

ATTACHMENT 3: Communications - (September 8, 2014) Letter from West Don Lands Committee; (September 9, 2014) Letter from Councillor Pam McConnell

West Don Lands Committee

September 8, 2014

Citizens for the Old Town/
Architectural Conservancy of Ontario

Corktown Residents & Business
Association

Distillery Historic District

Dixon Hall

Enoch Turner Schoolhouse Foundation

Friends of Corktown Common

Gooderham & Worts Neighbourhood
Association

Queen East Business Association
QUEBA

Little Trinity Anglican Church

St. Lawrence Market Neighbourhood BIA

St. Lawrence Neighbourhood
Association

Task Force to Bring Back the Don

Sign Variance Committee
City of Toronto

Dear Chair Hamilton and members of the Committee:

**Re. SB31.1 Application by Astral Media for Five Variances With
Respect to a Sign Proposal for One Third Party Ground Sign - 586
Lakeshore Boulevard East**

We are writing on behalf of the West Don Lands Committee, a coalition of resident, business, environmental, heritage and community based organizations that have worked for 14 years to promote positive, sustainable revitalization of the West Don Lands and Toronto's central

waterfront.

The West Don Lands Committee has been and remains committed to the best planning principles for the West Don Lands and adjacent areas on the Waterfront. We are very concerned that this application by Astral Signs is premature from a planning perspective, however much their technical rationale appears to represent a partial improvement over what is existing.

As long as the area in which this sign sits remains an area under intense scrutiny and study, with many other initiatives in active consideration, there should be no consideration of an application which requires significant variances in order for it to be approved.

We support the City staff position fully and ask that the Committee do the same and reject this application.

Yours truly,



for Cynthia Wilkey and Larry Webb
Co-Chairs, West Don Lands Committee
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larw18@webbpro.ca

cc. Councillor Pam McConnell

c/o 128 Hogarth Avenue, Toronto ON M4K 1K4

Pam McConnell



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September 9, 2014

To: Sign Variance Committee

Re: SB31.1 Application by Astral Media for Five Variances With Respect to a Sign Proposal for One Third Party Ground Sign - 586 Lakeshore Boulevard East

To the Members of the Committee:

I am writing to oppose the requested variances in this application.

The sign bylaw gave specific thought to the effects of electronic signage in proximity to the Gardiner Expressway. The restrictions on this type of signage due to visual impacts on the public realm and safety for drivers are appropriate and should not be altered.

Furthermore, the Waterfront precinct is the subject of a comprehensive planning process involving Waterfront Toronto, the City, and an engaged stakeholder community. This process is carefully considering how a new mixed-use neighbourhood can optimize the value of this underdeveloped area for maximum public benefit. Introducing this intensified technology at this time risks comprising the vision that has been developed for the area.

I strongly urge the Committee to support staff recommendations to refuse the variances.

Sincerely,

A handwritten signature in black ink that reads "Pam McConnell". The signature is written in a cursive, flowing style.

Pam McConnell
Councillor, Ward 28