

ATTACHMENT 5: SUBMISSIONS FROM OTHER PARTIES TO THE HEARING

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] 40 Humewood D.
Date: January 6, 2025 11:03:04 AM

Please note that the residents at [REDACTED] Humewood Drive, [REDACTED] family) are opposed to the variance for the sign at 40 Humewood. Drive. It is out of scale and does not relate to the neighbourhood. It was erected without public consultation and the lighting and size are distracting and unsafe. This is to be submitted by January 19. Thank you.

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] 40 Humewood Drive (24-232466)
Date: January 9, 2025 12:05:21 PM

I strongly oppose to the new sign which does not comply as per 694-21.A(4)(g)(2), a R-Residential.
Please accept this as my opposition.

Thank you.

[REDACTED]
[REDACTED] Humewood Drive

Sent from my iPhone

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] 40 Humewood Dr. (24-232466) – Sign Variance Application
Date: January 16, 2025 9:24:20 PM
Attachments: [image.png](#)
[image.png](#)
[image.png](#)
[image.png](#)
[image.png](#)

40 Humewood Dr. (24-232466) – Sign Variance Application

To whom it may concern:

I am a neighbour to 40 Humewood Drive. I object to the above sign variance application.

The sign is a dangerous distraction to drivers and poses a significant risk to traffic and neighbourhood safety. **This large sign with its multi-coloured digital display is in the middle of a blind, sharp reverse curve in the road.** Because of where the sign is located drivers can only see it as they navigate the curve. Drivers' attention should not be diverted for even the briefest moment when they navigate a blind curve.

This sharp reverse curve in Humewood Drive has had multiple traffic accidents in the past. Some of these accidents were multi-vehicle.

The risk of injury resulting from distraction caused by the sign is compounded because:

- the sign is located just before pedestrians, hidden by the curve in the road, cross the road because the sidewalk ends
- the owners of 40 Humewood Drive operate a day-care centre on the property. Parents who drive their kids to the daycare back out of the private lane onto Humewood Drive just metres south of the sign
- the sign is across from a park with a playground
- the street is used by elementary school children who attend Humewood Community School which is just up the road from the sign.

I marked up the Google Map below to show the Chief Building Official where the sign is located on the "S" curve and how it poses a risk to traffic safety:





The photograph below shows how the sign is at the middle of the blind, sharp reverse curve. The photograph was taken from the park across the road. It shows how close the sign is to the driveway where the daycare parents back out of, how it is in the middle of the tight reverse curve and where the sidewalk ends.



I also object to this application because the sign adversely affects nearby residences. It shines directly into the front of nearby homes. The photographs below show how the sign directly faces into the front of homes to the east and west:



The above photograph also shows how close the sign is to the driveway used by the daycare parents.



The above photograph, in addition to showing how the sign shines into the residences on the east side of the road, shows how close the sign is to the road and how close it is to where the sidewalk ends.

The Sign By-Law requires sign owners to turn off illuminated signs from 9 p.m. to 7 a.m. During the winter, sunrise can be close to 8 a.m. and sunset can be as early as 4:40 p.m. The sign at 40 Humewood Drive, if illuminated, will cause light trespass into nearby residences for up to 5 hours a day during the winter months.

I object to the application because the sign is incompatible with the premises, its history, and the surrounding area. "Humewood House" is a historic residence. The neighbourhood is named after it. The house is almost 100 years old. A multi-coloured digital display is aesthetically inappropriate and historically incongruent. "Humewood House" for decades housed young pregnant women who were isolated, abused and/or socio-economically disadvantaged. Many unwillingly gave their newborn children up to adoption. A flashing multi-coloured digital display does violence to the memory of the pain these women and their children suffered. The sign is aesthetically, historically and morally insensitive.

The property had a sign which was in keeping with the property's history and the surrounding neighbourhood. The property owners removed that sign when Sign By-Law Unit Enforcement Officers told them that having two signs violated the Sign By-Law. Interestingly, page 4 of the Abiona Centre's 2024 Annual Report shows the now removed sign in front of the property, not the one for which they seek variance:



Humewood

located in the quiet Humewood neighbourhood, Humewood Campus (formerly Humewood House) dates back to 1912, when it was occupied by a group of women from St. Thomas Anglican Church as a home for unwed mothers. Today, it offers a variety of services and programming to support young mothers and their children, including educational programs, transitional housing at 55-57 Humewood Drive, mental health support, and childcare facilities. Home to our Success in Employment for Adolescent Mothers (SEAM) program, Humewood Campus offers access to a Job Coach and a Job Developer to teach young mothers essential workplace skills and help them gain real work experience.

1900 Sheppard

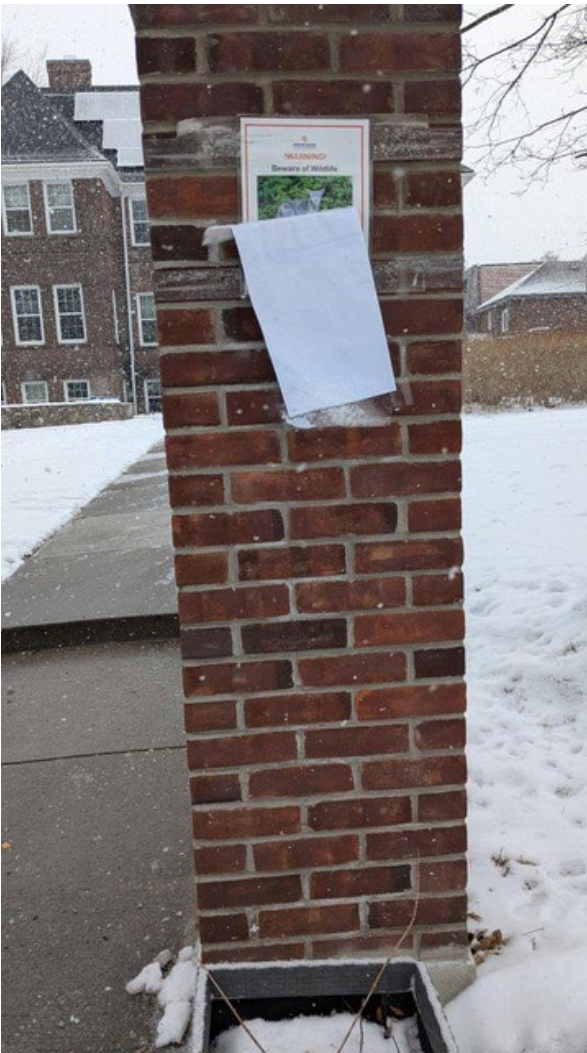
1900 Sheppard is a community of young mothers located near Jane and Sheppard in collaboration with Toronto Community Housing Corporation (TCHC). This campus provides 27 rent-geared-to-income units, 12 one-bedroom units and 4 two-bedroom units to young, homeless or underhoused mothers. Young mothers can stay at 1900 Sheppard for up to four years, during which they will participate in case management, monthly tenant meetings, quarterly service plans, and workshops.



6. ABIGAIL CENTER - 2023-2024 ANNUAL REPORT

This excerpt from Abiona's annual report shows how a sign can enhance a property and its neighbourhood. Unfortunately, it also shows how the property owners have acted in bad faith when it comes to issue of erecting the new sign and asking for this variance. Instead of removing the old legal sign, they should have removed the new illegal sign. Allowing the property owners to keep the new sign with its digital display is contrary to the public interest.

It is also contrary to the public interest to allow this variance because the owners of 40 Humewood Drive did not publicly post notice of their application according to the Sign By-Law. The owners were supposed to publicly post notice of their application for no less than 30 days before the City's consideration (694-29.C), January 19 being the last date to provide comments. They did not. They first posted notice on January 9, 2025. As the photograph below shows, by January 16, 2025 the notice was no longer visible.



Full notice to the larger community was vital because of the recent postal strike. It is contrary to the public interest to allow a variance application when applicants disregard the notice requirement thereby risking The Chief Building Official from receiving full public comments. The posting requirement is fundamental to civic discourse which is essential to the fabric and shaping of our City.

Finally, please send me a copy of the Chief Building Official's decision on this sign variance application once it is available. Please also send me a copy of the owners' appeal if one is filed.

Yours Sincerely,

[REDACTED]

[REDACTED] Humewood Drive
Toronto, On [REDACTED]
Canada

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] 40 Humewood Dr. (24-232466)
Date: January 20, 2025 8:04:49 PM

Hello,

My name is [REDACTED] and my family and I reside at [REDACTED]

The sign at hand, which unfortunately, has already been erected, is a too bright and too commercial looking for this older, Toronto residential neighbourhood.

In an effort to preserve the peaceful feeling of the winding street, and in congruence with the architecture of the homes, the Abiona Centre's sign should "fit in" .

With its bright and moving lightboard, not only does it not "fit", it also interferes with our enjoyment of the neighbourhood,, which our family travels by foot multiple times each day.

In short, we are opposed to this proposed sign variance.

Sincerely,

[REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] 40 Humewood Dr (24-232466)
Date: January 23, 2025 4:38:20 PM

I received this notice on January 23, 2025.

The postal strike seems to have delayed its delivery.

I live on Wychwood Ave and oppose this sign.
With the exception of St Clair Ave, it is a neighbourhood of mixed residential housing..
There are no other electric signs in the neighbourhood and this is going to be a distraction.

Christmas trees and seasonal directions are universal celebrations.
Everyone enjoys them.

An electric sign alters the character of the neighbourhood.
I strongly oppose it.

Yours Truly



[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] 40 Humewood Dr 24-232466
Date: January 22, 2025 10:25:12 AM

Good Day,

I'm responding to the notice for the above application first party sign variance. I have also left a voice mail message at 416-392-8000.

Yesterday, Jan 21, 2025 I received this notice in the mail. The notice was postmarked Jan 15, 2025. However Jan 19, 2025 is listed as the last day to submit comments (a total of four days for a resident to receive and respond). So I received notice of the application after the response deadline had passed. Quite likely, I'm not the only resident to be in this position.

Given the present state of mail delivery after the strike, was this a deliberate tactic to disenfranchise the residents effected by this variance? Or merely an ill-considered decision. Whatever the case, I'm TICKED OFF.

As a homeowner and landlord of this predominantly residential area, I look at the present sign several times day. The existing sign is already easily visible and easy to read.

I strongly object to the proposed variance. There is no need to add readograph copy changed electronically. It sets a precedent for a commercial vibe in the neighbourhood. It is not compatible with the surrounding area and alters the character of the surrounding area. As well it contributes to light pollution.

Hopefully the Chief Building Official OfficialI will come to the same conclusion. I would like to receive a copy of his or her decision.

Regards,

[REDACTED]
Toronto, M6C [REDACTED]
[REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] 40 Humewood Dr 24-232466
Date: February 19, 2025 10:27:41 AM

Good Day,

I've just received the Approved with Conditions decision notice regarding the above property. As I voiced in my previous e-mail and phone message, I'm uncomfortable with the direction and precedent the allowance of such a sign takes this residential neighbourhood.

I'm also distressed that the stated PROPOSED sign was erected well before the Chief Building Official's decision was rendered. How is it that a sign yet to be granted approval is allowed to be erected before the official decision? I'm attaching a photo of the sign taken on January 25, 2025 and it had obviously been there for a while.

As the cost of appeal is prohibitive for a single resident I will not be appealing but I do see this decision and the erection of the sign previous to the decision as an erosion of our democratic process.

Regards,

[REDACTED]



From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] 40 Humewood Dr. - 24-232466 - Abiona Centre
Date: January 22, 2025 10:01:47 AM

Dear Sign By-law Unit,

We received notice of application for a sign variance at the above-mentioned property. We received it by mail yesterday, January 21, 2025. The notice says the last day to submit comments is January 19, 2025. Decision date is January 24, 2025. The back of the notice says it was mailed on December 20, 2024. The postmark on the envelope reads January 15, 2025.

We oppose the proposal to display readograph copy changed electronically. It is jarring and out of character with the neighbourhood.

In view of the delay in receipt of the notice, we request an extension of the period for comments. We would appreciate a prompt response in this regard.

Thanks for your attention.

Sincerely,

[REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Cc: [Councillor Matlow](#)
Subject: [External Sender] 40 Humewood Dr. - 24-232466 - Abiona Centre - Request to rescind decision
Date: February 28, 2025 12:12:25 PM

Dear Sign By-law Unit,

I am requesting that you rescind the decision of the Chief Building Officer dated February 7, 2025. I am making this request because the City failed to give proper notice of the application and adequate time for area residents to comment. The process the City followed in regard to notice raises questions as to whether it has complied with the Sign By-law.

As an area resident, I received the Notice of Application on January 21, 2025. This was two days after the deadline for comments. The deadline for comments indicated on the notice is January 19, 2025, with a decision date of January 24, 2025. The envelope containing the notice is postmarked January 15, 2025. The notice states that it was mailed on December 20, 2025. Very likely the postal strike played a significant part in this, but the City should have recognized its effect on the opportunity for area residents to provide their comments. Just before it resumed service on December 17, 2025, Canada Post stated that it would, on a first-in, first-out basis, start working through mail trapped in the system since the strike began on November 15, 2024. It suspended service guarantees and said to expect delivery delays into January 2025. (<https://www.canadapost-postescanada.ca/cpc/en/our-company/news-and-media/corporate-news/news-release/2024-12-16-canada-post-to-restart-operations-on-december-17-and-welcome-back-employees>)

On January 22, 2025, the day after I received the notice, I sent an e-mail to the Sign By-law Unit, briefly objecting to the application and requesting an extension of time for comments in view of the delay in receiving the notice. The City's reply on that date from Express Services stated that my objection has been added to the relevant file for consideration. However, it made no mention of my request for an extension of time for comments. In my reply on January 23, 2025, I stated that I expected that most or all who received the notice didn't receive it before the deadline. Although I repeated my request for an extension, there was no further response from the City.

While the City said my objection would be considered, other area residents receiving the initial notice may have withheld their comments, believing they wouldn't be considered because the deadline had passed. If the City was continuing to consider comments after the deadline, it should have communicated this to area residents and interested parties.

The next document I received was the City's Decision Notice that the CBO's

decision was deferred until February 7, 2025. It indicates it was mailed on January 24, 2025. It made no mention of the reason for deferral and no mention of an extension to comment.

The City's Notice of Application states: "We value the opinion of area residents and interested parties". Acting in accordance with this commitment means rescinding the Chief Building Officer's decision and providing a fair and adequate opportunity to comment.

Thank you for considering my request.

I am forwarding my previous correspondence with the Sign By-law Unit in a separate e-mail to follow.

Sincerely,

A solid black rectangular box used to redact the signature of the sender.

Cc: Councillor Josh Matlow

From: [REDACTED]
To: [signbylawunit](#); [Felicity Scherk](#)
Subject: [External Sender] 40 Humewood Dr. (24-232466) - Request to make in person presentation
Date: January 17, 2025 11:41:56 AM

Hello:

I understand from Councillor Josh Matlow's office and from ex-Councillor [REDACTED] that the public are allowed to present in person on these applications.

I would like to present.

Please let me know the time and date.

My phone number is [REDACTED]

Thank you,

[REDACTED]

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From: [REDACTED]
To: [signbylawunit](#); [Felicity Scherk](#)
Cc: [REDACTED]
Subject: [External Sender] 40 Humewood Dr. (24-232466) - Neighbourhood Objections to Sign Variance Application
Date: January 17, 2025 2:04:35 PM

I am writing to bring to the Chief Building Official's attention neighbourhood objections to 40 Humewood Drive's application for a sign variance (40 Humewood Dr. (24-232466)) to allow them to keep, and re-light, the large illuminated digital display they illegally erected.

You will see from the attached document that dozens of neighbours to 40 Humewood Drive have endorsed a letter objecting to the sign that is currently on the premises.

The text of the letter is:

January 5, 2025

To the Chief Building Official:

RE: OBJECTIONS TO ZONING REVIEW APPLICATION # 24-232466 ZSV 00 ZR
40 HUMEWOOD DR

The owners of 40 Humewood Drive violated Bylaw Chapter 694-21 by erecting a sign with readograph copy that is changed electronically as opposed to manually (694-2(A)(4)(g)[2]). The sign has illuminated static copy, an illuminated corporate logo and allows illuminated moving electronic copy, illuminated moving images and illuminated moving borders in the readograph portion.

We are neighbours of 40 Humewood Drive. We wish to bring the following objections to the Chief Building Official's consideration of this variance application:

- The sign is incompatible with a R residential sign area.
- The sign violates Chapter 694 of the Toronto Municipal Code as described above.
- The sign is incompatible with the character of the neighbourhood. This neighbourhood is, for the most part, comprised of century-old single-family Edwardian homes lining a two-laned curved road. It is across from a park which, by offering green space, is supposed to offer respite.
- The illuminated electronic ground sign with illuminated readograph copy, illuminated static copy and an illuminated corporate logo is incompatible with the aesthetic nature of the century-old property. Forty Humewood Drive was designed by well-known architect William Rae of Symons & Rae and built in 1925 in the Edwardian Classical style. A newer wing, in keeping with the overall

aesthetic of the original building, was built in 1960 and designed by famed Canadian architect John C. Parkin.

- The sign is incompatible with the historical importance of this local landmark. Forty Humewood Drive was originally the home of William Hume Blake, a famous Canadian jurist and politician, who was the father to Edward Blake, the second premier of Ontario, and father to Samuel Blake, a famous jurist and founder of the prestigious law firm Blake, Cassels & Graydon. The property is a neighbourhood landmark. The neighbourhood “Humewood-Cedarvale” is named after it.
- The sign is a visual nuisance because it directly faces neighbouring properties.
- The sign's light trespasses into at least a half dozen residential neighbouring homes.
- The sign inflicts intrusive, unwanted and uninvited multi-coloured moving messages distracting neighbours from sleep but also from working and relaxing during the daytime. This is a health issue.
- This sign, like other digital displays, emits blue light which is a health hazard known to disrupt sleep. There is no similar sign in the immediate neighbourhood.
- The sign is a potential distraction to drivers as they navigate a blind curve in the two-way road. This road is used by elementary school children. Further, pedestrians cross the street just at the bend due where the sidewalks end.
- The sign, more consistent with a commercial “mini-mall”, will adversely affect the quality of life of the neighbourhood and the value of neighbouring properties.
- Unless the variance is denied and an order to remove the sign is issued, there is no guarantee that the current or future owners will not use electronic readograph copy.
- The owners of 40 Humewood Drive have not responsibly operated the sign for which they are seeking variance. They violated Chapter 694-18C(1) of the Toronto Municipal Code by illuminating the sign with its readograph copy all day and all night until City By-Law Enforcement Officers told them to turn it off. The owners displayed changing multi-coloured messages along with multi-coloured moving borders. They erected the sign for which they seek variance when a sign was already on the property, violating Chapter 694-21(A)4(a). The owners of 40 Humewood Drive also violated Chapter 694-29C by not posting notice of their application in a location visible to the public for 30 days before the Chief Building Official’s consideration of the application.

Although each variance is considered on its merits, it should be noted that on January 10, 2019 zoning review application 17 221042 ZSV 00 ZR for 210 Wychwood Avenue was denied. The owners of that property sought to install an illuminated sign with static

copy only. The light from that proposed sign did not directly face into nearby properties. The Chief Building Official refused that application because the sign was not compatible with the development of the premises and surrounding area and that it would alter the character of the premises or surrounding area. That proposed sign was less objectionable and intrusive than the illuminated electronic sign the owners of 40 Humewood illegally erected.

Please note that while we object to the application, we do not give the City permission to make our personal information publicly available.

Thank you for your consideration of our objections.

The large illuminated digital display illegally erected at 40 Humewood Drive is incompatible with the City's Official Plan Objective for this area which is "neighbourhood". The commercial-like digital display will degrade the area's sense of neighbourhood which is why so many neighbours object to it.

The Chief Building Official should note that former City Councillor Joe Mihevc is the last endorsee to this letter opposing the application. Dr. Mihevc is an expert in urban governance and is an adjunct professor of the Faculty of Environmental and Urban Change at York University.

This neighbourhood is not opposed to social change or institutions - it is simply opposed to the sign.

I would like to make a presentation in person if that is an option. I may be reached at any time at [REDACTED]

Thank you.

Yours sincerely,

[REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] 40 Humewood Dr. (24-232466)
Date: January 20, 2025 2:15:49 PM

I only received your “notice of Application First Party Sign Variance” in today’s mail, Monday January 20, 2025 so I hope you will consider my comments and opinion even though you say comments closed yesterday, January 19.

I am opposed to the radiograph electronic sign proposed for 40 Humewood Drive - as a matter of fact the sign is already erected and I am so glad you have asked for the opinion of neighbours as my opinion is very strong.

Humewood Drive is 99% residential with the exception of Ablona House. My guess it that the traffic on it due to the residential nature and due to the curve of the street is ALL residential. A sign with rotating electronic copy has no relevance to the people driving up and down Humewood Drive. If the institution would like to advertise information to its clients there are other ways to achieve their message than posting it in bright lights on a residential street with no passerby traffic. It makes little sense to me and I often wondered why the staff there would spend money on a sign like that when they could probably achieve their communication and marketing goals in a more targeted and appropriate fashion.

I walk in my neighborhood often and find the variety architecture and lawns beautiful. I have been disappointed lately by number of residents who have installed very bright white lighting to the exteriors of their homes with shines brightly in the evening detracting from the beauty of softer lighting. For safety bright motion lighting can be used.

Then to have Ablona Centre install a large electronic sign on a quiet residential street adds to the mess. I could see a sign like that on Sr. Clair where there are many storefronts but not in the middle of a residential street.

Thank you for asking for my opinion. I have lived in the neighborhood for almost 10 years and plan to stay longer.

Sincerely

[REDACTED]
[REDACTED] Avenue
[REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Cc: [Google Gmail](#); [REDACTED]
Subject: [External Sender] 40 Humewood Dr. (24-232466)
Date: January 20, 2025 4:25:40 PM

To the Chief Building Official:

My name is [REDACTED] and I reside at [REDACTED] Humewood Drive. I am writing this email on behalf of myself and my spouse Rose Simonetti. We both received correspondence from Chief Building Official on the above matter.

I am sending this email to oppose the Proposal to erect and display an illuminated double-sided ground sign at the Abiona Centre.

I have resided at [REDACTED] Humewood Dr. For over 20 years. While I support "Humewood House", as the Abiona Centre it is referred to in our community, I do not support the proposed signage for the following reasons:

1. The sign is not compatible with the development of the premises and the surrounding area. The Humewood neighbour hood is comprised of single family homes built over 100 years ago. The proposed signage simply does not fit with the aesthetics and history of the area. The signage alters the character of the premises and surrounding area.
2. The sign adversely affects adjacent premises. The red illuminated sign affects adjacent homes and Humewood park located adjacent to the property.
3. The illuminated signage is a distraction to vehicles that must navigate a road that winds around Humewood House. As such, the proposed signage adversely affects public safety, including traffic and pedestrian safety. Particularly to the young mothers who reside at Humewood House and frequently walk with their new borns in strollers. Humewood House Day Care is also located in the same premises putting the children and their parents at risk from distracted drivers.

I strongly oppose the sign and quite frankly do not understand how it has already been erected without consultation.

Please note that I received the letter from the Toronto Building Sign Bylaw Unit in respect of this matter today (January 20, 2025) even though it was dated December 20, 2024 and post marked January 15, 2025.

Sincerely John

[REDACTED]@gmail.com

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] 40 Humewood Drive (24-232466)
Date: January 19, 2025 8:17:31 PM

To whom it may concern,

I am contacting you in regards to the proposed sign. In my opinion the electronic readograph is too commercial for our residential neighborhood and I personally object to this request for a variance to the bylaw.

Regards,

[REDACTED]
York On
M6C [REDACTED]
[REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] 40 Humewood Drive 24-232466
Date: January 17, 2025 4:17:06 PM

Re: 40 Humewood Drive 24-232466

Hi, I'm [REDACTED] a homeowner near this property ([REDACTED] Arlington Avenue) and today received your letter dated December 20. As the deadline to reply is only two days from now, I think you should extend it for others in the area who perhaps will not even receive their own letters until Monday.

I oppose this sign as proposed.

1. It is not compatible with the development of the premises and surrounding area. The surrounding area is a peaceful park and some residential houses. The property itself is a heritage house. This sign contextually does not fit the zoning of the area, nor the character.
2. For similar reasons, it does alter the character of the premises and surrounding area. Aesthetically it doesn't fit with the character of the area.
3. Most importantly, why would Abiona Centre want an illuminated sign, which is generally used to draw attention of passersby, in a setting that is meant to protect and possibly even conceal the identity of vulnerable youth and minors within? I think this is a terrible idea and is also a safety risk for the young people and babies inside. In the adjacent park I've chatted with other mothers who have been housed at Humewood house and they value the discretion of the setting. I'm curious if anyone has checked with them and whether they prefer this type of boldly illuminated signage, or if they prefer the discrete signage they have right now. I lived in a women's shelter as a youth, and we purposefully had very little signage, and that made us all feel safer.

Thanks for hearing me out,

[REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] 40 Humewood Drive
Date: January 19, 2025 8:17:24 PM

To Whom It May Concern,

As a home owner within the Humewood area, I am vehemently opposed to the construction of an illuminated sign of this size in our neighbourhood.

What a scar on the face of Humewood Drive!!

Our neighbourhood is a beautiful residential area, that is distinctive for its lush, green areas and historical homes. A sign such as this has absolutely no place in our neighbourhood.

I am prepared to oppose the construction of this sign at any future city meetings.

Thank you,

[REDACTED]
Rushton Road home owner

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] Address: 40 Humewood Drive | File No. 24-232466
Date: January 21, 2025 10:03:57 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

Good morning,

We received the notice of application letter yesterday by mail. While the deadline is noted, our letter was only received thereafter.

This email serves to confirm that **OBJECT** to the proposal. There are several reasons, but among them, it does not accord with the character of the neighborhood or building. There is an adjacent day care that would be affected by the illuminated sign with respect to visibility of the parents/children coming and going, and it is also placed at a location where the road is curved and can further serve as a distraction to drivers rounding that curve with the Humewood Community School and many children actively passing.

Thank you,

[REDACTED]

[REDACTED]

[REDACTED]



[REDACTED]

This e-mail message (including attachments, if any) is intended for the use of the individual or entity to which it is addressed and may contain information that is privileged, proprietary, confidential and exempt from disclosure. If you are not the addressee indicated in this message (or responsible for delivery of the message to such person), you may not copy, disseminate or deliver this message to anyone. If you have received this communication in error, please notify the sender and erase this e-mail message immediately. Any personal information that is sent to me by e-mail will be treated in accordance with the firm's privacy policy, which is available at www.bogoroch.com.

Please consider the environment before printing this email.

From: [signbylawunit](#)
To: [Felicity Scherk](#)
Subject: FW: [External Sender] Fwd: 40 Humewood Dr (24-232466)
Date: January 19, 2025 5:39:00 PM

From: [REDACTED]
Sent: Sunday, January 19, 2025 5:25 PM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: [External Sender] Fwd: 40 Humewood Dr (24-232466)

Sent from my iPhone

Begin forwarded message:

From: [REDACTED]
Date: January 19, 2025 at 4:45:01 PM EST
To: signbylawunit@toronto.ca
Subject: 40 Humewood Dr (24-232466)

I'd like to express my opposition to this sign being erected.
The sign alters the character of the surrounding area.

[REDACTED]

Sent from my iPhone

From: [REDACTED]
To: [signbylawunit](#)
Cc: [Councillor Matlow](#)
Subject: [External Sender] Notice of Application - First Party Sign Variance
Date: January 21, 2025 5:01:39 PM

Hello:

I am writing about the notice we received today about an application for first party sign variance at 40 Humewood Dr (24-232466), which is within 60 metres of our property on [REDACTED] Pinewood Ave.

We have no objection to or concern about this sign. My purpose in writing to you is to draw your attention to the fact that the communication was received today, January 21, while the last day to submit comments was January 19! The decision date is January 24.

This is puzzling; the delay could have been consequential if the matter involved had been of a more serious nature.

Thank you.

[REDACTED]
[REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] Abiona Centre sign variance 40 Humewood Dr (24-232466)
Date: February 5, 2025 4:44:16 PM
Attachments: [abiona.docx](#)

Greetings,

Attached please find our views on the proposed sign variance noted above.

Many thanks and best wishes,

[REDACTED]

Sign Bylaw Unit
City of Toronto
signbylawunit@toronto.ca

[REDACTED]
[REDACTED] ellwood Ave
Toronto, ON
M6C [REDACTED]

February 5, 2025

Dear Sir or Madam,

Re: Sign Variance at 40 Humewood Dr (24-232466)

Thank you for providing notice of the sign variance requested at 40 Humewood Dr. We are neighbours at 3 Wellwood Ave.

We are strongly supportive Abiona Centre's work and are pleased that such a centre exists for moms and their children in our calm, leafy residential neighbourhood across from Humewood Park. We do not, however, support the variance. We believe the sign (which is quite large) with a changing red electronic readograph is jarring and not in keeping with our historic neighbourhood. We would prefer a non electronic sign. We much prefer the sign used by Humewood House before - it was effective at communicating the name of the institution but in a way fit within the neighbourhood. If the Centre was located on St Clair or other busy street, an electronic sign would blend in. It does not, unfortunately, on a quiet, tree-lined street by an historic house and leafy park. We're sure there are other ways to communicate information, such as registration dates, by way of the Centre's website, Facebook, instagram and so on.

In closing, we strongly support the work of Abiona Centre but hope that a more fitting sign will be erected. We would be more than happy to provide a donation to offset the cost of removing the electronic portion of the sign or creating a new sign that works with the historic building and neighbourhood.

Thank you for considering our position.

Yours very truly,

[REDACTED]

From: [signbylawunit](#)
To: [Felicity Scherk](#)
Subject: FW: [External Sender] FW: 40 Humewood Dr. - 24-232466 - Abiona Centre
Date: February 28, 2025 1:47:00 PM

From: [REDACTED]
Sent: February 28, 2025 12:17 PM
To: signbylawunit <signbylawunit@toronto.ca>
Cc: Councillor Matlow <councillor_matlow@toronto.ca>
Subject: [External Sender] FW: 40 Humewood Dr. - 24-232466 - Abiona Centre

Dear Sign By-law Unit,

Earlier today I requested that you rescind the Chief Building Officer's decision of February 7, 2025. I'm forwarding my previous correspondence with the Unit (Express Services) which I referred to in my request of today.

Thank you.

[REDACTED]

From: [REDACTED]
Sent: Thursday, January 23, 2025 10:51 AM
To: 'signbylawunit'
Subject: RE: 40 Humewood Dr. - 24-232466 - Abiona Centre

Thanks, Brandon, for your quick response and adding our objection to the file for consideration.

I expect that most or all who received the notice didn't receive it before the deadline for comments. In view of the delay, will the deadline for comments and the decision date be delayed. That is what we are requesting.

Sincerely,

[REDACTED]

From: signbylawunit [<mailto:signbylawunit@toronto.ca>]
Sent: Wednesday, January 22, 2025 10:07 AM
To: [REDACTED]
Subject: RE: 40 Humewood Dr. - 24-232466 - Abiona Centre

Good afternoon,

Your objection has been added to the relevant file for consideration.

Please visit our website at <https://www.toronto.ca/services-payments/building-construction/sign-permits-information/> for more information.

Thank you, and have a great day,

Brandon Schleifer

Support Assistant B, Express Services,
100 Queen St W Ground Fl. East Tower
Toronto, On M5H 2N1
Toronto Building
416-395-0360
brandon.schleifer@toronto.ca

Toronto Building is going digital! Our online application portal has expanded just in time for the new year. Customers can now apply for [new house](#) and [backwater valve](#) permits online, in addition to the existing [Express Services](#) available online.

From: [REDACTED]
Sent: January 22, 2025 10:04 AM
To: signbylawunit <signbylawunit@toronto.ca>
Subject: [External Sender] 40 Humewood Dr. - 24-232466 - Abiona Centre

Dear Sign By-law Unit,

We received notice of application for a sign variance at the above-mentioned property. We received it by mail yesterday, January 21, 2025. The notice says the last day to submit comments is January 19, 2025. Decision date is January 24, 2025. The back of the notice says it was mailed on December 20, 2024. The postmark on the envelope reads January 15, 2025.

We oppose the proposal to display readograph copy changed electronically. It is jarring and out of character with the neighbourhood.

In view of the delay in receipt of the notice, we request an extension of the period for comments. We would appreciate a prompt response in this regard.

Thanks for your attention.

Sincerely,

[REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] Reference 24-232466
Date: February 28, 2025 1:23:59 PM

Hi,

I'm unclear whether 40 Humewood Drive's application was approved with conditions or deferred. I have received two separate notices.

If there is any opportunity to reject the proposal still I would like to do so.

This is on a residential street and electronic signage does not have a place nor is necessary for their work. The sign in question without the electronic board would be much more appropriate.

We recently had a backlit sign rejected on Wychwood down the street for similar rational and I don't understand why an exception would be made for this.

Thanks,

[REDACTED]