



## MINUTES OF DELEGATES' MEETING

February 27, 2008  
OWN CO-OP, 115 The Esplanade

### Executive:

Paul Smith	President	St. Lawrence On-the-Park, MTCC 782
Ronny Yaron	VP Internal	Woodsworth Co-op
Bruno Leps	Treasurer	Market Square
Dan O'Leary	Director-at-Large	15 Scadding
Wallace Simpson	Director-at-Large	Crombie Park
Jacque Williams	Director-at-Large	Old York Tower

### Delegates:

Mary Bailey, OWN  
 Patricia Bear Claw, Cathedral Court Co-op  
 David Crawford  
 Elizabeth Ecker, St. Lawrence-On-the-Park  
 Terry Eitel, Old York Tower  
 Catherine Limbertie, 1 Church Street  
 Emma McBey, OWN  
 George Millbrandt, Longboat Residents' Association  
 Ronald Monteith, Woodsworth Co-op  
 Matt Raizenne  
 Sherri Russell, FAN  
 Alan Seymour, Old York Tower  
 Becky Street  
 Farhan Syed, The Metropole  
 Sandra Walker, Windmill Line Co-op

Connie Yang, OWN

### Associate Members (non-voting):

Stig Harvor  
 Edwin Jimenez

### Guests (non-voting):

Tom Davidson, Councillor Pam McConnell's Office  
 Mark Fernandez, smartliving St. Lawrence  
 John Kennalley, MPP George Smitherman's Office  
 Edward Nixon, EN Consulting  
 Rami Tabetlo, Illegal Signs

### Recording Secretary:

Arlyss Ponchuk

## 1. Registration

President Paul Smith called the meeting to order at 7:13 pm, and chaired the meeting. He pointed out two information tables: smartliving St. Lawrence manned by Mark Fernandez

and the Community Improvement Program manned by Wallace Simpson.

## 2. Approval of Agenda & Approval of Minutes from November & January Meetings

*Motion: to approve the Agenda as presented.*

*Moved by: Alan Seymour*

*Seconded by: Marcus Little*

**CARRIED**

*Motion: to approve the November and January 2008 minutes as presented.*

*Moved by: Alan Seymour*

*Seconded by: Marcus Little*

**CARRIED**

## 3. Opening Remarks by President

President Paul Smith advised that at meetings the agenda will from now on be displayed on a flip chart rather than distributed in print.

environmental organizations will have information tables. Mark Fernandez offered to display at smartliving St. Lawrence's own table eco-friendly print information from residential buildings.

Smartliving St. Lawrence is hosting an Eco Fair on Tuesday, March 18, 7:00-9:00 pm at the North Market. Many

Smartliving St. Lawrence is still conducting energy audits of residential buildings and helping to organize green committees, until the end of March.

City Council has approved the Community Improvement Plan for the southwest quadrant of the St. Lawrence neighbourhood (from Yonge to Jarvis, and from King to the tracks). Paul Smith recommended that people reading the Plan turn directly to the pages on the proposed projects for details. Councillor McConnell had an amendment made to the Plan to have City staff take the lead in installing street signs. The SLNA Executive proposes to introduce a mirroring signage program, and will provide more details shortly. Areas to undergo improvements include Berczy Park, a new park at 125 The Esplanade (south of the St. Lawrence Market), the Jarvis Street underpass, the Yonge/Esplanade intersection, the parking lot at the Church Street terminus, Victoria Street, Colborne Lane, Leader Lane, Farquhar's Lane, Scott Street and the King Street subway station.

#### 4. Presentation by Illegal Signs

Marcus Little introduced guest speaker Rami Tabello of Illegal Signs. Rami explained that Public Spaces publish an email every time a billboard application goes before City Council that is noncompliant with billboard by-laws, and recommends that the community either support or oppose it (see [www.publicspace.ca](http://www.publicspace.ca)). Unfortunately, the representative from Public Spaces was unable to attend tonight's meeting.

Illegal Signs is a grass roots organization that fights to have illegal billboards removed from streets and buildings in Toronto. Illegal Signs was inspired to form when Dennis Glasgow succeeded after several years in having an illegal billboard removed at Jarvis Street and the tracks. Illegal Signs is researching the legality of all (about 7,000) billboards in Toronto. Illegal Signs estimates that about half the advertising billboards on public land in Toronto, more than half of those in downtown Toronto, are illegal. So far the group has filed complaints about 550 signs. Out of the 550, charges have been laid against about 200 for noncompliance, and about 75 have been removed.

For the last 15 years, City enforcement has been minimal, due to cutbacks. One illegal sign at Davenport and Bathurst has been up since 1964 with no permit. Penalties can range up to \$5,000 but the signs can earn up to that amount every week for advertisers. The City is preparing a new signs by-law to increase the penalties. In New York City, fines are \$20,000 per day. The owner of the property where a sign is installed receives a rental income, but the City receives no revenue from billboards. Mayor Miller is proposing a tax on legal billboards to pay for enforcement of illegal billboards.

With the recent development of the Distillery District and with upcoming intensive development at East Bayfront (the area between Sherbourne and Jarvis south of the tracks), traffic is expected to triple or quadruple along the east/west corridor. P\*A\*T\*H might be extended eastward at least as far as the Sony Centre.

Paul Smith invited SLNA Delegates and members of the community to volunteer to keep tabs on each of the up to 13 projects planned. The volunteer for each project would regularly contact the City representative assigned to the project, and give progress reports at Delegates' meetings. "We want to keep on top of this. [The Plan] is not to be filed and forgotten. The neighbourhood has a responsibility to keep the pressure on. Everyone in the City [Departments] is establishing priorities . . . If we don't get to them diligently and persistently we move to the bottom of the list." The St. Lawrence neighbourhood is an important and unique historical area, and this Plan is an excellent opportunity to give the neighbourhood due attention. Anyone interested in volunteering is encouraged to contact [slna@bellnet.ca](mailto:slna@bellnet.ca).

Rami gave a PowerPoint presentation with photographs of illegal signs in downtown Toronto. Many of the signs are huge billboards on the sides of tall buildings.

A billboard is illegal:

- under the Fire Code if it covers windows or doors
- if it is installed without a permit from the City
- if the sign differs from the kind of sign approved by the permit
- if it is installed within 60 meters of another billboard
- if two signs are put up instead of one
- listed historical buildings are not allowed to have third party signs, unless the signs existed before the legislation came into effect and have not since been modified

Illegal Signs seeks to have illegal signs removed because advertisers are making a great deal of money at the expense of communities. The signs are a visible blight; they tend to advertise mass brands that have nothing to do with the local community. Paul Smith suggested that there should be legal requirements that signs be attractive, not ugly and tasteless. Catherine Limbartie suggested that advertisers be encouraged to provide free ads for local attractions, such as museums. Rami stated that Illegal Signs has no objection to the huge sign on the side of St. Michael's Hospital as it advertises the hospital, which is a local service.

Matt Raizenne proposed that the City give community associations taxes received from legal billboards. Rami explained that the taxation would be contested in court by the advertisers, and could best be considered reasonable if

the funds go specifically toward enforcement of billboard by-laws. Enforcement is extremely expensive: the City needs more inspectors, and the 200 current court cases are costly.

Matt Raizenne pointed out that all the signs on the 400 series highways are illegal. Rami clarified that the third party signs are illegal. The Province has not been enforcing sign laws, claiming that the City has more resources.

Rami showed photos of a number of illegal signs in the St. Lawrence neighbourhood. In particular, the Toronto Parking Authority (TPA) recently issued a Request for Proposals to install 40 billboards on TPA parking lots. The company Pattison won the bid. So far they have installed signs only at 125 The Esplanade, the parking lot behind the St. Lawrence Market. The negotiated deal provides that if the signs are removed, the TPA must pay Pattison the equivalent of 20 years' of revenue. The deal still requires approval by City Council. If the signs are approved, that might interfere with the plan to have 125 The Esplanade converted to a parkette. Rami stated that Illegal Signs expects the City's Planning Department to recommend against City Council approving the deal. In this case, the City would receive a portion of the revenue generated by the signs. The question is whether revenue for the City justifies undermining the neighbourhood's planning objectives. Illegal Signs will advise the SLNA of when the Pattison contract goes before City Council this year for approval. Rami recommended that the SLNA lobby Councillor McConnell to reject the signs. On behalf of the SLNA, President Paul Smith conveyed this directive to Councillor McConnell's assistant, Tom Davidson, who was in attendance.

About 40 parking lot kiosk signs went up across the city. They are all illegal, without permits, and charges have been laid. Some are in this neighbourhood. Rami showed photographs of 12 more illegal signs in the St. Lawrence neighborhood, and stated that they are "just a small fraction of the illegal billboards in your area." He added, "We're identifying all the signs in the city and filing complaints against all the illegal signs."

Ronny Yaron pointed out that the signs on the planned transit shelters will be ugly. Rami advised that those signs have been approved already by City Council.

Paul Smith noted that it will be important to keep illegal signs from going up in the planned community of East Bayfront.

Rami asked Delegates and members of the community to join the Billboard Battalion at [www.publicspace.ca](http://www.publicspace.ca) to oppose the TPA's plan, and to lobby Councillor McConnell and Mayor Miller for new sign by-laws, and to be the eyes and ears of the St. Lawrence neighbourhood. Members of the community are welcome to notify Rami of possible illegal signs, at [www.illegalsigns.ca](http://www.illegalsigns.ca), [info@illegalsigns.ca](mailto:info@illegalsigns.ca), or (416) 822-3696. At the request of Paul Smith, Rami will email to the SLNA a poster from Illegal Signs for Delegates to post in their buildings.

Delegates applauded the presentation.

## 5. Committee Reports

### **a) Development Committee Motion re expectations – Marcus Little**

Deferred.

### **b) Heritage Projects Update – Paul Smith**

Paul Smith reported. A Heritage Interpretation Fund has developed over many years from Section 45 benefits. In particular, the development of the King/Parliament area has generated significant funds, around \$200,000. SEDERI was tracking the funds, but is now defunct. Paul Smith advised that it would be appropriate for the SLNA to take over this responsibility, and asked for volunteers.

### **c) Community Building – results of meeting evaluation – Ronny Yaron**

Ronny Yaron offered meeting evaluation forms to anyone who did not fill one out at the last meeting. She plans to write a summary of recommendations and distribute it to Delegates.

Ronny reported on the initiative to develop a community space in the common area behind Old York Tower, OWN, New Hibrid Co-op, 1 Church Street and 55 The Esplanade. The SLNA sponsored a meeting last November to encourage the members of these buildings to discuss options. In particular, the community seeks opportunities for local children to stay busy with interesting activities. Since then, the Catholic school has offered to provide space twice weekly for activities for kids. David Haynes of the St. Lawrence Community Recreation Centre is looking into providing space for kids, possibly a computer center. Ronny invited more people to become involved in this initiative, to organize activities such as an art club or a sewing class, something fun for children to learn outside of school. Another meeting will take place in the spring, perhaps a workshop to develop a courtyard garden for the community.

### **d) Community Gardening Update by Dan O'Leary**

Dan O’Leary reported. Canada Blooms takes place March 12-16. The Toronto Network, a gardening group, is holding an all-day event on Saturday, March 15 at Scadding Court (top end of Bathurst and Dundas), including seed exchange, food share, organics, and sustainable living ideas. The Eco Fair, described above under the President’s opening remarks, is on March 18; flyers will be sent to Delegates.

Dan described eco friendly, compostable dishes made of corn by-products. He added that Timothy coffee cups are eco-friendly and compostable.

Paul Smith reported that Rainbow Cinema has agreed to have SLNA events promoted on their screens for free.

**e) Government Relations & Issues – Tom Davidson & John Kennalley**

Tom Davidson reported on behalf of Councillor Pam McConnell.

**Signs**

One of Tom’s first responsibilities as assistant to Councillor McConnell two years ago was to look into a possible illegal sign on Lakeshore Boulevard reported by Rami Tabello. He told Rami “no problem” but then discovered layers of issues and understaffing for enforcement. Not long afterward a process was begun to review the entire sign by-law. It has taken long because the by-law must protect public spaces as well as be defensible as a by-law in court. Councillor McConnell has a strong commitment to public spaces and neighbourhoods based on community, but there is also space for fair signage in the city. The existing by-laws for the most part are sufficient to approve appropriate signage. The problem is enforcement. Tom thanked Rami for the incredible amount of work done by Illegal Signs. “Our City staff has been pushed to put this at the front of our agenda.”

Regarding the signs at 125 The Esplanade, Tom stated, “There is no question that space is meant for a public park, with no room for that kind of signage.” He foresaw that City Council would turn down any application to approve the signs.

**Waterfront Development**

Tom announced design competitions for Sugar Beach and the Chorus building. He described Sugar Beach, a proposed park at the foot of Jarvis next to the Chorus building, as having sand and rock terracing. The City is pushing to make Chorus publicly accessible and worthy of being the first building to be constructed on the waterfront. City Council has approved the design for Sherbourne Park, at the foot of Sherbourne Street. Tom offered to bring design images to the next Delegates’ meeting. Streets leading to Sherbourne Park will be made more pedestrian- and bicycle-friendly.

Redevelopment of Sherbourne Street has been delayed in order to deal with a giant sewer main.

The City’s Planning Department has three new hires to help with the workload. A person will be assigned as lead to the Community Improvement Project to ensure that the improvements are well co-ordinated.

A couple of weeks ago a community consultation meeting was held regarding off-leash hours for dogs in the park at Sherbourne Street and George Street. Few people attended. Delegates pointed out that the meeting was not adequately advertised and signs were pulled down. Tom advised that another meeting will be scheduled, and advertised in *The Bulletin*. Tom stated, “We need to make this one legal area attractive so that dogs don’t go to other parks.”

**Transformer Station**

Work on the transformer station on Sherbourne Street south of The Esplanade is now complete. Ontario Hydro recognized that they caused distress to nearby neighbours through fumes, dust and noise. In compensation they are designing an attractive wall and fence in co-operation with nearby residents, including residents on Lower Frederick Street. It will be a masonry wall six feet in height with four feet of wrought iron on top. The Sherbourne Street side of the site will be pulled in to allow more space on the sidewalk to install trees and plantings. “This is an amazing effort by them,” Tom stated. Dan O’Leary added that the entire lot will be enclosed and there will be plantings across the face of Sherbourne Park.

Patricia Bear Claw expressed concern that Ontario Hydro is not clearing the snow next to the property. Tom advised that the area she specified is the responsibility of the City, which will clear it of snow from now on.

**New Recycling Program**

Councillor McConnell recognizes that many downtown areas have constricted sites that cannot accommodate the new bins for City pick-up. She struck a special task force that developed a compromise solution. The St. Lawrence neighbourhood has townhouses and multi-residential buildings. To phase in the new program, single-family homes will be converted first, then townhouses, then multi-residential buildings. Smaller trucks are being purchased that can navigate narrow streets and alleys. Tom offered to describe the program in more detail next month, perhaps bring a member of City staff. Confusion arose because a notice to select a bin was sent to townhouses too early. The Chair noted that this would be a good topic for next month’s meeting.

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John Kennalley reported on behalf of MPP George Smitherman.

George Smitherman's final weekly Skating Party of the season at Moss Park takes place March 12, 3:00-5:00 pm. Skates can be rented.

George Smitherman's Community Office has a free tax clinic for people earning less than \$25,000 per year or over 65 years old, taking place on two Saturdays and two Thursdays: March 15, March 20, March 29, and April 17.

In April the Community Office is moving to 514 Parliament Street at Winchester Street.

The provincial program Rental Opportunity for Ontario Families (ROOF) provides a housing allowance of up to \$100 per month for a 5-year period to eligible low-income working families earning under \$20,000 per year who have at least one child under 18, are paying at least 30% of their income on rent, and are not already receiving a subsidy. A new application period has recently begun.

George Smitherman spoke to the media today about continence care and long-term care homes, specifically the need to desensitize the topic of sanitary care. He wants to be sure that the right decisions are made for long-term care facilities.

## 6. Delegates Issues & Questions

### a) Canada Day

Connie Yang reported. The first planning meeting will take place in March. She will email the date to Delegates. Fundraising is required for the event. She has a person in mind to be the event patron.

### b) Seniors' Centre

Connie Yang reported. The Seniors' Centre is working on a volunteer program with the assistance of the St. Lawrence Community Recreation Centre. A cooking event is being planned for The Kitchen.

### c) Hanging Flower Pots for The Esplanade

Matt Raizenne proposed that a hanging flower pot program be implemented for The Esplanade in the summertime, similar to the eateries along the west end of The Esplanade. George Milbrandt, Chair of the St. Lawrence Market Neighbourhood BIA, explained that the BIA has a hanging flower pot program which in part covers the west end of The Esplanade as far east as George Street. The President invited Matt to start a committee for this purpose. George proposed that if the SLNA finds funding, the BIA might consider helping to facilitate.

### f) All Candidates Debate Update – Paul Smith

An All-Candidates Debate for the Federal by-election in Toronto Centre will take place at the St. Lawrence Performing Arts Centre, March 11, 7:00 p.m., for the elections on March 17. All four candidates will be present. MPP George Smitherman will be present. Councillor Pam McConnell is unable to attend. Delegates are to post flyers in their buildings.

### g) Community Police Liaison Motions

Keith Bricknell was not present. His written report for the month of February was distributed.

### h) Nominations & Election

President and Chair Paul Smith reminded Delegates that next month's Delegates meeting is the Annual General Meeting, with election of Officers. He advised that candidates are standing for the positions of President, VP-External and VP-Internal. Candidates are still needed for the position of Corporate Secretary and for the Communications Committee. Delegates can nominate candidates between now and the meeting or at the meeting. Ronny Yaron added that Delegates can also nominate themselves. She asked candidates to email blurbs to the SLNA to be distributed electronically to Delegates prior to the meeting.

Paul Smith pointed out that there is a proposal before smartliving St. Lawrence for a tree-watering program. An electric scooter would be part of the equipment. Bob Kemp, the BIA's Streetscape Co-ordinator, hires and supervises people from local shelters and pays them above minimum wage to tend plants. The neighbourhood has about 1,000 trees. Bob Kemp's program can handle about 500 trees. If additional funds can be raised, the program could be extended. Perhaps it could include Matt's proposal.

Matt agreed to organize a committee.

### d) Trash Pick-up Program

Matt Raizenne proposed hiring local kids to pick-up trash. "It's the small things that add value to communities. Create a win/win situation and get kids to take positive action." Dan O'Leary advised that there is an existing program to pick up trash although it is not 100% successful. The St. Lawrence Community Recreation Centre holds a meeting the first Monday of every month to discuss how to involve kids in the community.

Elisabeth Ecker pointed out that the garbage bags in public trashcans turn inside out in the wind and throw garbage around. Another person pointed out that tree pits contain garbage. The President advised that the SLNA has many projects and needs volunteers to achieve its goals. He encouraged Delegates to invite people from their buildings to participate. "I've met a lot of wonderful people in my four years of volunteering in the neighbourhood. It has been interesting and stimulating and challenging and fun." He added that in the last 25 years the SLNA has had many outstanding volunteers who have since stepped down. He proposed that longer-standing members of the SLNA could invite them to a social event and encourage them to join again.

Catherine Limbertie advised that high school students cannot graduate until they complete 40 hours of community service, so could be a source of volunteers.

Ronny Yaron proposed making a list of specific activities that people can do. Delegates could then announce these opportunities to residents in their buildings.

**d) Petition for Capital Budget for Downloaded Buildings**

Wallace Simpson reminded Delegates that in 2001 the Province of Ontario downloaded social housing to Cities, but did not download funding for capital repairs. No major repairs have been made in the last five years. "We've lobbied MPPs for over a year, asking them to remember us in the budget." He asked Delegates to sign a petition.

**7. Other Business**

None.

**8. Adjournment**

The Chair adjourned the meeting at 9:00 pm.

The SLNA acknowledges The St. Lawrence Market Tenants' Association for sponsoring this evening's refreshments, and OWN for hosting tonight's meeting.

The next Delegates meeting will be held on Wednesday, March 26 at 7:00 pm.

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**Corporate Secretary**

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**President**