

From: [Dennis Findlay](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Monday, March 21, 2016 7:10:45 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 have many concerned about Outfront Media's proposed digital billboard **Near Eglinton Avenue East and Leslie Street**

1. It will add light pollution to a green space and community which is inappropriate.
2. It will act as a distraction for motorists on the express ways and roads in the area.
3. It will detract from the local natural environment and be disruptive to the lives of not only the near by resident, but also the native animal and bird life that lives in the area.

I am pleased to see that the Chief Building Official has concluded:
that the requested variances are not compatible with the development of the area;
do not support the Official Plan objectives for the area;
will adversely affect adjacent premises and the character of the area;
may adversely affect public safety;
and, is contrary to the public interest.

I would like to thank you for the opportunity to express my thoughts on this application and sincerely hope that you will reject it with a warning to all similar applicants that they are not welcome to pollute our city with this sort of signage in similar type areas.

Sincerely

Dennis Findlay