

# STIKEMAN ELLIOTT

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**BY E-MAIL**  
**sbc@toronto.ca**

March 21, 2016  
File No.: 130398.1002

Sign Variance Committee  
Scarborough Civic Centre  
3rd Floor, 150 Borough Drive  
Toronto, ON M1P 4N7  
Attention: Yvonne Davies

Dear Sirs / Mesdames:

**Re: SB8.2 - Application by Outfront Media for One Third Party  
Electronic Ground Sign Near Eglinton Avenue East and  
Leslie Street (0 North York Row) (Ward 26)**

We are counsel to IOTP Development Inc. and Rowbry Holdings Limited, the proponent and landowner of a proposed high density mixed-use development located on the site municipally known as 1087, 1091, and 1095 Leslie Street (the "Property"). Rowbry Holdings Limited is also the owner of lands municipally known as 1075, 1077 and 1083 Leslie Street, which are currently occupied by several automotive dealerships. The Property is the site of the former Inn on the Park, located on the east side of Leslie Street, north of Eglinton Avenue East, in the City of Toronto. Our client has been in discussions with City staff regarding its development proposal, which is presently before the Ontario Municipal Board.

We are writing to express our client's objections to Outfront Media's variance application for a third party electronic ground sign (the "Application"). The proposed sign will be located in close proximity to the Property, and will seriously alter the character of the area, adversely affecting the quality of life for future residents.

We agree with staff's recommendation for refusal. The Application fails to meet all of the nine criteria for a variance to be granted. Furthermore, the Application is premature, as other agency approvals have not yet been sought and are likely to be refused (see the March 17, 2016 correspondence from Steven Heuchert, Associate Director, Toronto and Region Conservation Authority).

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Please provide us with copies of all staff reports, notice of all community and public meetings and meetings of Committees and Council, and provide us with copies of all Committee and Council decisions with respect to the Application. If you have any questions or require any further information with respect to any of the above-noted information, please contact me to discuss.

Yours truly,

A handwritten signature in black ink, appearing to read 'Calvin Lantz', with a long horizontal flourish extending to the right.

*Per* Calvin Lantz  
Partner

CL/jsc

cc. Wesley J. Neichenbauer, *Rowbry Holdings Limited*