

April 30, 2021

Dear Sir/Madame,

RE: Letter in Support of 9 Woodlawn Ave East Signage Variance

I am writing in support of our signage variance application for 9 Woodlawn Road East. As an entrepreneur and small business owner, I cannot emphasize enough how signage is critical to the success of our business and the start-up businesses of our tenants, particularly during this pandemic.

We are simply asking for each tenant and prospective tenant in our building to have one face of building signage together with a single pylon sign for the property. The building at 9 Woodlawn will have a specialty children's dental office on the 4th floor, an orthodontic clinic on the 3rd floor, and is currently seeking medical tenants for the 1st and 2nd floors. We would like to have simple LED channel letters facing Woodlawn Ave for the tenant or prospective tenant on each floor.

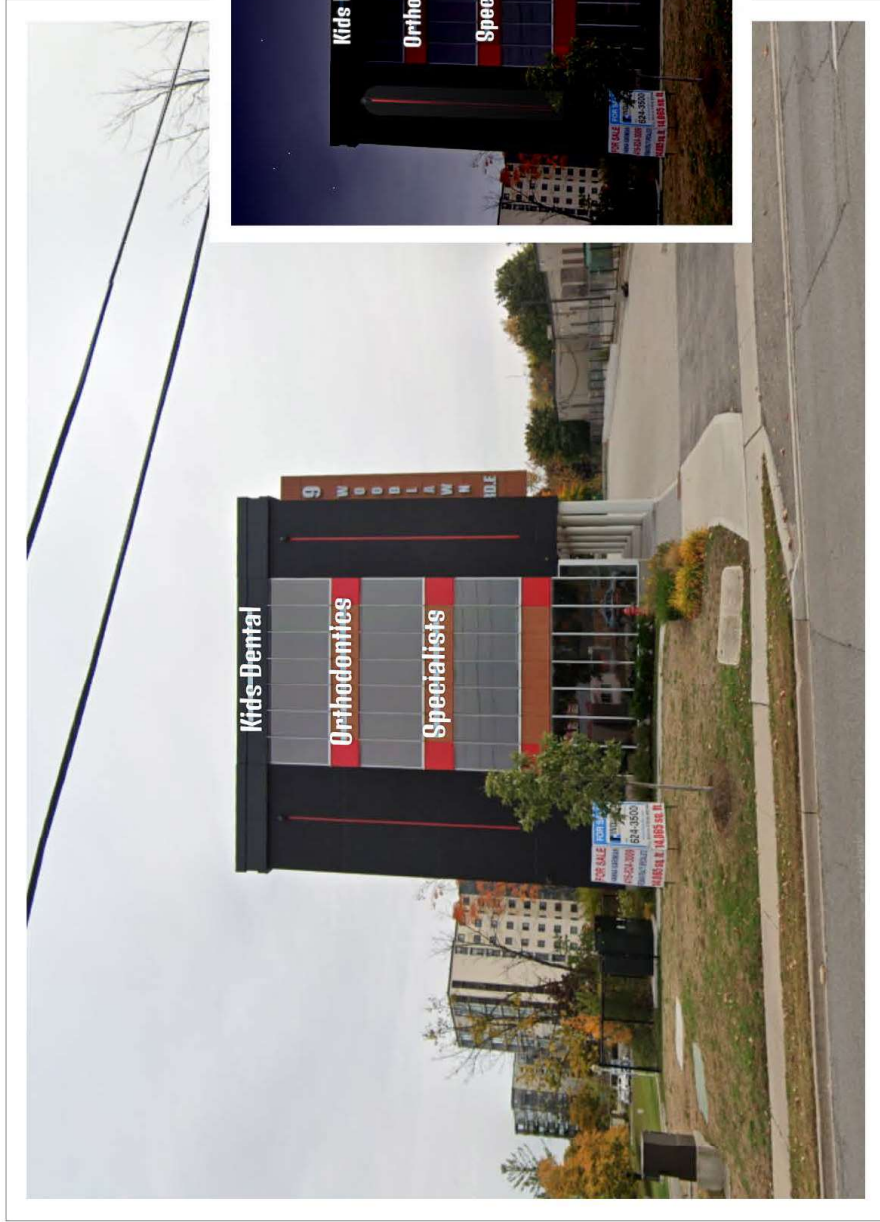
I understand that staff only wants the building to have signage on one level of the building, unfortunately this is inconsistent with buildings immediately surrounding the property and is detrimental to the success of our building. We modified our original signage proposal to reduce the number of signs and adopt a minimalist design consistent with the modern look of the building. As a comparison, the RBC building visible out the window of 9 Woodlawn has no fewer than 13 signs (including multiple signs at multiple heights) and is attached to a strip of businesses each with multiple signs on multiple faces of the building. Please see the attached pictures. Staples and Canadian Tire across the street from 9 Woodlawn have multiple pylon signs at multiple heights. BMO has multiple pylon signs and duplicate signs at multiple heights. Wal-Mart must have 200 linear feet of signage together with a building colour scheme out of Legoland. If large corporations are going to be supported with their signage, the City should at the very least afford start-up small business the opportunity to have a single sign.

We are very proud of the environmental efficiency of the building at 9 Woodlawn and the Geothermal services it has. Our proposed signage will only use LED lights on timers to eliminate light pollution at night. We are doing our best to serve the community, create local jobs and respect the hard work of city planning. Please support us too.

Sincerely,

Jason A. Puterman

On behalf of 2824937 Ontario Inc.



EVENING VIEW

☒ Preliminary Artwork
☐ Approved for Production



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D. Puterman Dentistry
Professional Corp.

9 Woodlawn Road East,
Guelph, ON

DRAWN BY: B. Guse
DATE: July 7, 2021

Graphic rendition is representative of specific signage. Colors and materials are subject to change without notice. The client is responsible for inherent variations caused by display and/or print variations.





