



RIOCAN
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VIA EMAIL

Feb 6, 2025

Dear Chair Janet Ross and Members of the Sign Variance Committee,

On behalf of RioCan, we respectfully encourage you to approve the proposal for a minor increase in the existing exterior signage at the Yonge Eglinton Centre.

RioCan is a significant contributor and developer within the Yonge Eglinton community. The Yonge Eglinton Centre faced considerable challenges during the COVID-19 pandemic and sustained economic difficulties due to the prolonged development of the transit line. Consequently, RioCan experienced a substantial decrease in both internal and external traffic, adversely impacting our tenants and the overall economy of the Yonge Eglinton Centre.

The proposed exterior signage will provide an opportunity to promote the Centre and its tenants, highlight important community events, and showcase the various services we offer as a community hub. This enhancement will also deliver economic benefits that will improve the overall facility. We are continuously working to enhance the facility both internally and externally.

As confirmed within the staff report, there have been no complaints regarding the signage since it was originally installed over a decade ago. Previously, we had a digital display at curbside. The enhanced proposal simply extends the overall displays from their original 10' x 48' size by 4 feet, making them 14' x 48', which aligns with industry-standard sizes for signage display. This upgrade will significantly improve the quality of the signage and refresh the exterior façade.

The new signs are more dynamic and energy-efficient, allowing us to adjust light levels instantly in response to weather and area conditions. The existing displays are nearing the end of their life cycle, are not energy-efficient, and detract from the overall aesthetics of the building and the area. We strongly believe that updating these displays aligns with community standards and complements the commercial, office, and entertainment characteristics of the area.

We greatly appreciate your consideration and hope that you will support this minor request.

Sincerely,

Oliver J Harrison
Oliver J Harrison (Feb 6, 2025 10:07 EST)

Oliver Harrison
Senior Vice President, Leasing and Tenant Experience