

ATTACHMENT 4: INTERESTED PARTIES COMMUNICATIONS

Citywide Priorities Toronto Building

From: Rae McLaughlin [REDACTED]
Sent: July 13, 2026 5:08 PM
To: Citywide Priorities Toronto Building
Subject: [External Sender] Re: 207 QQW - Sign Variance Application (reply)

Hello;

Re: 207 QQW Sign Variance Application

I'd suggest if approved provided that LL be restricted to:

vertical banner top-lit would make most sense for all concerned ... if not

1. installing only low-wattage /low lumens to reduce brightness /glare
2. sign must be operated by auto- timer - turned off not later than @11 PM daily
3. no flashing signs shall be permitted and uniform black & white sign colours only



Rae McLaughlin

From: [REDACTED]
To: [Citywide Priorities Toronto Building](#)
Subject: [External Sender] Objection to Sign Variance Application – 207 Queens Quay W File No. 26-184194
Date: July 13, 2026 4:54:59 PM

Dear Citywide Priorities,

I am writing to object to the sign variance application for 207 Queens Quay W File No. 26-184194.

The proposed signs are exceptionally large illuminated and positioned high on the building spanning approximately the fourth to eighth storeys. Given their size height and illumination I am concerned that they would create significant visual intrusion and nighttime light pollution for nearby residents including residents at 208 Queens Quay W.

I am also concerned about the cumulative adverse impact of Queens Quay Terminal on neighbouring residential properties. During the winter the building's rooftop chimney or mechanical exhaust system already generates substantial low-frequency noise directed toward 208 Queens Quay W. This noise is persistent and intrusive particularly inside residential units. In my view this existing unresolved impact should be taken into account when assessing whether an additional large illuminated installation is compatible with the surrounding area and whether it would adversely affect adjacent premises.

The application materials do not appear to provide sufficient information regarding the signs' brightness colour temperature operating hours dimming controls or nighttime impact on neighbouring residences. Given the scale of the proposed signs and the building's existing impact on nearby residents I do not believe the variance should be approved.

At a minimum the City should require a detailed nighttime lighting assessment strict luminance limits automatic dimming and restricted operating hours. However my position is that the application should be refused.

Please include these comments in the record for the Chief Building Official's consideration. I would also like to receive a copy of the decision.

Sincerely,
Dengdeng Yu

From: [REDACTED]
To: [Citywide Priorities Toronto Building](#)
Subject: [External Sender] Objection to Sign Variance Application - 207 Queens Quay W (File No. 26-184194)
Date: July 13, 2026 4:59:25 PM

Dear Chief Building Official and Citywide Priorities Team,

I am writing to formally object to the First Party Sign Variance Application for the property located at 207 Queens Quay W (File No. 26-184194). As a resident of the adjacent building at 208 Queens Quay West, this proposed variance will have a direct, negative impact on my daily life and the living conditions of my neighbours.

My specific concerns regarding the proposed illuminated wall signs on the north elevation of the building are as follows:

- **Significant Light Trespass:** The illumination from these signs will shine directly into my bedroom and living room windows.
- **Reduced Quality of Life:** The artificial lighting will make my living room unreasonably bright at night. It will also cause severe glare, severely disrupting the comfortable use of my home and making it difficult to watch television or relax in the evenings.
- **Negative Impact on Adjacent Premises:** The proposal explicitly details that the signs will be illuminated and span from the fourth to the eighth storeys. The scale and brightness of these signs facing a residential building clearly violate the criteria that a variance "will not adversely affect adjacent premises".

The residents of 208 Queens Quay West deserve to enjoy their homes without facing excessive light pollution from commercial signage that circumvents the standard Sign By-law regulations.

I urge you to deny this variance application. Additionally, please ensure I receive a copy of the Chief Building Official's final decision on July 27, 2026.

Thank you for your time and for considering the well-being of the area's residents.

Sincerely,

Samantha Edwards

Resident of 208 Queens Quay West, [REDACTED]

From: [REDACTED]
To: [Citywide Priorities Toronto Building](#)
Subject: [External Sender] Objection to Sign Variance Application - 207 Queens Quay W (File No. 26-184194)
Date: July 13, 2026 5:02:11 PM

Dear Chief Building Official and Citywide Priorities Team,

I am writing to formally object to the First Party Sign Variance Application for the property located at [207 Queens Quay W](#) (File No. 26-184194). As a resident of the adjacent building at [208 Queens Quay West](#), this proposed variance will have a direct, negative impact on my daily life and the living conditions of my neighbours.

My specific concerns regarding the proposed illuminated wall signs on the north elevation of the building are as follows:

- **Significant Light Trespass:** The illumination from these signs will shine directly into my bedroom and living room windows.
- **Reduced Quality of Life:** The artificial lighting will make my living room unreasonably bright at night. It will also cause severe glare, severely disrupting the comfortable use of my home and making it difficult to watch television or relax in the evenings.
- **Negative Impact on Adjacent Premises:** The proposal explicitly details that the signs will be illuminated and span from the fourth to the eighth storeys. The scale and brightness of these signs facing a residential building clearly violate the criteria that a variance "will not adversely affect adjacent premises".

The residents of [208 Queens Quay West](#) deserve to enjoy their homes without facing excessive light pollution from commercial signage that circumvents the standard Sign By-law regulations.

I urge you to deny this variance application. Additionally, please ensure I receive a copy of the Chief Building Official's final decision on July 27, 2026.

Thank you for your time and for considering the well-being of the area's residents.

Sincerely,

Phillip Lynch

Resident of [208 Queens Quay West](#), [REDACTED]

From: [REDACTED]
To: [Citywide Priorities Toronto Building](#)
Subject: [External Sender] Re: Objection to Sign Variance Application - 207 Queens Quay W (File No. 26-184194)
Date: July 13, 2026 5:30:42 PM

Dear Chief Building Official and Citywide Priorities Team,

I am writing to formally object to the First Party Sign Variance Application for the property located at [207 Queens Quay W](#) (File No. [26-184194](#)). As a resident of the adjacent building at [208 Queens Quay West](#), this proposed variance will have a direct, negative impact on my daily life and the living conditions of my neighbours.

My specific concerns regarding the proposed illuminated wall signs on the north elevation of the building are as follows:

- **Significant Light Trespass:** The illumination from these signs will shine directly into my bedroom and living room windows.
- **Reduced Quality of Life:** The artificial lighting will make my living room unreasonably bright at night. It will also cause severe glare, severely disrupting the comfortable use of my home and making it difficult to watch television or relax in the evenings.
- **Negative Impact on Adjacent Premises:** The proposal explicitly details that the signs will be illuminated and span from the fourth to the eighth storeys. The scale and brightness of these signs facing a residential building clearly violate the criteria that a variance "will not adversely affect adjacent premises".

The residents of [208 Queens Quay West](#) deserve to enjoy their homes without facing excessive light pollution from commercial signage that circumvents the standard Sign By-law regulations.

I urge you to deny this variance application. Additionally, please ensure I receive a copy of the Chief Building Official's final decision on July 27, 2026.

Thank you for your time and for considering the well-being of the area's residents.

Sincerely,

Lauren Edwards
Sent from my Galaxy

From: [REDACTED]
To: [Citywide Priorities Toronto Building](#)
Subject: [External Sender] Re: Objection to Sign Variance Application - 207 Queens Quay W (File No. 26-184194)
Date: July 13, 2026 5:32:54 PM

Dear Chief Building Official and Citywide Priorities Team,

I am writing to formally object to the First Party Sign Variance Application for the property located at 207 Queens Quay W (File No. 26-184194). As a resident of the adjacent building at 208 Queens Quay West, this proposed variance will have a direct, negative impact on my daily life and the living conditions of my neighbours.

My specific concerns regarding the proposed illuminated wall signs on the north elevation of the building are as follows:

Significant Light Trespass: The illumination from these signs will shine directly into my bedroom and living room windows.

Reduced Quality of Life: The artificial lighting will make my living room unreasonably bright at night. It will also cause severe glare, severely disrupting the comfortable use of my home and making it difficult to watch television or relax in the evenings.

Negative Impact on Adjacent Premises: The proposal explicitly details that the signs will be illuminated and span from the fourth to the eighth storeys. The scale and brightness of these signs facing a residential building clearly violate the criteria that a variance "will not adversely affect adjacent premises".

The residents of 208 Queens Quay West deserve to enjoy their homes without facing excessive light pollution from commercial signage that circumvents the standard Sign By-law regulations.

I urge you to deny this variance application. Additionally, please ensure I receive a copy of the Chief Building Official's final decision on July 27, 2026.

Thank you for your time and for considering the well-being of the area's residents.

Sincerely,

Shirley Vass
Owner

[REDACTED] - 208 Queens Quay West

[Yahoo Mail: Search, Organize, Conquer](#)

From: [REDACTED]
To: [Citywide Priorities Toronto Building](#)
Subject: [External Sender] Subject: Formal Objection to Sign Variance Application – 207 Queens Quay West, File No. 26-184194
Date: July 14, 2026 10:27:15 AM

To City of Toronto Sign By-law Unit,

I am writing to formally object to the sign variance application for 207 Queens Quay West, File No. 26-184194.

I live at 208 Queens Quay West, immediately adjacent to the proposed location, and would be directly affected by the installation of these signs. The application seeks permission to install two illuminated wall signs, each approximately 17.68 metres high and 1.88 metres wide, extending from the fourth to the eighth storeys at a height of approximately 29.13 metres above grade.

These are not modest tenant-identification signs. They are extremely large, illuminated building-scale installations that would materially alter the appearance of the building and the surrounding waterfront area. Not a single such sign is installed at this height at the harbourfront. The closest is the Sunlife sign which is at a height of 70 storeys.

The City's existing Sign By-law specifically restricts this type of wall sign from being installed above the second storey. The applicant is therefore seeking a substantial exception—not a minor technical adjustment. The proposed signs would extend several storeys higher than the permitted location, and approving them would undermine the purpose of the existing height restriction.

As a nearby resident, I am particularly concerned about:

- Light intrusion and glare into surrounding residential units, especially during evening and nighttime hours.
- The excessive size and height of the signs in a dense residential and waterfront neighbourhood.
- The negative visual impact on the streetscape and public realm around Queens Quay.
- The possibility of creating a precedent for additional oversized, elevated illuminated signs along the waterfront.
- **The lack of any demonstrated need for tenant-identification signage of this scale when compliant, lower-level signage could serve the same purpose.**

Toronto's waterfront should not gradually become a corridor of oversized illuminated commercial signage. Residents should not be expected to absorb the visual and lighting impacts simply to provide a commercial tenant with greater prominence.

I respectfully but firmly request that the City refuse this variance application and require any

tenant-identification signage at 207 Queens Quay West to comply with the existing Sign By-law, including the restriction against installing this type of sign above the second storey.

Please treat this email as a formal objection and ensure that it is included in the application record, any staff assessment, and any materials provided to the decision-maker. I also request written confirmation that my objection has been received and information regarding the next stage of the review process, including any meeting or opportunity for residents to make further submissions.

Thank you for your attention. I expect the City to give meaningful weight to the impact on nearby residents and to uphold the intent of its existing signage regulations.

Sincerely,
Simant Goyal
Resident, 208 Queens Quay West



From: [REDACTED]
To: [Citywide Priorities Toronto Building](#)
Subject: [External Sender] sign variance application for 207 Queens Quay W (File No. 26-184194)
Date: July 14, 2026 11:49:55 AM

Dear Chief Building Official,

I am a resident of 208 Queens Quay West, and I am writing to strongly oppose the sign variance application for 207 Queens Quay W (File No. 26-184194).

The proposal to install two large, illuminated wall signs on the north elevation between the fourth and eighth storeys will severely disrupt my quality of life. If approved, this variance will cause the following issues for my unit:

- **Intrusive Light Pollution:** The illumination from these elevated signs will beam directly into my living room and bedroom at night.
- **Disruptive Glare:** The intense artificial light will create significant glare inside my home, making it incredibly frustrating to watch TV or simply unwind in the evening.
- **Negative Neighborhood Impact:** A key condition for granting a variance is establishing that it "will not adversely affect adjacent premises". Erecting illuminated signs of this scale directly facing a residential building completely contradicts this requirement.

I kindly ask that you prioritize the well-being of local residents and deny this application. Furthermore, I request to be sent a copy of the Chief Building Official's final decision on the scheduled decision date of July 27, 2026.

Thank you for your attention to this important matter.

Sincerely,

Emma

Resident of 208 Queens Quay West, [REDACTED]

From: [REDACTED]
To: [Citywide Priorities Toronto Building](#); [Fernanda Patza](#); [311](#)
Subject: [External Sender] 207 Queens Quay W (26-184194) Sign Variance Feedback
Date: July 21, 2026 6:47:15 PM

Looking over the proposal, its pretty ugly and there's not really any tall signage like this in the neighbourhood.

This will definitely change the character of the neighbourhood heading west along Queens Quay.

Additionally the proposal mentions "Heritage Requirements", but I'm sceptical that these signs will not significantly change the character of the building itself if this building does have a heritage designation.

I find it very hard to believe that a 17.68m tall illuminated sign like in this proposal wouldn't significantly change the character of a heritage building.

Thanks,
Ashley

From: [REDACTED]
To: [Citywide Priorities Toronto Building](#)
Cc: [Mayor Chow](#); [Councillor Malik](#); [Chris Glover](#); info@yqna.ca
Subject: [External Sender] 207 Queens Quay Sign Variance 26-184194
Date: July 22, 2026 12:17:55 PM

Hello!

I hope you are well.

I am writing to express concern about the proposed sign variance on the 207 Queens Quay Terminal Building.'

Quite by chance, a resident of 208 Queens Quay noted the sign and brought it to my attention. Because it was displayed in an obscure corner of the terminal building, it was not easily seen and, further, trying to find the application on the city website presented additional challenges.

I appreciate that the City is only required to inform residents within 60 metres of a proposed change; however, given the fact that two four story illuminated signs that would shine directly into a residential building directly across from the Terminal Building, one would hope greater transparency, communication and respect for the neighbours might be considered.

Given the fact that the Terminal building has existed for decades without illuminated signs, it would be helpful to know the following:

1. Why is this needed now?
2. What would be the wattage
3. What are the hours the lights would be on?
4. Who, specifically, does this proposed change benefit?
5. Who has made the request

Would it be possible to engage the broader community, and not just those within 60 metres of the building, in further discussion before such a change is implemented?

Respectfully,
Pam Diggins
208 Queens Quay West.

Citywide Priorities Toronto Building

From: Namrata Kadam <namrata@zown.ca>
Sent: June 30, 2026 12:04 PM
To: Citywide Priorities Toronto Building
Cc: Omar Awad
Subject: [External Sender] First Party Sign Variance Application – 207 Queens Quay West (Application No. 26-184194)

Dear Sir/Madam,

My name is **Namrata Kadam**, and I am writing on behalf of **Zown** in support of the First Party Sign Variance application for 207 Queens Quay West.

Zown occupies Suite 510 in the building, and the proposed signage will help clients, partners, and visitors easily identify our office. As a technology-enabled real estate company serving homebuyers across the Greater Toronto Area, clear tenant identification is essential for accessibility and wayfinding.

As a company dedicated to making homeownership more attainable for Toronto residents, establishing a visible presence at our office is more than branding, it helps prospective homebuyers find us, access our services, and connect with a team working to address one of the city's most pressing affordability challenges. Please find our website here: <https://zown.ca/>

We respectfully request that the City approve the sign variance application to allow Zown to install its corporate signage as proposed.

Thank you for your consideration.

Best,

 **Namrata Kadam**
BizOps Head

m: 4169905836
o: 2894389696
e: namrata@zown.ca
w: zown.ca

Zown Realty Inc.
207 Queens Quay W #510, Toronto, ON M5J 1A7

NOTICE: This email is intended only for the person to whom it is addressed and/or otherwise authorized personnel. The information contained herein and attached is confidential and the property of Zown Realty Inc.. If you are not the intended recipient, please be advised that viewing this message and any attachments, as well as copying, forwarding, printing, and disseminating any information related to this email is prohibited, and that you should not take any action based on the content of this email and/or its attachments. If you received this message in error, please contact the sender and destroy all copies of this email and any attachments.

Citywide Priorities Toronto Building

From: catherine forbes [REDACTED]
Sent: July 19, 2026 3:36 PM
To: Citywide Priorities Toronto Building
Subject: [External Sender] Location: 207 Queens Quay W(26-184194) - proposed sign variance

I live across the street at 208 queens quay and do not think the variance should be permitted.

- 1) it will contribute to "light pollution"
- 2) it will obstruct the view of the waterfront, particularly at night
- 3) it is unnecessary as they can have signage at the already-permitted level and don't need it to extend up the sides of the building or be illuminated
- 4) it will result in increased glare with city traffic lights and bike lane/traffic stops and could result in increased risk of collisions and/or pedestrian accidents

thank you
Catherine Forbes

Citywide Priorities Toronto Building

From: KC RL [REDACTED]
Sent: July 21, 2026 10:24 AM
To: Citywide Priorities Toronto Building
Subject: [External Sender] Comments regarding 207 Queens Quay W (26-184194)

Hi there,

I'm writing to express concerns of a proposed sign at 207 Queens Quay W (26-184194).

I received notice of this sign application because I'm currently residing in a unit facing the building. Both my living area and bedroom will be facing this sign. I foresee the possibility of glare entering our residential units and thus affecting our ability to sleep and enjoy our homes.

I respectfully request that the City review the proposal carefully and consider imposing appropriate conditions to minimize impacts on surrounding residents.

Thank you for your time and consideration. I look forward to your response.

Regards,
Regine