

From: [Robert Ruggiero](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Monday, March 21, 2016 11:29:05 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:

Dear City of Toronto,

Allowing more digital billboards in Toronto is dangerous for all users and provides no public benefit. The safety costs are high; digital billboards are designed to distract drivers. Even "static" digital billboards are exceptionally bright and steal the driver's attention. I drive the Gardiner Expressway everyday, and the size, brightness, and changing nature of these large digital signs are a major distraction. Even if it was not digital, it is still a distraction. I do not live in this immediate area, but this is an issue much larger than the local context.

Serena Gundy park, and the Wilket Creek is part of the iconic natural heritage and cultural landscapes of Toronto. We are a city of lush ravines, where we can escape the stresses of urban life. It's a space that we all share. Adding visual clutter like this proposed sign risks the quality of life for everyone. Major world class cities are moving away from adding additional billboards, and greatly limiting them instead.

Finally, this would create a terrible precedent for our city. This would open the floodgates to allow more visual pollution along all our busy corridors.

Sincerely,

Robert Ruggiero

