



April 5, 2018

To: Councillor David Shiner, Chair, Planning & Growth Management Committee  
Members, Planning & Growth Management Committee

From: Daryl Chong, Greater Toronto Apartment Association

**RE: PG28.2 Amendment to the Sign By-law for Residential Apartment ("RA") Sign Districts**

The Greater Toronto Apartment Association ("GTAA") represents the interests of the multi-family, purpose-built rental housing industry. Our members own and manage more than 150,000 units of multi-family, purpose-built rental housing in the GTA, with the vast majority in the City of Toronto.

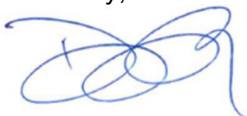
GTAA has worked and continues to work closely with Toronto's Tower Renewal Program. The adoption of Residential Apartment Commercial (RAC) zoning by City Council will provide an opportunity for some revitalization on nearly 500 apartment sites.

**GTAA supports the recommendations in this report.**

We appreciate that this report's conclusion notes this will 'reduce the obstacles faced in the implementation of RAC Zoning permission.' And that proactively, 'staff will look to identify other issues that might occur through further implementation of the Tower Renewal Program, RAC Zoning, or changes in the residential apartment marketplace.'

Thank-you for adopting RAC zoning and for reducing implementation obstacles that are discovered as we proceed through broad implementation.

Sincerely,



Daryl Chong  
President & CEO  
Greater Toronto Apartment Association