

Joe Cressy 周凱捷

City Councillor | Ward 20, Trinity-Spadina

May 30, 2017

Planning and Growth Management Committee
Committee Room 1, City Hall
100 Queen Street West
Toronto ON M5H 2N2

**Re: PG21.9 Application for Area-Specific amendments to the City's Sign By-law:
750 Spadina Ave.**

Dear Chair and Members,

I am writing today to respectfully request that you refuse the application for an Area-specific amendment to the City's sign by-law at 750 Spadina Avenue.

The intersection of Bloor and Spadina is part of 3 established, house-form residential neighbourhoods – the Annex, Huron-Sussex and Harbord Village. The University of Toronto, Bloor Street West local business, local high schools, as well as a number of heritage buildings, characterize the area.

A large electronic sign is not suitable for this historic neighbourhood and would represent a distinct departure from the character of the communities and small-scale, local retail along Bloor Street. Additionally, the sign would be located across the street from a local school and public green space. This sign will have a detrimental effect on the neighbourhood and also has the potential to distract drivers at this busy intersection.

When the original application was received, I organized a meeting between the applicants and the local Residents' Associations to discuss the application. At that meeting, residents were clear that the sign would not be fitting for the neighbourhood and was not supported by local residents.

I do not support the application, and respectfully request that it be refused.

Sincerely,

Joe Cressy
City Councillor
Ward 20, Trinity-Spadina