

From: [Murray Lumley](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Monday, March 21, 2016 10:00:22 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 agree with the recommendation to 1. Refuse to grant the four variances requested to §§ 694-24A(5), 694-25D(3)(a), 694-25D(3)(e) and 694-25D(3)(f) required to allow the issuance of a permit for the erection and display of one third party electronic ground sign described in Attachment 1 to the report (March 16, 2016) from the Manager, Sign By-law Unit, Toronto Building.

This massive digital billboard proposed by Outfront Media and CP Rail is planned to directly face Serena Gundy Park in the West Don park corridor. This is a place that I cycle and walk along the Don River and is a place of quiet beauty, a respite from the noise and busyness of the city. It would be a travesty to people to see this extremely bright sign as I have seen them elsewhere where they are impossible to ignore. I also think that such a bright object destroys the whole idea of nature. Have these companies or the City done any research on the effect on nocturnal animals?

Please refuse to grant permission for this ugly sign.

Sincerely,
Murray Lumley