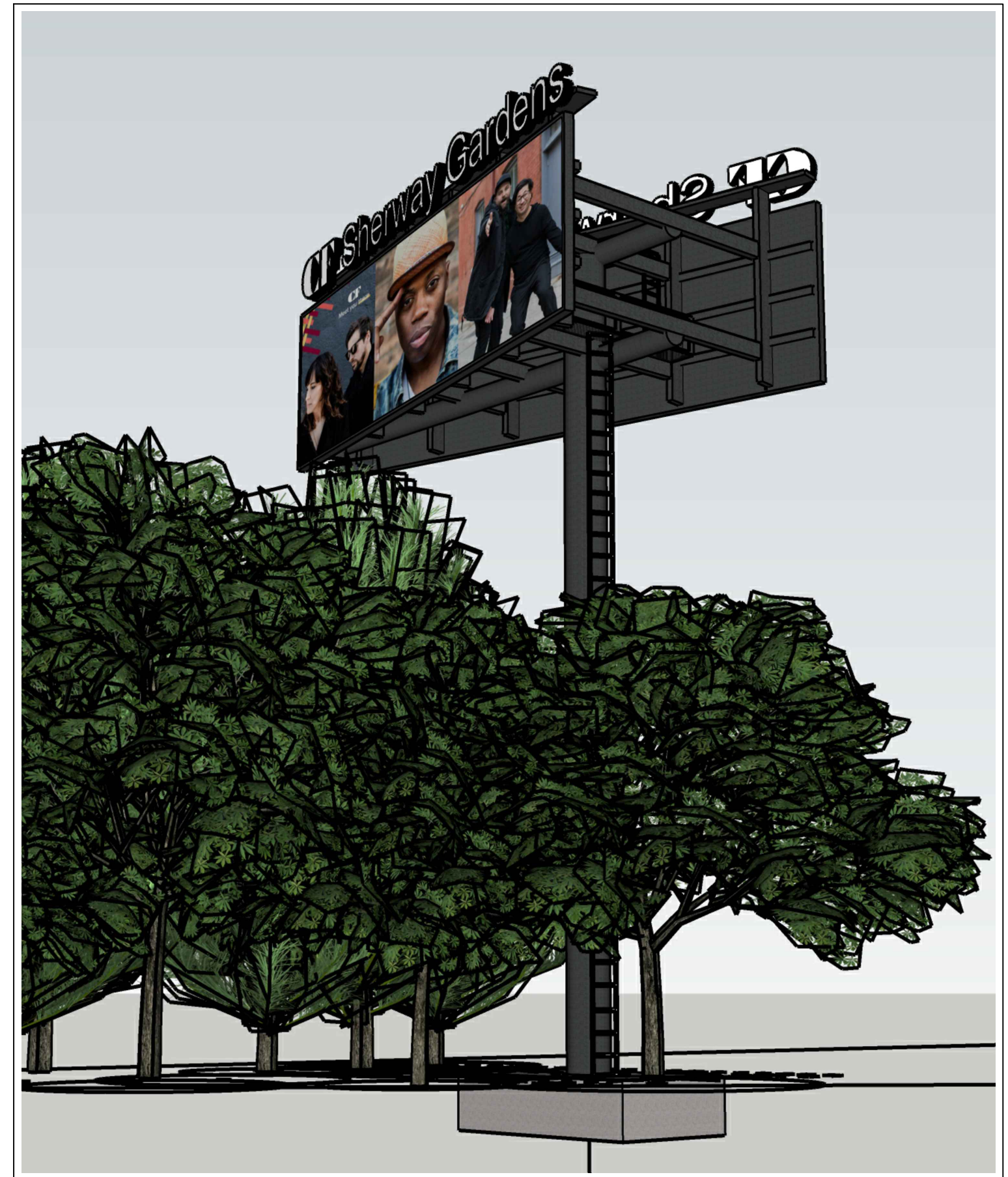
- SK-001 KEY PLAN
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APPROXIMATE PROPOSED
LOCATION OF NEW
PYLON.

APPROXIMATE ROUTE OF PROPOSED
600A - 120/208V ELECTRICAL SERVICE
AND UNDERGROUND ROAD
CROSSING PER ELEC REPORT.



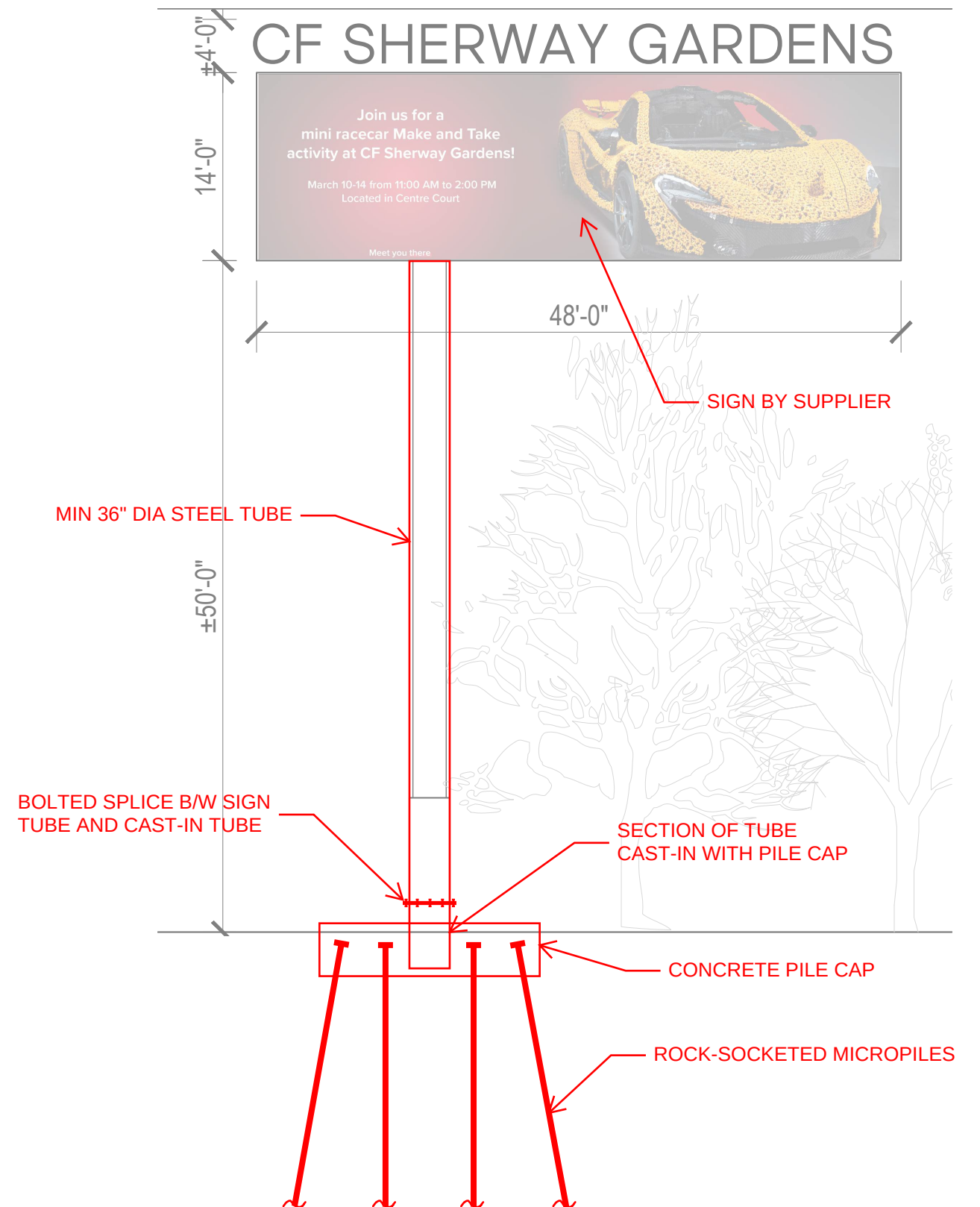
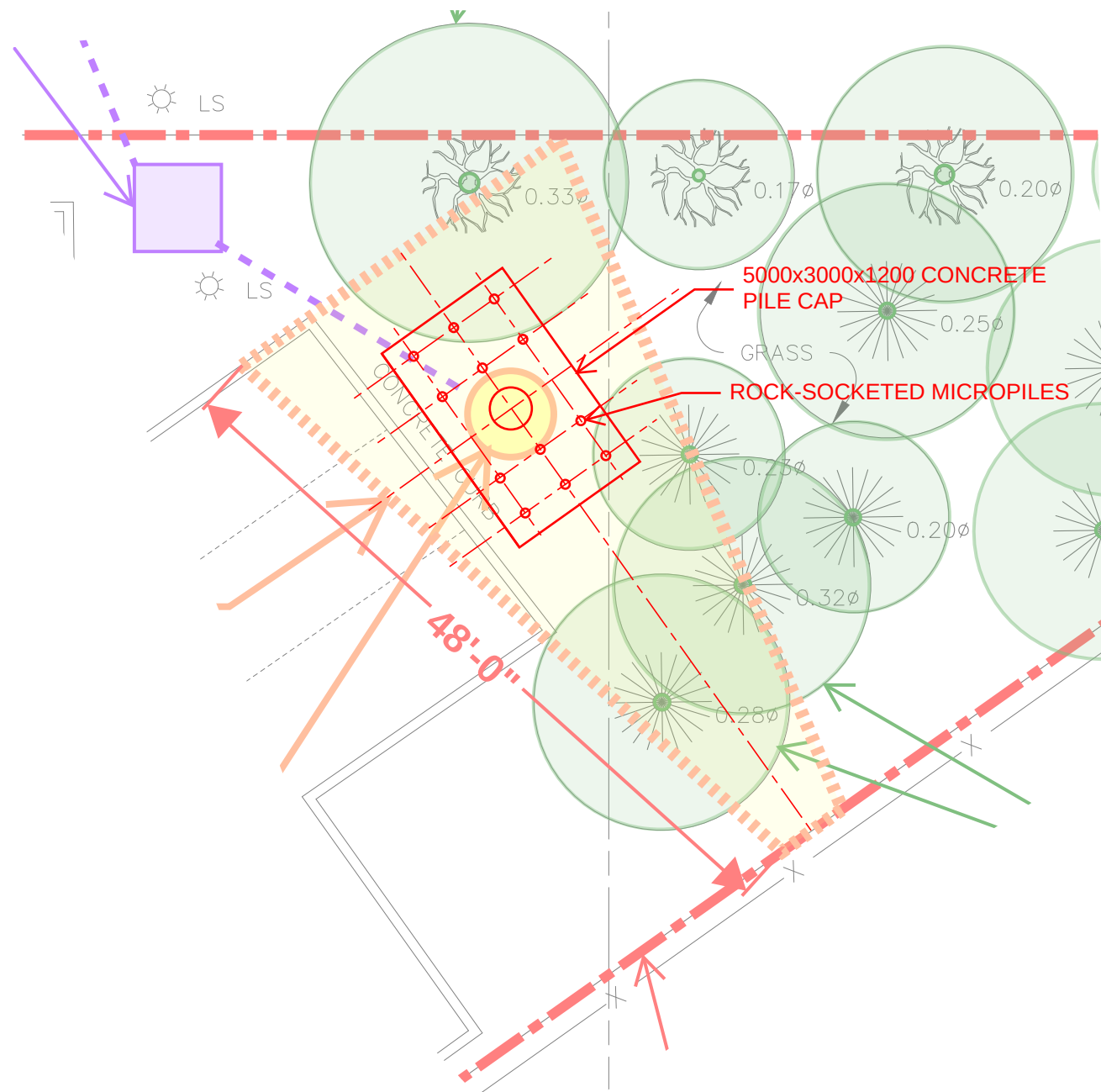














February 6, 2026

Re: Letter of Authorization - Permit Application

To Whom It May Concern,

The Cadillac Fairview Corporation Limited ("CF") as the Manager of CF Sherway Gardens, located at 25 The West Mall, Etobicoke, Ontario, M9C 1B8.

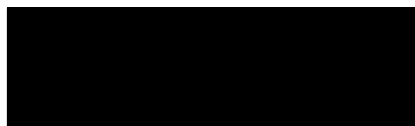
On behalf of the corporation, I authorize Sussex Strategy Group to act as an agent on our behalf for the purpose of submitting signage and permit applications for this property.

If you have any questions, please do not hesitate to contact me at the email or phone number listed below.

Sincerely,

THE CADILLAC FAIRVIEW CORPORATION LIMITED

Per:



Name: Sheila Jennings

Title: General Manager, CF Sherway Gardens

Email: sheila.jennings@cadillacfairview.com

Phone: (416) 400-6441

CF Sherway Gardens
25 The West Mall, Box 101
Etobicoke, ON M9C 1B8

T – 416 621 1071
F – 416 620 7918
cfsherwaygardens.com



HOME OF
TEAM CANADA

From: [Toronto Building Express Services](#)
To: ["Rachael Hillier"](#)
Subject: RE: Sign Variance Application - CF Sherway Gardens (25 The West Mall)
Date: May 13, 2026 11:33:00 AM
Attachments: [image001.png](#)

Hello

Sign variance fee of \$2,039.44 is now due on this application and payment may be made using our Online Payment System (see link below). When prompted to enter file # you must input 26 159935 ZSV 00 ZR to pay \$2,039.44.

<https://secure.toronto.ca/TorontoBuildingPayments/index.do>

Please note: for the permit number, we no longer have a – Dash just a space as the payment portal has changed i.e. 26 0000 SGN 00 SP

ExpressServices@toronto.ca

Please visit our website at <https://www.toronto.ca/services-payments/building-construction/building-permit/before-you-apply-for-a-building-permit/express-building-permits/> for more information on Express Services.

Thank you, and have a great day,

Brandon Schleifer

Support Assistant B, Express Services,
100 Queen St W Ground FL. East Tower
Toronto, On M5H 2N1
Toronto Building
416-395-0360
brandon.schleifer@toronto.ca



Apply for your building permit online! Toronto Building is making it easier to apply for building permits through our Online Services! **Starting January 12th, permit applications for residential accessory structures, decks, porches, backwater valves, new houses, laneway and garden suites, and any related demo and child permits (drain, plumbing, and mechanical) will no longer be accepted via email. Please apply via our Online Services by visiting the Building Permit Application Guide related to your**

proposal. [Building Permit Application Guides – City of Toronto](#)

From: Rachael Hillier [REDACTED]
Sent: May 13, 2026 10:28 AM
To: Toronto Building Express Services <ExpressServices@toronto.ca>
Subject: [External Sender] Sign Variance Application - CF Sherway Gardens (25 The West Mall)

Good morning,

Attached, please find the required documents for a sign variance application for Cadillac Fairview Sherway Gardens (25 The West Mall).

Please advise at your earliest convenience if you require anything further to process the application, and let me know the required information to make payment.

Thank you very much.

Warm regards,
Rachael

Sign Data Sheet

Date (yyyy-mm-dd) 2026-01-22	Folder No.
---------------------------------	------------

Sign Information

Sign No.*	Sign Type	Method of Copy Display	Sign Face Dimensions (maximum)			Sign Depth (metres)	Sign Height (metres)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (metres)	Width (metres)	Area (m ²)				
1	Ground Sign	Electronic Static Copy	14.63	4.27	204.83		20.73	Yes	Yes

* Please ensure that the sign numbers listed in this sheet are indicated on all sign plans



Folder Number	Date (yyyy-mm-dd) 2026-05-12
---------------	---------------------------------

Project Information

Street Number 25	Street Name The West Mall	Lot Number	Plan Number
---------------------	------------------------------	------------	-------------

Describe the variance(s) being applied for:

The application is to permit a double sided, V-shaped 14' x 48' digital third party sign on the property at Cadillac Fairview Sherway Gardens. The required variances are related to the proposed location of the sign (within 400m) of Highway 427 and the Queen Elizabeth Way, as well as a third party electronic ground sign within a CR district.

If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:

Existing Sign Dimensions	Location
--------------------------	----------

Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):

Property Owner Information

First Name Jodi		Last Name Clare	
Company Name (if applicable) Cadillac Fairview			Telephone Number (416) 598-8452
Street Number 20	Street Name Queen St W	Suite/Unit Number	Mobile Number
City/Town Toronto	Province Ontario	Postal Code M5H 3R4	Fax Number
Email jodi.clare@cadillacfairview.com			

Attachment Required

- Sign Variance Data Sheet
 - Copies of any supporting documents
 - All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Applicant Information and Declaration

First Name I, Jamie		Last Name Besner	
Company Name Sussex Permitting & Development Group			Telephone Number (416) 961-6611
Street Number of 155	Street Name University Avenue	Suite/Unit Number 1900	Mobile Number
City/Town Toronto	Province Ontario	Postal Code M5H 3B7	Fax Number
Email jbesner@sussex-strategy.com			
Do hereby declare the following: • That I am ☐ the Property Owner as stated above ☐ the owner's authorized agent. ☐ an officer/employee of _____, which is an authorized agent of the owner. ☐ an officer/employee of _____, which is the Property Owner's authorized agent. • That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. • That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law • That the information included in this application and in the documents filed with this application is correct.			
Signature		Jamie Besner Print Name (First, Last)	2026-05-12 Date (yyyy-mm-dd)

Continue on next page

Toronto Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, 136(c) and the City of Toronto Municipal Code, Chapter 694, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-392-4235.

Folder number	Request Date (yyyy-mm-dd)
---------------	---------------------------

This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street Number	Street Name	Lot Number	Plan Number
25	The West Mall		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
See plans submitted with application		
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
Building Uses(s)		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	Commercial (mainly businesses and services)
South	Highway
East	Highway, commercial (businesses and services)
West	Green space, commercial, and institutional (medical)

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) This application proposes the construction of a new double sided, V-shaped 14' x 48' digital third party sign on the property at Cadillac Fairview Sherway Gardens. The proposal will not adversely affect adjacent premises. The sign will comply with all restrictions on illumination as specified within the Sign By-law, which will ensure there are no negative impacts on the surrounding properties. The sign will operate in full compliance with Sign By law operational standards, including no animation, no flashing, and required minimum dwell times. Structural and electrical components will designed, engineered, and installed in full compliance with the Ontario Building Code, ensuring public safety remains at the forefront. More information has been included in the letter of rationale attached to this application.

Continue on next page

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary)

Please find a letter of rationale included in this application which speaks to the criteria listed above.

Receipt No: 1868795

Receipt

NOTE: This is not a Permit. Do not construct until a permit is issued.

You will be notified when your permit is ready.

Folder No:	26 159935 ZSV 00 ZR	Date & Time:	May 20, 2026 11:19:10 AM
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Paid By:	SUSSEX STRATEGY GROUP C/O JAMIE BESNER 155 UNIVERSITY AVE SUITE 1900 TORONTO ON M5H 3B7		
Project Location:	25 THE WEST MALL TORONTO ON M9C 1B8		
Project Description:	Zoning Review; Non-Residential Building; Sign		
Fee Description(s):	Cost Center Number:	Value:	
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$2,039.44	
TB-Visa - online	110583 - PAYMENT	-\$2,039.44	
Total:			\$0.00
		Paid Amount	\$2,039.44
Paid by :TB-Visa - online			

Payment of these fees accepted through the Toronto Building Payments web application.

The Corporation of the City of Toronto
Express Services, Toronto Building
16th Floor, East Tower
100 Queen Street West
Toronto, ON M5H 2N3

May 12, 2026

Attention: Fernanda Patza, Policy Development Officer, Toronto Building
Sent via email: Fernanda.Patza@toronto.ca

Re: Letter of Rationale for Third-Party Sign Variance Application at Sherway Gardens (25 The West Mall, Toronto)

Dear Ms. Patza,

On behalf of Cadillac Fairview Corporation Limited (“Cadillac Fairview”), Sussex Permitting & Development Group respectfully submits this Letter of Rationale in support of a third-party digital sign variance application pursuant to Chapter 694 of the City of Toronto Municipal Code (the “Sign By-law”) for Sherway Gardens, the property municipally known as 25 The West Mall (the “Subject Property”).

This Letter of Rationale is intended to demonstrate that the proposed third-party digital sign is appropriate for a landmark destination property, compatible with the surrounding area, aligned with municipal planning objectives, and not contrary to the public interest.

The Subject Property

Sherway Gardens is a premier regional retail and commercial destination and one of Cadillac Fairview’s flagship properties in the Greater Toronto Area. The mall attracts visitors from across Toronto, Peel Region, and beyond, and plays a significant role in the city’s visitor economy.

The Subject Property is located adjacent to Highway 427 and within proximity to the Gardiner Expressway/QEW corridor. The surrounding context is defined by major transportation infrastructure, arterial roadways, large-format commercial uses, and employment areas. Importantly, the site functions as a western gateway to Toronto.

Sherway Gardens falls within the approved Sherway Area Secondary Plan, which observes that the area is characterized by retail and commercial uses that include the Sherway Gardens shopping centre and the surrounding area. The principal Official Plan land use designations in

the Sherway Area include Mixed Use Areas, General Employment Areas, Core Employment Areas and Institutional Areas.

Description of the Proposed Sign

The application proposes a 14' x 48' double-sided digital third-party sign to be located on the Sherway Gardens property. The sign is designed at an industry-standard scale appropriate for a highway-adjacent, auto-oriented context.

The proposed sign will operate in full compliance with the Sign By-law's operational standards for digital signage, including restrictions related to animation, flashing, dwell time, and illumination. Supporting technical drawings and operational details have been provided with this application.

Below outlines how we feel this proposal satisfies and meets the criteria stated in 694-30A of the Sign By-law.

1. Belongs to a sign class permitted in the sign district where the premises is located

The proposed sign is a third-party sign, a sign class expressly regulated (not prohibited) under Chapter 694. The proposal seeks site-specific variances, consistent with the Sign By-law framework. No new or novel sign category is being introduced.

2. Compatibility with the development of the premises and surrounding area

Sherway Gardens is a large-format commercial shopping centre and a regional destination with a built form, scale, and visibility that support appropriately scaled signage. The surrounding area is characterized by major highways, arterial roads, as well as commercial, institutional, and employment uses, rather than residential communities. The sign's scale, orientation, and design are consistent with this context, does not conflict with nearby land uses, and matches the look and feel of the immediate area as a dynamic commercial hub.

3. Support the Official Plan objectives for the subject premises and surrounding area

The subject lands are largely abutted by properties zoned for employment and institutional uses. Sherway Gardens is a unique hub within the Etobicoke community for economic activity, employment, and the visitor economy, consistent with Official Plan objectives. The proposed sign supports tourism promotion, destination awareness, and economic vitality, particularly as a

recognized destination and landmark at Toronto's western gateway. The proposed digital sign supports this role by enhancing destination visibility and reinforcing gateway identity.

Further, the Sherway Area Secondary Plan explicitly establishes the City's goal to build on the area's economic vitality. The proposed third-party digital sign enhances destination visibility and competitiveness, and directly supports the Plan's direction to sustain major employment and commercial assets. This area is a destination for the City of Toronto and its visitors and will remain as such for years to come.

For these reasons, this proposal would be compatible with Official Plan objectives for the premises and surrounding area.

4. Not adversely affect adjacent premises

The proposal will not adversely affect adjacent premises. The sign will comply with all restrictions on illumination as specified within the Sign By-law, which will ensure there are no negative impacts on the surrounding properties.

The site's physical separation from sensitive residential uses also further limits potential impacts.

5. Not adversely affect public safety, including traffic and pedestrian safety

The sign will operate in full compliance with Sign By-law operational standards, including no animation, no flashing, and required minimum dwell times. The sign is oriented toward controlled highway and arterial traffic environments where other signage is frequently read at speed without impact to traffic safety.

Structural and electrical components will be designed, engineered, and installed in full compliance with the Ontario Building Code, ensuring public safety remains at the forefront.

6. Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B

The Proposed Sign does not meet the description of any of the signs which are specifically prohibited by §694-15B. Therefore, this criterion has been met.

7. Not alter the character of the premises or surrounding area

The proposed sign variance would not alter the character of the area and not infringe on any other land use, functions, and businesses in the area.

The Sherway Gardens area is already characterized by broad commercial and institutional uses, large-scale development, and transportation infrastructure. The proposed sign reflects and reinforces the existing visual and functional character of the site rather than altering it.

8. Not be, in the opinion of the decision maker, contrary to the public interest

The sign supports destination visibility, tourism promotion, and economic development at a major gateway site. It provides opportunities for city-wide cultural, tourism, and community messaging alongside commercial content.

All public interest safeguards (including illumination controls, operational standards, safety compliance) are built into the proposal. The proposed signs will not have any negative social impacts. All third-party advertisements displayed on these signs will abide by the Canadian Code of Advertising Standards. This will ensure that all messaging is appropriate and that the general public is not exposed to any offensive, explicit, or indecent forms of advertising.

Cumulatively, it is our opinion that this proposal would have an overall positive impact on the premises and surrounding area and would be in the public interest.

We appreciate your consideration of this rationale and proposal to introduce a third-party sign in a commercial and tourism-oriented area. Should you have questions or concerns pertaining to this proposal, please do not hesitate to reach out to myself directly.

Sincerely,

Paul Seaman

Senior Counsel

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