

From: [Jon Olson](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Sunday, March 20, 2016 7:55:08 PM

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:

These digital megaboards flood their surrounding areas with bright, flashing light, which is not appropriate in this location near one of Toronto's most cherished parks and bird habitat

Aside from the fact the this billboard is designed to distract drivers' attention from the road and aside from the fact that this sign will be visible from residential windows to the north and the west, the sheer proximity to the parkland should be enough of a reason to reject this proposal.

The fact that Outfront is even proposing this location, reveals that they have no appreciation whatsoever for the quality of life of our neighbourhoods.

Please reject this proposal and ensure we don't allow visual pollution to ruin our public spaces.