



May 30, 2017

10th floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2
Attention: Nancy Martins

Dear Councillor Shiner, Chair, and Planning and Growth Management Committee Members

RE: PG21.9 Application for Area-Specific Amendments to the City's Sign By-law: 2263-2287 Yonge Street (Ward 20)

This is to indicate our support for the staff report recommendation that "City Council refuse the application to amend the Sign By-law to allow for, in addition to the signage otherwise permitted by the Sign By-law, one electronic third party ground sign and one electronic third party wall sign at 2263-2287 Yonge Street (E-Condos)".

We have the following concerns about digital signs at Yonge and Eglinton, i.e.

1. Yonge and Eglinton is not an approved "sign district" - the Yonge and Dundas (sometimes referred to as TO's "Times Square"), and the Humber area on the Gardiner Expressway were approved as part of the new sign bylaw dealing with digital signs after an extensive public participation process;
2. Impact on residents – the Centre is home to an increasing number of residents in high rise buildings;
3. Precedent - Approve one and there will likely be further applications elsewhere in the Centre that would be hard to resist given the precedent set (note that the existing digital sign across the street does not serve as a precedent as it pre-dated the introduction of the (digital) sign district by-law);
4. Safety issues - Digital signs are a distraction to drivers, riders and pedestrians

However, while a single non-compliant application cannot be supported, it begs the larger question of whether the sign area policy should be reviewed for that intersection given the changing nature of the area given the TTC Bus Barn development now in play. This consideration would need to be accompanied with full public engagement.

Yours truly,

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Will Johnston, Chief Building Official and Executive Director (Acting), Toronto Building

Robert Bader, Supervisor, Sign By-law Unit, Toronto Building

Ted Van Vliet, Manager, Sign By-law Unit, Toronto Building

Gregg Lintern, Director, Community Planning, Toronto and East York District

The Federation of North Toronto Residents' Associations (FoNTRA) is a non-profit, volunteer organization comprised of over 30 member organizations. Its members, all residents' associations, include at least 170,000 Toronto residents within their boundaries. The residents' associations that make up FoNTRA believe that Ontario and Toronto can and should achieve better development. Its central issue is not *whether* Toronto will grow, but *how*. FoNTRA believes that sustainable urban regions are characterized by environmental balance, fiscal viability, infrastructure investment and social renewal.