



June 20, 2011

## MEMORANDUM

To: Planning & Growth Management Committee and Committee Manager

Re: Acknowledging the role of Architects in the building of the City

I respectfully submit the following new item of business and motion for your consideration and support at the Planning & Growth Management Committee meeting of June 27, 2011.

### Recommendation

1. The Chief Planner, & Executive Director of City Planning require as a standard condition of Site Plan Approval for any new building of 1,000 square metres or greater in Gross Floor Area, that recognition of the Architect of Record, or primary Design Architect of the building be affixed or inscribed on the building at a location near the main entry or prominent façade of the structure. That the lettering for this recognition cover an area of at least 0.2m by 0.3m, or 0.06 square metres.

### Background

The City of Toronto continues to experience an unprecedented and sustained amount of new building construction. Little if any public recognition is widely available to recognize who the Architects of these buildings are.

The popularity of events like Doors Open, of Heritage Walks, and various architectural and urban publications highlights the public's interest who is building the city. Globally architectural tourism is an important element of tourist's interest in the history and culture of the places they visit.

By requiring that all new buildings of 1,000 square metres (10,890 square feet) be required display the name of the Architect of Record or primary Design Architect an ongoing record of the history and development of the City of Toronto can be created. This will also serve to engage the public more in the debate about architecture, design, and creativity that is growing in Toronto. Such debate can only lead to better design as the public will increasingly demand it.

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*Getting things done for Etobicoke-Lakeshore*

The impact of this proposal would have minimal cost to property owners/developers, as little as a few hundred dollars per building, on structures whose construction costs are in the millions and more.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Peter Milczyn". The signature is fluid and cursive, with the last name "Milczyn" being more prominent and underlined.

Peter Milczyn  
Chair, Planning & Growth Management Committee