



GOODERHAM & WORTS

NEIGHBOURHOOD ASSOCIATION

TE18.32.2

5 September, 2016

Members of the Toronto and East York Community Council,

RE: TE18.32 Application to Consider - Appeal - Signage Master Plan - 380 Front Street East

The Gooderham & Worts Neighbourhood Association is located in the Distillery District and 2 of our member condominiums overlook the Acura dealership. Our association was consulted when the first proposal was presented and we were concerned about the height and the appearance of the signage.

It was disappointing to see this appeal before the Sign Variance Committee. It is also disappointing that the only notification of application was solely posted on the premises of the dealership where it would not be noticed by the residents of the surrounding neighbourhood.

Front Street eastbound from Trinity Street is the gateway to the exciting newest development area in Toronto and our closest neighbour – the West Don Lands – site of last summer’s acclaimed Pan Am/Parapan Am Athletes’ Village. Front St enters this magnificent neighbourhood between 2 heritage buildings and leads to the Front Street Diamond Jubilee Promenade with beautifully curated Public Art features like the iconic The Water Guardians installation. The same kind of high quality design is anticipated for the portion of the West Don Lands west of Cherry Street on both sides of Front Street, surrounding the dealership.

We strongly believe this display of commercial signage neither meets the high quality design standards nor fits with the character of the surrounding and developing West Don Lands precinct. The Proposed Signage Master Plan does not meet four of the nine criteria required for the application. It is hard to understand how, with the conditions applied to the Approved Signage Master Plan, the recommendation is to allow the application.

We do not support the approval of the Proposed Signage Master Plan.

Respectfully,

Michael Brewer
Vice President, External
Gooderham & Worts Neighbourhood Association (GWNA) Inc.



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