



方卓怡 市議員 **Paula Fletcher**

City Councillor | Ward 14 Toronto-Danforth

November 21, 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, and September 9th, 2025.

As noted in previous letters, the section of Lake Shore Boulevard East, East of the Don Roadway is under construction and will be developed into a new public realm in line with the Lake Shore Boulevard East Public Realm Plan which will result in a beautiful new realm.

I noted that the applicant did provide proposed revisions to the original application at the last Sign Variance Committee. Toronto Building staff have carefully considered the revised proposal in their supplementary report and have recommended that the application be refused.

As the proposed revisions only includes 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, I did bring forward a motion to the City's Planning and Housing Committee on September 25th, 2025, to request that a Special Sign District be created for the Port Lands and this was approved.

Toronto Building staff are carrying out this work in consultation with the Waterfront Secretariat and will report back on this while undertaking a comprehensive review of the Sign By-law.

Thank you for your hard work,

Paula Fletcher
City Councillor
Ward 14, Toronto-Danforth

CC:

Jason Thorne, Chief Planner and Executive Director, City Planning

David Stonehouse, Waterfront Secretariat, City Planning

Kamal Gogna, Interim Executive Director and Chief Building Official, Toronto Building

