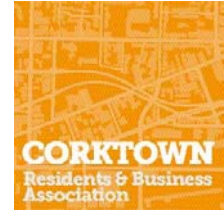


Corktown Residents & Business Association
351 Queen Street East, P.O Box 82522
Toronto, ON M5A 1T8



Toronto & East York Community Council
City of Toronto

September 2, 2016

Dear Chair and Members of the Toronto & East York Community Council.

Re: TEYCC Item TE 18.32 Application to Consider – Appeal – Signage Master Plan – 380 Front Street East

The Corktown Residents & Business Association (CRBA) is a not-for-profit and non-commercial volunteer neighbourhood organization, which follows the latest developments in Corktown on a wide range of topics. We serve as a liaison between Corktown and many relevant organizations including the West Don Lands Committee and as such have been involved in the planning of the West Don Lands from the beginning.

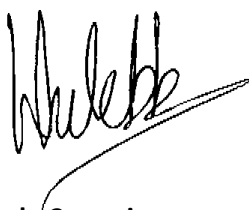
We previously objected to the variances subsequently approved by the Sign Variance Committee and are now fully in support of Councillor McConnell's filing of an application to consider which is now before you.

Our position is unchanged from before and our objection is as follows:

1. The City has a sign by-law which should be applied as it stands except in special circumstances and then only for minor variance. We are not aware of any special circumstance in this case and quite separately the requested variances are certainly not minor by any definition;
2. We do not agree with that portion of the staff report in which they have determined that the last criterion for determining if the application is in the public interest is satisfactory; while the posted notices were inadequate for the stated intent, objections were still made through the Councillor's office and so the response should have been a "no" to that criterion;
3. This is a rapidly developing mixed use, mostly residential area close to the downtown core and cannot be treated as a commercial strip despite existing dealership uses which in reality are temporary. The design as submitted does not comply with the intent of the neighbourhood nor the City's planning to date.

We respectfully ask that the Community Council require the proponent to simply comply with the existing City sign by-law already in place and reject the application before you, along with the Master Signage Plan it contains which is recommended by staff.

Your truly,

per 

Michele Cummings
President, CRBA
president@corktown.ca

cc: CRBA Board
Councillor Pam McConnell
West Don Lands Committee
GWNA