

**From:** [Cameron MacLeod](#)  
**To:** [sbc](#)  
**Subject:** My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee  
**Date:** Friday, March 18, 2016 11:34:49 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:

Members of the Sign Variance Committee,

Balancing the desires of business to advertise and the needs of our community for public space can be challenging, but in this case the situation is simple. The proposed sign is very large, very bright, very distracting to drivers, cyclists, and pedestrians, and it would shine directly into residential homes and directly into peaceful Serena Gundy Park at Eglinton and Leslie.

This area is not ripe for development in the direction this sign would be directed – as a major park ravine, it will never be developed. This sign would only ever shine on drivers, private homes, and soon the Eglinton Crosstown LRT stop.

Please reject this application. There may be places where a bright flashing 15-metre sign is appropriate, but this is certainly not one of them.

Sincerely,

Cameron MacLeod

Ward 29 resident who cycles, drives, and TTC's through this spot regularly.