

ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE

AUTHORIZATION AS AGENT

TO WHOM IT MAY CONCERN:

I/we hereby authorize Zelinka Priamo Ltd. as my/our agent in connection with the development approval applications on lands known municipally as 10 Morse Street in the City of Toronto.

ENGELITE REALTY LIMITED

Name of Land Owner



Authorized Signature PER: JEFFREY ENGEL, PRESIDENT

MARCH 20, 2024

Date

Folder Number	Date (yyyy-mm-dd)
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Project Information

Street Number 10	Street Name Morse Street	Lot Number Blocks B and C	Plan Number Registered Plan 423
Describe the variance(s) being applied for: Proposal is to permit a third-party ground sign with electronic static copy. Please refer to Cover Letter which outlines the specific variances sought.			
If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:			
Existing Sign Dimensions		Location	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): Please refer to Cover Letter.			

Property Owner Information

First Name Jeffrey		Last Name Engel	
Company Name (if applicable) Engelite Realty Limited			Telephone Number (416) 930-4052
Street Number 4190	Street Name Bathurst Street	Suite/Unit Number 907	Mobile Number
City/Town Toronto	Province ON	Postal Code M3H 3P9	Fax Number
Email jeff@engelite.com			

Attachment Required

- Sign Variance Data Sheet
- Copies of any supporting documents
- All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Applicant Information and Declaration

First Name I, Connor		Last Name Wright	
Company Name Zelinka Priamo Ltd.			Telephone Number (226) 979-0336
Street Number of 20	Street Name Maud Street	Suite/Unit Number 305	Mobile Number
City/Town Toronto	Province ON	Postal Code M5V 2M5	Fax Number
Email connor.w@zpplan.com			
Do hereby declare the following: - That I am ☐ the Property Owner as stated above ☒ the owner's authorized agent. ☐ an officer/employee of _____, which is an authorized agent of the owner. ☐ an officer/employee of _____, which is the Property Owner's authorized agent. - That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. - That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law - That the information included in this application and in the documents filed with this application is correct.			
Connor Wright Digitally signed by Connor Wright DN: cn=Connor Wright, o=Zelinka Priamo Ltd., ou, email=connor.w@zpplan.com, c=CA, Date: 2025.01.07 08:54:51 -0500		Signature _____ Print Name (First, Last) _____ Date (yyyy-mm-dd) _____	

Continue on next page

Toronto Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, 136(c) and the City of Toronto Municipal Code, Chapter 694, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-392-4235.

Folder number	Request Date (yyyy-mm-dd)
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This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street Number	Street Name	Lot Number	Plan Number
10	Morse Street	Blocks B and C	Registered Plan 423

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
8,262 sqm.	89.9m	83.3m
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
1		
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
+/- 4m	1	5,221.3 sqm.
Building Uses(s)		
Office and warehousing		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)
North Industrial
South Lake Shore Blvd East, beyond which recreational field.
East Industrial
West Commercial and Industrial

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) The proposal is to remove and replace the two (2) existing double-sided third-party ground signs with one (1) new third-party ground sign (3.05m x 10.7m) with electronic static copy within the surface parking field. The total sign face area of the proposed sign is approximately 65.3m², representative of a 13% reduction in third-party advertising area on the subject lands. The proposed sign would comply with all other Sign By-law requirements other than the variances identified within the attached Cover Letter.
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Continue on next page

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary)

[Please refer to Cover Letter.](#)

Sign Data Sheet

Date (yyyy-mm-dd) 2024-12-05	Folder No.
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Sign Information

Sign No.*	Sign Type	Method of Copy Display	Sign Face Dimensions (maximum)			Sign Depth (metres)	Sign Height (metres)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (metres)	Width (metres)	Area (m ²)				
1	Ground Sign	Electronic Static Copy	3.05	10.70	32.64	2.40	10.00	Yes	Yes

* Please ensure that the sign numbers listed in this sheet are indicated on all sign plans
** NOTE: Structural drawings pending proposal feedback from Staff.

South District

Receipt No: 1790469

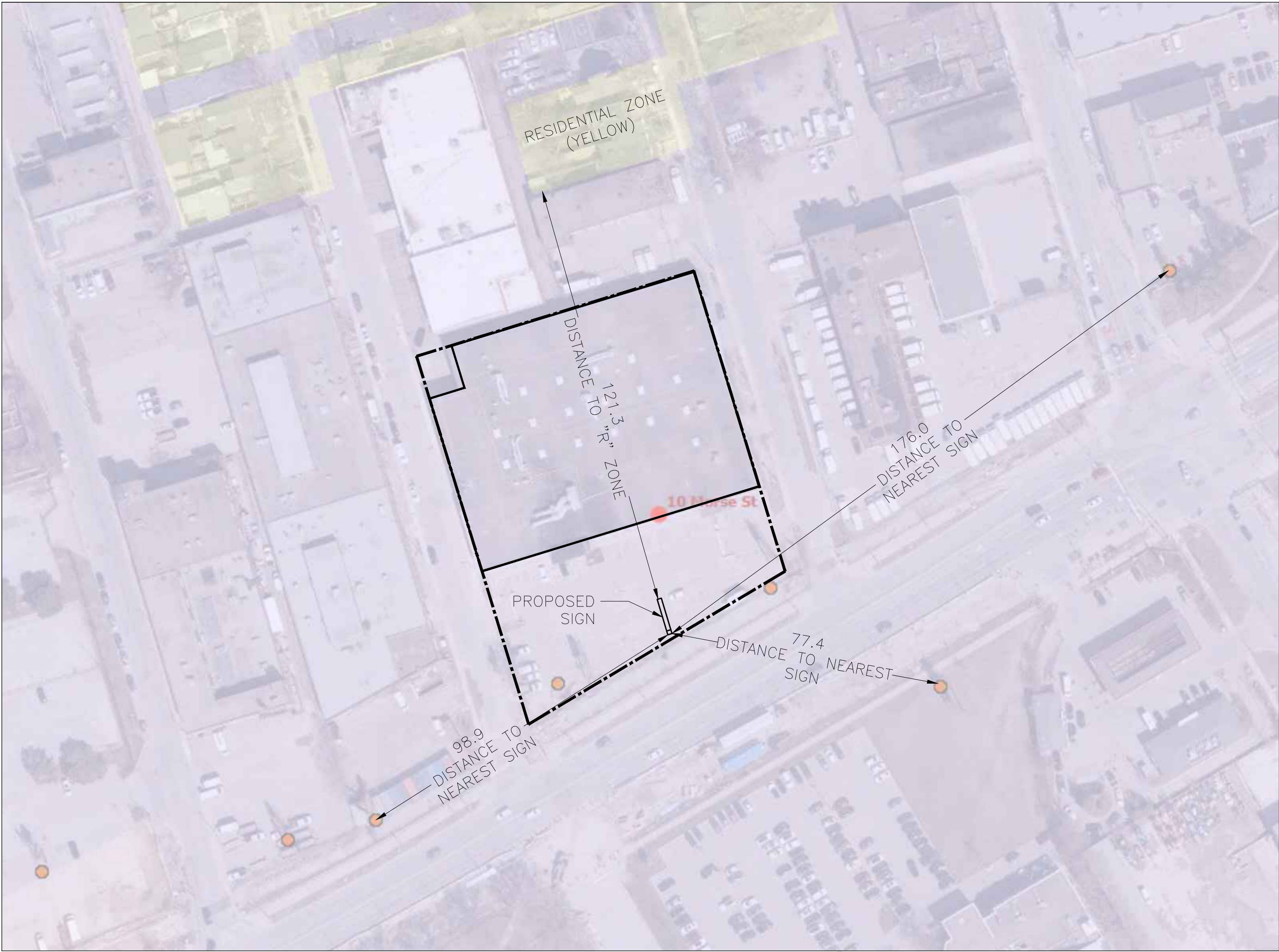
Receipt

NOTE: This is not a Permit. Do not construct until a permit is issued.
You will be notified when your permit is ready.

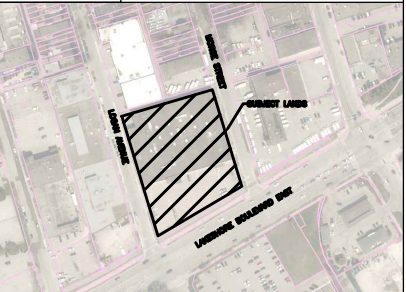
Folder No:	25 107821 ZSV 00 ZR	Date & Time:	January 28, 2025 02:00 PM
Paid By:	ZELINKA PRIAMO LTD C/O CONNOR WRIGHT 20 MAUD ST SUITE 305 TORONTO ON M5V 2M5		
Project Location:	10 MORSE ST TORONTO ON		
Project Description:	Zoning Review; Multiple-Use Building; Sign		
Fee Description(s):	Cost Centre Number:	Value:	
American Express	110584 - PAYMENT	\$-1,961.00	
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$1,961.00	
Total:		\$0.00	
Paid Amount		\$1,961.00	

- | | |
|---|---|
| ☐ Cash | ☐ Cheque |
| ☐ American Express | ☐ Debit Card |
| ☐ Money Order | ☐ Certified Cheque |
| ☐ Journal Entry | ☐ Fee Exempt |

Jones, Naomi
per Treasurer, City of Toronto



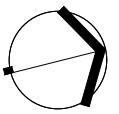
KEY PLAN



CONTEXT PLAN

OF
10 MORSE STREET

TORONTO AND EAST YORK DISTRICT
CITY OF TORONTO



ENGELITE REALTY
LIMITED

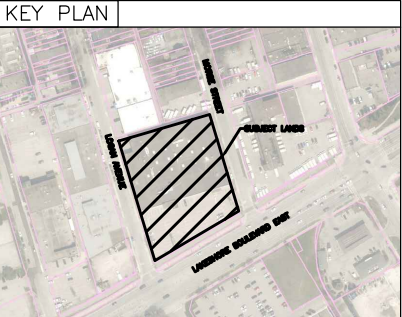
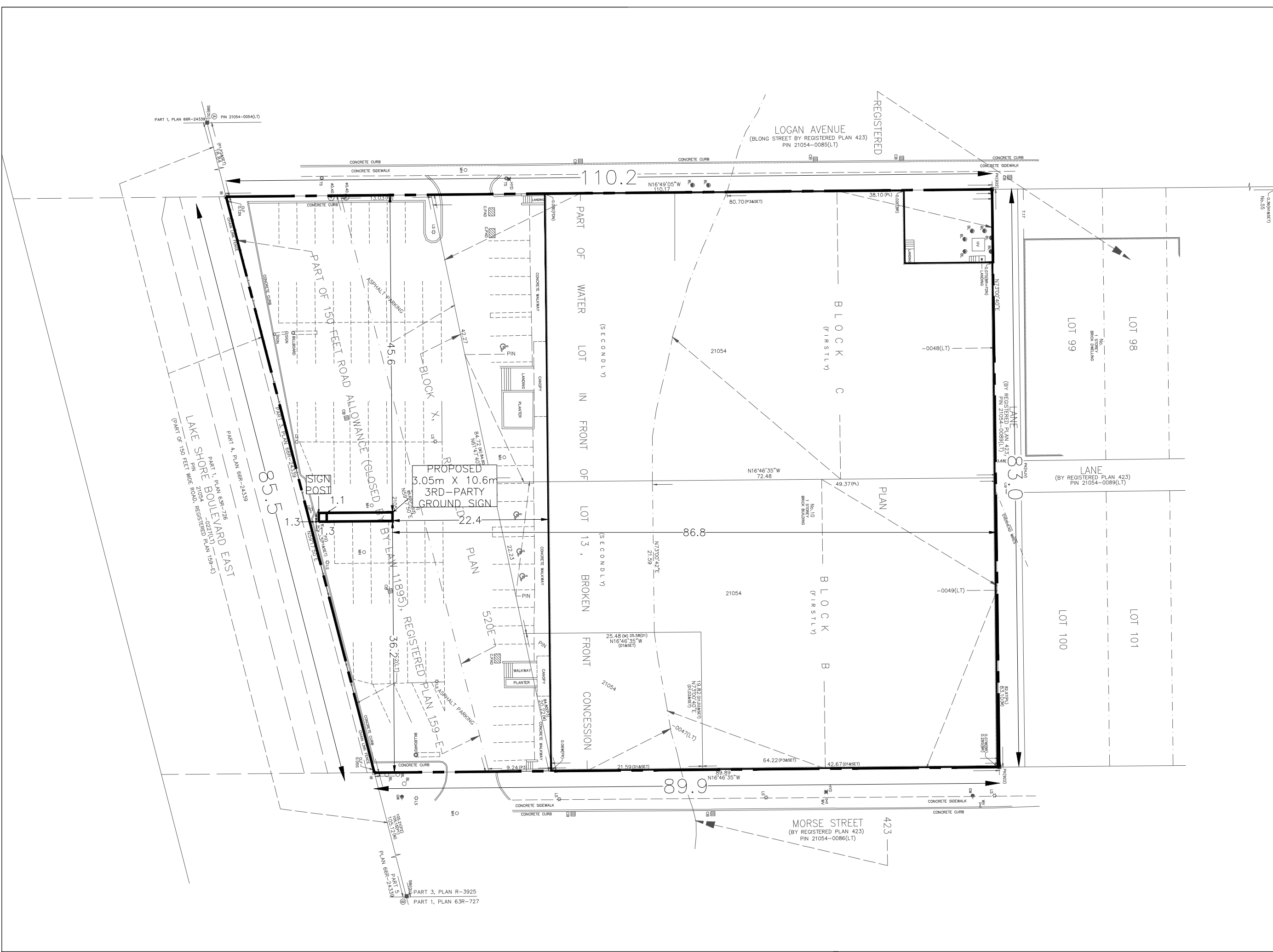
10 MORSE
STREET



318 Wellington Road, London, Ontario N6C 4P4
Tel: (519) 474-7137 Fax: (519) 474-2284 email: zp@zpplan.com

DRAWN BY
CM PROJECT NO.
STA/TOR/24-01

DATE
DECEMBER 2024 SCALE
1:1,000

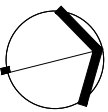


SITE PLAN
OF
10 MORSE STREET

TORONTO AND EAST YORK DISTRICT
CITY OF TORONTO

SIGN SETBACK STATISTICS

FRONT YARD SETBACK	1.3 m
REAR YARD SETBACK	86.8 m
EAST SIDE YARD SETBACK	36.2 m
WEST SIDE YARD SETBACK	45.6 m
SETBACK FROM BUILDING	22.4 m

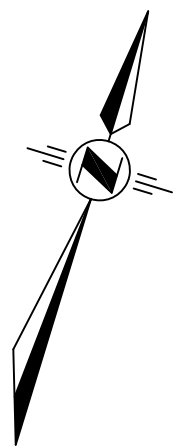


ENGELITE REALTY
LIMITED

10 MORSE
STREET



DRAWN BY CM	PROJECT NO. STA/TOR/24-01
DATE DECEMBER 2024	SCALE 1:200



SURVEYOR'S REAL PROPERTY REPORT
PART 1) PLAN OF SURVEY OF
BLOCKS B AND C
REGISTERED PLAN 423,
WATER LOTS FRONTING LOT 13
IN THE BROKEN FRONT CONCESSION,
BLOCK X, REGISTERED PLAN 520E AND
PART OF 150 FEET ROAD ALLOWANCE
(CLOSED BY BY LAW 11895)
REGISTERED PLAN 159-E
CITY OF TORONTO

SCALE 1:250

2.5 0 2.5 12.5metres

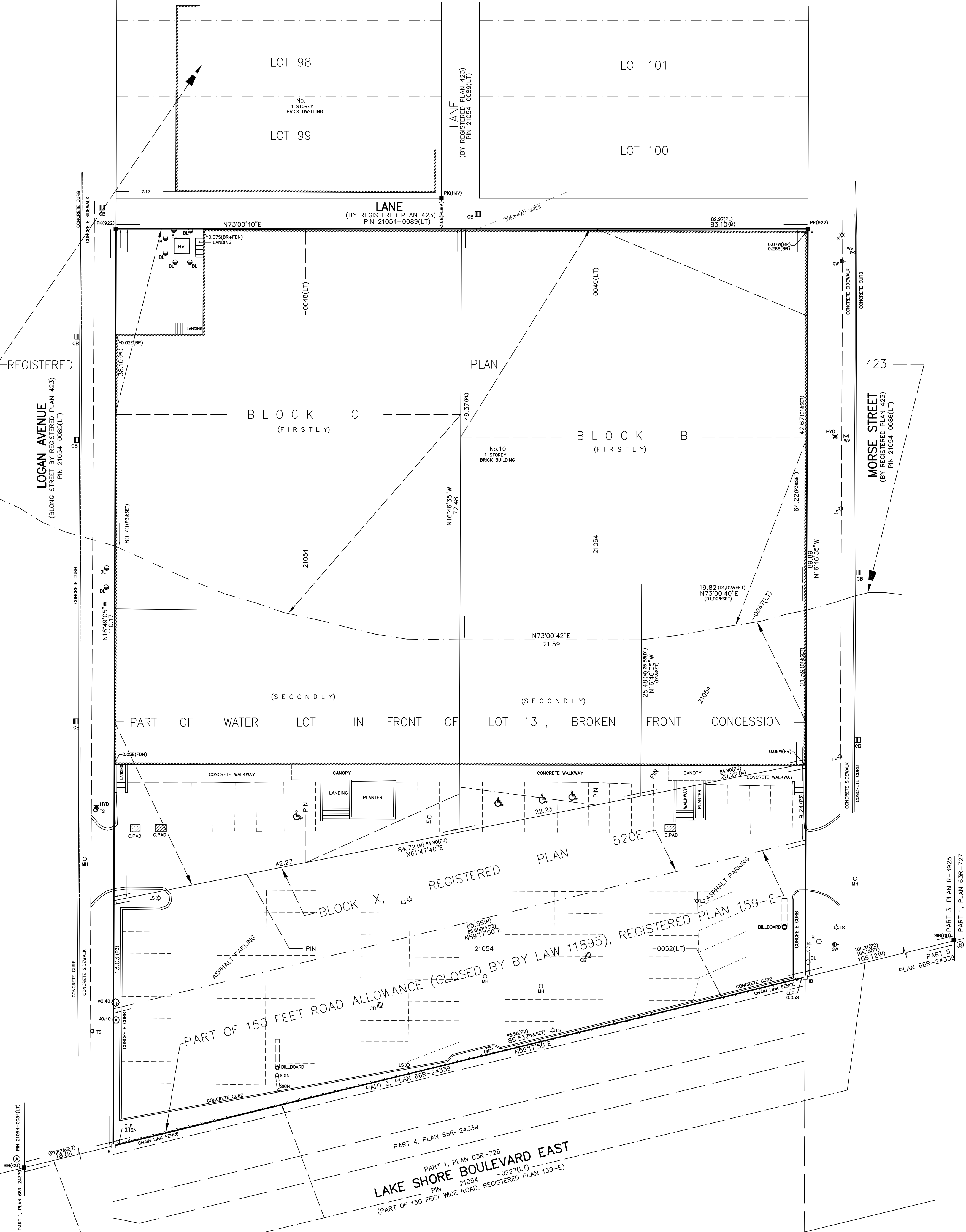
VLADIMIR DOSEN SURVEYING, O.L.S.

NO PERSON MAY COPY, REPRODUCE, DISTRIBUTE OR ALTER THIS
PLAN IN WHOLE OR IN PART WITHOUT THE WRITTEN PERMISSION
OF VLADIMIR DOSEN, O.L.S.

METRIC
DISTANCES SHOWN ON THIS PLAN ARE
IN METRES AND CAN BE CONVERTED
TO FEET BY DIVIDING BY 0.3048.

NOTES AND LEGEND

- DENOTES SURVEY MONUMENT PLANTED
■ DENOTES SURVEY MONUMENT FOUND
IB DENOTES STANDARD IRON BAR
IB DENOTES IRON BAR
CC DENOTES CUT CROSS
PK DENOTES PK NAIL WITH WASHER
OU DENOTES ORIGIN UNKNOWN
M DENOTES MEASURED
WIT DENOTES WITNESS
PL DENOTES REGISTERED PLAN 423
P1 DENOTES PLAN 66R-24339
P2 DENOTES PLAN 63R-726
P3 DENOTES REGISTERED PLAN 520-E
D1 DENOTES PIN 21054-0047(LT)
D2 DENOTES PIN 21054-0049(LT)
D3 DENOTES PIN 21054-0052(LT)
N1 DENOTES NOTES BY CITY OF TORONTO SURVEY & MAPPING
SECTION, DATED JUNE 25, 1984
(PROJECT 84-434-127, INDEX 423-15)
- (922) DENOTES FRED SCHAEFFER, O.L.S.
CLF DENOTES CHAIN LINK FENCE
HYD DENOTES FIRE HYDRANT
LS DENOTES LAMP STANDARD
TS DENOTES TRAFFIC SIGN
BILLBOARD DENOTES BILLBOARD STAND
SIGN DENOTES SIGNBOARD STAND
WV DENOTES WATER VALVE
MH DENOTES MANHOLE
UP DENOTES UTILITY POLE
HV DENOTES HYDRO VAULT
CB DENOTES CATCH BASIN
BL DENOTES BOLLARD
C.PAD DENOTES CONCRETE PAD
N/S/E/W DENOTES NORTH/SOUTH/EAST/WEST
Ø DENOTES DIAMETER
⊙ DENOTES DECIDUOUS TREE
⊙ DENOTES CONIFEROUS TREE



THIS REPORT WAS PREPARED FOR
ROY DZEKO
AND THE UNDERSIGNED ACCEPTS NO
RESPONSIBILITY FOR USE BY
OTHER PARTIES.

COORDINATE REFERENCE:			
COORDINATES AND BEARINGS SHOWN HEREIN ARE DERIVED FROM DIRECT GPS REAL TIME KINEMATIC OBSERVATIONS AND ARE REFERRED TO THE N.T.M. COORDINATE SYSTEM, ZONE 10, CENTRAL MERIDIAN 79°30 WEST LONGITUDE CRS (NAD 83) BEARINGS ARE GRID BEARINGS.			
DISTANCES ARE SHOWN AND CAN BE CONVERTED TO GRID BY MULTIPLYING BY THE COMBINED SCALE FACTOR OF 0.9997619			
OBSERVED REFERENCE POINTS			
3° N.T.M. ZONE 10, TOR-H-CRS (NAD83+2010.0) (GRD)			
COORDINATES TO URBAN ACCURACY PER SEC. 14 (2) OF OREG.216/10			
OBSERVED REFERENCE POINTS	NORTHING	EASTING	
A	4834935.157	317705.617	
B	4835042.119	317885.743	
COORDINATES CANNOT, IN THEMSELVES, BE USED TO RE-ESTABLISH THE CORNERS OR BOUNDARIES SHOWN ON THIS PLAN			

PART 2) SURVEY REPORT
DESCRIPTION OF LAND: PIN 21054-0047(LT)
PART OF BLOCK B, REGISTERED PLAN 423 AND PART OF WATER LOT INFRONT OF
BLOCK B, REGISTERED PLAN 423
REGISTERED EASEMENTS AND/OR RIGHT OF WAYS:
NO EASEMENTS OR RIGHT OF WAYS ARE REGISTERED.
DESCRIPTION OF LAND: PIN 21054-0048(LT)
BLOCK C, REGISTERED PLAN 423 AND PART OF WATER LOT INFRONT OF
PART OF LOT 13, BROKEN FRONT CONCESSION
REGISTERED EASEMENTS AND/OR RIGHT OF WAYS:
NO EASEMENTS OR RIGHT OF WAYS ARE REGISTERED.
DESCRIPTION OF LAND: PIN 21054-0049(LT)
PART OF BLOCK B, REGISTERED PLAN 423 AND PART OF WATER LOT INFRONT OF
PART OF LOT 13, BROKEN FRONT CONCESSION
REGISTERED EASEMENTS AND/OR RIGHT OF WAYS:
NO EASEMENTS OR RIGHT OF WAYS ARE REGISTERED.
DESCRIPTION OF LAND: PIN 21054-0052(LT)
BLOCK X, REGISTERED PLAN 520-E AND PART OF 150 FEET ROAD ALLOWANCE
REGISTERED PLAN 159-E LYING BETWEEN LOGAN AVENUE AND MORSE STREET
CLOSED BY BY-LAW 11895
REGISTERED EASEMENTS AND/OR RIGHT OF WAYS:
NO EASEMENTS OR RIGHT OF WAYS ARE REGISTERED.
BOUNDARY FEATURES:
LOCATION OF FENCES ARE AS SHOWN
COMPLIANCE WITH MUNICIPAL ZONING BY-LAWS:
THIS PLAN DOES NOT CERTIFY COMPLIANCE WITH ZONING
BY-LAWS.

SURVEYOR'S CERTIFICATE

I CERTIFY THAT:

- THIS SURVEY AND PLAN ARE CORRECT AND IN ACCORDANCE WITH
THE SURVEYORS ACT, THE SURVEYORS ACT AND THE
REGULATIONS MADE UNDER THEM.
- THE SURVEY WAS COMPLETED ON THE
1st DAY OF SEPTEMBER, 2024

DATE: SEPTEMBER 13, 2024

Vladimir Dosen
VLADIMIR DOSEN, B.Sc.,
ONTARIO LAND SURVEYOR

VLADIMIR DOSEN SURVEYING
ONTARIO LAND SURVEYORS
555 DAVISVILLE AVENUE
TORONTO, ONTARIO M4S 1J2
PHONE (416) 466-0440 EMAIL: vladdosen@rogers.com

JOB No: 24300	SHEET: 24x36	FIELD BY: FRANK
FILE: 16-080		DRAWN BY: NATHAN
CAD FILE: 10 MORSE STREET		CHECKED BY: VD

VIA EMAIL

January 22, 2025

Sign By-law Unit
100 Queen Street West
Ground Floor, East Tower
Toronto, ON M5H 2N2

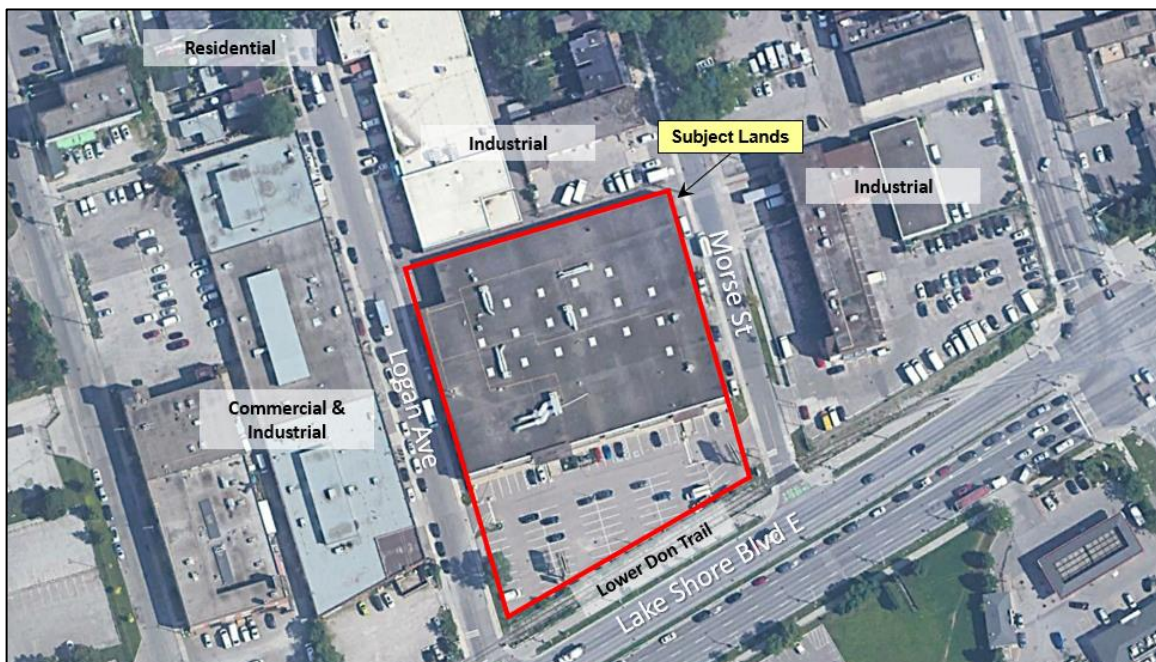
**Re: Sign Variance Application – Replacement Third-Party Ground Sign
10 Morse Street
Toronto, Ontario**

On behalf of Engelite Realty Limited (the “Owner”), Zelinka Priamo Ltd. is pleased to submit a Sign Variance Application for the lands known as 10 Morse Street, Toronto (the “subject lands”).

BACKGROUND

The subject lands are approximately 0.8 hectares in size, and are bound by Morse Street to the east; the Lower Don Recreational Trail (former Harbour Lead Line) and Lake Shore Boulevard E to the south; Logan Avenue to the west; and a public laneway to the north. The subject lands are developed with one (1) multi-tenant building which is occupied by office and warehousing uses (Figure 1).

Figure 1: Aerial of the subject lands and adjacent uses



There are three (3) ground signs currently existing on the subject lands, being two (2) double-sided externally-illuminated third-party ground signs with static copy (Trivision slats), and one (1) externally-illuminated first-party ground sign oriented to be visible to vehicular traffic along Lake Shore Boulevard E (Figure 2). Each of the two (2) existing third-party sign faces are approximately 18.6m² in size (3.05m x 6.1m) and double-sided, for a total third-party advertising area of approximately 74.4m² on the subject lands.

Figure 2: Existing signage on the subject lands from Logan Ave, facing east



The subject lands are designated *Core Employment* as per Land Use Plan Map 18 of the City of Toronto Official Plan ("OP") (Figure 3) and are split-zoned *Employment Industrial (E 3.0)* by Zoning By-law 569-2013, and *Industrial (I2 D3)* by Former City of Toronto Zoning By-law 438-86 (Figure 4). The subject lands are correspondingly identified within the Employment ("E") Sign District (Figure 5).

Figure 3: OP Map 18 - Land Use (excerpt)



Figure 4: City of Toronto Zoning By-law 569-2013 interactive map (excerpt)

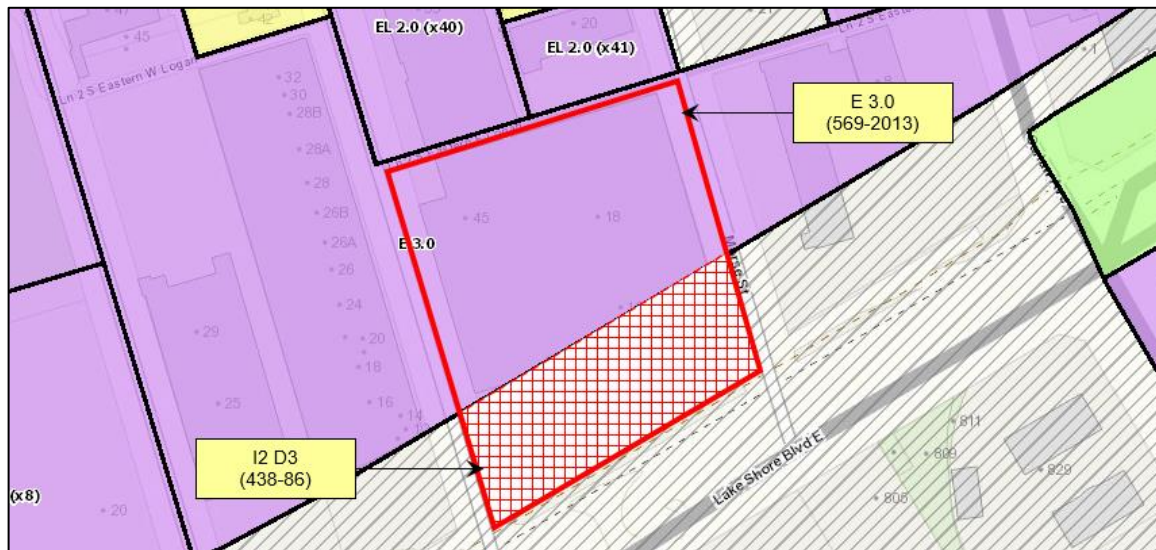


Figure 5: City of Toronto SignView interactive map (excerpt)

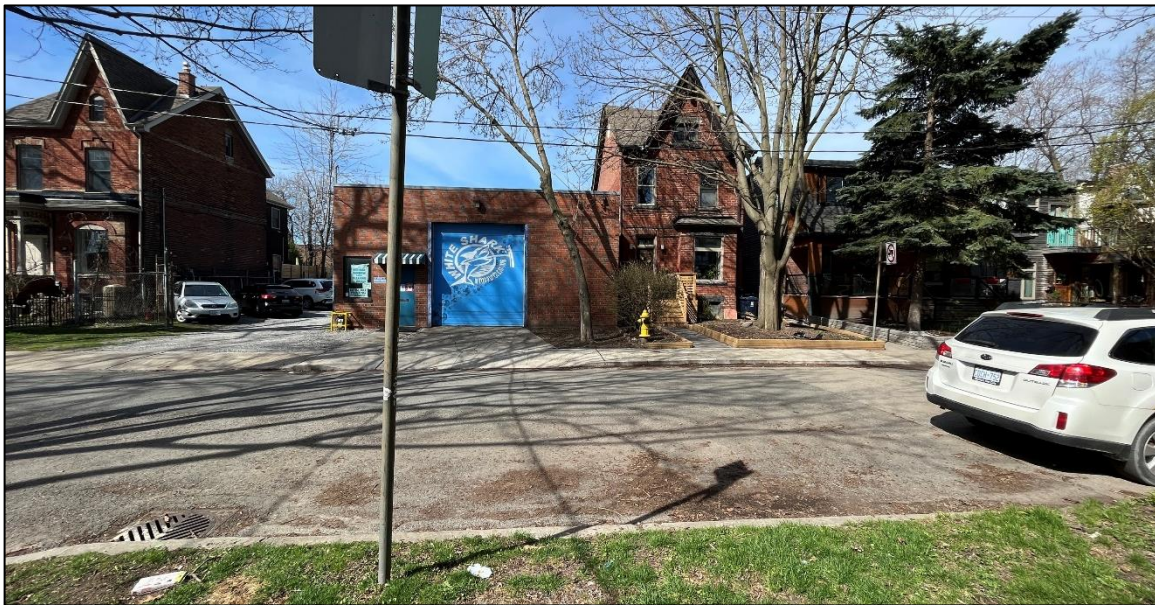


The character of the surrounding area is generally industrial in nature. Surrounding land uses include industrial sales, contractor establishments, distribution centres, sport and fitness clubs, and uses related to film production (Figure 6). The residential lands to the north are also interspersed with compatible employment uses (Figure 7).

Figure 6: View along Logan Ave, facing south



Figure 7: Example of compatible employment uses adjacent to residential



A number of lawfully established third-party ground signs are present within the immediate area of the subject lands, contributing to the area's industrial character (Figure 8).

Figure 8: City of Toronto SignView mapping of existing billboards (excerpt)

PROPOSAL

The proposal is to remove and replace the two (2) existing double-sided third-party ground signs with one (1) new third-party ground sign (3.05m x 10.7m) with electronic static copy within the surface parking field (Figure 9). The total sign face area of the proposed sign is approximately 65.3m², representative of a 13% reduction in third-party advertising area on the subject lands. Per the enclosed structural drawings, the height of the proposed sign is 8.0 metres.

Per the City of Toronto Sign By requirements, the sign will adhere to the illumination requirements of § 694-18. Illumination. This will include limiting the sign brightness to 3,000 nits during daytime hours and not more than 300 nits during night-time hours. The sign will be turned off at 11:00pm daily and be turned on after 7:00am.

Additionally, per § 694-23. Energy efficiency requirements, the sign will be powered by renewable energy supplied by Bullfrog Power.

Figure 9: Basic elevation of proposed replacement sign from Logan Ave, facing east



The proposed sign type is permitted in the E Sign District. A Sign Variance Application is required to permit the proposed replacement sign as per the Municipal Applicable Law Notice issued July 17, 2024, where several areas of non-compliance with the City's Sign By-law are identified.

REQUESTED VARIANCES

As identified by the PPR Examiner's Notice dated July 17, 2024 (24 156224 ZPR 00 ZR), the following relief from the City's Sign By-law is required to facilitate the proposal:

1. **Despite §694-22(E):** Permit a third party electronic sign to be located within 150.0 metres of an existing third party sign. Existing third party signs are located approximately 77m and 99m from the proposed sign.
2. **Despite §694-25 C(4)(a):** Permit the sign face area of the proposed sign to be 32.64 square metres, whereas a maximum sign face area of 20.0 square metres is permitted.
3. **Despite §694-25 C(4)(f):** Permit an electronic ground sign to be located approximately 130 metres from an R sign district and face the R sign district, whereas any electronic sign within 250 metres of an R sign district would not be permitted to face a premise in an R sign district.

Further to comment 6 from the PPR Examiner's Notice, the sign does not obstruct or interfere with a required space as depicted on the submitted site plan. As such, a variance for §694-15.B(5) is not being sought.

ANALYSIS

In accordance with §694-30A of the City of Toronto Sign By-law, the following provides information to establish that the proposed signs meet all of the specific criteria for evaluating sign variance applications and should be approved accordingly:

694-30A(1) Belong to a sign class permitted in the sign district where the premises is located	Third-party signs are permitted within the E Sign District. Further, electronic third-party ground signs are permitted within the E Sign District, as per §694-25C(2).
694-30A(2) Be compatible with the development of the Premises and surrounding area	The proposed sign would replace two (2) existing signs, resulting in a 13% net reduction of third-party advertising area on the subject lands, in a consolidated location. The two (2) existing signs to be removed are located closer to the east and west extremities of the subject lands, whereas the proposed sign would be located more internal to the site, and better obscured from the residential areas to the north. Being both a reduction in total sign surface area, and a reduction in proximity to neighbouring properties, the potential visual impact of third-party signage on the subject lands and overall perceived visual clutter along the Lake Shore Boulevard East corridor is reduced. Further, the lands are within an Employment Area, which are intended to protect the existing employment function of employment lands in the long term by preventing fragmentation through conversions to non-employment uses. It is therefore likely that the character of this segment of Lake Shore Boulevard E will be maintained over the long term. Because of the geometry of the building and sign location/orientation, the proposed sign would generally not be visible from any location in the nearby R sign district to the north.
694-30A(3) Support the Official Plan objectives for the Premises and surrounding area	Section 2.2.4 of the Official Plan describes the goals and objectives for Employment Areas, which includes, “<i>Maintaining Employment Areas exclusively for business and economic activities ...</i>” The proposed replacement sign is compatible with the existing and planned long-term function of the general area, as Employment lands are identified by the provisions of the Sign By-law as appropriate areas for locating electronic third-party ground signage, being generally buffered from sensitive land uses. The Lower Don Recreational Trail, which abuts the southerly property line, provides an east-west connection for pedestrians and cyclists between Woodbine Park and the broader Don River Trail system. The proposed replacement sign on the subject lands does not affect the Trail’s ability to, “create linkages between parks and open spaces to create continuous recreational corridors” (OP s. 4.3.6.c). It is noted that the adjacent segment of the Trail is identified within the E Sign District.
694-30A(4) Not adversely affect adjacent premises	The proposed replacement sign faces are proposed to be generally oriented to face east and west to road users along Lake Shore Boulevard E. The privately-owned lands to the east and west of the subject lands are developed with similar employment uses and are separated by public streets. The two (2) existing third-party signs have been installed on the subject lands for approximately 12 years with no known undue impacts to adjacent lands. The proposed replacement sign is located more internal to the subject lands, further from the adjacent properties, and represents an overall

	reduction in sign surface area than the existing signs. As such, no new adverse impacts to adjacent properties are expected. Per the City of Toronto Sign By requirements, the sign will adhere to the illumination requirements of § 694-18. Illumination. This will include limiting the sign brightness to 3,000 nits during daytime hours and not more than 300 nits during night-time hours. The sign will be turned off at 11:00pm daily and turned on not before 7:00am.
694-30A(5) Not adversely affect public safety, including traffic and pedestrian safety.	The proposed ground sign is to contain electronic static copy oriented to be visible to road users along Lake Shore Boulevard E. The proposed sign will operate in accordance with the provisions of the Sign By-law, including limits to message duration. As such, there is no undue impacts anticipated to drivers along Lake Shore Boulevard E. The existing ground signs use external illumination and are similarly oriented to be viewed from the right-of-way without any known impacts to vehicular or pedestrian safety. The replacement sign will consolidate the third party signage on the property into one location, and is proposed to reduce the overall area of advertising visible to the street. The sign is proposed to operate not in excess of 300 nits during nighttime hours, which is within the maximum permitted luminescence as per §694-18E(5). As per the enclosed Site Plan, the approximate distances to the intersections of Lake Shore Boulevard E with Logan Avenue and Morse Street are 59 and 48 metres respectively, well in excess of the minimum 30-metre distance required by §694- 25C(2)(c). The two lawfully-existing signs are located at distances less than the prescribed 30 metre setback from both intersections. The proposal would therefore reduce the perceived visual impact to vehicular traffic at these intersections. The proposed sign would be designed and installed by a professional sign company and in accordance with the Ontario Building Code, and as such no undue issues related to public safety are anticipated. The proposed sign will be designed with sufficient vertical clearance to ensure pedestrian activity is not impacted.
694-30A(6) Not be a sign prohibited by section 694-15B.	The proposed sign type is not a prohibited by §694-15B.
694-30A(7) Not alter the character of the Premises or surrounding area.	It is our opinion that the proposed sign would not alter the character of the premises or surrounding area. The character of the area along the Lake Shore corridor is industrial in nature and is designated for long-term employment use. The proposed replacement sign is compatible with the existing and planned character of the area, being within an Employment Area where electronic third-party signage is permitted. There are numerous existing signs of a similar character located throughout the corridor, including the two (2) signs already located on the subject lands proposed for replacement. The proposed sign is fitting and supportive of the existing character of the premises and the surrounding area.
694-30A(8) Not be, in the opinion of the	The regulations of the Sign By-law serve to protect public safety, minimize sign clutter, and encourage a consistent and compatible

decision maker, contrary to the public interest.	approach to signage within the public realm. It is our opinion that the proposed replacement sign is an improvement to the existing conditions on the subject lands, as the overall third-party advertising area is proposed to be consolidated and reduced by 13%, thereby minimising the visual impact of advertising to adjacent public and private lands. The proposed location for the replacement sign further limits potential impacts by providing greater setbacks to adjacent properties and intersections than the existing signs currently provide.
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SUBMISSION PACKAGE

In addition to this cover letter, the following materials are enclosed by digital submission:

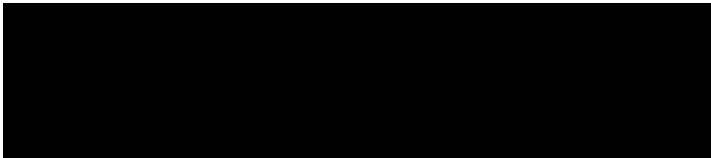
- Agent Authorization, executed by the Owner to authorize Zelinka Priamo Ltd. to file this application;
- Completed Sign Variance Application Form;
- Municipal Applicable Law Notice, issued July 17, 2024;
- Sign Data Sheet;
- Site Plan, prepared by Zelinka Priamo Ltd., dated December 2024;
- Context Map, prepared by Zelinka Priamo Ltd., dated December 2024;
- Survey, prepared by Vladimir Dosen Surveying, dated September 13, 2024;
- Structural Sign Drawings; and
- Tree Declaration Form.

Note that the City's Third-Party Sign Variance fee of \$1,781.98 will be paid by credit card over the phone upon confirmation of receipt of this email submission.

We trust that the enclosed information is complete and satisfactory. Should you have any questions, or require further information, please do not hesitate to call.

Yours very truly,

ZELINKA PRIAMO LTD.



Connor Wright
Intermediate Planner

cc: The Owner (via email)

VIA EMAIL

March 13, 2025

Sign By-law Unit
100 Queen Street West
Ground Floor, East Towner
Toronto, ON M5H 2N2

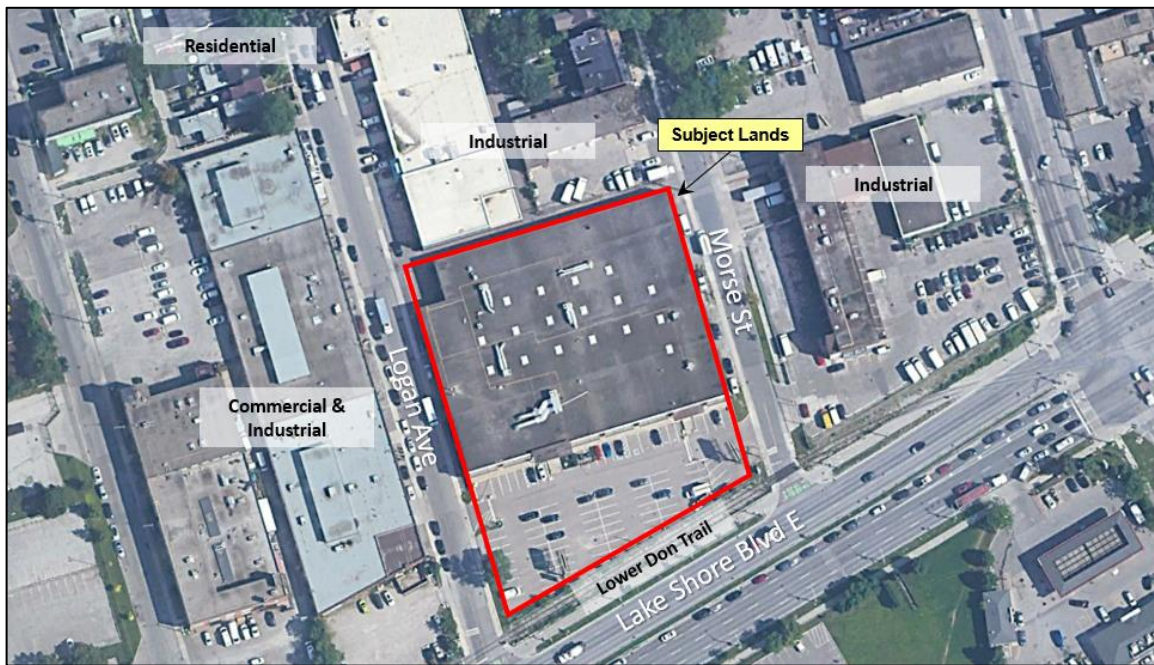
**Re: Sign Variance Application – Replacement Third-Party Ground Sign -
REVISED
10 Morse Street
Toronto, Ontario**

On behalf of Engelite Realty Limited (the “Owner”), Zelinka Priamo Ltd. is pleased to submit a Sign Variance Application for the lands known as 10 Morse Street, Toronto (the “subject lands”).

The Sign Variance Application was made on January 22, 2025, based on the Preliminary Planning Review dated July 17, 2024, which identified three (3) areas of noncompliance with the proposal. Following this submission, City Staff identified one (1) additional area of noncompliance on March 5, 2025. As such, this Revised Letter, dated March 13, 2025, provides additional/updated analysis relating to this additional required variance. This Letter continues to conclude that the variances continue to meet the criteria for approval as per § 694-30A of the Sign By-law.

BACKGROUND

The subject lands are approximately 0.8 hectares in size, and are bound by Morse Street to the east; the Lower Don Recreational Trail (former Harbour Lead Line) and Lake Shore Boulevard E to the south; Logan Avenue to the west; and a public laneway to the north. The subject lands are developed with one (1) multi-tenant building which is occupied by office and warehousing uses (Figure 1).

Figure 1: Aerial of the subject lands and adjacent uses

There are three (3) ground signs currently existing on the subject lands, being two (2) double-sided externally-illuminated third-party ground signs with static copy (Trivision slats), and one (1) externally-illuminated first-party ground sign oriented to be visible to vehicular traffic along Lake Shore Boulevard E (Figure 2). Each of the two (2) existing third-party sign faces are approximately 18.6m^2 in size ($3.05\text{m} \times 6.1\text{m}$) and double-sided, for a total third-party advertising area of approximately 74.4m^2 on the subject lands.

Figure 2: Existing signage on the subject lands from Logan Ave, facing east

The subject lands are designated *Core Employment* as per Land Use Plan Map 18 of the City of Toronto Official Plan ("OP") (Figure 3) and are split-zoned *Employment Industrial*

(E 3.0) by Zoning By-law 569-2013, and *Industrial (I2 D3)* by Former City of Toronto Zoning By-law 438-86 (Figure 4). The subject lands are correspondingly identified within the Employment ("E") Sign District (Figure 5).

Figure 3: OP Map 18 - Land Use (excerpt)



Figure 4: City of Toronto Zoning By-law 569-2013 interactive map (excerpt)

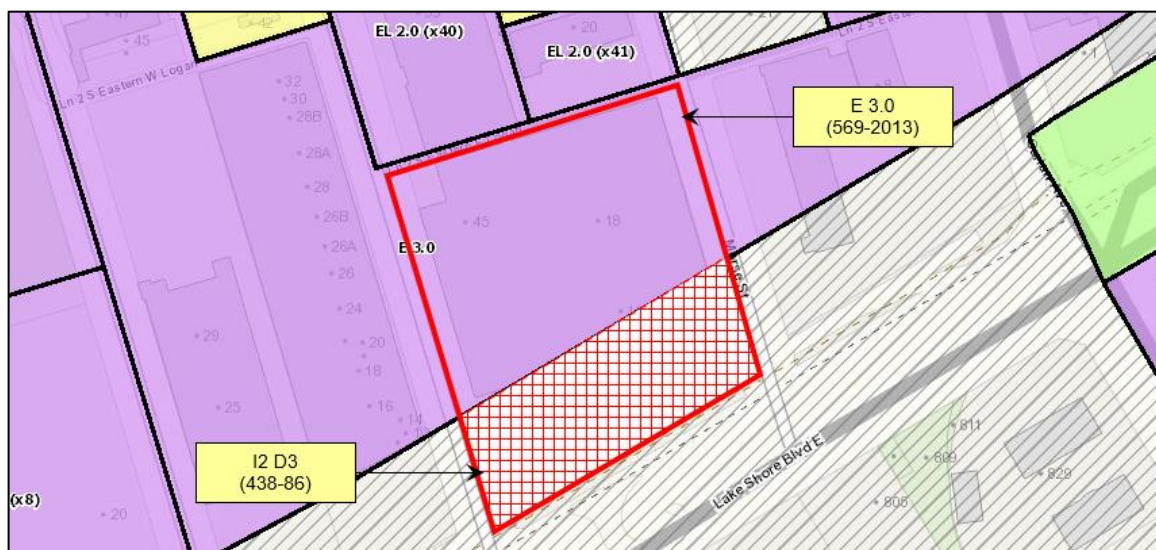
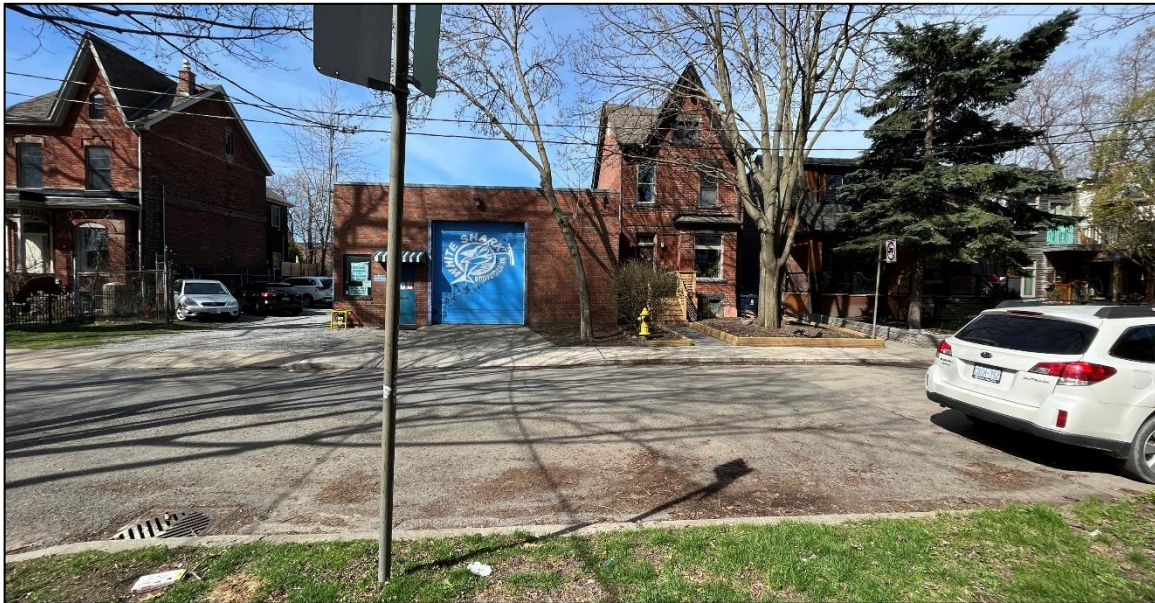


Figure 5: City of Toronto SignView interactive map (excerpt)

The character of the surrounding area is generally industrial in nature. Surrounding land uses include industrial sales, contractor establishments, distribution centres, sport and fitness clubs, and uses related to film production (Figure 6). The residential lands to the north are also interspersed with compatible employment uses (Figure 7).

Figure 6: View along Logan Ave, facing south

Figure 7: Example of compatible employment uses adjacent to residential



A number of lawfully established third-party ground signs are present within the immediate area of the subject lands, reinforcing the area's industrial character (Figure 8).

Figure 8: City of Toronto SignView mapping of existing billboards (excerpt)



PROPOSAL

The proposal is to remove and replace the two (2) existing double-sided third-party ground signs with one (1) new third-party ground sign (3.05m x 10.7m) with electronic static copy within the surface parking field (Figure 9). The total sign face area of the proposed sign is

approximately 65.3m², representative of a 13% reduction in third-party advertising area on the subject lands. Per the enclosed structural drawings, the height of the proposed sign is 8.0 metres.

Per the City of Toronto Sign By requirements, the sign will adhere to the illumination requirements of § 694-18. Illumination. This will include limiting the sign brightness to 3,000 nits during daytime hours and not more than 300 nits during night-time hours. The sign will be turned off at 11:00pm daily and be turned on after 7:00am.

Additionally, per § 694-23. Energy efficiency requirements, the sign will be powered by renewable energy supplied by Bullfrog Power.

Figure 9: Basic elevation of proposed replacement sign from Logan Ave, facing east.



The proposed sign type is permitted in the E Sign District. A Sign Variance Application is required to permit the proposed replacement sign as per the Municipal Applicable Law Notice issued July 17, 2024, where several areas of non-compliance with the City's Sign By-law are identified.

REQUESTED VARIANCES

As identified by the PPR Examiner's Notice dated July 17, 2024 (24 156224 ZPR 00 ZR), the following relief from the City's Sign By-law is required to facilitate the proposal:

1. **Despite §694-22(E):** Permit a third party electronic sign to be located within 150.0 metres of an existing third party sign. Existing third party signs are located approximately 77m and 99m from the proposed sign.
2. **Despite §694-25 C(4)(a):** Permit the sign face area of the proposed sign to be 32.64 square metres, whereas a maximum sign face area of 20.0 square metres is permitted.
3. **Despite §694-25 C(4)(f):** Permit an electronic ground sign to be located approximately 130 metres from an R sign district and face the R sign district, whereas any electronic sign within 250 metres of an R sign district would not be permitted to face a premise in an R sign district.

Further to comment 6 from the PPR Examiner's Notice, the sign does not obstruct or interfere with a required space as depicted on the submitted site plan. As such, a variance for §694-15.B(5) is not being sought.

Following the submission of the Sign Variance Application on January 22, 2025, City Staff identified an additional required variance on March 5, 2025. As such, the following additional relief is sought from the City's Sign By-law to facilitate the proposal:

4. **Despite §694-25C(2)(h):** Permit one (1) third party electronic ground sign and one (1) first-party ground sign on the premises, whereas a maximum of one (1) ground sign is permitted.

The existing first-party ground sign is visible on the above Figure 9 of this Letter.

ANALYSIS

In accordance with §694-30A of the City of Toronto Sign By-law, the following provides information to establish that the proposed signs meet all of the specific criteria for evaluating sign variance applications and should be approved accordingly:

694-30A(1) Belong to a sign class permitted in the sign district where the premises is located	Third-party signs are permitted within the E Sign District. Further, electronic third-party ground signs are permitted within the E Sign District, subject to a number of criteria as per §694-25C(2). The single criterion from this section which the proposal does not meet, is §694-25C(2)(h), which allows for only one (1) ground sign in total per premises, whether first party or third party. The application seeks to permit two (2) ground signs on the property i.e. the proposed sign and the existing first party sign. Relief from this provision is appropriate for the following reasons: • The proposal will result in the subject lands moving closer towards compliance with this policy, being a reduction from three (3) total ground signs to two (2) total ground signs on the premises. • The subject lands are large, measuring approximately 85.5 metres in width/frontage on Lake Shore Boulevard E. As such, this policy which prohibits more than one (1) ground sign per lot, regardless of lot size, does not account for the scale of a property, and especially in situations where larger lots such as the subject lands can appropriately accommodate more than one (1) sign without resulting in excessive visual clutter. In our professional opinion a more appropriate metric to consider in instances such as this would be the geometric proximity of the signs and total visual impact, rather than the number of signs per lot. For example, if the subject lands were instead two (2) or more adjacent parcels, this regulation would not apply, despite the potential for heightened visual impacts. • The existing first party has a low visual impact, being modest in size (see Figure 9), and being non-illuminated static copy.
694-30A(2) Be compatible with the development of the Premises and surrounding area	The proposed sign would replace two (2) existing signs, resulting in a 13% net reduction of third-party advertising area on the subject lands, in a consolidated location. The two (2) existing signs to be removed are located closer to the east and west extremities of the subject lands, whereas the proposed sign would be located more internal to

	the site, and better obscured from the residential areas to the north, on account of the site and building configuration. Being both a reduction in total sign surface area, and a reduction in proximity to neighbouring properties, the potential visual impact of third-party signage on the subject lands and overall perceived visual clutter along the Lake Shore Boulevard East corridor is reduced. Further, the lands are within an Employment Area, which are intended to protect the existing employment function of employment lands in the long term by preventing fragmentation through conversions to non-employment uses. It is therefore likely that the character of this segment of Lake Shore Boulevard E will be maintained over the long term. Because of the geometry of the building and sign location/orientation, the proposed sign would generally not be visible from any location in the nearby R sign district to the north.
694-30A(3) Support the Official Plan objectives for the Premises and surrounding area	Section 2.2.4 of the Official Plan describes the goals and objectives for Employment Areas, which includes, “<i>Maintaining Employment Areas exclusively for business and economic activities ...</i>” The proposed replacement sign is compatible with the existing and planned long-term function of the general area, as Employment lands are identified by the provisions of the Sign By-law as appropriate areas for locating electronic third-party ground signage, being generally buffered from sensitive land uses. The Lower Don Recreational Trail, which abuts the southerly property line, provides an east-west connection for pedestrians and cyclists between Woodbine Park and the broader Don River Trail system. The proposed replacement sign on the subject lands does not affect the Trail's ability to, “create linkages between parks and open spaces to create continuous recreational corridors” (OP s. 4.3.6.c). It is noted that the adjacent segment of the Trail is identified within the E Sign District.
694-30A(4) Not adversely affect adjacent premises	The proposed replacement sign will have faces that are generally oriented to face east and west to road users along Lake Shore Boulevard E, and not towards the northerly residential area. The privately-owned lands to the east and west of the subject lands are developed with similar employment uses and are separated by public streets. The two (2) existing third-party signs have been installed on the subject lands for approximately 12 years with no known undue impacts to adjacent lands. The proposed replacement sign is located more internal to the subject lands, further from the adjacent properties, and represents an overall reduction in sign surface area than the existing signs. As such, no new adverse impacts to adjacent properties are expected. Per the City of Toronto Sign By requirements, the sign will adhere to the illumination requirements of § 694-18. Illumination. This will include limiting the sign brightness to 3,000 nits during daytime hours and not more than 300 nits during night-time hours. The sign will be turned off at 11:00pm daily and turned on not before 7:00am.
694-30A(5) Not adversely affect public	The proposed ground sign is to contain electronic static copy oriented to be visible to road users along Lake Shore Boulevard E. The

safety, including traffic and pedestrian safety.	proposed sign will operate in accordance with the provisions of the Sign By-law, including limits to message duration. As such, there is no undue impacts anticipated to drivers along Lake Shore Boulevard E. The existing ground signs use external illumination and are similarly oriented to be viewed from the right-of-way without any known impacts to vehicular or pedestrian safety. The replacement sign will consolidate the third party signage on the property into one location, and is proposed to reduce the overall area of advertising visible to the street. The sign is proposed to operate not in excess of 300 nits during nighttime hours, which is within the maximum permitted luminescence as per §694-18E(5). As per the enclosed Site Plan, the approximate distances to the intersections of Lake Shore Boulevard E with Logan Avenue and Morse Street are 59 and 48 metres respectively, well in excess of the minimum 30-metre distance required by §694- 25C(2)(c). The two lawfully-existing signs are located at distances less than the prescribed 30 metre setback from both intersections. The proposal would therefore reduce the perceived visual impact to vehicular traffic at these intersections. The proposed sign will be designed and installed by a professional sign company and in accordance with the Ontario Building Code, and as such no undue issues related to public safety are anticipated. The proposed sign will be designed with sufficient vertical clearance to ensure pedestrian activity is not impacted.
694-30A(6) Not be a sign prohibited by section 694-15B.	The proposed sign type is not a prohibited by §694-15B.
694-30A(7) Not alter the character of the Premises or surrounding area.	It is our opinion that the proposed sign would not alter the character of the premises or surrounding area. The character of the area along the Lake Shore corridor is industrial in nature and is designated for long-term employment use. The proposed replacement sign is compatible with the existing and planned character of the area, being within an Employment Area where electronic third-party signage is permitted. There are numerous existing signs of a similar character located throughout the corridor, including the two (2) signs already located on the subject lands proposed for replacement. The proposed sign is fitting and supportive of the existing character of the premises and the surrounding area.
694-30A(8) Not be, in the opinion of the decision maker, contrary to the public interest.	The regulations of the Sign By-law serve to protect public safety, minimize sign clutter, and encourage a consistent and compatible approach to signage within the public realm. It is our opinion that the proposed replacement sign is an improvement to the existing conditions on the subject lands, as the overall third-party advertising area is proposed to be consolidated and reduced by 13%, thereby minimising the visual impact of advertising to adjacent public and private lands. The proposed location for the replacement sign further limits potential impacts by providing greater setbacks to adjacent properties and intersections than the existing signs currently provide.

SUBMISSION PACKAGE

In addition to this cover letter, the following materials are enclosed by digital submission:

- Agent Authorization, executed by the Owner to authorize Zelinka Priamo Ltd. to file this application;
- Completed Sign Variance Application Form;
- Municipal Applicable Law Notice, issued July 17, 2024;
- Sign Data Sheet;
- Site Plan, prepared by Zelinka Priamo Ltd., dated December 2024;
- Context Map, prepared by Zelinka Priamo Ltd., dated December 2024;
- Survey, prepared by Vladimir Dosen Surveying, dated September 13, 2024;
- Structural Sign Drawings; and
- Tree Declaration Form.

Note that the City's Third-Party Sign Variance fee of \$1,781.98 was paid on January 28, 2025.

We trust that the enclosed information is complete and satisfactory. Should you have any questions, or require further information, please do not hesitate to call.

Yours very truly,

ZELINKA PRIAMO LTD.



Connor Wright
Intermediate Planner

cc: The Owner (via email)



Toronto Building
Kamal Gogna, P. Eng., Interim Chief Building Official
and Executive Director

Sign Bylaw Unit
City Hall, Ground Floor East
100 Queen St West
Toronto, ON M5H 2N2

Fernanda Patza
Building Plans Examiner & Inspector

Phone: 416-392-6987
Fax:
Email: Fernanda.Patza@toronto.ca

ZELINKA PRIAMO LTD
C/O AZAR DAVIS
20 MAUD ST SUITE 305
TORONTO ON M5V 2M5

Examiner's Notice

Date: Wednesday, July 17, 2024

Preliminary Project Review No: 24 156224 ZPR 00 ZR FolderRSN: 5447154

Non-Residential Building - Sign
at 10 MORSE ST
Ward: Toronto-Danforth (14)

Examination of your Request for a Preliminary Project Review has revealed that certain requirements of the City's Sign By-law have not been satisfied. The attached Notice provides the details of the review.

Should compliance with the Sign By-law not be possible, you may apply for a sign variance. You may visit the City of Toronto Web site @ www.toronto.ca/building to down load the sign variance application form or discuss the matter with City staff by calling (416) 392-8000.

Subsequent reviews will require the submission of a new Project Review Request along with payment of the applicable fees.

The Notice is based on plans and documents submitted and the Sign By-law in force at the time.

The plans and documents will be held on file for one year from the date of the Notice after which time they be discarded and the Notice becomes invalid.

Should there be changes to the Sign By-law or other applicable law prior to the issuance of a sign permit you will be required to comply with those changes.

Please refer to your PPR number when you phone in, submit subsequent reviews or submit your sign permit application.

Fernanda Patza
Building Plans Examiner & Inspector

Folder Name: 10 MORSE ST
Application Number: 24 156224 ZPR 00 ZR

Municipal Applicable Law Notice

ITEM DESCRIPTION

Applicable Laws

1. *** APPLICABLE LAWS ***

Toronto and Region Conservation Authority (TRCA)

The subject premises is located within a Toronto and Region Conservation Authority Regulation Limit. Please note that should any requested sign variance be granted, a sign permit for the erection and display of the sign cannot be issued until approval has been obtained from the Toronto and Region Conservation Authority

General Requirements

2. Sufficiency of Drawings

- Provide drawings indicating all dimensions of the proposed sign, including overall height.
- To confirm the applicable variances a detailed site plan indicating the distance of the proposed sign from other third party signs as well as from sign districts would be necessary. Please be advised that for a Third Party Sign Permit a detailed site plan prepared, dated and signed by a practising Ontario Land Surveyor (OLS) will be required, containing the following:

The property lines and other boundaries of the lot upon which it is proposed to erect, display, modify or restore the Third Party Sign;
The location of the proposed Third Party Sign in relation to buildings and other structures on the lot;
The location of the proposed Third Party Sign in relation to buildings and other structures on abutting and adjacent lots;
The location of the proposed Third Party Sign to other Third Party Signs within the minimum distancing requirements;
The location of the proposed Third Party Sign in relation to other lots located within the minimum distancing requirements;
The location of the proposed Third Party Sign to R, RA, CR, I and to OS sign districts;
The location of the proposed Third Party Sign to the nearest intersection of two street lines, where the Third Party Sign is within 15 metres of such an intersection;
The location of the proposed Third Party Sign to the intersection of a major street with any other street where the Third Party Sign is within 35 metres of such an intersection; and
The location of the proposed Third Party Sign to the nearest site specific area restriction, if applicable and as required by §694-24A.

3. Tree Declaration Form

Required for all projects where there is a potential for damage to private or City trees. Applicant is also responsible to comply with other tree protection bylaws.
Please fill and send out the Tree Declaration form can be found in the link below:
https://www.toronto.ca/wp-content/uploads/2017/10/8fda-Tree_Declaration.pdf

Folder Name: 10 MORSE ST
Application Number: 24 156224 ZPR 00 ZR

City's Sign bylaw Notice

ITEM DESCRIPTION

Sign Bylaw

****FOR INFORMATION PURPOSES ONLY****
This property is located in the E-Employment sign district and is subject to the City of Toronto Municipal Code Chapter 694, Signs, General.

Summary of Proposal:
This is a Preliminary Project Review (PPR) for one electronic ground sign, located on the south frontage of the subject premises. The proposed sign would contain two sign faces, displaying electronic static copy, each measuring 3.05m vertically by 10.7m horizontally, at the height of ???
*****OUTDOOR ADVERTISING*****

*****NOTE:** Please read this notice carefully. As your proposal currently stands, you will require a Sign Variance in order to receive approval. The below sections outline the bylaw provisions which will require variance, based on the known information from the drawings submitted. As the next step of this review, I'll prepare a presentation for our internal Sign Review Team Meeting which will offer feedback and insight as to whether or not the City will support your proposal, and what conditions we may have in order to offer support.

4.

Pleade be advised that, where this chapter permits a third party sign, the electricity required to operate the sign shall be provided by:

(1) On-site renewable energy production subject to compliance with the requirements of City By-law No. 218-2008; or

(2) A distributor recognized and licensed by the Ontario Energy Board and shall be governed by an agreement to purchase renewable energy. [Energy Efficiency Requirements [694-23 A(1)]]
5.

A third party electronic sign, as permitted by Subsections 694-25A(2), C(2), D(3), D(4), 694-26I(1), (2) and (3) shall not be erected within 150.0 metres of any other lawful third party sign whether or not erected. [General Regulations [694-22 E]]

The proposed sign would be located within 150.0 metres of at least two existing third party signs, one to the west and one to the south of the subject premises.
6.

No sign shall obstruct or interfere in any way with the use of any fire escape, fire exit, door, flue, air intake, exhaust, or required parking space or window, but shall not include a window sign permitted by this chapter. [Prohibited Signs 694-15.B(5)]]

The proposed sign may be obstructing or interfering with a required parking space. Zoning review may be required for confirmation.
7.

An E-Employment Sign District may contain an electronic ground sign, provided the sign face area shall not exceed 20.0 square metres. [Electronic Ground Signs [694-25 C(4)(a)]]

The sign face area of the proposed sign would be 32.64 square metres.
8.

An E-Employment Sign District may contain an electronic ground sign, provided where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district. [Electronic Ground Signs [694-25 C(4)(f)]]

The proposed sign would be facing a R sign district located 130 metres to the north.