

ATTACHMENT 3: LETTER OF OBJECTION

Citywide Priorities Toronto Building

From: Mario Tersigni <MTersigni@norwestprecision.com>
Sent: May 11, 2026 12:41 PM
To: Citywide Priorities Toronto Building
Subject: [External Sender] RE: Objection to Notice of Application – Third Party Signing at 4925 Steeles Ave W (26-123042)

RE: Objection to Notice of Application – Third Party Signing at 4925 Steeles Ave W (26-123042)

To Whom It May Concern,

I am writing regarding the Notice of Application for third-party signing at 4925 Steeles Avenue West.

I would like to formally express my disapproval and concern with respect to this application. I believe the proposed signage may negatively impact the surrounding area, including visual aesthetics, traffic distraction, and the overall character of the neighbourhood and adjacent businesses.

My family has been long-term owner-operators in the Weston and Steeles corridor for nearly 60 years. Over that time, we have taken great pride in contributing to the area's growth, stability, and commercial character. As stakeholders with deep roots in the community, we are concerned that the proposed third-party signage does not reflect the standards and vision that have helped shape this corridor over decades.

In particular, I am concerned about:

- The scale and visibility of the proposed signage;
- Potential light pollution and visual clutter;
- Increased distraction to motorists and pedestrians;
- The precedent this may set for additional third-party signage in the area.

I respectfully request that the City carefully consider the concerns of nearby residents and businesses before approving this application. I urge the City to deny the application or require substantial revisions that better align with community interests and urban planning objectives.

Thank you for your attention to this matter. Please include this correspondence as part of the public record for this application.

Sincerely,

Mario Tersigni

Vice President

 Watch Our Corporate Video

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