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March 21, 2016

**Via Electronic Delivery**

City of Toronto Sign Bylaw Committee  
Toronto City Hall  
100 Queen Street West  
Toronto, Ontario  
M5H 2N2

To Sign Variance Committee,

**RE: Agenda Item – Application by Outfront Media for One Third Party Electronic Ground Sign Near Eglinton Avenue East and Leslie Street (SB8.2)**

We appreciate this opportunity to comment on the application by Outfront Media to erect an electronic billboard at Eglinton Avenue East and Leslie Street. We urge the Sign Variance Committee to refuse the application on the basis that it is entirely inappropriate for the context and that the proposed variances far exceed the City's sign standards.

The requested variances will pose potential hazards for drivers, and also negatively impact the enjoyment of the public realm for the significant amount of pedestrians, recreationists and transit riders who currently frequent the area and the number of which will only increase once the Eglinton Crosstown LRT begins its service.

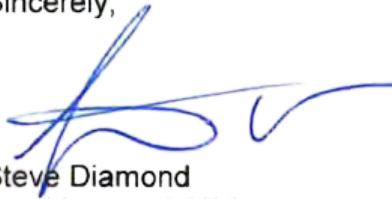
Diamond Corp., together with Lifetime Developments Inc. and Context Developments Inc., (collectively Lifetime Pearl Street Inc.) have purchased the lands at 1150 Eglinton Avenue East and 844 Don Mills Road, immediately east of the sign location on the eastern boundary of the rail corridor. We, the City, Metrolinx and others are making significant investments to support the revitalization of this area. Centred on the Eglinton LRT and the Science Centre mobility hub, this area will be an important new urban centre for living, working and recreation. The proposed sign is not in keeping with the public realm vision for Eglinton Avenue, as set out in the City's Eglinton Connects plan. This sign is not appropriate for an urbanizing Toronto avenue and will have a negative impact on the revitalization of the area.

We fully agree with the comments raised by area residents with respect to the deleterious impact of the proposed sign on the character of the area and the enjoyment of Serena Gundy Park and E.T. Seaton Park, as well as potential impacts on the West Don Valley natural heritage system. We concur with the conclusions of the Chief Building Official that the requested variances are not compatible with the development of the area; do not support the Official Plan objectives for the

area; will adversely affect adjacent premises and the character of the area; may adversely affect public safety; and, is contrary to the public interest.

The significant public and private investment in the Eglinton Crosstown, and the new community that will emerge around the Science Centre Mobility Hub, warrants a high quality public realm. A large electronic billboard will have considerable negative impact on the public realm and the valuable public resources located at Leslie Street and Eglinton Avenue East. Once again, we urge the committee to refuse the variances requested by Outfront media.

Sincerely,

A handwritten signature in blue ink, appearing to read 'SD', with a long horizontal flourish extending to the right.

Steve Diamond  
President and CEO  
Diamond Corp.