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May 17, 2021

By email to phc@toronto.ca

Planning and Housing Committee City of Toronto
100 Queen Street West Toronto, ON M5H 2N2

Dear Chair and Members of the Committee:

Re: Agenda item PH23.16 Area Specific Amendment to Sign By-law: 1 York Street

We are writing on behalf of the York Quay Neighbourhood Association (YQNA) to express strong support for the recommendations of The Chief Building Official and Executive Director, Toronto Building, that City Council refuse the application by Menkes Developments Inc., to amend the Sign By-law to add an area-specific amendment to Schedule 'B' of Chapter 694, Signage Master Plans and Area-Specific Amendments, to replace the existing Sign By-law regulations concerning third party signs applicable to the premises municipally known as 1 York Street to allow for, and regulate, a single third party electronic projecting sign and two first party wall signs, as described in Attachment 1 of this report.

We concur with Toronto Building and City Planning and Transportation Services, that the proposal is not consistent with the traffic safety requirements or objectives of the Sign By-law. Any signage facing the Gardiner Expressway is extremely distracting to drivers. Distracting drivers with advertising is unsafe at any time but especially so when they are travelling at high speeds on a very narrow expressway. In addition, the residents of the waterfront do not want our neighbourhood to become another Yonge-Dundas Square/Times Square. Approving this signage would set a terrible precedent which will open the flood gates for additional signage which will then be extremely difficult to reject given the precedent that has been set. This would not be in keeping with the vision for the waterfront as an environmentally sensitive retreat from the hustle and bustle (anxiety) to the city. Electronic signage is not in keeping with the natural environment that is envisaged for the waterfront.

We are very pleased to support the recommendation from Toronto Building and City Planning and Transportation Services that City Council refuse the application by Menkes Developments Inc., to amend the Sign By-law for the proposed signs at 1 York Street.

Yours truly,

Carolyn Johnson
Co-chair of YQNA

Angelo Bertolas
Co-chair of YQNA

cc. Councillor Joe Cressy, Tom Davidson