

BRIDGE DEVELOPMENT

ATTN: ALL RETAIL AND OFFICE CLIENTS

DATE: May 15, 2017

RE: BRIDGE DEVELOPMENT - ROAD CLOSURE

As part of the ongoing bridge project, please be advised that Queen street will be closed between Yonge Street and Bay street starting **Friday, May 19 at 11:30PM and will re-open Monday, May 21 at 5:00AM**. There will be no access to Queen street via the level 2 entrance.

Below is a brief description of the activities happening that weekend:

Brand Ambassadors	15 brand ambassadors will be placed around the property to assist with customer inquiries. Locations will include; level 2 and level 3 of CF Tonto Eaton Centre, as well as 4 ambassadors on Queen Street (2 at each side of the closure). The main focus of the ambassadors will be to create excitement around the project, answer guest inquiries and direct guests to CF Toronto Eaton Centre, Hudson's Bay and Saks 5th Avenue
Wayfinding Handout	Brand ambassadors will be equipped with wayfinding handouts (including a visual map) to direct guest to CF Toronto Eaton Centre, Hudson's Bay and Saks 5th Avenue.
Additional Signage	Additional wayfinding signage, along with visual maps will be placed in-property on all levels.
Paid duty officers	Paid duty Toronto Police Officers will be on-site to assist with traffic direction at various locations around the closure.
Enhanced security plan	CF Toronto Eaton Centre will maximize security during this weekend to assist with any crowd control needs. Soft Launch of CF TEC's Security Hub at Guest Services. This will include staffing between the hours of 12pm & 8pm daily. Guards at this location will be assisting guests and clients with general security matters.
TTC Access	Access to the subway and Yonge street will remain open on the East Side (North & South of Queen) .
West Side Access	Customers will be directed to enter the centre on Bay Street via the 401 Bay Street Office Tower.

Thank you in advance for your cooperation and we look forward to partnering with you to make this project a success.

Should you have any questions, please do not hesitate to reach out to Bruno Da Silva, Manager, Tenant Projects, at (416) 598-8409 or via email at bruno.dasilva@cadillacfairview.com.

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CF Toronto Eaton Centre
Where it all comes together