

From: [Wulf](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Monday, March 21, 2016 7:30:02 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:

The application by Outfront Media to erect a massive video billboard at Eglinton and Leslie must be rejected. This colossal TV screen would face directly into Serena Gundy Park, one of the last relatively dark areas of central Toronto. The park is used by people for recreation, religious services, astronomy, sports and just enjoying nature, and being overlooked by a brightly-lit video display is incompatible with all these activities. As well, the park is inhabited by countless birds and animals, which could be disturbed by the 24-hour-a-day illumination even more than the area's human occupants.

Wulf Higgins