



Bay Cloverhill Community Association

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January 16, 2017

TEYCC
Toronto City Hall
100 Queen Street West
Toronto, Ontario M5H 2N2

**Re: TE1700, 4
Appeal of Sign Variance Approval with conditions for a sign at 615-617
Yonge Street.**

Dear Members of the Toronto and East York Community Council:

The Bay Cloverhill Community Association (BCCA) does not support granting of permission for a sign to be painted on the north facing wall of 615-617 Yonge Street. We support Councillor Wong-Tam, Ward 27, in her appeal of the decision of the Sign Variance Committee which has granted a wall sign with conditions.

In 2016, you, the members of the TEYCC and the Toronto City Council, approved the Historic Yonge Street HCD. It is the very section of Yonge Street in which 615-617 Yonge Street are located. The large painted wall sign that has been proposed by this property owner is not appropriate for an HCD heritage area.

Mr. Ted Van Vliet, a member of the Sign Committee, has concluded that this sign does not comply with the 9 requirements that would allow a sign to be granted for this location.

We request that the members of TEYCC refuse permission of this sign.

Sincerely,

Rick Whitten-Stovall, BCCA President

Cc: Councillor Wong-Tam, Ward 27
Ted Van Vliet, Sign Staff, City of Toronto