

**ATTACHMENT 8 -
SUMMARY OF COMMENTS RECEIVED THROUGH PUBLIC
CONSULTATION PROCESS**

Public Notification of consultation sessions included:

1. Press Release through Strategic Communications
2. Email notification to Business Improvement Areas (BIAs)
3. Email notification to 83 Ratepayer Groups
4. Email notification to approximately 200 Interested Parties - *individuals who provided comments with respect to the study prior to the public consultation sessions*
5. Email notification to all Councillors and the Mayor's office
6. Advertising public consultation sessions, sign study website and email address in local Newspapers

Public Consultation Sessions 6:30pm -9:00pm:

- North York District Public Consultation, September 23, 2013
- Etobicoke York District Public Consultation, September 24th, 2013
- Toronto East York District Public Consultation Session, September 25, 2013
- Scarborough District Public Consultation Session, September 26th, 2013

Stakeholder Consultation Sessions:

Included representatives from the Sign Association of Canada, Out-of-Home Marketing Association of Canada and Local Public/Open Space Advocacy Groups

- August 16th, 2013
- August 19th, 2013 (2 sessions, one morning and one afternoon)
- September 20th, 2013
- September 27th, 2013 (2 sessions, one morning and one afternoon)

SAMPLE OF GENERAL FEEDBACK RECEIVED VIA EMAIL

<p>I don't disagree with illuminated signs as long as they do not interfere with a person's visuals while driving. I think that flashing lights would interfere with someone's ability to operate a vehicle. Otherwise I think they are very attractive.</p>
<p>Great idea to have them lit up but not flashing! Thanks for letting us have some input!</p>
<p>Billboards should be restricted from view on the Gardener expressway, especially moving signs. What a traffic hazard!</p>
<p>I think illuminated billboards are great in commercial areas. They give the city character</p>
<p>Generally speaking signs on major highways such as Gardiner should have a free hand as much as possible. Signs on main streets such as Yonge and Bloor, likewise. Residential streets should have no signs</p>
<p>Any kind of billboard should be taken down and none put up. They are a big distraction and usually no one reads them. They are just an eye sore and make buildings look run down.</p>
<p>In our sincere opinion we think illuminated would be acceptable. We further believe that electronic would not be acceptable as people will use these signs as excuses for poor driving. We trust this is the response requested.</p>
<p>I think that flashing signs have their place in places like Dundas Square, but not where they are a distraction to drivers or a nuisance to neighbourhoods.</p>
<p>Minimizing signs along the highway reduces distracted driving. Landscape art like along the Gardner help to maintain property. Minimizing the signs at night reduces electric usage.</p>
<p>It seems to me that most lighted advertising billboards could be turned off from perhaps 10.00 pm until 7.00 am in order to preserve energy. They will still be seen for the hours that most people are out and about. However, public buildings such as hospitals, hotels, police stations would have to remain lit at night.</p>
<p>I don't have anything against electronic signs in commercial sections of the city but would not want them anywhere near residential sections of the city. Of course, not too big, not bad taste etc.</p>
<p>I like some billboards, but please don't allow more LED boards and add to the already terrible light pollution we have in Toronto. Wish my kids could see the stars...</p>
<p>I do not want to see flashing, illuminated signs. They are dangerous for drivers especially along the Gardiner Expressway and when they are in residential areas the signs are not allowing residents to enjoy their homes. This is very true for condo residents, many of those signs are in direct view of their windows. Please do something to tone this down, or just leave in in one area of the city like New York's Times Square.</p>

I am NOT in favour of these illuminated signs and billboards! When driving they are a huge distraction especially on the highways (CNE area for example), in the downtown core especially around the Yonge and Dundas area, and living near one, they are way too bright. We would be VERY happy for them to disappear. I think companies have enough venues to advertise their products without being a nuisance to the rest of us!

I hate illuminated billboards! It's just one more source of wasted energy.

I would not like to see billboards lit up in Toronto or the GTA. There are enough distractions when driving without having a bunch of lights flashing around me.

I think very bright, flashing signs present a real traffic hazard, especially on our highways. For example, I find the illuminated signs on the Gardner Expressway very distracting, verging on dangerous. I don't object to lighted, fixed signs. Just the newer, very bright signs whose messages change. Time to get rid of them before they cause serious traffic problems.

I would just like to make 1 comment about illuminated billboards. Flashing billboards are distractions to drivers. Their movement causes the eye to naturally leave the road. When billboards are lit, if they are bright they can also reduce road safety. I welcome any bylaw that reduces these hazards for motorists and pedestrians.

I have no problem with illuminated billboards. Most would add a little colour and personality to a lot of neighbourhoods and industrial location. I do have a problem with "flashing" signs. I believe that they would pose a significant distraction to passing motorists.

I would like to express my opinion regarding the illuminated billboards. I am against this type of signage anywhere near residential areas or main streets like Finch Avenue etc. Not only does this type of signage degrade the neighborhood my son has epilepsy and one of the triggers are flashing lights. This type of sign if flashing could trigger a seizure. Please consult with neurologists regarding this matter before thinking about installing these signs. This is not Las Vegas and I do not want to see these types of signs installed.

I think that illuminated signs that are positioned alongside the Gardiner Expressway are extremely distracting to drivers. I for one think they should not be allowed in that particular setting. They are especially distracting at nighttime. I think they should be removed.

Yes. They are good for the city. They add colour and glamour.

Please include in your report: Animated signs are intended to attract a viewer's eye. They should not be in the line of sight of vehicle drivers who should have their eyes on the road. If I can't mount a TV on my dashboard, why can advertiser's mount TVs beside roads and expressways? I would like to see the data that shows animated signs don't distract drivers at all.

Dear members of council, please protect our night sky, and the beauty of the city, from overly garish illuminated signs.

Illuminated -- especially flashing -- billboards are an eyesore and distraction, and the city would do well to restrict, if not ban outright, their use in Toronto.

Hello there, We do not want lit billboards in our neighbourhoods. Along the Gardiner makes sense. But anywhere else, the light pollution is unacceptable.

I am against electronic billboards--not only do they contribute to light pollution but I don't understand when drivers aren't allowed to distract themselves with handheld devices why advertisers are allowed to distract them with rapidly changing signs.

There are enough billboards along the Gardiner and in Dundas Square. We don't need more. They are not only a distraction to drivers, they are ugly and make the Toronto skyline look even uglier. Please don't put up any more. Thank you.

Yes lighted signs would be good- light up the city as well as offer advertising. Not flashing though- they can be distracting.

Regarding the possible increase in LED lighted billboards. As i have driven along the Gardener in Toronto, I have found that I'm almost blinded by these billboards. It is extremely hard to concentrate on driving with these attention-demanding units so bright. My husband and myself ask that Toronto and the GTA do not approve any more of them, AND lower the light level PLEASE of the existing ones. Plus these boards unnecessarily increase Light Pollution.

Hi, I'd like to add my voice to the growing number of people who do not want more digital billboards in Toronto. The 2010 bylaw should be properly enforced and not changed or worked around; they should not be allowed in commercial and employment districts. I firmly believe these signs bring no value to the city and detract from our ability to focus on all the things that make a city great - safe commuting, interesting architecture, the natural environment - and each other.

I do not support allowing LED signage to be permitted in all commercial areas. It is distracting to drivers, causes light pollution, and should be restricted to designated central/tourist areas such as the Yonge/Dundas square.

RESPONSES TO SPECIFIC QUESTIONS FOR EACH SIGN TYPE RECEIVED AT PUBLIC CONSULTATION SESSIONS:

Illuminated Signs

General Comments

- Far from the residents like a km.
- There are a lot already.
- Please do not allow signs to project brightness/light /colour/flashing into homes.
- Too already; definitely not more of the large moving display types.
- Already too many in residential areas.
- Why do we need anymore? Should be a limit to party signs and the brightness should be a primary concern. There's no talking about the insidiousness of advertising generally. It's not about the signs themselves but about the content.

Where do you think these signs should be permitted? Why?

- Any place but residential
- Everywhere as there is missed revenue opportunity.
- Store front signs
- Commercial sections.
- Preferably in all sign districts for best visibility and for finding business locations
- C, CR, E, I
- C, CR, E, I sign districts where an operable business is located.

What aspects of this sign type do you think should be regulated? What should the requirements be?

- The brightness.
- The lettering and wording.
- Brightness.
- Time of operations
- Brightness levels
- Current regulations appear to be adequate.
- Size of sign.
- Placement
- Setback Ground sign.
- Size based on unit area.
- Illumination (based on location and when business is open)
- Height (for free standing signs)

How do you think this sign type could be made more compatible with it's surroundings?

- Digitize them
- No problems.
- Architectural designs
- Not temporary signs.
- Controlling size of sign
- Controlling material of sign Specialty districts.
- They are compatible – as they are surrounded by other businesses.

Readograph Signs

General Comments

- No!
- Please no more.
- The single colour led text irritating to look at and focus on and think the more modern high def. signs make them primitive in comparison. This is the big city and I forward to an evolution of sign technology to make us a more enticing tourist destination. It isn't good to be shining into people's bedrooms but a steady flow of business being attracted to keep the city you end up with an unwelcome darkness. Perhaps signs could be used to illuminate sidewalks and streets and for free.
- Ok with me. Information not offensive.
- Objectionable in residential areas.

Where do you think these signs should be permitted? Why?

- Any place except residential zones
- Schools, anywhere really to share information messages. i.e. traffic updates.
- Churches.
- Institutional
- Where appropriate. Those signs are significantly safer than manual readographics
- I, C, E, CR
- Any business would benefit from these signs and should be given opportunity

What aspects of this sign type do you think should be regulated? What should the requirements be?

- All
- Brightness.
- Brightness Levels
- Size of Text
- Size of signs
- Easier to read
- Size is currently regulated. Length of message being displayed on max. 5 metre squared board not be appropriate and not be large enough to give ease of readability. Be appropriate to have more discretion over size of sign and permit more area where required.
- Message Duration 180 seconds?
- Motion limit
- Intensity – should be regulated based on ambient light.

How do you think this sign type could be made more compatible with its surroundings?

- Not applicable.
- Not a problem to install so no compatibility problem.
- No trailer mounted temporary signs
- The signs compatible as it forms of the overall sign

Projected Image Signs

General Comments

- Please No.
- I think abstractly artistic projections such as the that Swiss artist cas on the Washington cathedral are cool and bring life to a city. I would avoid seasons when birds are migrating however, Ideally have the work vetted for it's tastefulness.
- No objection when coupled with artistic presentation.
- Ok for Luminato/Nui Blanch type events, if an intrgral of the art exhibit. Unacceptable for commercial display.

Where do you think these signs should be permitted? Why?

- Commercial.
- On buildings, downtown, and for special events.
- In downtown areas such as main squares on special permits only. They should not be allowed in any other areas.
- No comment on these as they are currently not of our business.
- Down town C zone.
- Dundas Square.
- Limited engagements or special events

What aspects of this sign type do you think should be regulated? What should the requirements be?

- Not applicable.
- Location.
- Placements
- Size of projected area
- Time of night

How do you think this sign type could be made more compatible with it's surroundings?

- Not applicable.
- Not very valuable, seem like it inconvenience / nuisance.

Electronic Moving Copy

General Comments

- Absolutely not!
- Yes! You're missing out on revenue.
- Whom do they benefit? I'm not seeing an upside.
- I have a city street light that shines into my condo. At it was irritating but now I am used to it. If an institution or place of worship resides or borders in a residential zone, I would permit more advanced signage to be installed as long as the more glitzy functions are disabled for the time being.
- No! Please. As if we aren't distracted enough while we're driving.
- Every where because their increased presents open opportunity for enhancing safety awareness, and advertising opportunities to generate revenue for the City.

Where do you think these signs should be permitted? Why?

- Any place. They are a driver distraction.
- Any where in the commercial area except the locations close to or next to the highway such as the Gardiner or the 401. Motorists tend to be distracted by the signs like these types of signs.
- Special Events. City core.
- Regulate the amount of motion / when motion is allowed.
- No effects for transitions.
- One of the problems is the sign code – schedule A maps categorizes homes (i.e.) condos) in Liberty Village as in an Employment District rather than a Residential District.
- Signs and lighting shouldn't be allowed to shine into homes (so nowhere near residential homes) especially if it's bright and flashing.
- Continue with current restrictions.
- Commercial use and Third Party
- Primarily pedestrian areas for least driver or other distraction.

What aspects of this sign type do you think should be regulated? What should the requirements be?

- What is displayed and servicing the sign.
- Any bright large illuminated and moving signs be regulated. Requirements: away from high or busy streets.
- Large signs over 10' should be regulated.
- Integrate with lights?
- Measure brightness!
- If a flashing sign can light up the interior of my home it shouldn't be allowed.
- Architectural design
- Not only pole mounted

How do you think this sign type could be made more compatible with it's surroundings?

- By getting to the community.
- They can be made compatible by limiting their size, brightness and location(to ensure there's little distractions to motorists on busy streets or highways)
- Police all signs ask residents if a sign is a problem.
- Brightness level regulated at night

Electronic Static Copy Signs

General Comments

- Too distracting.
- The studies show they're dangerous.
- Please no more visual pollution.
- "Separation distance" doesn't seem to address "visibility from" i.e. because it's 60m from a residential district doesn't mean it won't bother residents at home.
- No Diff from existing billboards
- No more signs!
- Too bright. Too distracting. Visible from far away. Disruptive and dangerous.
- Gardiner signs a distraction to drivers. I would like to see them removed.
- Yonge and Dundas Square
- C, E

Where do you think these signs should be permitted? Why?

- Everywhere as they become of the scenery and generate revenue.
- In residential areas. Time of operation.
- Only main arteries away from residential neighbourhoods.
- E, C, CR sign districts. These districts cover most businesses or commercial archives.
- C, CR, E, I
- Message duration
- Motion
- Intensity – should be regulated based on ambient light.

What aspects of this sign type do you think should be regulated? What should the requirements be?

- Brightness
- Provide an opportunity for a graphical image which represent a business than text, especially for non-English language peoples.
- Regulate size and location of sign plus possibly brightness.
- Placement from R zones.
- Integrated with area – consulting with planning

How do you think this sign type could be made more compatible with it's surroundings?

- Replace traditional billboards.
- Encourage sympathetic surround for the sign.

