

Leaside Property Owners Association Incorporated
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March 21, 2016

Yvonne Davies
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RE: SB8.2 Application by Outfront Media for One Third Party Electronic Ground Sign Near Eglinton Avenue East and Leslie Street

Dear Chair, Tracy Hamilton and Members, Sign Variance Committee

This is to express our strong opposition to the four variances requested in the above noted application. We have reviewed the Sign By-law Unit's analysis of the application against the nine criteria in the Sign By-law, and support the staff recommendations.

The staff report (dated March 16, 2016) finds that the proposed sign FAILS to meet the following criteria:

- Compatibility with the development of the premises and surrounding area,
- Support for the Official Plan objectives for the subject premise and surrounding area;
- Does not adversely affect the adjacent premises (therefore it DOES ADVERSELY AFFECT adjacent premises);
- Does not adversely affect public safety (therefore it DOES ADVERSELY AFFECT public safety) ;
- Does not alter the character of the premises or surrounding area (therefore it DOES ALTER the character);
- Is not contrary to the public interest (therefore it IS CONTRARY to the public interest)

With regard to the last point we strongly support the staff comment that “the people that work and live in the area surrounding the proposed sign are a valuable determiner in assessing the public interest”. As noted in the report, at the Pre-Hearing Consultation people spoke out against the inappropriateness of the location of the sign, primarily because of its proximity to parkland and to residences.

We add that the residences referred to in the report are the three Carrington condominium towers (1562, 1638 and 1813 Leslie Street) located in the NE quadrant of the Eglinton and Leslie intersection, west of the CP rail line, generally about 300M from the proposed sign location. However, we note that a development application for four towers with heights of 28, 29, 34 and 39 storeys for an additional 1,380 residential units has been submitted regarding the properties at 1087, 1091 and 1095 Leslie Street, located south of the existing Carrington Place development. This application is currently under review by

City Planning. It would appear that future residents in this development would be seriously affected, in fact more so, as they would be closer than the Carrington Place residents to the sign location.

In addition, the Scenic development located on the south side of Eglinton west of Leslie, which includes three towers with a total of about 1,200 units, is not referenced in the report. The third Scenic tower (the eastern most and closest to the proposed sign) is still under construction, and unoccupied. As such the future residents of this tower may not be aware of the visual issues that would await them if this application was approved.

We note the concerns raised by the Toronto and Region Conservation Authority (TRCA) in its communication, in regard to permits that would be required for the sign project, as it is within the TRCA's regulated area.

Finally, we note that representatives of CBS Outdoor Media made a presentation on an earlier sign application at this location to the March 5, 2014 meeting of the LPOA. At that time we indicated to Outdoor Media that we did not support the proposed application for an electronic sign, due to the parkland location, the brightness and frequent image-changes, and traffic safety concerns (distraction). The passage of time has only served to increase the number of residents likely to be negatively impacted, and reinforce our opposition to the proposed digital sign at this location.

Yours truly,

Geoff Kettel for

Geoff Kettel and Carol Burtin-Fripp
Co-Presidents

c,c . Councillor Jon Burnside
Councillor Jay Robinson
Terry West, President, DMRI
Ted Van Vliet, Manager, Sign By-law Unit
Joe Nanos, Director, North York Community Planning
Susan Smallwood, Manager, North York Community Planning