

**From:** Chi Cheung  
**To:** [Planning and Housing](#)  
**Cc:** [Steve Wolowich](#), [Donald Ma](#)  
**Subject:** 2378-2410 Eglinton Avenue East, Scarborough  
**Date:** May 23, 2019 4:15:20 PM  
**Attachments:** [2447\\_001.pdf](#)

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Dear Sir or Madam,

We are the landlord of the plaza located at 2378-2410 Eglinton Avenue East, Toronto (formerly Scarborough) and are surprised to get your letter as attached via Canada Post. This letter contains material inaccuracies – ambiguities that may change the recommendation of the Chief Building Official and Executive Director, and permit the area-specific amendment to the Sign My-law for our site. These are:

In paragraph 4, “The proposed amendment would also modify the permitting regime...**two existing third party ground signs**...”. The fact is, there is only one third party sign at this address. The existing third party sign permit is for a two face billboard ground sign with a life time duration.

Further along in paragraph 4, “...**ground signs...be removed prior to a sign permit being issued...permit term from five to ten years.**”. The fact is, we are planning to bolt on a LED screen to one side of the billboard and leave the other side “as-is”. This refurbishment does not require the removal of the sign. Bearing in minds these facts, we respectfully request that existing signage removal requirement be lifted, and that the life time duration of the signage be retained.

Please do not hesitate to contact the writer at (416) 862-2116 if you have any questions.

Regards,

Chi Cheung, Secretary,  
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