



November 15, 2011

**Re: Use of Toronto Sidewalks by Astral Media**

The purpose of this letter is to advise Astral Media, the time has come to remove your 'info pillars' from the our sidewalks.

The City recognizes the rights of Astral to have info pillars. However, the City has determined that it cannot allow the current use of our public spaces to continue. In particular, the City can no longer permit the appropriation of pedestrian space by a relatively small group of advertisers to the exclusion of all others wishing to use the public right-of-way and to the detriment of those in the vicinity of this signage. In addition, the current use of our public spaces by Astral is causing damage to the aesthetics of our City and to our collective mental health.

There are many activities currently being carried out at by Astral which are contrary to the City of Toronto's by-laws, policies and practices with respect to the use of City public spaces. In particular, since the new 'info pillars' do not contain any actual 'information' they are technically nothing more than large pieces of rubbish and are in violation of *By Law 695-2004: Littering and Dumping of Refuse*.

Pursuant to this notice, the City directs that Astral immediately remove all 'info pillars' from our sidewalks.

Please be advised that if all 'info pillars' are not removed immediately, the City will take the necessary steps to itself remove the structures. The City is willing to offer its assistance to ensure the safe and orderly removal of 'info pillars' if requested.

The City respectfully asks Astral Media for their co-operation in this matter.

Yours truly,



City