



May 30, 2017

Via Email: pgmc@toronto.ca

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**

Dear Chair and Members,

We have read the Chief Building Official and Executive Director, Toronto Building's recommendations and support them in respectfully requesting that you **refuse** the applications for Area-Specific Amendments to the City's Sign By-law for 750 Spadina Avenue, 150 Sherway Drive, 153 Dufferin Street, 700 Lawrence Avenue West, 2263-2287 Yonge Street, and 2 Strachan Avenue.

Our professional staff have carefully reviewed the applications and recommend refusal "as the signs resulting from the proposed amendments would be inconsistent with the regulations, goal and objectives of the Sign By-law. There are no distinguishing characteristics of any of the applications which would support a recommendation to change the existing Sign By-law requirements to allow these particular signs."

Thank you for your consideration of the above.

Your truly,

A handwritten signature in blue ink that reads "Linda McCarthy". The signature is written in a cursive, flowing style.

Linda McCarthy  
Vice-President.

lyttonparkresidentsorg@gmail.com

c.c. Councillor Christin Carmichael Greb,  
Cathie Macdonald & Geoff Kettel(FoNTRA), Andy Gort (SERRA)