

ATTACHMENT 3: LETTERS OF OBJECTION

signbylawunit

From: Leaside Towers Tenants Association <leasidetowersta@gmail.com>
Sent: July 21, 2025 3:29 PM
To: signbylawunit; Councillor Chernos Lin
Cc: Rachel Van Fraassen; Farzana Rajwani; Wilmar Kortleeve
Subject: [External Sender] Third Party Sign Variance permit - 60 Overlea Boulevard (25-149485)
Attachments: variance sign.jpg; 60 Overlea Blvd podium sign.jpg; 60 Overlea tree canopy - 2009.jpg; 60 Overlea tree canopy - 2021.jpg

Follow Up Flag: Follow up
Flag Status: Flagged

Hello Sign Bylaw Unit, and Councillor Chernos Lin,

The Leaside Towers Tenants Association, representing residents of 85 and 95 Thorncliffe Park Drive, is writing to request that the permit for a third party sign variance at 60 Overlea Boulevard 25-149485 be denied.

So far as we have observed in Toronto, it is becoming commonplace for commercial private property owners to install electric vehicle charging stations on their properties. Good. But, attaching an electronic advertising sign to a vehicle charging station in order for the property owner to pay for the installation and operation of the charging station is unusual.

The LTTA believes such a sign, if installed at the property, will begin to ruin the residential character of Overlea Boulevard, and of Thorncliffe Park in general.

It will set a precedent for other private property owners on Overlea Boulevard - many of them fast food establishments - to request their own third party sign variances for electronic advertising signs.

There is already a challenge maintaining Overlea Boulevard, and Thorncliffe Park Drive as well, as nicely presented streets due to numerous local businesses, and a few from Scarborough, that insist on installing bag signs on the City's right of way to advertise new business openings, special offers / celebrations, and even tire change season (twice a year).

Allowing a variance permit for an electronic advertising sign at the property will hasten Overlea Boulevard's undesirable transition to a cluttered and ugly arterial road, dominated by tacky advertising signage like Kennedy Road in Scarborough.

As 60 Overlea Boulevard abuts the busiest TTC bus stop in Thorncliffe Park, where hundreds of school children and youth transfer buses daily, we are also concerned about the types of advertisements that will be displayed, which private individual(s) will be approving the advertisements, and what recourse the public will have to terminate or veto an advertisement if it is not appropriate for the Thorncliffe Park community. Will children be exposed to alcohol advertising while waiting for the bus? Cannabis advertising? What line will be drawn? How will it be enforced?

Further, the property owner of 60 Overlea Boulevard already has a large podium sign on-site advertising its commercial tenants (picture attached). Why is a standalone electronic sign for advertising even required by the owner?

Finally, over the years, the property owner of 60 Overlea Boulevard has chosen not to replace a mature tree canopy of multiple trees at its Overlea frontage as those trees died out, resulting in a poorer community experience at one of the most important intersections in Thorncliffe Park. (Pictures attached.) It is disappointing that the owner now wants to make more money off of a neighbourhood it does not respect by forcing advertising upon us, and still has made no effort to replant trees which would be at its own expense.

It is the view of the LTTA that the property owner of 60 Overlea Boulevard should pay for its electric vehicle charging station through the lease income it receives from its commercial tenants, not by forcing unwanted electronic advertising on Thorncliffe Park families.

Thank you,

Jason Ash
o/b/o Leaside Towers Tenants Association

NOTICE OF APPLICATION THIRD PARTY SIGN VARIANCE

Location: 60 Overlea Boulevard (25-149485)



Figure 1: Mock-Up of Proposed Sign

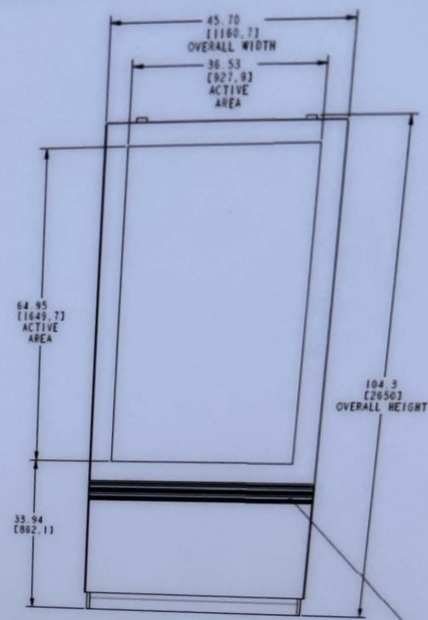


Figure 2: Elevation of Proposed Sign

DESCRIPTION OF PROPOSED SIGN(S):

The City of Toronto has received an application with a proposal to erect and display one third party electronic ground sign, displaying electronic static copy. The Proposed Sign, which would share the structure with an electric vehicle charging station, would contain two sign faces in a back to back configuration, each face measuring 0.93 metres horizontally by 1.65 metres vertically, with a sign face area of 1.54 square metres, and height of 2.65 metres. The Proposed Sign would be located at the southern frontage of the property perpendicular to Overlea Boulevard.



Sign Variance Committee Meeting: **September 12, 2025 @ 9:30 a.m.**
Location: Virtual Meeting- If interested, please email signbylawunit@toronto.ca for further information

Community Consultation Session: **July 24, 2025 @ 6:30 p.m.**
Location: Virtual Meeting- If interested, please email signbylawunit@toronto.ca for further information, by July 22, 2025

To share your views and for more information, please contact us:
Please reference the address and file number, so we can better assist you.



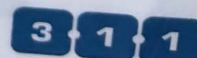
Phone:
416-392-8000



Website:
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Email:
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Park Dr

601
Thornlea Plaza

 **KARAH
POINT**


**THRIFT
STORE**

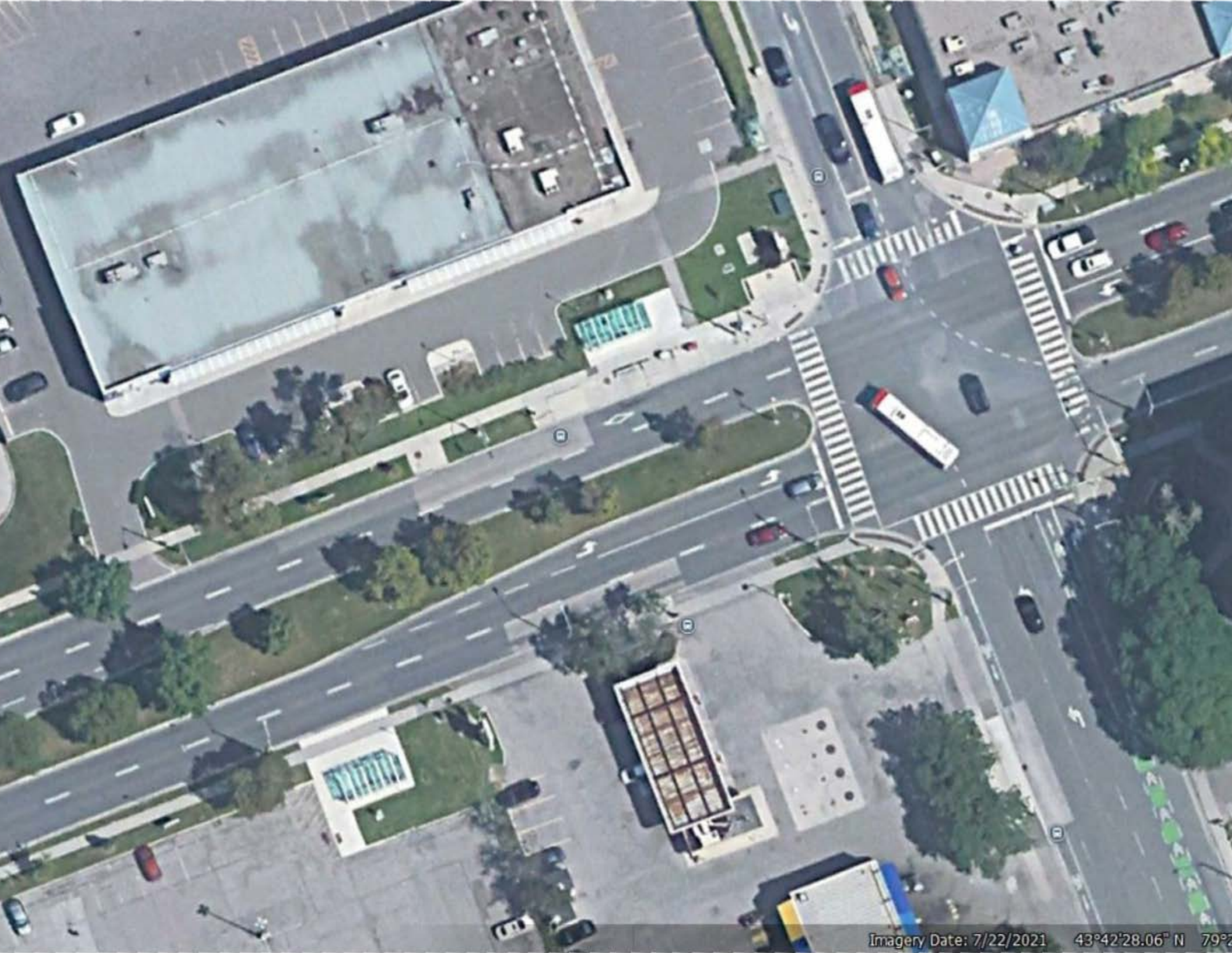
 **KARAH
POINT**



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Image capture: Jul 2024 © 20



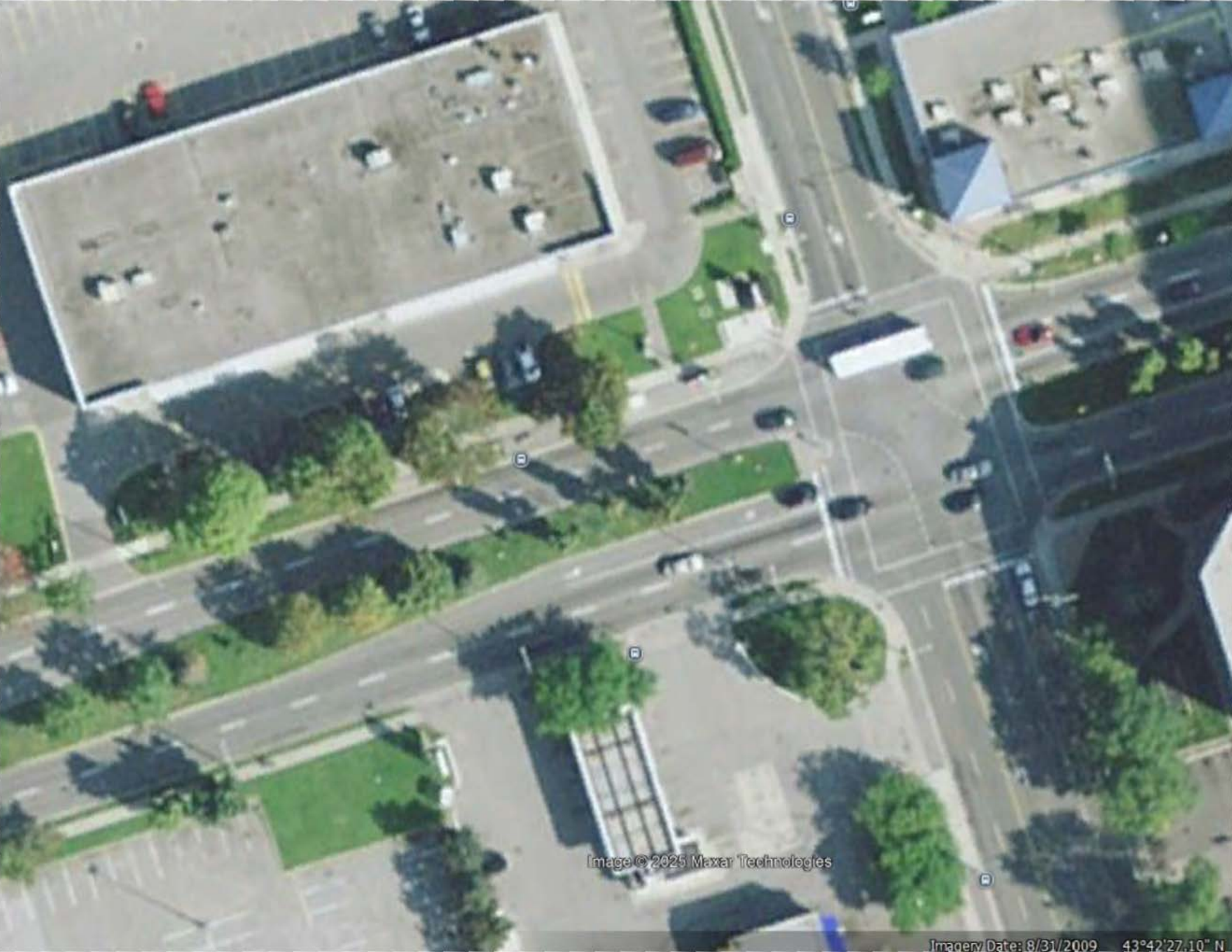


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