



January 30, 2017

To: Ulli S. Watkiss  
City Clerk  
Toronto City Hall  
100 Queen Street West  
Toronto, ON M5H 2N2



Re: EX21.8 - Proposed Signage Program at 1 Dundas St. E. (Yonge-Dundas Square)

Dear Ms. Watkiss,

The Downtown Yonge Business Improvement Area (DYBIA) works as a tireless advocate for the well-being of our neighbourhood. We believe that collaboration, stewardship and facilitation are key roles that the DYBIA can play in achieving a healthy, prosperous and growing district economy.

Today, for that reason, we are writing to express our concerns about the recommendations tabled by the Sign By-law Unit, which are being discussed as Item EX21.8 at City Council on January 31, 2017.

The concerns we have for this proposal are threefold:

1. We are concerned the proposed signage will **have a negative impact on the sightlines** of the existing signage surrounding Yonge-Dundas Square.
2. We are concerned the third-party programming of advertising around Yonge-Dundas Square will **detract from the community programmed screens**. We would also like clarity on how the community programming will be managed.
3. We are also concerned with the **weight and overall structural stability** of the new additions.

We urge council members to direct staff to re-evaluate the report and address these concerns before the motion is considered.

If you have any questions or concerns about the above, please feel free to contact me.

Sincerely,

Mark Garner  
Chief Operating Officer & Executive Director  
Downtown Yonge BIA

CC: Councillor Wong-Tam  
Downtown Yonge BIA Board of Directors  
Taylor Raths

**Downtown Yonge B.I.A.**

300-40 Dundas St W Toronto ON M5G 2C2 | T 416.597.0255 F 416.597.0233 E [bia@downtownyonge.com](mailto:bia@downtownyonge.com)

