

August 20, 2020

Dear Chair and Sign Variance Committee Members,

Re: Appeal of the Chief Building Official's Decision for a Signage Master Plan Application for 28 wall signs, 10 window signs, 12 projecting signs, three overhanging structure sign, one roof sign and three ground signs at 55 Bloor Street West

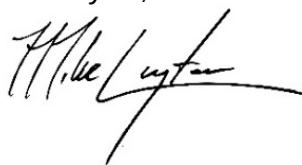
Since its submission in November of last year, my office has heard numerous concerns from community members and local Residents' Associations about Kramer Design Associate's 2019-Signage Master Plan for 55 Bloor Street West.

The variances sought by the Applicant would have an extremely adverse effect on the wellbeing of neighbours. The proposed signs would emit excessive light into neighbouring properties, especially at night, affecting both community members' sleep and the enjoyment of their homes. Neighbours are also concerned that the signs are not compatible with the character of surrounding area, and would negatively alter it.

Granting these variances would have an adverse effect on the Yorkville community, and would also set a dangerous precedent for the approval of Signage Master Plans that do not meet criteria established in the Sign By-law.

I encourage you to support staff recommendations.

Thank you,



Councillor Mike Layton
Ward 11, University-Rosedale