

From: [Coutinho, Tereza](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Monday, March 21, 2016 11:23:05 AM

To the City Clerk:

Please add my comments to the agenda for the March 22, 2016 Sign Variance Committee meeting on item 2016.SB8.2, Application by Outfront Media for One Third Party Electronic Ground Sign Near Eglinton Avenue East and Leslie Street (0 North York Row)

I understand that my comments and the personal information in this email will form part of the public record and that my name will be listed as a correspondent on agendas and minutes of City Council or its committees. Also, I understand that agendas and minutes are posted online and my name may be indexed by search engines like Google.

Comments:

I strongly oppose the building of this digital megaboard. As a West end Toronto resident I regularly experience the intrusion and hideousness of such billboards along the Gardiner Expressway and Lakeshore Blvd. We do not need this type of advertising polluting the Don Valley. Please keep the Valley as ecologically natural as possible by preventing the construction of large digital billboards such as those being requested by Outfront Media and CP Rail.

The Don Valley may be a major transportation artery, but it is also an important ecological feature of the City and there is no reason to further impinge upon wildlife that co-exists with us in our urban environment by adding unnecessary advertising to the corridor.

Sincerely, Tereza Coutinho.