

**From:** [Trevor Norris](#)  
**To:** [sbc](#)  
**Subject:** My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee  
**Date:** Monday, March 21, 2016 11:42:38 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:

As a driver I am deeply concerned about the safety implications of screens along the key roads. It is distracting and dangerous. There is growing concern about distracted driving and resulting safety issues. Also, it is a blight on the landscape in the midst of beautiful scenery.

While I support a complete halt to this initiative, if it goes forward despite opposition I would request that all and any funds generated from this initiative go into a separate and distinct fund to support a clean up of the Don River. Perhaps this fund could be called "Billboards for the Don".

Furthermore, that the billboard corporation be held liable if there any traffic accidents within eyesight of the sign.

Thank you for your consideration  
Dr. Trevor Norris