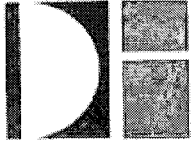


PG25.13.1

Please refer to: **John M. Alati**
e-mail: johna@davieshowe.com
direct line: 416.263.4509
File No. 700707



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July 10, 2013

By E-Mail Only to clerk@toronto.ca

Ulli S. Watkiss, City Clerk
Toronto City Hall
12th fl. W., 100 Queen St. W.
Toronto ON M5H 2N2

Dear Ms. Watkiss:

2013 JUL 10 P 12:54
CITY CLERK'S OFFICE
SECRETARIAT SECTION

**Re: City Council Meeting - July 16, 2013
Item PG25.13 - Amendments to Chapter 694 of the Municipal
Code, Signs
4917-4975 Yonge Street, Toronto, ON (the "Property")**

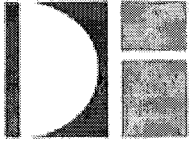
We are counsel to Rosedale Developments Inc., a member of the Conservatory Group, the owner of the above mentioned Property.

We are writing to formally request that Item PG25.13 be amended to properly reinstate Recommendation 7, contained in Toronto Building staff report dated May 30, 2013 (Ref No. PG13012).

In short, the entire Yonge Street frontage between Spring Garden and Hollywood Avenues has been misclassified in Chapter 694 of the Municipal Code (the "Sign By-law") as a RA (Residential Apartment) sign district, instead of either C (Commercial) or CR (Commercial Residential). Unlike the CR sign district, virtually no commercial signage is permitted in the RA sign district. As such, in order to render the commercial component of the Property viable, an amendment to the Sign By-law is required. The Property should properly be reclassified from RA to CR.

City Building staff had included such a corrective amendment in their omnibus staff report dated May 30, 2013. However, when that report was considered by the Planning and Growth Management Committee on June 20, 2013, Recommendation 7 was arbitrarily deleted by the Committee. We are writing to request that the recommendation be reinstated, as follows:

7. City Council amend Chapter 694, Signs, General, to establish each of the premises municipally known as 4917-4975 Yonge Street and 6 Spring Garden Avenue as a CR-Commercial Residential Sign District by replacing Sign District



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Map Ward 23: Willowdale of Schedule A, Maps, with the map attached as Appendix 7 to the report (May 30, 2013) from the Chief Building Official and Executive Director, Toronto Building.

We trust that this is satisfactory. Please feel free to contact the undersigned to discuss this matter further.

Yours truly,
DAVIES HOWE PARTNERS LLP

A handwritten signature in black ink, appearing to read "J. M. Alati".

John M. Alati

JMA:MD

copy Client
G. Belza, Analogica