

**ATTACHMENT 1 - SUPPLEMENTARY APPLICATION MATERIAL
SUBMITTED BY ASTRAL MEDIA**



Astral Media, L.P.

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Dear Ted;

I am writing to confirm our discussion and provide greater detail on Astral's proposal to end the dispute with the City over the height of the sign at Gardiner Expressway and Parklawn Avenue.

Rather than lowering it to the height as per the permit, an action that would benefit neither party, Astral is prepared to operate the balance of its network at light emission levels consistent with the specifications in the new Sign bylaw, namely 500 nits at night and 5000 nits during daylight hours. Since all of digital screens in Toronto are operating on permits granted under the old bylaw, no lighting conditions are specified (with the exception of the two screens at Exhibition Place). In theory, we could operate them at whatever level we choose but we try to be responsible and sensitive. By further reducing the light levels, we will be in full compliance.

The big issue is night-time levels and we will undertake to measure the output of all screens and then set them to the appropriate power levels that will control the output so that the illumination levels are no greater than 500 nits. This should provide comfort to the City that illumination levels are in check and is consistent with Astral's philosophy of operating with integrity and in co-operation with our partners.

Here is the list of screens that will have reduced lighting levels:

Panel Number	Sign Address
00DT301	GARDINER EXPRESSWAY NS W/O KIPLING AVE F/E -
00DT302	GARDINER EXPRESSWAY NS W/O KIPLING AVE F/W
00DT303	Finch Avenue W SS 200m W/O Highway 400 F/W
00DT308	Gardiner Expressway E/O Parklawn F/E
00DT309	Gardiner Expressway E/O Parklawn F/W
00DT310	Highway 27 ES N/O Vulcan F/N
00DT311	Highway 27 ES N/O Vulcan F/S
00DT312	Lawrence Avenue NS W/O Caledonia F/E
00DT313	St. Clair Avenue W SS At Caledonia F/W
00DT314	Wilson Avenue (1919) S/S W/O Edgar Ave F/E
00DT315	Wilson Avenue (1919) S/S W/O Edgar Ave F/W
00DT306	Gardiner Expwy N/S 1000m E/O Highway 427 F/E
00DT307	Gardiner Expwy N/S 1000m E/O Highway 427 F/W



I am happy that we are near the end of this process and look forward to resolution

Sincerely,

Ron Hutchinson
Senior Vice President, Real Estate
Astral Out-of-Home