

From: [Kyle Miller](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Friday, March 18, 2016 7:23:17 PM

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: In a dense city like Toronto, electronic signs do far more harm than good. Whether distracting drivers (video is not a requirement for distraction; sheer brightness will suffice), shining into the windows of residences and offices, or contributing to the chronic and worsening problem of light pollution, electronic advertisement billboards are a blight on the design of our city. This proposal is particularly insulting given its proximity to a natural area, and represents nothing but greed on the part of the proponent. Please refuse the proposal, and all others like it.

- Kyle Miller