



CHURCH WELLESLEY
NEIGHBOURHOOD ASSOCIATION

www.cwna.ca

c/o 2202-22 Wellesley Street East
Toronto
ON
M4Y 1G3

January 7, 2017

For the attention of TEYCC

TE21.19 Proposed First Party Wall Sign at 615-617 Yonge Street

The Church Wellesley Neighbourhood Association (CWNA) represents individual citizens and residential units in the downtown area bounded by Yonge and Jarvis, Charles and Carlton.

We write to support the Chief Building Official's decision to refuse the large wall sign proposed at 615-617 Yonge Street by Oberon Development Corporation.

Such a sign would contravene the majority of criteria established to create a harmonious and liveable environment, as the City's decision clearly lays out.

Given the very large numbers of residents in this area, and the even greater number that will arrive shortly as a result of development, it is vital to adhere to the established criteria. The proposed sign would result in a degraded visual environment, particularly inappropriate in a Heritage Conservation District, and we oppose it wholeheartedly.

Yours faithfully,

Andrew Horberry

President, CWNA

Cc Councillor Kristyn Wong-Tam

CWNA Directors