

January 16, 2017

Mr. Ted Van Vliet
Manager, Toronto Sign Unit
Toronto City Hall
12th fl. E., 100 Queen St. W.
Toronto ON M5H 2N2

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

Dear Mr. Van Vliet,

Cadillac Fairview has concerns with the way in which the various new signs that are proposed in Yonge-Dundas Square are currently conceptualized. The majority of our concerns focus on the relationship of these proposed signs with our retail and office tenants at CF Toronto Eaton Centre and consideration to the balance of signage currently in the area.

As this process has unfolded we feel that there has not been proper consideration given to the integration of this sign with CF Toronto Eaton Centre. When our Marketing Manager, Jeff Simmonds was approached by the City of Toronto through Valerie McIlroy of Waterford Partners about the proposed signage concepts, he informed the City that he could not comment in a vacuum; that CF would need an opportunity to review the proposal details with a number of senior internal staff from various Cadillac Fairview divisions and to have direct discussions with the City. There was no further information provided from the City of Toronto other than what was directly discussed with this staff member.

In addition, Cadillac Fairview has not received the revised scaled drawings. As you will remember, these revised drawings were promised by Mr. Kramer, the designer for the proponent, during the public meeting on November 28, 2016. These drawings would be beneficial to understand the size and scope proposed as well as the relation to our properties. These drawings would also allow us to comment in detail on the proposal.

Further, while Cadillac Fairview is a member of the Yonge-Dundas Square Board, we have recused ourselves from any discussions at the Board about the sign contract itself, as we have signage on CF Toronto Eaton Centre. That said, our concerns with the design of these proposals are separate from contractual issues.

At this time, we would request that the City of Toronto defer consideration of the Yonge-Dundas Square signage proposal, until such time as we can provide feedback to the City on the full scale of this proposal.

We look forward to discussing this matter further.

Best regards,



Craig Flannagan
Vice President, Marketing
Cadillac Fairview