



May 9th, 2012

City of London
300 Dufferin Avenue,
London, ON.

**Chair and Members
Civic Works Committee**

RE: 210 day restriction on banner signs

Many of our Landlords and Property Owners have requested support in the opposition to the proposed 210 day restriction in the Downtown.

It is the view of the LDBA that the 210 day removal is an unacceptable control which will seriously limit the ability of property owners to lease and attract new tenants.

The proposed by-law seems to affect all banners and signs in the Downtown, which we assume was not the intention.

We feel there should be a coordinated effort between the City's Urban Designer, Downtown London and Property Owners to work out a better solution for all. However, we do understand there may be other areas that may need to be reviewed. Our comments today are specifically related to the 210 day issue.

Yours truly,

DOWNTOWN LONDON

A handwritten signature in black ink, appearing to read "Robert T. Usher".

Robert T. (Bob) Usher
Chair LDBA

A handwritten signature in black ink, appearing to read "Janette MacDonald".

Janette MacDonald
Executive Director