

From: [Juliet Palmer](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Monday, March 21, 2016 1:33:10 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:

I strongly urge members of the committee to support City staff's recommendation to prohibit the proposed Electronic Ground Sign. Electronic billboards flash a new advertisement every ten seconds causing visual disruption and light pollution which affects residents, park-goers and wildlife. The affected area would reach a kilometre away. The proposed location is especially egregious given its proximity to park land. Green space supports the physical and mental health of city residents, as well as providing habitat for birds and other wildlife. The last thing people want to see when finding refuge in nature is yet another electronic billboard advertising. I don't think birds would be particularly impressed either. On top of this, the whole purpose of an electronic billboard is to attract the attention of drivers on nearby roads, decreasing traffic safety and increasing the risk of collisions.

I thank committee members for upholding staff's recommendation to prohibit the proposed sign and to protect the quality of this neighborhood.

Sincerely,

Dr. Juliet Palmer

