



August 5, 2014

Honourable Steven Del Duca, MPP Vaughan  
Minister of Transportation  
3<sup>rd</sup> Floor, Ferguson Block  
77 Wellesley Street West  
Toronto, Ontario M7A 1Z8

**RE: Proposal for Third Party Ground Signs Located on Rail Lands Immediately Adjacent to Highways 401 and 427**

Dear Minister Del Duca,

The City of Toronto Council, at its July 8, 2014 meeting, approved the above noted billboards<sup>1</sup>. However, under provincial rules, currently no digital billboards are allowed near 400 Series highways. We consider this to be wise and appropriate public policy, due to concerns for driver distraction, as well as for aesthetic reasons. For such billboards to be installed would require special permission from yourself as Ontario Minister of Transportation.

In the spirit of ONTARIO - KEEP IT BEAUTIFUL - the slogan displayed on Ontario licence plates from 1973 to 1986, and in light of the threat to road safety that digital signs pose, we request that permission for digital billboards on the 400 Series highways continue to be withheld.

Thank you for your consideration.

Yours truly,

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Cc: FoNTRA-area MPPs

**The Federation of North Toronto Residents' Associations (FoNTRA)** is a non-profit, volunteer organization comprised of 28 member organizations. Its members, all residents' associations, include at least 175,000 Toronto residents within their boundaries. The 28 residents' associations that make up FoNTRA believe that Ontario and Toronto can and should achieve better development. Its central issue is not *whether* Toronto will grow, but *how*. FoNTRA believes that sustainable urban regions are characterized by environmental balance, fiscal viability, infrastructure investment, and social renewal.

<sup>1</sup> <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.PG34.8>