

## SB8.2.3

**From:** [Signbylawunit](#)  
**To:** [Yvonne Davies](#); [sbc](#)  
**Subject:** FW: Proposed Electronic Sign at CP Overpass on Eglinton Ave East at Leslie  
**Date:** Tuesday, March 15, 2016 1:13:33 PM

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Good afternoon,

Respecting Agenda Item SB8.1, scheduled for the March 22, 2016 Sign Variance Committee Meeting, the following communication was received in our office.

Thanks!

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**From:** Al Howard  
**Sent:** March-13-16 4:21 PM  
**To:** Signbylawunit  
**Cc:** Rayomand Daroga; Gabriel Vasilie; Jan gmail; Councillor Jaye Robinson  
**Subject:** Proposed Electronic Sign at CP Overpass on Eglinton Ave East at Leslie

Thank you for forwarding a notice to the residents of 1101-03-05 Leslie St concerning an application

to erect a large electronic advertising sign just west of the CP railway overpass bridge on Eglinton Ave East near Leslie St. As the notice indicated that neighbouring resident opinions were of interest, I am pleased to advise the opinions shared by my wife Janice and I. We live at 1101 Leslie with south-facing windows and thereby would be directly impacted by the erection of this sign.

We are strongly opposed to the erection of such a sign. We feel it will be unsightly and take away from the natural beauty of the surrounding parkland area. It will create a lot of light pollution at night, again disturbing the otherwise largely natural surroundings and detracting from our view of the city at night. Due to the largely natural surroundings, such a monstrously large sign will create a striking visual distraction for eastbound vehicle operators in the vicinity of a very busy intersection on a heavily travelled arterial roadway with relatively high posted speed limits of 60 km/h. This will exacerbate the potential for collisions and cyclist/pedestrian injuries, and all the more so when the Eglinton LRT opens and creates further traffic management complications at this intersection and the LRT station to be erected there.

One of the crown jewels of Toronto is located at this site, Sunnybrook Park. Such signs are not in keeping with the intent and philosophy of parks and there is no good reason for the City of Toronto to set aside its existing sign bylaws to accommodate this proposed monstrosity in such a prime municipal oasis for purely private business interests. This park draws a lot of visitors and hence adds traffic to this area. Parkland aside, the proposal significantly exceeds many bylaw provisions which have been enacted with due consideration and diligence for good reasons and there is simply no public interest in exempting the proposed sign owners from them. Nor is there any need to create a bad precedent for other sign proposals that would surely follow, if this one gets approved. And why should we be putting public safety at increased risk?

Thank you in advance for denying the variance application from the third party.

Sincerely, Al and Janice Howard

