

ATTACHMENT 4: ADDITIONAL LETTERS OF OBJECTION

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] File #25-107821(10 Morse St.)
Date: April 18, 2025 1:40:30 PM

Please be advised that as the owner and occupant of #4 [REDACTED] Morse St. I too would add my objection to this increased signage on the north side of Lakeshore Blvd East. The height and size of this proposal would seriously degrade the livability of this quiet neighborhood. We have been promised an increased greening not more light pollution.

Please reject this file and try to reduce the size of existing signage east of Carlaw Ave.

Thank you

Barry [REDACTED]
[REDACTED] Morse St.

From: 
To: [signbylawunit](#)
Cc: [Fernanda Patza](#)
Subject: [External Sender] Toronto Agenda Item 2025.SB16.3 - 10 Morse Street - Sign Variance Meeting
Date: May 1, 2025 11:13:21 PM

Hello,

Below are my comments with respect to: 2025.SB16.3 - Application for Five Variances, Each Subject to Three Conditions, Respecting One Third Party Electronic Ground Sign - 10 Morse Street.

Dear Committee Members,

I respectfully request that the sign variance application for 10 Morse Street be refused. This is further supported by fellow neighbours in my community, our City Councillor, as well as city staff.

1. Alignment with city initiatives: the addition of an electronic sign in this area directly contradicts the proposed plans for the city's Lakeshore and Portlands revitalization projects - which aim to create a natural recreational park environment. The proposed sign will not only undermine the intention and goal of these important projects, it will also negatively impact the retention and attraction of wildlife in the area. It certainly does not fit within the character of the area.
2. Size / height of sign:
 - it is unreasonable that the proposed sign is so large - 10 meters is incredibly long. Even along 400 highways, signs of this magnitude are rare - so why would one be allowed on a smaller road, in close proximity to residences?
 - the proposed sign sits much higher than current signage in the area. It's unclear whether analysis has been done on the sign sight lines. Given the new height, size and brightness, it will be visible to many neighbouring residential properties. This will directly impact individuals' enjoyment of their own property. I, for example, would be very upset to have to keep all my second floor blinds constantly closed due to the light pollution visible from my windows.
 - Although the area where the proposed sign will be erected is zoned commercial, residential land is one block north - and as indicated by city staff - park land will be directly south. These abutting areas and community impact should be a cause for consideration.
3. Light pollution/hazard: due to the size, height and fact that the sign is electronically illuminated, the increased light pollution and distraction to drivers/cyclists is a cause for concern. Lakeshore is currently undergoing extensive construction on its roads and bike paths. Drivers and cyclists are continually having to navigate changing lane closures and turning restrictions - and once construction is complete - they will similarly need to adjust to the new roadway. As a result, the proposed electronic sign has the potential to increase hazards to individuals and children.
4. Precedent setting: I am concerned that approval of this variance would set a precedent for future electronic signage along Lakeshore and the surrounding area. As mentioned above, our community is undergoing incredible and meaningful transformation to green space. I'd hate to see the area littered with any - let alone several - electronic signs in the future.

I trust this is sufficient to support your decision.

Respectfully,
Jessica

From: [REDACTED]
To: [signbylawunit](#)
Subject: [External Sender] File #25-107821(10 Morse St.)
Date: April 28, 2025 10:40:44 AM

Please be advised that as the owner and occupant of # [REDACTED] Morse St. I too would add my objection to this increased signage on the north side of Lakeshore Blvd East. The height and size of this proposal would seriously degrade the livability of this quiet neighborhood. We have been promised an increased greening not more light pollution.

Please reject this file and try to reduce the size of existing signage east of Carlaw Ave.

Thank you



Luke [REDACTED]
Senior Consultant



[REDACTED]



[REDACTED]



[REDACTED]

[Schedule a virtual meeting with me here!](#)

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From: [REDACTED]
To: [signbylawunit](#)
Cc: [REDACTED]
Subject: [External Sender] Opposition to Proposed Electronic Sign at Lakeshore Blvd E
Date: May 2, 2025 9:42:50 AM

To Whom It May Concern,

I am writing to express my opposition to the proposed third-party electronic ground sign measuring 10.7 metres by 3.05 metres on Lakeshore Boulevard East.

A sign of this size and brightness would negatively impact the quality of life for nearby residents by increasing light pollution, visual clutter, and potential traffic distraction. A massive, constantly changing display can dominate the visual landscape, reducing enjoyment of the neighborhood for those living nearby.

It risks undermining the character of the neighbourhood and setting a precedent for further large-scale signage in inappropriate areas. It will also create an eyesore that conflicts with human-scale urban design principles.

The Toronto Star recently ran a story on April 23, 2025 saying City Hall wants to make Toronto more beautiful. Not approving this type of eyesore signage in a city that already suffers from signage overload would be a simple step towards beautifying Toronto.

I respectfully urge you to reconsider granting permission for this sign in the interest of protecting community well-being and maintaining a balanced streetscape.

Thank you,

Mary [REDACTED] (Morse Street resident)

From: [REDACTED]
To: [signbylawunit](#)
Cc: [Councillor Fletcher](#)
Subject: [External Sender] Opposition to Oversized Electronic Sign - NW corner of Lakeshore Blvd and Morse Street
Date: May 2, 2025 3:10:22 PM

To whom it may concern,

I am writing to say that I strongly oppose the approval for a third-party electronic sign at the NE corner of Lakeshore Boulevard East and Morse street.

The proposed sign is excessively large measuring over 10.7 metres wide and 3.05 metres high. This is a mixed residential neighbourhood. I understand that proposed signage will have static images, nevertheless these signs are extremely bright and cause significant light pollution to the houses in the area, affecting one sleep, etc. In addition, I am also very concerned about what this will do to the neighbour's property values. I live on Morse Street. This is not a highway!

My hope is that the area will be beautified, especially as the Portlands project getting closer to completion. This sign does not do that! It also contradicts the mayor's recent announcement wanting to beautify Toronto. I support beautification.

As I said at the beginning, I strongly oppose the approval of this sign.

Thank you,

Raj [REDACTED]

Cc. Paula Fletcher- Toronto City Councillor