



**Zelinka Priamo Ltd.**

LAND USE PLANNERS

VIA EMAIL to [sbc@toronto.ca](mailto:sbc@toronto.ca)

March 20, 2025

Sign Variance Committee  
City Clerk's Office  
Toronto City Hall, 2<sup>nd</sup> Floor, West Tower  
100 Queen Street West  
Toronto, ON M5H 2N2

**Attention:** Anita Jones, Secretariat, Sign Variance Committee  
Fernanda Patza, Policy Development Officer

**Re:** **Item SB15.2 – Request for Deferral**  
**Application for Sign Variance**  
**11 Bay Street**  
**Toronto, ON**

**Our File:** **STA/TOR/23-03 (11 Bay Street - Toronto)**

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On behalf of Westin Harbour Castle, Zelinka Priamo Ltd. is the Applicant for the above-noted file, relating to a Sign Variance Application for 11 Bay Street, submitted on November 14, 2024.

Having read the Staff Report, we understand that Staff have concluded there to be insufficient information contained within our submission to recommend approval the Application at this time. As such, **we respectfully request a deferral of the deliberation of this application to a later Committee meeting.** This would allow us the opportunity to continue a productive dialogue with Staff and any other interested parties, such as members of the local community. We believe that further discussion and the provision of further analysis will alleviate the potential concerns referenced in the Staff Report.

We kindly thank City Staff and the Sign Variance Committee for their efforts in reviewing this application, and look forward to continuing work on the application, which we consider appropriate for the following reasons:

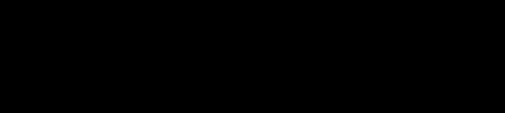
- With respect to size/dimensions, orientation, location, and maximum brightness, the proposed sign is a like-for-like replacement of the existing sign;
- The proposed sign would operate at both a reduced brightness, and with reduced hours of operation from the current sign;
- A detailed lighting analysis has been completed demonstrating that light and imagery impacts to the northerly-adjacent residential use will be blocked. The lighting analysis further concludes that overall photometric impacts in the area will be lessened from the sign replacement;
- Although within the 400m area of influence of the F. G. Gardiner Expressway, the sign is located at such an angle that eastbound drivers would have to turn their heads 50 to 90-degrees to the right to observe the sign. The sign would not be visible to westbound traffic;
- The proposed sign would be subject to the City's Third-Party Sign Tax, which the current sign is not;
- The application has received a letter of support from the Toronto Association of Business Improvement Areas;

- Despite being circulated to all properties within a 250 m radius, which we estimate to include thousands of residences, at the time of this letter, only one (1) comment letter has been received, and there were zero (0) attendees at the Community Consultation Session held on February 25, 2025; and
- In the approximately 20 years of the sign's existence, we are not aware of any complaints. The new sign, in our opinion, will have even less impact than the current sign, as demonstrated by our comprehensive analysis within our submission.

Should you have any questions, or require further information, please give us a call.

Yours very truly,

**ZELINKA PRIAMO LTD.**



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Cc: The Client (via email)