

From: [Robin Buxton Potts](#)
To: [sbc](#)
Cc: [Councillor Burnside](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Friday, March 18, 2016 11:41:52 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 am a proud alumni of Northlea Public school, and a former cross country and track and field runner. I remember very fondly the many runs we took to Serena Gundy Park. Not only was this a fantastic introduction to physical exercise for a young girl, It was also my first introduction to the fantastic ravine and park system that makes our city so wonderful and unique,

I want to thank city staff for recommending against this proposal and urge the committee to refuse the application for this massive billboard.

One of the most amazing things about our parks is how they have the power to take you outside of the city. Within minutes of the downtown core, Serena Gundy park makes you feel like you are hours north of the city. A giant, bright, flashy billboard ruins that.

Add then you also have to consider the safety hazard of a billboard like this. What is the purpose of a giant billboard other than to distract drivers? As pedestrian deaths as a result of being hit by cars goes up, you have to question the logic behind these ads.

To the committee, I urge you to refuse this request. As residents of Toronto our green spaces, our safety and our peace of mind should not be compromised so that a private company can cash in.

This proposal is completely inappropriate in it's size, location and intent.

Kind regards,

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Robin Buxton Potts