

From: [David M Sadowski](#)
To: [Planning and Growth Management Committee](#)
Cc: [Councillor Bailao](#); [Councillor Campbell](#); [Councillor Di Ciano](#); [Councillor Filion](#); [Councillor Perks](#); [Councillor Shiner](#); [Councillor Cressy](#)
Subject: Roof Top Sign at 750 Spadina Avenue
Date: Monday, May 29, 2017 12:56:56 PM

Dear Members of the Planning & Growth Management Committee:

On behalf of 750 Spadina Association, owner and the Miles Nadal JCC, I am seeking your support and approval for the proposed sign at 750 Spadina Avenue. This Community Centre, affectionately known as the Bloor 'Y', has been located at Bloor and Spadina for over 60 years and provides a wide range of art, culture, education (including daycare and preschool) and fitness programs for all members of the Toronto community. The facility was originally built and subsequently renovated on several occasions through funds received by the generosity of private donors. Operationally it is funded by user fees, charitable donations and some modest funding from the provincial government and United Way. The operation of the Community Centre is serviced by a volunteer Board of Directors who have been strident in their oversight and fiscal management. The anticipated revenue from the sign would be significant and would provide relief to the operation of the facility from the very difficult balance of maintaining program initiatives, security needs and infrastructure repairs.

Every effort has been made to design the sign in an architecturally responsible and compatible manner. The sign, while defined as roof top, would sit on the top of a 3 story building that currently houses on its roof an outdoor fenced play, gathering and garden area and significant mechanical equipment. Indeed the sign will both harmonize into the existing façade and provide a physical screen to the existing uses on the roof.

We have consulted with the community and there has been a range of opinions but all would agree that this iconic facility has been, and is, an important community asset to the neighborhood. We have already advised various constituents that we would have dedicated time on the sign to advertise for events at the Community Centre, within the local community and the City of Toronto. We have also agreed to keep the illumination at a lower level than the bylaw requires and operate only within the hours that the bylaw requires.

In every respect, I would suggest that this the sign at this location for this type of facility is worthy of your approval and positive recommendation.

Sincerely,

David M Sadowski | Executive Vice President, Jewish Community Properties of Toronto
UJA FEDERATION OF GREATER TORONTO

ph: 416.840.2985

cell: 416.451.4171

fx: 416.840.2984

em: DSadowski@ujafed.org