

From: [Alice Barton](#)
To: [sbc](#)
Cc: [Councillor McConnell](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Monday, March 21, 2016 3:07:09 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:

I would love to come to this meeting however I will be out of town for work.

For all the reasons outlined in the March 16 staff report, and for all the reasons so thoroughly prepared by Dave Meslin on the Spacing blog (<http://spacing.ca/toronto/2016/03/18/meslin-digital-megaboard-proposed-west-don-park-corridor/>), I urge the Sign Variance Committee to refuse to grant the four requested variances that would allow a giant digital billboard in Serena Gundy Park. To call this proposed sign “static” is laughable. The design is intended to draw the attention of drivers, and the scene will change every 10 seconds.

Every variance from the Official Plan is just that: a deviation from what we as a city have decided for our future. Such deviations, in my view, must have a real public interest foundation, and billboards, well, they just don't fit.

I am a regular user of the Sunnybrook/Serena Gundy park playing fields and so have knowledge of this stretch of road and the neighborhood. It is no place for a mega billboard. Please accept city staff's recommendation to refuse these variances.

Thank you,

Alice Barton