

## **Leaside Property Owners' Association Incorporated**

1601 Bayview Avenue  
P.O. Box 43582  
Toronto ON M4G 3B0

Roy Dzeko  
Stephen McGregor  
CBS Outdoor  
377 Horner Avenue  
Toronto, Ontario M8W 1Z6

9 March 2014

Dear Roy and Stephen,

First of all I'd like to express the LPOA Board's appreciation, and mine in particular, for your detailed and lengthy presentation to us at our March 5 Board meeting. We also appreciate Councillor Parker's having referred you to us.

It is always good to get a complete understanding of a proposal before reaching an opinion. While several of your details were reassuring, after much discussion the Board felt that there were more neighbourhood disbenefits than benefits. The negatives included the parkland location, the questions of brightness and frequent image-changes, and perhaps most of all such a sign's impact on drivers' concentration. We are all too aware of the dangers of distracted driving, and that particular stretch of Eglinton, between Brentcliffe and the CPR overpass, is a high speed area with much lane-changing. We are therefore unable to support your proposed application for an electronic sign at that location.

We wish you well in finding another more suitable site, and thank you again for attending our meeting and patiently answering all of the questions from our Directors and attending residents.

Yours,

Carol Burtin Fripp and Geoff Kettel,  
Co-Presidents, LPOA