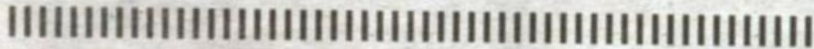


version of the Eaton Centre block between Yonge and Bay. Slated for imminent renovation with the addition of two condo towers, Cumberland is at odds with the rest of tony Yorkville, with its collections of odd shops, empty storefronts, a Druxy's Deli and the not-yet retro-cool brown and orange tile patterns that so many second-tier Canadian malls still have.



READING THE SIGNS

BILLBOARD INDEX

- 12:** Number of years without a harmonized sign bylaw in Toronto
- 650:** Approximate number of illegal billboards in Toronto according to IllegalSigns.ca
- 100:** Approximate number of illegal billboards removed since 2007
- 7:** Average percentage of new tax on billboard revenue, according to city study
- 120:** Approximate percentage impact of the tax on billboard earnings, according to industry
- 70:** Percentage of Torontonians polled by EKOS who support the billboard tax
- 6:** Minimum number of hours council spent debating the tax, as we went to press

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