



September 18, 2025

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

To the Members of the Planning and Housing Committee:

**Re: Area-Specific Amendment to the Sign By-law, Agenda Item PH24.5  
September 25, 2025 meeting, Oddfellows Hall, 2 College Street (Ward 13)**

The Bay Cloverhill Community Association is not in support of an Area-Specific Amendment to the Sign By-law for a rooftop LED sign at Oddfellows Hall at 2 College Street.

For the last 30 years, the Bay Cloverhill Community Association has advocated for a great urban neighbourhood by working closely with residents and stakeholders. Our vision is of a green, clean and safe community recognized for its exceptional quality of life. We represent over 20,000 residents in the Yonge/College/Queen's Park/Charles neighbourhood in University Rosedale Ward 11 and Toronto Centre Ward 13.

We are a densely populated neighbourhood with over 25,000 residents per square kilometer. According to Statistics Canada, our population grew by 68% between 2011 to 2021, with another estimated 11,000 future residents moving into developments that have been approved or are in the planning process. About 10% of residents are dynamic university student aged 20 to 24 years old. On the other end of the spectrum are the 20% of residents who are vulnerable seniors over 55. The largest group of residents are working adults between 25 and 54 years old, representing about 50% of the entire population.

At the March 18, 2025 meeting of the Planning and Housing Committee, item PH19.1 – 2 College Street – Area-Specific Amendment to the Sign By-law was deferred to the September 25, 2025 meeting at the applicant's request.

The property owner contacted the Bay Cloverhill Community Association in 2017 about plans to build additional space in the northwest corner of the building. In 2023, we spoke with the owner about interior renovations, installation of an elevator, addition of a penthouse floor, roof repair/replacement and static rooftop sign.

While we appreciate that the property is family owned and operated, our residents have expressed great concern about the night time light pollution. The bright LED lights from

**A Strong Voice for A Strong Community**

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the sign would disrupt the natural sleep-wake cycle and circadian rhythm causing health concerns due to poor quality of sleep and negatively effecting melatonin production of the many residents who live in adjacent condominium and apartment buildings.

In addition, residents are protective of the property's visual appearance because of it's rich history. The 4 storey red brick Gothic Revival building was built in 1892 for the Independent Order of Odd Fellows, a social group around since the 17<sup>th</sup> century that dedicated themselves to helping people in need. 2 College Street has been on the City's Heritage Register since 1997, listed under Part IV of the Ontario Heritage Act. The residents do not feel it is appropriate to have an oversized LED sign like those at Sankofa Square or the Eaton Centre on a heritage building, especially with the historic College Park building that was the site of the Eaton's College Street store from 1930 to 1977.

In summary, the rooftop LED sign does not align with the historic character of the building and would cause serious health concerns due to poor quality of the night time sleep of residents.

Thank you for your consideration.

Sincerely,

Bay Cloverhill Community Association Executive

*Christine Dingemans, President*  
*Cathy Carnevali, Secretary*

*Marilyn Tait-McClellan, Treasurer*  
*Kathryn Holden, Ex-Officio*

cc: Councillor Chris Moise, Ward 13, City of Toronto [Councillor Moise@toronto.ca](mailto:Moise@toronto.ca)  
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