

SC 3.4a

From: Mike Del Grande
To: Scarborough Community Council
Date: 1/31/2007 2:55:41 PM
Subject: Splendid China

Please ensure this correspondence is included in deliberations.

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January 31, 2007

Issue: Sign Variance for Splendid China Mall

Background: This is a new upscale Mall located just East of Kennedy on the South Side of Steeles Ave. E., the former Canadian Tire site. The Mall is due for opening on February 17th. In my dealings with the principals I requested that signage be in both English and Chinese. I wanted to ensure that the Mall would have greater public appeal to the non- Chinese community by having bi-lingual signage both inside the complex and outside. To this end the owners have requested that they be allowed to put English name identification on the front and side of the building where the Chinese lettering is presently in place. Technically, this falls outside of our signage by-law.

An onsite meeting was arranged with the authors of a staff report relating to signage at Splendid China. I had asked staff that while the owners and I would seek from Community Council for a variance which was reasonable under the circumstances. It was my hope that the staff on seeing the issue would be in a position to comment in their report that the request "was reasonable" under the circumstances.

The following e-mail was received from staff:

This is a follow-up to our meeting earlier today. We have reviewed the content of our report submitted to Community Council as well as everyone's input during our meeting. Some valid points were raised. However, we feel these points are best brought up during Community Council either by yourself or by the applicant. A revised report will not be submitted at this time.

Request: I will be requesting by way of a motion to exempt this project from our sign by-law and request your support to do the right thing under these circumstances.