



**BADER GROUP INC.**

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Our File #: 23-337

Delivered by email: [phc@toronto.ca](mailto:phc@toronto.ca)

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

**ATTENTION: CHAIR & MEMBERS, PLANNING & HOUSING COMMITTEE**  
**RE: ITEM PH24.5 – 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 in 2026, for the reasons outlined below:

- Foremost, despite our repeated efforts, we have not been afforded the opportunity to engage with Heritage Planning staff. Since at least March 2025, the property owner, Gemstone Properties Limited, has made multiple attempts to initiate a meeting—efforts that have been met with no response. The Staff Report from the Chief Building Official, dated March 4, 2025, makes mention of, in part, a methodology related to the *constructability* of the proposed roof sign as a basis for recommending refusal, and further suggests that the sign would negatively impact heritage attributes. This is perplexing, as our submission materials in support of the application are entirely silent on the issue of constructability;
  - The Staff Report further asserts that a Heritage Impact Assessment (“HIA”) is a prerequisite to development, as prescribed by the North Downtown Yonge Site and Area Specific Policy (Chapter 7 of the Official Plan). However, without the opportunity to meet and engage with Heritage Planning staff, we have been unable to prepare a Terms of Reference for the required HIA;

- A key fact, which is omitted in the Staff Report is that the building historically featured a large roof sign. Such a fact warrants consideration rather than omission in the context of this Sign By-law Amendment application;



- There is currently an ongoing legal dispute before the courts involving an agreement between the City and the developers of the neighbouring property to the north. This dispute has, in part, impacted planned future investment in the subject building. Nevertheless, there remains optimism that the matter can be resolved in the coming months, enabling these investments—partially secured through the proposed Sign By-law Amendment application—to proceed. Such investment would meaningfully contribute to the long-term viability and preservation of the building’s historically significant stature.
- We remain concerned that the public engagement provisions of the Sign By-law were not properly adhered to.

We hope and trust that our deferral request can be consented to, and we look forward to your favourable consideration on September 25<sup>th</sup>, 2025. We will be in attendance at the meeting to answer any questions.

A handwritten signature in blue ink, appearing to read "Robert Bader". The signature is stylized with a large, looping initial "R".

Regards,  
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