

To: Planning and Growth Management Committee, City of Toronto
Attention: Nancy Martins, Administrator
Cc: Sign By-law Unit, City of Toronto
From: The Friends of Fort York and Garrison Common.

25 May 2017

Re: Notice of Application, Sign By-law Amendment; Location: 2 Strachan Ave

On behalf of the Friends of Fort York and Garrison Common we are writing to indicate that we object strongly to the current proposal to amend Sign By-law Chapter 694 of the Municipal Code, which would create an exemption for 2 Strachan Ave allowing a larger, higher and more visible electronic sign damaging to Fort York National Historic Site.

The Friends of Fort York expresses a strong interest in preservation of sightlines and views to and from Fort York National Historic Site and within the Fort York Precinct, including the reduction and elimination of intrusive electronic signage.

Fort York National Historic Site, established in 1793, 43 acres in size, owned and operated by City of Toronto Museums and Heritage Services, is Toronto's founding landscape and an outstanding historic and public-realm site. In addition to its status as a national historic site (since 1923), it is also a provincially registered archaeological site and municipally registered Heritage Conservation District. Its unique and significant status is clearly recognized by all levels of government. It contributes to Toronto's unique character among North American cities and has received well over 100,000 visitors annually during the past few years. The interest that we volunteer citizens express and represent on behalf of the public interest in Fort York follows our consistent advocacy work during the past 20+ years for Fort York National Historic Site and its neighbourhood precinct.

Advocacy by The Friends of Fort York resulted, in 2004, in the approval by City Council of a by-law to protect Fort York's special character from this kind of intrusion. The provisions of this by-law are now part of the regulatory Sign By-law, Chapter 694 of the Municipal Code. Provision 694-24, "Site-specific Area Restrictions", prohibits third-party signs in the Fort York precinct within:

The area bounded by the northerly limit of King Street West, the westerly limit of Shaw Street extending through to the westerly limit of Pirandello Street extending through to Manitoba Drive, the southerly limit of Manitoba Drive eastwards through to Canada Boulevard, the westerly limit of Canada Boulevard extended southwards to the shoreline of Lake Ontario, the shoreline of Lake Ontario and the easterly limit of Brant Place extended southwards to the shoreline of Lake Ontario.

This provision was designed to protect important sightlines and views of, and from, Fort York National Historic Site.

The proposed amendment clearly demonstrates that the need for this provision is greater than ever before. This amendment should, therefore, be denied.

Andrew Stewart

Donald Cranston (Chair) and
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