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February 12, 2001

Michael Feldman
100 Queen Street West, Suite A22
Toronto, M5H 2N2
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re: Sign Permit Application #500336741 (355 Wilson Avenue)

Dear Mr. Feldman,

I am writing you this letter in support of the staff recommendation to refuse the bylaw exemption by Moondance Capital Corporation. Mr. Edward Tipping clearly states in his Staff Report that the variance request would have a negative impact on the neighborhood and does not meet the intent of the sign by-law.

As a resident in North York, I feel strongly that outdoor advertising is a form of visual pollution that is not appreciated by the community. We should be taking steps to protect our public spaces from the proliferation of billboards in Toronto.

In a recent referendum question in the town of Oakville, over 85% of the voters said they didn't want ANY billboards in their neighborhoods.

It is unfortunate that there is little opportunity for public input during the process for a sign permit. If there were, I believe most billboards in Toronto would not exist.

Thank you for your time.

Sincerely,



Dave Meslin

Cc
Mario Angelucci, P. Eng. Manager Plan Review, North District
Francine Adamo, North District Committee Administrator