



October 10, 2017

Mayor and Members of Toronto City Council  
City of Toronto  
City Hall, 100 Queen Street West  
Toronto, Ontario  
M5H 2N2

Dear Mayor Tory and Members of Council,

**Re: PW 23.10 – Addition of Former Municipalities Logos on Street Name Signs**

I am writing to you on behalf of the Parkview Hills Community Association in relation to the above subject matter.

Our Board of Directors met last night and had the opportunity to discuss this issue as we understand it is before you this week.

Our association represents approximately 900 homes in the East York community and we're hoping that you will allow the East York logo to appear on the street name signs. This is a very important issue for our community because the logo honours our heritage as East Yorkers.

The East York logo is a cherished symbol in our community and it's already very visible on many of the street signs that exist today as well as the East York Civic Centre and other places of interest. Sadly, in recent years, we have seen a decline in the use of the logo of the former Borough of East York.

As we continue to grow as a city and welcome many new residents, we feel it's important for all Torontonians to be reminded on the location of East York within the larger city.

**Board Motion – approved:**

Moved by Justin Van Dette; seconded by Ian Rengel: The PHCA send a letter to the City of Toronto strongly encouraging that the East York logo be included on the street signs as a significant gesture of honouring the history and heritage of the East York community.

I would be happy to make myself available if you require further information or if you have any questions.

Thank you for your consideration.

Sincerely,

  
Justin Van Dette  
Treasurer  
Parkview Hills Community Association

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