

Subject:
Attachments:

FW: Digital Billboards Proposal
Digital Billboards.docx; ATT00001.htm

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| Communication |
| COUNCIL: May 23/18 |
| FAA Rpt. No. 5 Item 6.17 |

From: Pina Sacco [REDACTED]

Date: May 22, 2018 at 10:06:24 PM EDT

To: Todd.coles@vaughan.ca

Cc: tony.carella@vaughan.ca, "Cardile, Lucy" <Lucy.Cardile@vaughan.ca>, Maria Verna [REDACTED]

Subject: Digital Billboards Proposal

Good evening Mr. Coles,

Please find attached a letter from the Village of Woodbridge Ratepayers Association in regards to the proposal for the leasing of City lands to a third party for the purposes of erecting advertising billboards.

Our association is requesting that a decision regarding this proposal be deferred until public consultation has been held. In the attached letter we outline the reasons why we believe that the proposed billboard locations in our area are unacceptable and merit public input.

We trust that you will share our concerns with Council.

Respectfully,
Pina Sacco

Tuesday May 22, 2018

Todd Coles
City Clerk
Vaughan City Hall, Level 100
2141 Major Mackenzie Dr.
Vaughan, ON L6A 1T1

Dear Mr. Coles,

RE: Deferral on Decision re Digital Billboards

It has come to our attention that the Chief Corporate Initiative and Intergovernmental Relations recommends that council approve the lease of City lands to a third party for the purpose of erecting advertising signs.

As the president of the Village of Woodbridge Ratepayers Association I would like to state on behalf of the residents that they are vehemently opposed to the City leasing the proposed lands at Hwy #7 between Martin Grove Rd. and Kipling Ave as well as 5020 Hwy #7 at Islington for the reasons below:

1. these are high traffic areas where accidents occur frequently, including pedestrian mishaps, and additional diversions and distractions will only increase these mishaps;
2. While the City owns the lands the signs will block or interfere with existing historical and natural sites (ie Woodbridge Memorial Area) further devaluing the community feel of the Village of Woodbridge;
3. The City already has an electronic board at the Woodbridge Memorial site which displays pertinent City-related information;
4. City sponsored digital boards should be used to communicate to the residents pertinent information related to Vaughan events, news, etc., not to promote private interests and consumerism;
5. No clear indication is given as to what type of advertising will be displayed on the boards (which goods and services), if these advertisements are meant to promote local, provincial national, international private interests, and how City will decide what type of goods, services are to be advertised;
6. The proposal states that the City land is to be leased across a 15 years period and we find that this is an excessive period of time, as the City and its residents will have lost control over this parcel of lands for an unreasonably long period of time

7. No public consultation occurred in the discussion of the proposed sites or the lease of City lands, the residents already feel neglected and uninformed of decisions that affect them directly. The community expects open and public discussions regarding decisions that

As a representative of the community, I am requesting that a decision be deferred until there is open and public discussion about the above proposal so that City Council can hear the concerns of the residents. City Councillors need to consult with their residents to determine whether approving these advertising billboards and their locations are viable, and is what the community wants.

Respectfully,

Maria Verna,
Village of Woodbridge Homeowners Association
President