

From: [Doug Lee](#)
To: [sbc](#)
Subject: My comments for 2016.SB8.2 on March 22, 2016 Sign Variance Committee
Date: Monday, March 21, 2016 1:17:16 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 am submitting this email to register my objection to the proliferation of large "in your face" billboards. They have come a long way since they were statically illuminated with three or four incandescent bulbs at night and not at all in the daytime. At night, they blended in with the streetlights and the message was visible to interested parties without being overly intrusive. The present technology is anything but with the potential to keep nearby people awake at night with bright flashing lights. This is reminiscent of a flashing neon sign keeping the bad guy awake in a cheap hotel in a cheap B rated movie. Do we really want this in our fair city?

Thank you for considering my views on this issue.

Doug Lee
M5C2J1

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.