

P629.4.21



December 3, 2013

Nancy Martins
10th floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2

Dear Councillor Milczyn:

RE: PG 29.4 Electronic and Illuminated Sign Study and Recommendations for Amendments to Chapter 694 of the Municipal Code (Ward All)

This is to request that the Planning and Growth Management Committee defer this item to allow for public consultation at the ward level on this controversial proposal that is of concern to our member Residents' Associations.

The move to expand the distribution of digital billboards has been subject to debate in cities across North America. Some have banned them and many, like Toronto, have restricted them to certain areas. In the wake of numerous applications for variances, the City is now considering changes which may represent a more coordinated and systematic approach to the approval process. However the substantive changes are significant, highly detailed and need to be understood in a land-use planning context. There needs to be time to consider the proposals at the ward level with input from individual members of Council and residents.

Yours truly,

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Cc: Jennifer Keesmaat, Chief Planner and Executive Director, City Planning Division
Alan Appleby, Director, Community Planning, North District
FoNTRA Representatives and Other Interested Individuals

The Federation of North Toronto Residents' Associations (FoNTRA) is a non-profit, volunteer organization comprised of 28 member organizations. Its members, all residents' associations, include at least 170,000 Toronto residents within their boundaries. The 28 residents' associations that make up FoNTRA believe that Ontario and Toronto can and should achieve better development. Its central issue is not *whether* Toronto will grow, but *how*. FoNTRA believes that sustainable urban regions are characterized by environmental balance, fiscal viability, infrastructure investment and social renewal.