

From: [Keith Nunn](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Monday, March 21, 2016 12:41:23 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:

Electronic signs are intrusive enough in a street environment. They should not be permitted in such proximity to parkland.

Further, most outdoor advertising offers little or no benefit to the passing public and I believe it is time to start reducing their numbers. Online advertising and radio and television and magazine advertising pays for content. Outdoor advertising simply intrudes on public space and mental space and offers no value in return to anyone but the owner of the sign. There should be more restrictions on outdoor advertising, not less.

Keith