



**THE EAST YORK FOUNDATION**  
The East York Civic Centre  
850 Coxwell Avenue  
East York, ON  
M4C 5R1

September 18, 2017

Public Works and Infrastructure Committee  
City of Toronto  
City Hall  
100 Queen Street West  
Toronto, ON  
M5H 2N2

Dear Chair and Members of the Committee,

**RE: PW23.10 - Addition of Former Municipalities Logos on Street Name Signs**

This is to express our strong support for the addition of the East York Logo on street name signs in the area that comprised the former Borough of East York. The East York Foundation's Mission is "To contribute to the enrichment of the Cultural and Recreational lives of the people of the former Borough of East York (itself consisting of former East York, and Leaside). The Foundation maintains an interest in preserving, conserving, interpreting and celebrating the cultural heritage of East York.

The East York Foundation had been working with Councillor Janet Davis and city staff for some time on a plan to conserve the decommissioned East York street signs however this new proposal to actually brand the street signs with the East York logo is very appealing.

While we endorse this initiative we are also mindful of costs. Staff estimates suggest that East York and Scarborough branding of new or replacement signs would be no more than \$4,000 per annum, East York's share most certainly being at most half of this amount. In consideration of the fact that the East York Foundation is a registered charity and an organization adept at fundraising we would certainly entertain discussions with City Staff on how we might contribute financially to this endeavor to defray some incremental costs.

The East York community's pride is very strong and heartfelt and the East York Foundation wholeheartedly supports the branding of street signs with the East York logo

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Raymond J. White". The signature is fluid and cursive, with the first name being the most prominent.

Raymond J. White  
Chair

- c.c. Councillor Janet Davis, Ward 31
- Councillor Mary Fragedakis, Ward 29
- Councillor Jon Burnside, Ward 26