



方卓怡 市議員 **Paula FLETCHER**

Councillor Toronto-Danforth

November 26, 2019

Chair and Members of the Sign Variance Committee
Toronto City Hall
100 Queen St. W

Re: SB5.3 Application for One Third Party Electronic Ground Sign at 400 Eastern

Dear Chair and Members of the Sign Variance Committee,

I am writing you today in regards to the application for a Third Party Electronic Ground Sign at 400 Eastern Avenue. I have reviewed the application, the staff report and the comments from local community members.

After careful consideration I am writing to express my agreement with the staff recommendation to refuse the variances and to echo the many concerns raised in the twelve letters you have received from residents in my ward.

The proximity of the sign to the residences on McGee Street and concerns about impacting the overall character of the neighbourhood were consistently brought up throughout all the communications as being concerning to the nearby residents.

I hope you will give serious consideration to the local residents who have written to you, and to the recommendations from City Staff.

Thank you for your time.

Sincerely,

Paula Fletcher
City Councillor
Ward 14, Toronto – Danforth
100 Queen St. W

CC: Interested Residents



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