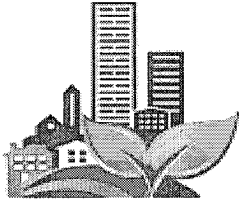


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Bay Cloverhill Community Association

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Monday, December 2, 2013

Planning and Growth Management Committee
Toronto City Hall
100 Queen Street West
Toronto ON M5H2N2

Re: Request for Deferral of changes to Zoning By-Laws applying to Digital Billboards in Toronto

Dear Committee Members:

The Bay Cloverhill Community Association strongly supports deferral of the decision regarding the expansion of permitting of digital billboards in Toronto until further study can be completed.

The BCCA contends that the Planning and Growth Management Committee is responsible for a complete and full assessment of the social and physical impacts of these billboards on the populations of the residential communities into which the billboards are likely to be located. It is not responsible or appropriate for the Planning and Growth Management Committee to approve such a far-reaching increase of these billboards simply because there is a large demand as noted by the numerous applications for variances to the digital billboard by-laws.

The move to expand the distribution of digital billboards has been controversial and subject to debate in cities across North America. Although some cities have placed an outright ban on digital billboards, the City of Toronto has restricted them to two specific areas (the west Gardiner and Yonge Dundas Square).

The billboard by-law subject matter is technical and the changes once made will be hard to reverse. The draft zoning by-law has numerous proposed changes. With so many changes to signs, it is not possible to fully understand the impact without careful study. There needs to be time to consider the proposals at the ward level with input from individual members of Council. The diverse impacts of these lights is squarely the responsibility of the City of Toronto. The diverse effects of these lights on physical and mental health are also the responsibility of the City of Toronto.

The BCCA recommends deferral to allow more time for consideration of the proposed changes.

In closing, we add, a decision in favour of digital billboards in single detached residential communities would not be tolerated and perhaps NEVER be considered. We ask why such a possibility would be considered for communities where hundreds of thousands of families residing in residential condominiums will be affected. Is this not a wrong and poor decision, based on economics rather than good planning?

Respectfully,

Rick Whitten-Stovall, BCCA President

Cc: Councillor Kristyn Wong-Tam, Ward 27