



BADER GROUP INC.

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March 12, 2025

Our File #: 23-337
Delivered by email: phc@toronto.ca

Nancy Martins, Committee/Council Administrator
Planning and Housing Committee Secretariat
Toronto City Hall
10th Floor, West Tower
100 Queen Street West
Toronto, ON M5H 2N2

ATTENTION: CHAIR & MEMBERS, PLANNING & HOUSING COMMITTEE
RE: ITEM PH19.1 – SIGN BYLAW AMENDMENT – 2 COLLEGE STREET/450 YONGE STREET

Dear Chair & Members,

We represent Gemstone Property Limited in respect of this matter.

We respectfully request deferral of our matter to a more suitable meeting of the Planning and Housing Committee, preferably September 25th, 2025. As you are aware, this Committee typically hears and deliberates on signage matters once annually, in the Spring, for By-law Amendment requests submitted prior to the end of the previous year. This has been a long-standing process that has been in place for well over a decade. The reporting cycle was disrupted in 2024 due to this Committee's request of staff to amend general provisions of the Sign By-law. To be sure, we were not troubled by the pause in the reporting cycle and we support any modernization efforts to make the regulation of signage in the city current.

Be that as it may, we were both surprised and unprepared to learn that our signage matter was scheduled for the March 18th, 2025 Committee meeting, as a year had passed without any information being shared with us. We are also concerned that the public engagement provisions of the Sign By-law were not properly adhered to.

Given the complexity of our request and the layers of coordination required between our consultants and governmental agencies, we believe that this request is not unreasonable.

We hope and trust that our deferral request can be consented to, and we look forward to your favourable consideration on March 18th, 2025. We will be in attendance at the meeting to answer any questions.

A handwritten signature in blue ink, appearing to be 'Robert Bader', with a large, stylized initial 'R'.

Regards,
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