



方卓怡 市議員 **Paula Fletcher**

City Councillor | Ward 14 Toronto-Danforth

September 9, 2025

Chair and Members of the Sign Variance Committee
City of Toronto

Re: Sign Variance Application – 10 Morse St.

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. This letter is further to my previous correspondence of April 29th, 2025.

As I noted in my previous letter, the stretch the Lake Shore Boulevard East, east of the Don Roadway, is currently under construction, which will result in a beautiful new public realm, in accordance with the Lake Shore Boulevard East Public Realm Plan. The intent of the plan is to respond to the changing nature of the corridor as it evolves from an exclusively industrial area to an area that includes a mix of residential, commercial and industrial uses. The Public Realm Plan was developed in response to this change, as well as to increased demand for walking and cycling facilities, and open space.

I note that City staff have, after careful consideration, recommended that the original 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 City staff and the community on this matter, as it applies to the original application.

I also note that the applicant has provided proposed revisions to the original application. As the proposed revisions are only a minor change to the original application, I would again ask that the committee refuse the application.

To ensure that future applications are brought forward that reflect the planned nature of the Lake Shore Boulevard corridor, it is my belief that a Special Sign District is required. I will accordingly be bringing forward a Motion before the September 25th meeting of the City's Planning and Housing Committee to begin the required process.

Thank you for your hard work.

Sincerely,

Paula Fletcher
City Councillor
Ward 14, Toronto-Danforth

CC:

Jason Thorne, Chief Planner and Executive Director, City Planning
David Stonehouse, Waterfront Secretariat, City Planning
Will Johnston, Deputy City Manager, Infrastructure Services
Mayor Olivia Chow, City of Toronto