

**From:** [Anna Mancuso](#)  
**To:** [sbc](#)  
**Subject:** My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee  
**Date:** Friday, March 18, 2016 10:44:02 AM

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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 am concerned about Outfront Media's proposed digital billboard facing Serena Gundy Park. Contrary to their assertion that this billboard will "improve the character of the area," I believe that it will diminish Torontonians' enjoyment of this public space. The park should be preserved as a natural space free of advertising, especially advertising that generates so much light pollution. Flashing digital billboards may be appropriate in the developed parts of the city, but not they should not be considered for public parkland.

Sincerely,  
A Mancuso