

ATTACHMENT 3: LETTERS OF OBJECTION

signbylawunit

From: Steve [REDACTED]
Sent: March 21, 2025 2:02 PM
To: signbylawunit
Subject: [External Sender] notice of application Sign at 10 Morse Street

Hi,
We received the letter with thanks.

We DO NOT support this application for an electronic static copy sign at this site.

Do you require any additional information to register this negative comment to this application?

Please confirm receipt

Thanks

Steve

[REDACTED] Morse Street

--
[REDACTED]
[REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] Third Part Sign Variance for 10 Morse Street (25-107821)
Date: April 1, 2025 9:12:25 PM

Dear Sign Bylaw Unit,

I am writing to express my strong opposition to the application for an electronic billboard near my residence, which is currently under consideration at 10 Morse Street (25-107821).

As a resident directly affected by this proposal, I have the following concerns:

1. **Neighborhood Character and Development Vision:** Our area is undergoing a meaningful transformation from former industrial usage to residential developments. An electronic billboard would be inconsistent with this evolution and would undermine the residential character being established. The city's planning vision for this area should prioritize creating a livable community environment, not introducing commercial advertising structures.
2. **Visual Distraction and Safety:** Electronic billboards are designed to capture attention, potentially creating dangerous distractions for drivers navigating on what is to become a pedestrian and bicycle flanked thoroughfare.
3. **Precedent Setting:** Approving this application would set a concerning precedent for future electronic advertising in our neighborhood, potentially leading to multiple installations that would fundamentally alter the area's character.

I strongly urge you to reject this application and to consider implementing stronger restrictions on electronic billboards in areas transitioning to residential use. Our community deserves thoughtful development that enhances quality of life rather than commercial advertising that detracts from it.

Thank you for considering these concerns,

Sincerely,

Jason [REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] Feedback on Proposed Electronic Billboard Application
Date: April 1, 2025 9:19:42 PM

Hello,

I am writing to express my opposition to the proposed electronic billboard near 10 Morse St. As a resident of this area, I am deeply concerned about the impact such a billboard would have on our evolving community.

This part of the city is undergoing significant redevelopment, transitioning to a residential neighborhood with new condominiums and homes. Introducing an electronic billboard at this stage would be inconsistent with the vision for a livable, pedestrian-friendly community.

They can also be distracting for drivers and do not align with the character of a developing residential area. Currently, there are no electronic billboards in the vicinity, and allowing one to be installed would set a precedent that could lead to further commercialization of the neighborhood.

I strongly urge the City to reject this application and prioritize the interests of residents by maintaining a welcoming and visually harmonious environment. Thank you for considering my feedback, and I hope the City will make a decision that supports the well-being of the community.

Best wishes,
Julie [REDACTED]

From: [REDACTED]
To: [signbylawunit](#)
Cc: [Councillor Fletcher](#)
Subject: [External Sender] Letter of Opposition to File #25-107821 (10 Morse St Third Party Sign Variance)
Date: April 11, 2025 6:10:00 PM
Attachments: [25-107821-Letter of Opposition.pdf](#)

Dear Sign Bylaw Unit,

Attached is a letter of objection to the variances requested in file 25-107821 for proposed electronic signage at 10 Morse Street. As this is a PDF attachment, please acknowledge receipt of this letter. A copy of the content is also pasted below.

Any questions or comments as regards our communication can be sent to this email address.

A copy is being sent to Councillor Fletcher's office.

Best regards,

[REDACTED]
Morse St

RE: File #25-107821 (10 Morse St)
Sign Bylaw Unit
City of Toronto
100 Queen Street West
Ground Floor, East Tower
Toronto, ON M5H 2N2
signbylawunit@toronto.ca

To whom it may concern,

Recently I had the privilege of attending a Community Consultation Session regarding the application for one third party electronic ground sign to be located at 10 Morse Street, along Lake Shore Boulevard East. Thank you for your time and the information provided as regards the application and variance application process. I trust that this letter reaches you prior to the Sign Variance Committee Meeting on May 2, 2025. I understand that the two existing two-faced signs (one central, one easterly) on the property would be demolished, and the new sign would be placed roughly centrally along the Lake Shore Boulevard frontage, near the existing first-party "Urbacon" sign. I also understand the proposed sign will be quite a bit larger than the existing signs, measuring more than 50% larger than sign bylaw §694-25C(2)a allows. Further more, I understand variance is being requested to increase the sign density under sign bylaw §694-22E (which restricts electronic signs from being erected within 150m of any other lawful third party sign), that the sign would be facing premises in the R sign district in which I live (north along Morse St) requiring variance under sign bylaw §694-25C(2)(f), and that variance is required to erect the new sign alongside the existing first-party sign under sign bylaw §694-25C(2)(h).

I write to object in the strongest possible terms as regards approval of these variances.

Lake Shore Boulevard East is no longer the Gardiner off-ramp it was in 2000. The presence of that structure must have been key in the erection and approval of the prior billboard signs in the area stretching to the east and west of the proposed site. Nor is it an analogue to some of the highly commercialised areas of our city, such as Eglinton Avenue East, near Victoria Park Avenue. The Film District is able to maintain its business cachet in part because we are a low-to-moderate traffic area. Such massive electronic signage may be suitable along the Gardiner near the sports stadiums or the National Exhibition halls, but it does not belong in an area intentionally moving away from industry and high-speed traffic. This almost feels like an attempt to grandfather in the density and brightness of signs allowed along expressways into an area now reclaimed for non-high-speed travel.

Next, the small residential zone bordered by Eastern Avenue to the north, Lake Shore Boulevard to the south, Booth to the west and Carlaw to the east, remains a unique and beautiful small community within our fair city. Our own home dates back to 1895, and the City Archives have photographs of it and the Morse Street Parkette to our immediate south being used in primary school events dating back to 1900. Our street has some of the oldest and largest trees in the city, including one massive silver maple we believe to be well over one hundred years old. As a community, we've taken steps to ensure greenery flourishes in the area, much to the joy of the local birds, rabbits, beavers, skunks, foxes, groundhogs, and yes raccoons we see regularly in the park and our yard. And while the corporate representative on the Community Consultation call insisted that the sign would not be visible to the north, it most certainly will be: its height rises above the height of the first-party Urbacon building itself, and will be directly visible from our south-facing third-floor master bedroom window. Properties between us and the proposed sign that have (or may soon have) a third story will also be exposed to the light of this new sign. If electronic advertising is so important, why not consider placing the sign away from our small community, on the South side of Lake Shore Drive, on the gas station or gymnasium lots instead? These are already commercialised areas, away from residences, and are already lit 24/7; animals already avoid them.

Furthermore, the East Harbour district is set to undergo significant renewal over the coming years, with multiple projects started or underway, including the new Ontario Line, the Transit-Oriented Community at the old soap factory site, and the new mouth of the Don River including the new Ookwemin Minising island and Biidaasige Park on the Port Lands. All of this work will almost certainly increase the number of dwellings in the area, while creating both new communities and densification as we all know the city needs. Some of these new residences may well directly face this sign, which would be unwelcome and unattractive. And while the temptation on our local advertisers must be strong to increase the pollution of our roads with additional canvassing for corporate messaging, it is worth noting that similar amassing of condominiums and parks immediately on the other side of the Don River (once used as athlete housing for the Commonwealth Games) have managed to avoid all electronic billboards to date. Why should the East of the city be treated differently: are we deserving of a 10.7m by 3.05m electronic sign displaying a new advertisement every 10 seconds while

they are not? Surely all of the new advertising within the new train stations all throughout our neighbourhoods will themselves provide ample opportunity for signage.

Finally, not so many years ago, facing requested conversion of the Canada Metals lots used for film production into a mall for big box stores, our community worked with Councillor Fletcher to ensure that the green strip of land between Lake Shore and the movie lots to the north, between Carlaw and Leslie, be converted into public parks land. This was in no small part to ensure the survival and thriving of dozens of species of finch identified to be living along there and down to the Leslie Spit, thus maintaining a critical path of wildlife transit. While I have not measured precisely, I believe that the proposed sign would fall within 250 metres of this open park land, requiring at a bare minimum any erected electronic sign to be further dimmed beyond the 300 nits maximum at night, though I do not believe it would justify daytime dimming below the permitted 5000 nits. If no other concern of mine is taken up by the bylaw unit, please consider this concern moving forward.

While it seems we, as citizens, cannot object to all signs along the busier roads in our city, we ask you to reconsider these variances and to disallow the construction of this new sign in an already and increasingly residential area, towards the construction of a greener and more beautiful city.

Sincerely,

Joan [REDACTED] and Chris [REDACTED]

█ Morse St
Toronto, ON M4M 2P6
April 11, 2025

RE: File #25-107821 (10 Morse St)
Sign Bylaw Unit
City of Toronto
100 Queen Street West
Ground Floor, East Tower
Toronto, ON M5H 2N2
signbylawunit@toronto.ca

To whom it may concern,

Recently I had the privilege of attending a Community Consultation Session regarding the application for one third party electronic ground sign to be located at 10 Morse Street, along Lake Shore Boulevard East. Thank you for your time and the information provided as regards the application and variance application process. I trust that this letter reaches you prior to the Sign Variance Committee Meeting on May 2, 2025.

I understand that the two existing two-faced signs (one central, one easterly) on the property would be demolished, and the new sign would be placed roughly centrally along the Lake Shore Boulevard frontage, near the existing first-party "Urbacon" sign. I also understand the proposed sign will be quite a bit larger than the existing signs, measuring more than 50% larger than sign bylaw §694-25C(2)a allows. Further more, I understand variance is being requested to increase the sign density under sign bylaw §694-22E (which restricts electronic signs from being erected within 150m of any other lawful third party sign), that the sign would be facing premises in the R sign district in which I live (north along Morse St) requiring variance under sign bylaw §694-25C(2)(f), and that variance is required to erect the new sign alongside the existing first-party sign under sign bylaw §694-25C(2)(h).

I write to object in the strongest possible terms as regards approval of these variances.

Lake Shore Boulevard East is no longer the Gardiner off-ramp it was in 2000. The presence of that structure must have been key in the erection and approval of the prior billboard signs in the area stretching to the east and west of the proposed site. Nor is it an analogue to some of the highly commercialised areas of our city, such as Eglinton Avenue East, near Victoria Park Avenue. The Film District is able to maintain its business cachet in part because we are a low-to-moderate traffic area. Such massive electronic signage may be suitable along the Gardiner near the sports stadiums or the National Exhibition halls, but it does not belong in an area intentionally moving away from industry and high-speed traffic. This almost feels like an attempt to grandfather in the density and brightness of signs allowed along expressways into an area now reclaimed for non-high-speed travel.

Next, the small residential zone bordered by Eastern Avenue to the north, Lake Shore Boulevard to the south, Booth to the west and Carlaw to the east, remains a unique and beautiful small community within our fair city. Our own home dates back to 1895, and the City Archives have photographs of it and the Morse Street Parkette to our immediate south being used in

primary school events dating back to 1900. Our street has some of the oldest and largest trees in the city, including one massive silver maple we believe to be well over one hundred years old. As a community, we've taken steps to ensure greenery flourishes in the area, much to the joy of the local birds, rabbits, beavers, skunks, foxes, groundhogs, and yes raccoons we see regularly in the park and our yard. And while the corporate representative on the Community Consultation call insisted that the sign would not be visible to the north, it most certainly will be: its height rises above the height of the first-party Urbacon building itself, and will be directly visible from our south-facing third-floor master bedroom window. Properties between us and the proposed sign that have (or may soon have) a third story will also be exposed to the light of this new sign. If electronic advertising is so important, why not consider placing the sign away from our small community, on the *South* side of Lake Shore Drive, on the gas station or gymnasium lots instead? These are already commercialised areas, away from residences, and are already lit 24/7; animals already avoid them.

Furthermore, the East Harbour district is set to undergo significant renewal over the coming years, with multiple projects started or underway, including the new Ontario Line, the Transit-Oriented Community at the old soap factory site, and the new mouth of the Don River including the new Ookwemin Mining island and Biidaasige Park on the Port Lands. All of this work will almost certainly increase the number of dwellings in the area, while creating both new communities and densification as we all know the city needs. Some of these new residences may well directly face this sign, which would be unwelcome and unattractive. And while the temptation on our local advertisers must be strong to increase the pollution of our roads with additional canvassing for corporate messaging, it is worth noting that similar amassing of condominiums and parks immediately on the other side of the Don River (once used as athlete housing for the Commonwealth Games) have managed to avoid all electronic billboards to date. Why should the East of the city be treated differently: are we deserving of a 10.7m by 3.05m electronic sign displaying a new advertisement every 10 seconds while they are not? Surely all of the new advertising within the new train stations all throughout our neighbourhoods will themselves provide ample opportunity for signage.

Finally, not so many years ago, facing requested conversion of the Canada Metals lots used for film production into a mall for big box stores, our community worked with Councillor Fletcher to ensure that the green strip of land between Lake Shore and the movie lots to the north, between Carlaw and Leslie, be converted into public parks land. This was in no small part to ensure the survival and thriving of dozens of species of finch identified to be living along there and down to the Leslie Spit, thus maintaining a critical path of wildlife transit. While I have not measured precisely, I believe that the proposed sign would fall within 250 metres of this open park land, requiring at a bare minimum any erected electronic sign to be further dimmed beyond the 300 nits maximum at night, though I do not believe it would justify daytime dimming below the permitted 5000 nits. If no other concern of mine is taken up by the bylaw unit, please consider this concern moving forward.

While it seems we, as citizens, cannot object to all signs along the busier roads in our city, we ask you to reconsider these variances and to disallow the construction of this new sign in an already and increasingly residential area, towards the construction of a greener and more beautiful city.

Sincerely,

Joan [REDACTED] and Chris [REDACTED]