

From: [Caroline Hill](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Monday, March 21, 2016 11:25:51 AM

To the City Clerk:

Please add my comments to the agenda for the March 22, 2016 Sign Variance Committee meeting on item 2016.SB8.2, Application by Outfront Media for One Third Party Electronic Ground Sign Near Eglinton Avenue East and Leslie Street (0 North York Row)

I understand that my comments and the personal information in this email will form part of the public record and that my name will be listed as a correspondent on agendas and minutes of City Council or its committees. Also, I understand that agendas and minutes are posted online and my name may be indexed by search engines like Google.

Comments:

It is outrageous that the City of Toronto is allowing digital signage to proliferate our neighbourhoods. Digital billboards are visual pollution and invade resident's personal space as the advertising is NOT static and blasts through people's windows during the day and at night. These proposed billboards serve as a vehicle to generate money, and do not consider its residents in the process or upon implementing them across Toronto. A city's first priority should be to serve as a safe, happy and productive place for its residents, and it currently seems as though the residents are secondary. An open and honest conversation needs to happen between the City, its residents and the billboard industry to come to a reasonable compromise.

Caroline Hill