

From: [alderdice](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Monday, March 21, 2016 11:40:51 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:

The problem with billboards is they don't contribute to beauty or knowledge in any substantive way. Take a gander at places where billboards are outlawed, such as the state of Vermont. Does Vermont suffer for this ban? Are its citizens the poorer for it? Do businesses uproot themselves and seek other places with more liberal rules? I don't hear anyone argue this is the case. In fact Vermont is a lovely place, with a high standard of living and a well-educated population. Vermont's given us Ben and Jerry's Ice Cream, and Cabot Cheese, and Zutano children's clothing. It's given us the Bread and Puppet Theatre, Howard Dean and Bernie Sanders. Instead of jails, Vermont builds libraries. Hooray for Vermont! Hooray for bans on billboards!

Please just say "no" to the erection of a giant pixillated billboard, here or anywhere in the beautiful province of Ontario.

Jacob Alderdice,