



**Input to Sudbury Sign By-Law Review:**

January 31<sup>st</sup> 2018

Our main concern is the proliferation of large electronic advertising billboards within the city on main thoroughfares.

Unlike “regular” billboards these electronic versions are a particular distraction to motorists due to their high levels of illumination and changing messages. Except for messages of only a few large words it is virtually impossible to “absorb” the content. Besides drivers even passengers experience this difficulty.

Due to their location in high traffic areas the distraction causes motorists to divert their attention from the roadway which even for a few seconds can potentially result in a collision.

The sign located in the vicinity of Bell Park is of particular concern being located above the line of sight and on a curve, requiring motorists to look up and away from the roadway.

**We would recommend the following:**

At the end of the licencing period for each location the signs be removed.

Before this takes place to limit the light intensity of these signs.

Before this takes place to limit the content of the messages to the amount that can be read with just a glance – few words and no distracting images and the message remain on the screen for a longer period.

**John Lindsay – director – Sudbury Citizens for Safety – 705-507-6037**