

ATTACHMENT 3: LETTERS OF OBJECTION

From: [Kyle Booth](#)
To: [Citywide Priorities Toronto Building](#)
Subject: [External Sender] Third Party Sign Variance 25-228803
Date: October 29, 2025 10:35:11 AM
Attachments: [image.png](#)

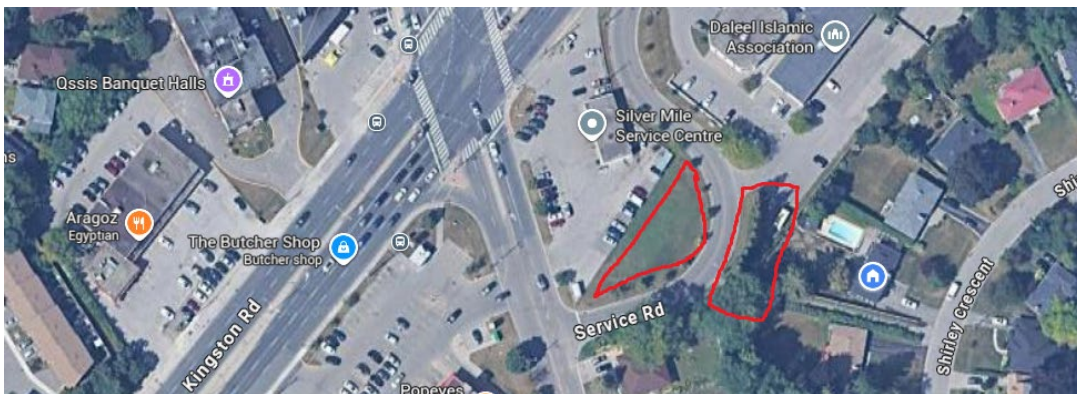
Hi.

I live at [REDACTED]

My email is regarding the Notice of Application - Third Party Sign Variance 25-228803 for 3474 Kingston Road.

I am not interested in looking at a large electronic sign from my backyard. We don't need the eyesore or the glow of the sign at night. There is already enough light pollution in the area. I would like to vote against the installation of this sign.

If my vote "doesn't matter"...At the very least, the city should make the business owner fund the **dense** planting of many **tall** coniferous trees to block the view of the sign from my property (and likely other residents in the area). Refer to the two areas I've suggested in red on the attached map screenshot. I realize there are already some trees in these areas, but they are either not tall enough, dying, not dense enough (spaced out too far to block the view of the proposed sign), or they are deciduous trees - meaning the sign would be seen more easily when there are no leaves on the trees. I am not sure if the owner of the Silver Mile Service Centre owns some or all of the grassy "half-circle" area beside their business. I am guessing the city owns some of that area near the road where some small deciduous trees exist.



Thank you,

Kyle Booth
[REDACTED]

Citywide Priorities Toronto Building

From: Yousaf Khail [REDACTED]
Sent: November 28, 2025 9:37 AM
To: Citywide Priorities Toronto Building
Subject: [External Sender] Objection to Sign Variance Application 25-228803

Dear Members of the Committee,

I am writing to formally oppose Sign Variance Application 25-228803. After reviewing the proposal, I believe the requested variance does not meet the intent of the sign by-law, creates unnecessary impacts on the surrounding area, and cannot be approved under the Committee's authority. I respectfully request that this application be denied for the following reasons:

1. The variance does not meet the general intent and purpose of the sign by-law.

The existing by-law establishes clear limits on sign size, placement, height, and illumination to maintain visual order, protect neighbourhood character, and ensure public safety. Approving this variance would undermine these foundational planning principles.

2. The proposed sign is incompatible with surrounding land uses.

The scale, design, or illumination of the sign is not consistent with neighbouring properties and would introduce visual elements that disrupt the existing streetscape and create unnecessary visual clutter. This inconsistency negatively impacts the overall appearance of the area.

3. The sign presents potential traffic safety risks.

Its size, brightness, or placement may interfere with sightlines or distract drivers—particularly at a location where traffic movements are already complex. Variances that increase visual competition along the roadway environment pose legitimate public safety concerns.

4. The requested variance is not minor.

A variance must be minor both in magnitude and in impact. In this case, the degree of relief being requested is substantial and would create impacts that go far beyond what the by-law contemplates as "minor." Granting it would set a precedent for further large-scale variances.

5. The sign may cause light pollution and negatively affect nearby residents.

Illumination—whether from LEDs, internal lighting, or reflective surfaces—can cause glare, reduce nighttime visibility, and disturb residents. These effects are especially problematic during evening or overnight hours, diminishing the quality of life in the community.

6. No genuine hardship or practical difficulty has been demonstrated.

A variance should only be granted where compliance with the by-law imposes a legitimate hardship—not for convenience, branding preferences, or increased advertising visibility. The applicant has not demonstrated any meaningful inability to comply with the standard by-law requirements.

7. Approval would create an undesirable precedent.

Allowing a variance of this nature may encourage similar requests from other businesses. Over time, this could erode the effectiveness of the sign by-law and lead to widespread inconsistencies and clutter in the area.

8. The Committee does not have the authority to approve this variance.

The application seeks relief from a mandatory, non-variable requirement of the sign by-law—specifically, a provision established for safety, visibility, or protection of the public right-of-way. These provisions are legally classified as non-variable, meaning the Committee cannot grant relief from them under any circumstance. Approval would exceed the Committee’s jurisdiction and directly conflict with the municipality’s legislative authority. As such, this application must be refused as a matter of law.

For these reasons, I respectfully request that Sign Variance Application 25-228803 be denied. Thank you for your attention and for considering the concerns of affected community members.

Sincerely
Yousaf

> On Nov 5, 2025, at 11:21 AM, Yousaf Khail [REDACTED] wrote:
>
> Hi looking to gain more information on this application.
>
> Thank you,
>
> Yousaf
> Sent from my iPhone

From: [James](#)
To: [Citywide Priorities Toronto Building](#)
Subject: [External Sender] 3474 Kingston Road (25-228803)
Date: November 28, 2025 9:41:13 AM

Hello,

1. Light pollution affecting sleep and comfort

Bright lighting—especially LED or illuminated signs—shines into windows at night, making it harder to sleep, relax, or enjoy your home after dark. Even “dimmable” signs can cast unwanted glow and disrupt nighttime privacy.

2. Loss of privacy in your own home

A large or brightly lit sign draws constant attention to the front of your home, making it feel exposed and less private. Instead of looking out onto a normal street or landscape, you end up looking directly at an advertisement.

3. Decreased property value

Homes located directly facing commercial signage often see lower resale demand because buyers don’t want constant light, visual clutter, or a commercial feel. People purchasing homes prioritize quiet, residential views—not illuminated advertising.

4. Increased noise or activity if the sign attracts attention

Large signs—especially bright or digital ones—can increase traffic flow, foot traffic, or idling vehicles. Residents may notice more noise, late-night activity, or headlights stopping near the sign.

5. Visual clutter reducing the residential atmosphere

A large sign can change the character of the street from residential to commercial. As a homeowner, you expect a peaceful, cohesive neighbourhood—not bright, out-of-scale signage dominating your view.

6. Constant distraction when trying to enjoy your yard or living space

When you sit on your porch, look out your window, or use your yard, your view becomes obstructed by commercial advertising. This reduces enjoyment of your own property and affects day-to-day quality of life.

7. Safety concerns—light flicker or glare affecting drivers (including you)

Illuminated signs can create glare during nighttime hours, especially if they face your home or street. This can make reversing out of your driveway or driving down your road more difficult and potentially unsafe.

8. Unwanted illumination even if you use blackout curtains

Even with curtains or blinds, strong signage lighting often spills over, brightens entire rooms, and alters nighttime ambiance—affecting children’s bedrooms, your own sleep, or general household comfort.

Sincerely,

James