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ATTACHMENT 1
EXISTING STRUCTURAL FRAME WITH STONE

Bob Lue - Building K signage Milner/Morningside

From: <FSmith@smartcentres.com>
To: <lue@toronto.ca>
Date: 09/13/2007 9:50 AM
Subject: Building K signage Milner/Morningside

Robert,

Thank-you for meeting with me yesterday afternoon. As per our conversation regarding the signage on our building at Morningside and Milner, the proposal to remove the top two railings of the signage structure has been estimated to be approximately \$40,000. Other options included, for example, painting the rails (I think we agreed this would not be effective in the long run) and attaching some cladding (the rails were not built to withstand the resulting wind load).

It is SmartCentres' view that \$40,000 is an expensive "solution" that would not achieve what I think Council was requesting. If we were to cut the structure down, and while the signs would be moved down to approximately the limit of the by-law above the parapet, largely, the structure would remain intact (i.e., the "look" would not change significantly). In essence, what we and the City would be left with is simply somewhat less of the same. If the structure remains as is and the signs are moved down to comply with the by-law, we and the City will end up with a signage structure and signs that are completely unbalanced. The result will be a situation that is much worse than the status quo.

As the signage structure is Site Plan Approved and is in compliance with the Building Code (i.e. we were issued a building permit to construct), you are aware that the City has no legal recourse to request us to alter or remove the structure. In the end, the result is a lose/lose situation for both the City and for SmartCentres/Calloway and certainly for our tenants who provide jobs and services for the community.

I ask that you and your staff please reconsider your recommendation to refuse this minor variance.

Regards,

I attach the digital versions of the photos I gave to you yesterday for your convenience.

SmartCentres

Fraser Smith, MAES, MSc.PI. | Land Development Manager | Phone: 905-760-6200 ext. 7838 | Fax: 905-760-6201 | Cell: 416-951-0161
[700 Applewood Cres., Suite 100, Vaughan, Ontario, L4K 5X3]

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Please Note: FirstPro Shopping Centres is now SmartCentres

Ashraf Hakimjee - Morningside/Milner signage

From: <FSmith@smartcentres.com>
To: <ahakimj@toronto.ca>
Date: 09/13/2007 10:54 AM
Subject: Morningside/Milner signage

Ashraf,

As per the attached (per the approved site plan) we do not intend to erect signage higher than 7.5' above the highest parapet.

SmartCentres

Fraser Smith, MAES, MSc.PI. | Land Development Manager | Phone: 905-760-6200 ext. 7838 | Fax: 905-760-6201 | Cell: 416-951-0161
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----- Forwarded by Fraser Smith/Firstpro on 09/13/2007 10:52 AM -----
xerox4590@firstpro.com

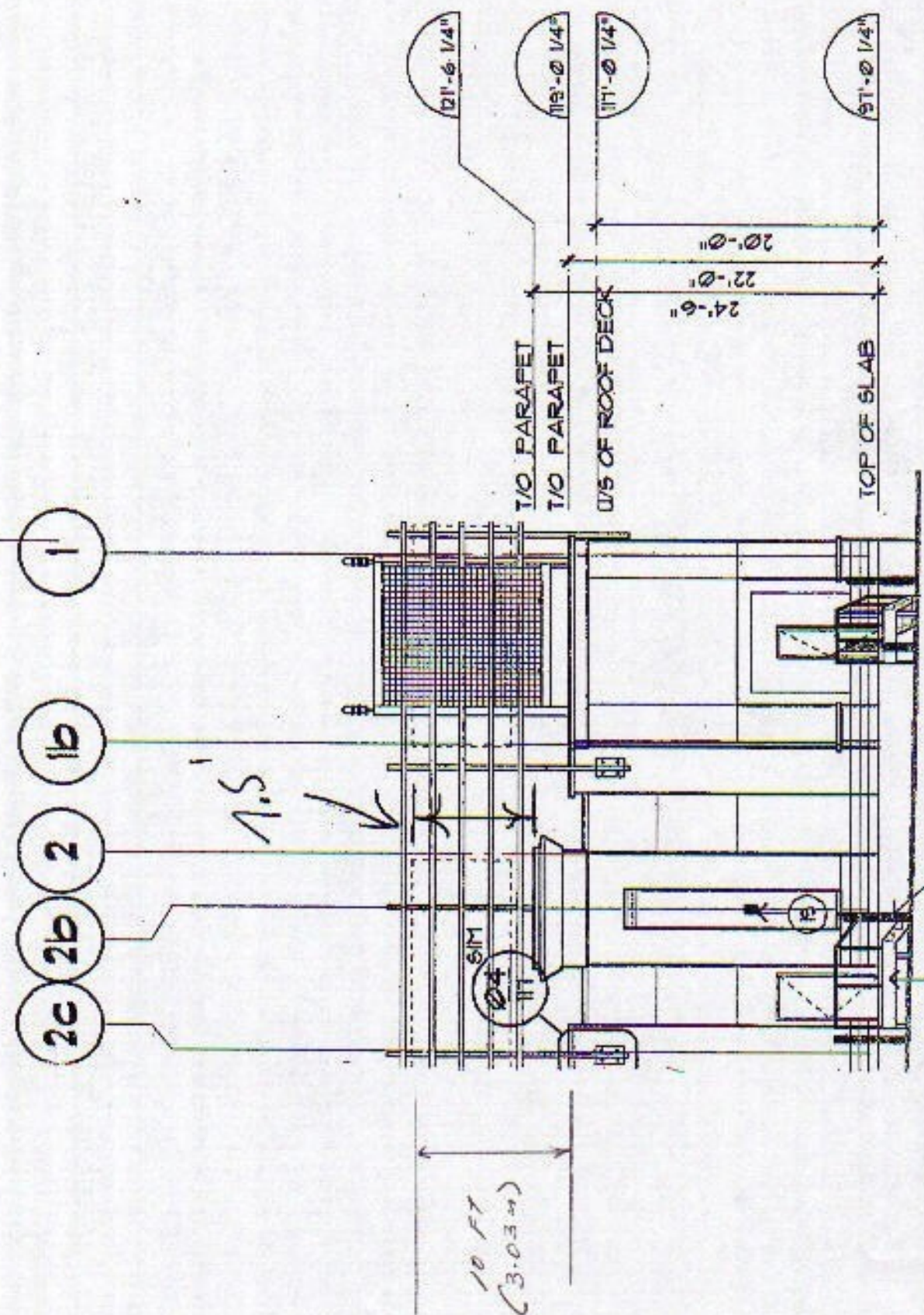
To: FSmith@smartcentres.com

cc:

Subject: scan from xerox4590

09/13/2007 10:46 AM

ATTACHMENT 4: RAILS & LIMIT TO TOP OF #516-5



02 SOUTH (REAR) ELEVATION
 10.3 SCALE: 3/32" = 1'-0"

7. AIR-SEE
 10
 -SEE
 11A