

Councillor Anthony Perruzza

Toronto City Council
Ward 7: Humber River-Black
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Toronto City Hall

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May 5, 2023,

Re: Variance Request for Third Party Electronic Ground Sign

To the Chair and Members of the Sign Variance Committee:

As the City Councillor where the proposed electronic sign will be placed, I am writing to express my concern regarding this proposal. While I understand the importance of promoting businesses, I believe that the placement of the sign in this particular location will have a negative impact on nearby residents and others travelling through the area and therefore implore you to reject his sign variance application.

Firstly, I am concerned about the proximity of the sign to the nearby residential neighborhood. I strongly believe that this sign's placement could have adverse effects and disturb residents, particularly during nighttime due to the bright lights. Despite the sign's proposed nightly shut down at 11 pm, it could still pose a disturbance for a considerable number of evening hours, particularly during winter. It is crucial to consider the citizens' quality of life, and having this sign so close to their homes could compromise that.

Another significant concern with the proposed electronic sign is the safety hazard it could create for drivers and pedestrians. Given that the area is near a shopping plaza, a bus route, and is frequented by many pedestrians, the addition of another visual distraction has the potential to be dangerous.

In addition to the safety hazard, the proposed electronic sign could also contribute to visual pollution in an already visually busy area. An electronic sign with bright lights and flashing images would only add to the visual clutter.

Therefore, I urge the committee to consider these concerns and reject this sign variance application.

Thank you for your attention to this matter.

Sincerely,



Anthony Perruzza
City of Toronto Councillor
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