



January 28, 2013

Re: PG20.5 - Site-Specific Sign By-law Amendment - 2 Strachan Avenue – Phase 2 (Ward 19)

Dear Chair and Planning and Growth Committee Members,

I am writing to urge the Committee to reject the site-specific sign by-law amendment requested for the sign at 2 Strachan in Ward 19.

The proposed amendment to the by-law would allow for a significant change to the sign and a step in exactly the wrong direction. Currently the sign at 2 Strachan includes two sign faces; the majority covered by static copy and the rest by an animated readograph (i.e. moving text) display along the bottom. The proposal would allow for three sign faces, one of which would be electronic (i.e. digital) copy and the other two trivision mechanical and so changing copy. I have included a photo from the staff report to help demonstrate the significance of this request.

This sign is **not** within the Gardiner Gateway Special Sign District (GG-SSD). Electronic sign copy is not permitted in the district where this sign is located.

Further as the staff report points out, the surrounding neighbourhood continues to be re-developed into high-density residential. There are many condominium towers newly built and underway in the area. Permitting electronic copy allows for an adverse impact on Ward 19 residents.

I am opposed to the continued spread of digital billboards on our expressways. I believe electronic static copy signs present a serious hazard to motorists and City Council needs to fully consider available data on the impacts of these signs before it permits any additional upgrades to static digital copy signs. Further, it was the goal of the sign by-law to reduce sign clutter in Toronto. The proposed by-law amendment would increase the number of sign faces on this sign and overall clutter in the area, not reduce it.

I urge the committee to reject the site-specific sign by-law amendment requested.

Sincerely,



Mike Layton
City Councillor
Ward 19, Trinity-Spadina

Figure 2: Before Photo and After Rendering – West Face

