



方卓怡 市議員 **Paula Fletcher**

City Councillor | Ward 14 Toronto-Danforth

April 29th, 2025

Chair and Members of the Sign Variance Committee
City of Toronto

Re: Sign Variance Application – 10 Morse

Dear Chair and Members of the Sign Variance Committee,

I am writing in regard to the application for an electronic third party sign at 10 Morse St.

That stretch of the Lakeshore is currently under construction, which will result in a beautiful new public realm. This will result in a fundamentally transformed section of the Lakeshore, which will give the area a much less industrial character.

I note that the staff have, after careful consideration, recommended that the application be refused.

I would also note a number of letters of concern from the community, which I would ask that you give careful consideration as you deliberate on your decision.

I am in agreement with the staff and the community on this matter.

Thank you for your hard work.

Sincerely,

Paula Fletcher
City Councillor
Ward 14, Toronto-Danforth