

VIA EMAIL

September 5, 2025

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

**Re: Sign Variance Application Revision
10 Morse Street
Toronto, Ontario**

On behalf of Engelite Realty Limited (the "Owner"), Zelinka Priamo Ltd. is the Applicant for the above-noted file, relating to a Sign Variance Application for 10 Morse Street (the "subject lands"), submitted originally on January 22, 2025.

The Application went before the Sign Variance Committee (SVC) on May 2, 2025. At our request [Appendix C], the SVC granted the deferral of the decision on the application to a later date. As detailed in our letter, the reasons for the deferral were a result of the Staff Report and community correspondence published in advance of the meeting, which noted concerns with the Application. We respectfully requested additional time to review this information and consider alternative approaches to the proposal which would address these concerns. We are grateful for the SVC's accommodation of this request and are pleased to now present a revised proposal for consideration.

We are confident that the modifications to the proposal outlined in this letter appropriately respond to the concerns which have been raised and puts forth a proposal which meets the intent of the Sign By-law. As outlined by Section 694-30.A of the Sign By-law, variances from the provisions therein may be granted where the eight (8) criteria have been met, which in our view, has been accomplished.

ORIGINAL PROPOSAL

By way of background, the original proposal was to remove and replace the two (2) existing double-sided third-party ground signs (Figure 1) 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 originally proposed sign was approximately 65.3m², representative of a 13% reduction in third-party advertising area on the subject lands (Figure 2).

Figure 1: Existing signage on the subject lands from Logan Ave, facing east.



Figure 2: Originally proposed replacement Third-Party Ground Sign.



REVISED PROPOSAL

Unchanged Aspects of the Proposal

Though several elements of the proposal have been changed, it is worth noting that as per standard Sign By-law requirements, it continues to be proposed that the sign will be turned off at 11:00pm daily and be turned on only after 7:00am. Additionally, per § 694-23. Energy efficiency requirements, the sign will be powered by renewable energy supplied by Bullfrog Power.

As well, a condition is still proposed to voluntarily limit the height of the proposed sign to 8.0 metres, which is 2.0 metres less than the maximum of 10.0 metres permitted by the Sign By-law.

It still remains part of the proposal that the two (2) existing third-party signs located on the subject lands would be removed.

All other Sign By-law regulations will continue to be adhered to other than the variances identified in this application. These regulations that will be adhered to include, but are not limited to:

- The proposed sign will not be erected within 30.0 metres of an intersection [S. 694-25.C(2)(c)];
- The proposed sign will not be erected within any required setback [S. 694-25.C(2)(d)];
- The proposed sign will not be erected within 60.0 metres of any premises located in an R, RA, CR, I, or OS sign district [S. 694-25.C(2)(e)];
- The proposed sign be located a minimum of 500 metres from any other third party electronic sign located on the same street or a street forming an intersection with the same street [S. 694-25.C(2)(g)];
- The proposed sign will display only static electronic copy (not moving), with a message duration of no less than 10 seconds [S. 694-25.C(2)(i) & S. 694-14.I].

It is the full intent and responsibility of the Owner that all regulations will be strictly adhered to, except for the minor variances which are sought through this application.

Modification #1: Removal of Third Sign.

A frequent comment received through the application process was with regard to the sign clutter in this area. It has been stated that a primary reason for the proposal not meeting the criteria of the Sign By-law is that the proposal contributes to sign clutter.

In our opinion, the reduction of the signage on the subject lands, both in terms of number of signs (two reduced to one), and total sign area (13% reduction) indicates an overall reduction in sign clutter. Nevertheless, the Owner proposes an additional improvement to this condition, to include also the removal of a third sign located at 10 Logan Avenue, which is a property under the ownership of the same Owner (Figure 3 & 4). This has the effect of removing a third sign from the vicinity and field of view of the proposed sign, even further reducing sign clutter in the area.

Figure 3: Existing signs proposed to be removed.



Figure 4: Photograph of 'third sign' located at 10 Logan Avenue. Photo taken from Logan Avenue facing west.



In total, the three (3) existing third-party signs represent a total of 111.6 m² of third-party advertising space. The proposed sign, accounting for the size reduction to 20 square metres per face outlined below, would result in a total sign area reduction of 64%. **On this basis, it is our opinion that the proposal reduces sign clutter by a substantial margin.**

Furthermore, the nature of the proposed electronic sign structure will be a sleeker and more modern design, without need for the guardrails and platform structures which surround the existing sign, contributing to their 'clunky' appearance (see comparison photos Figure 5 and 6).

Figure 5: Existing sign on subject lands.



Figure 6: Example of Electronic Third-Party Sign recently constructed in the City of Toronto. Electronic signs can typically be constructed with a much sleeker and minimalist structural appearance. *Not to scale or representative of specific proposed sign for this application.*



Modification #2: Reduction in Sign Size.

Another comment received through the application process relates to the size of the sign itself. There is concern as to the size of the proposed sign with respect to the character and compatibility impacts of the proposed sign, being that it is larger than the maximum permitted by 63%.

In response, the Owner proposes to reduce the size of the sign to be within the allowable size of 20 m² per sign face. The revised proposed dimensions are 2.1 metres (7 feet) x 8.8 metres (29 feet), which is equivalent to approximately 18.9 square metres in sign face area (See Figure 7 and 8).

Figure 7: Original proposal of approx. 32.6 square metre sign (3.1m x 10.7m).



Figure 8: Revised proposal of approx. 20 square metre sign (2.1m x 8.8m).

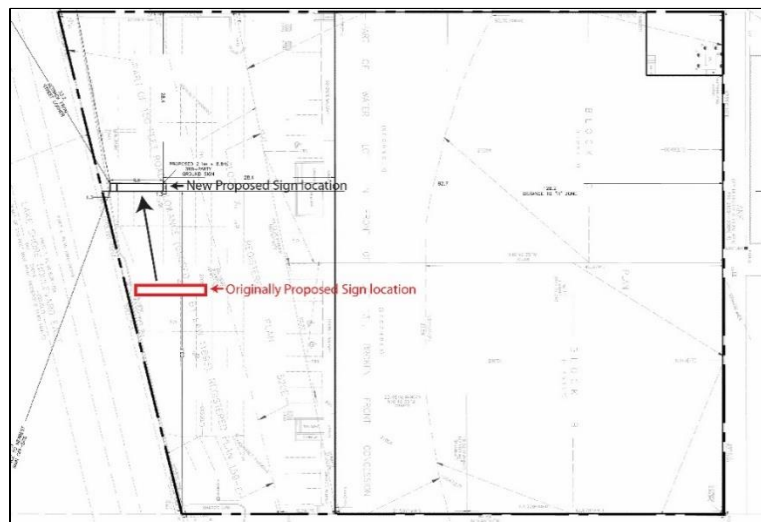


By reducing the proposed sign to within the maximum permitted for the subject lands by the Sign By-law, **this variance #3 is entirely removed from the submission. The proposed sign, being just shy of 20 square metres, is permitted by the Sign By-law.**

Modification #3: Shifting of proposed sign location.

As a result of the removal of the third sign, a more optimal sign location is available on the subject lands, being further west along the property frontage (Figure 10). This allows for a larger and more balanced spacing from the existing signs, increasing separation distance from approx. 77 metres to approx. 91 metres from the sign at 805 Lake Shore Blvd E, and increasing separation distance from 99 metres to 105.7 metres from the next closest sign to the west (15 Booth Avenue). **It is our view that this reduces sign clutter further and reduces the magnitude of the require variances, almost entirely eliminating Variance #1 and reducing the magnitude of Variance #2.**

Figure 9: Site Plan depicting revised proposed sign to minimize distance to existing signs in area.



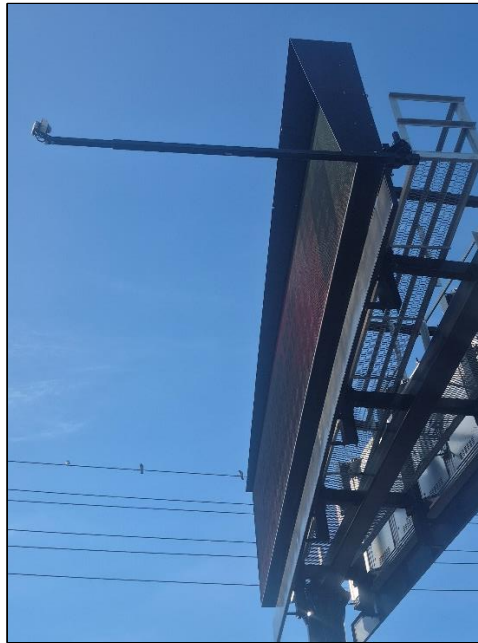
Modification #4: Screening from Residential.

The impacts to the northerly residential neighbourhood were not substantially discussed in our original submission on the basis that the sign would generally not be visible from any point of the neighbourhood due to the site geometry and existing structure blocking sightlines. While well over the required 60 metres away from the residential neighbourhood (approx. 130 metres), the proposed sign is considered to be technically “facing” the residential neighbourhood, albeit at a near 90-degree perpendicular angle (refer to Site Plan; Appendix A).

Nevertheless, it is evident that there is remaining concern of potential visual impacts. To this end, it is proposed that the sign will include built-in screening to block light from reaching the residential area to the north, to protect against and possible existing or future instances where the sign may be visible (such as from an upper storey window as raised by one comment letter) (see Figure 10).

The Owner is open to a condition that would enforce the parameters of the installation to this effect, including performing a lighting analysis to ensure that there are no lighting impacts to those residential uses, should the SVC consider this an appropriate measure.

Figure 10: Example of installed light shielding to prevent light spillage in unintended directions. Can be customized to necessary dimensions based on site-specific conditions.



Modification #5: Reductions in Brightness.

Per the City of Toronto Sign By requirements, the proposed continues to adhere and voluntarily go above and beyond the illumination requirements of § 694-18. Illumination. This will include limiting the sign brightness to 3,000 NITS (whereas a maximum 5,000 NITS is permitted) during daytime hours.

Due to comments concerning potential nighttime impact, the Owner is willing to voluntarily propose the sign be limited to not more than 150 NITS (whereas a maximum 300 NITS is permitted) during night-time hours. We are confident that in combination with the above-described shielding from the residential neighbourhood, any potential adverse effects are appropriately addressed.

REVISED REQUESTED VARIANCES

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.

As identified by the PPR Examiner's Notice dated July 17, 2024 (24 156224 ZPR 00 ZR), and in the Staff report dated April 22, 2025, five (5) variances were required to permit the originally proposed sign. As a result of the proposed modifications, variances are revised as follows (revised language in red):

1. **Despite §694-22(D):** Permit a third party sign to be located within 100 metres of an existing sign. Existing third party signs are located approximately ~~77m~~ **91m and 99m** away from the proposed sign (**existing sign at 805 Lake Shore Blvd E**).
2. **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~~ **91m and 99m** ~~105m~~ from the proposed sign (**existing signs at 805 Lake Shore Blvd E & 15 Booth Avenue respectively**).
- ~~3. **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.~~
4. **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.
5. **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 shown on the above Figures 1, 2, 7, & 8 of this Letter.

REVISED REQUESTED CONDITIONS

The following conditions were recommended in the Staff Report dated April 22, 2025. As a result of the revised proposal, we suggest the following modifications and additions to the conditions (revised language and additions in red):

- 1) Any and all existing third party signs located on the Subject Premises **and the Third-Party Sign on 10 Logan Avenue** shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign.
- 2) The height of the Proposed Sign shall not exceed 8.0 metres.
- 3) The Proposed Sign is located in a specific location on the Subject Premises.
- 4) Light shielding must be installed such that the sign messaging and/or light emissions is not visible from any location of the residential neighbourhood to the north to the satisfaction of the Chief Building Official.**
- 5) The sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise and a reduced brightness of 3,000 NITS at all other times.**

ADDITIONAL ANALYSIS

The matters of sign size and sign clutter have been discussed and, in our view, appropriately addressed in preceding sections. The following discusses additional comments received through the Staff Report and other public comment letters. Please refer to Appendix B, our original submission letter, for a fulsome discussion of the eight (8) approval criteria.

Residential Neighbourhood Character

As noted in the initial application, the sign will generally not be visible from the residential neighbourhood to the north and thus have no impacts to the residential character.

Nevertheless, comments have been raised that the sign could be visible from certain locations within the residential neighbourhood to the north, such as from windows of upper storeys of select residential homes. It is the full intent that the proposed sign will be adequately screened from the residential neighbourhood to the north through light shielding, and we want to leave no uncertainty that the sign will not adversely impact the residents of the area. To this end, we have suggested proposed condition #4 as outlined above that can be included in the approval, to ensure that the technical reviewers with the City are fully satisfied with the claim that the residential neighbourhood will not be impacted.

We trust this will satisfy the City and residents that any potential impacts will be avoided, but we are more than open to further discuss conditions and/or screening measures that may provide greater comfort.

Driver distraction and safety

Comments from the public have indicated concern for driver safety. The regulations of the Sign By-law concerning sign messaging, size, orientation brightness, changing frequency, distance from roads, distance from intersections, hours of operation etc. have been developed by the City with careful mind to issues of driver distraction.

As these regulations are all adhered to, we concur with the Staff Report that the criterion of not adversely affecting public safety, including traffic and pedestrian safety, has been adhered to.

Precedent Setting

Comments from the public have indicated concern that the approval of this sign variance application will lead to other similar proposals becoming more prevalent in the area.

In response, we submit that each Sign Variance Application is subject to review and approval by the Sign Variance Committee, who is not bound by precedent. Each application is addressed on its own merits in its own context and must address eight (8) criteria, which in our opinion, has been accomplished for this application.

The approval of this application will not increase the likelihood of approval of other proposals in the area. On the contrary, the establishment of the proposed sign will in fact reduce the likelihood of another sign being approved in the area, on account of the required buffering regulations of the Sign By-law. The Sign By-law requires a minimum setback of 500 metres to another electronic third-party sign. By the approval of this application and establishment of the proposed sign, any other electronic third-party sign within 500 metres would be not permitted unless approved by the Sign Variance Committee.

In any event, it is our opinion that if similar proposals were adopted around the area, each exchanging three (3) out-of-date static/manual billboards for more modern, consolidated billboards which appropriately respond to the site-specific conditions of the area, this would likely be a positive outcome.

Character of Lakeshore Road East

It is our opinion that from a land use planning perspective, that the character of this stretch of Lakeshore Road East is well-established as an employment/industrial area, with various signage opportunities being presently utilized.

The subject lands are designated *Core Employment Areas* in the City of Toronto Official Plan. Section 2.2.4 of the Official Plan describes the goals and objectives for Employment Areas, which includes, "Maintaining Employment Areas exclusively for business and economic activities ...". The City of Toronto has recently adopted Official Plan Amendment 804 (OPA 804), which effectively narrows the range of permitted uses within *Employment Areas* to only include heavy industry, removing permissions for office, retail, and other less intensive uses. To this end, the stated intent of OPA 804 is to "*maintain the long-term operational and economic viability of the planned uses and function of these areas.*" On this basis, there is a clear intent that *Employment Areas*, such as the one the subject lands are located within, will be preserved and protected for the long-term. Residential or other sensitive uses have not historically been permitted in *Employment Areas* and continue to be restricted.

With regard to the Mcleary District Precinct Planning process, it is noted that mixed-use residential development is anticipated as part of this Precinct's redevelopment. However, the nearest development proposal, at 685 Lakeshore Boulevard East, is over 250 metres away from the proposed sign. This property is considered to be "Employment District" in the Sign By-law, though if it were redesignated in the future to be "Residential District", the distance is still permissible as per the Sign By-law. Further, proximity to the existing Mcleary Park has been noted, however the Sign By-law does not restrict the distance of the proposed sign to this park in any way. The variances proposed do not affect existing permissions in this regard. It is our view that the established employment/industrial characteristics of the area are such that the addition of the proposed sign, will not contribute to any tangible impact to compatibility of the park with its surroundings. In fact, as a result of the nature of the proposal, being that three (3) existing signs are to be removed, the visibility of signage from the park will be decreased.

Finally, the upgraded Lower Don Recreation Trail which passes along the frontage of the property has been cited. The stated intention of this upgrade is to improve connectivity to the waterfront, provide safer intersections for pedestrians/cyclists with enhanced sidewalks. There is no variance being sought with regard to this trail as no related policies prevent the proposed sign, but in any case, it is our view that the removal of three (3) signs and introduction of a more modern sign representing a 64% reduction in sign face area is an improvement in the look and feel to the pedestrian/cyclist experience over existing conditions. In any case, there is no inherent planning reason in our view as to how a sign would impact the enjoyment or use of the trail in any manner differently from how an existing sign impacts the enjoyment or use of the existing sidewalk.

In conclusion, we appreciate the consideration and work on this application from members of the Sign Variance Committee and City Staff. We trust the enclosed information is satisfactory to describe the proposal, and is evident of our opinion that the eight (8) criteria have been satisfied. Should you have any questions or require any further information, please do not hesitate to reach out.

Yours very truly,

ZELINKA PRIAMO LTD.

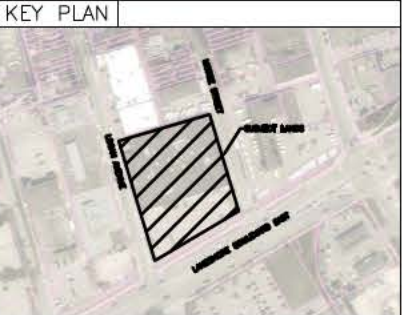
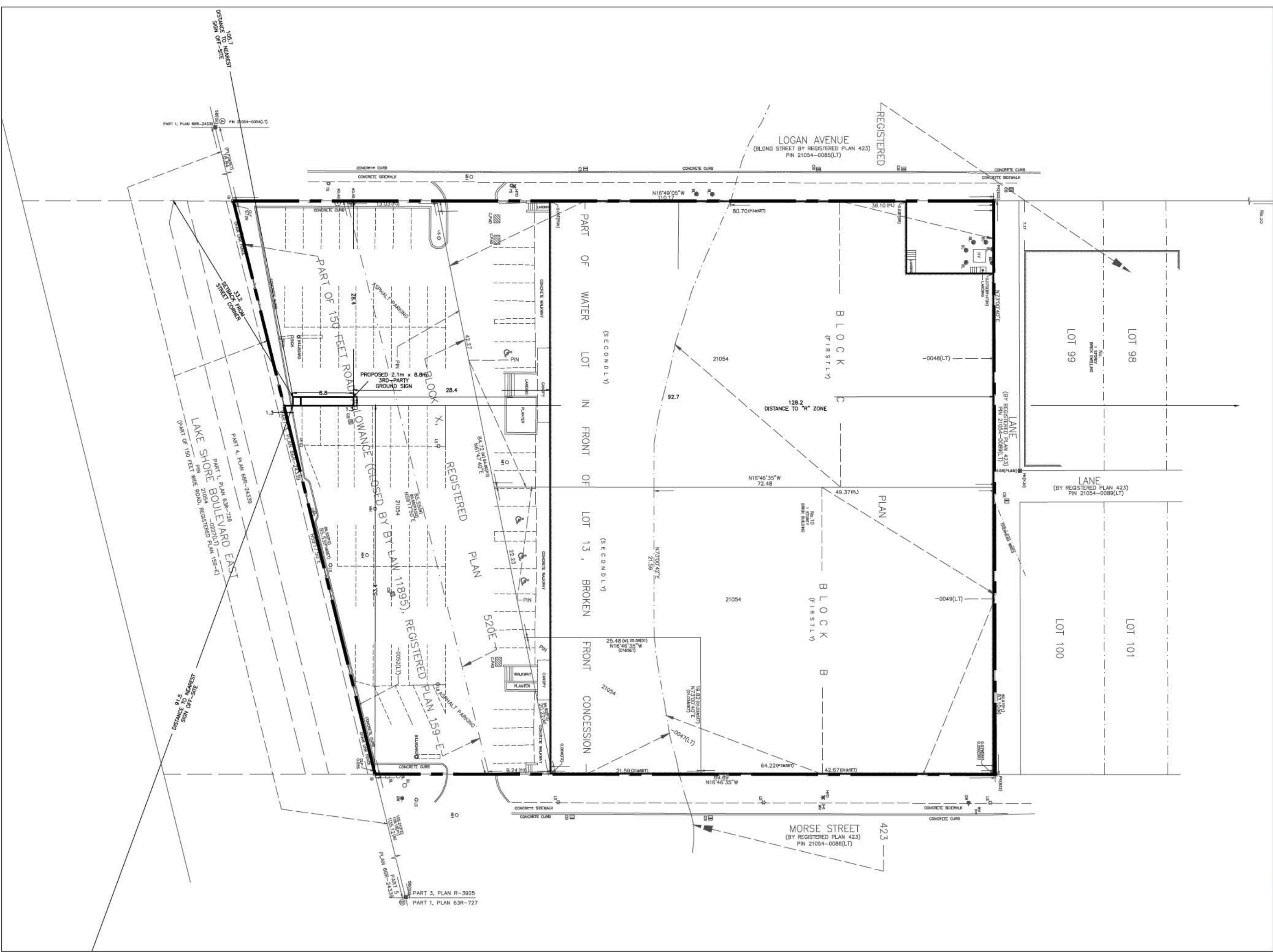


Connor Wright MCIP, RPP
Intermediate Planner

cc: The Owner (via email)

Attachments:

- 1) APPENDIX A – Site Plan – Revised Proposed Sign dated September 2025;
- 2) APPENDIX B – Letter from Zelinka Priamo Ltd. regarding original Sign Variance Application Submission dated March 13, 2025; and
- 3) APPENDIX C – Letter from Zelinka Priamo Ltd. requesting deferral dated April 30, 2025.



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	92.7 m
EAST SIDE YARD SETBACK	53.4 m
WEST SIDE YARD SETBACK	28.4 m
SETBACK FROM BUILDING	28.4 m
SETBACK FROM NEAREST OFF-SITE SIGN TO THE WEST	105.7 m
SETBACK FROM NEAREST OFF-SITE SIGN TO THE EAST	91.5 m
SETBACK FROM "R" ZONE	128.2 m



ENGELITE REALTY
LIMITED

10 MORSE
STREET



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DRAWN BY
CM

PROJECT NO.
STA/TOR/24-01

DATE
SEPTEMBER 2025

SCALE
1:200

VIA EMAIL

March 13, 2025

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

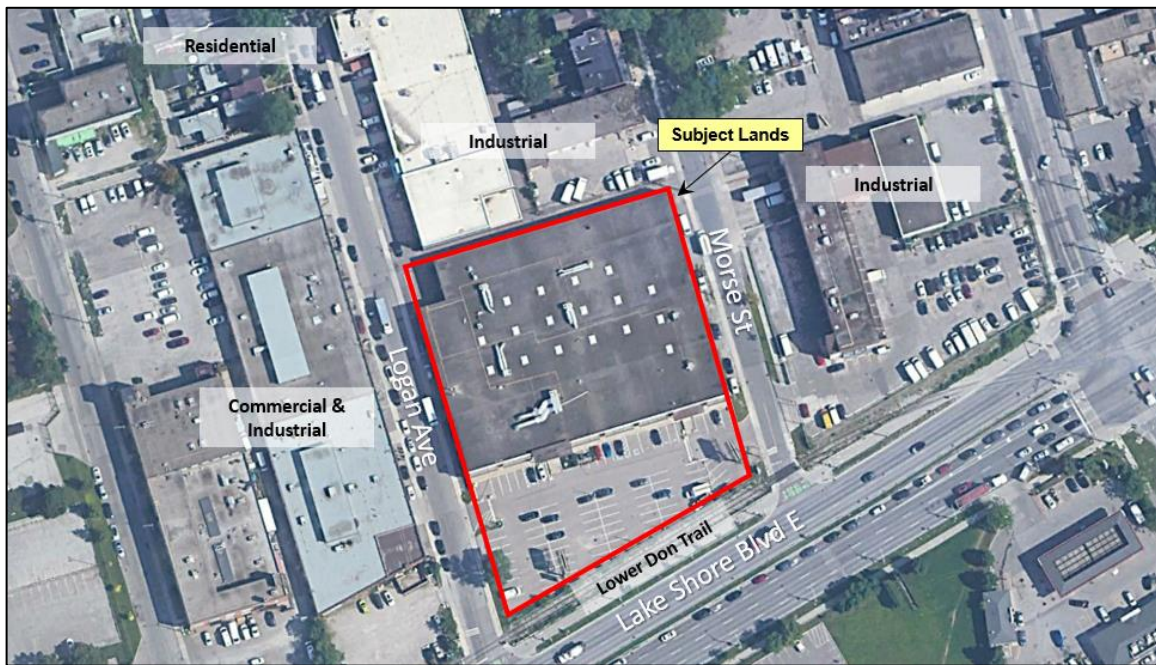
**Re: Sign Variance Application – Replacement Third-Party Ground Sign -
REVISED
10 Morse Street
Toronto, Ontario**

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)

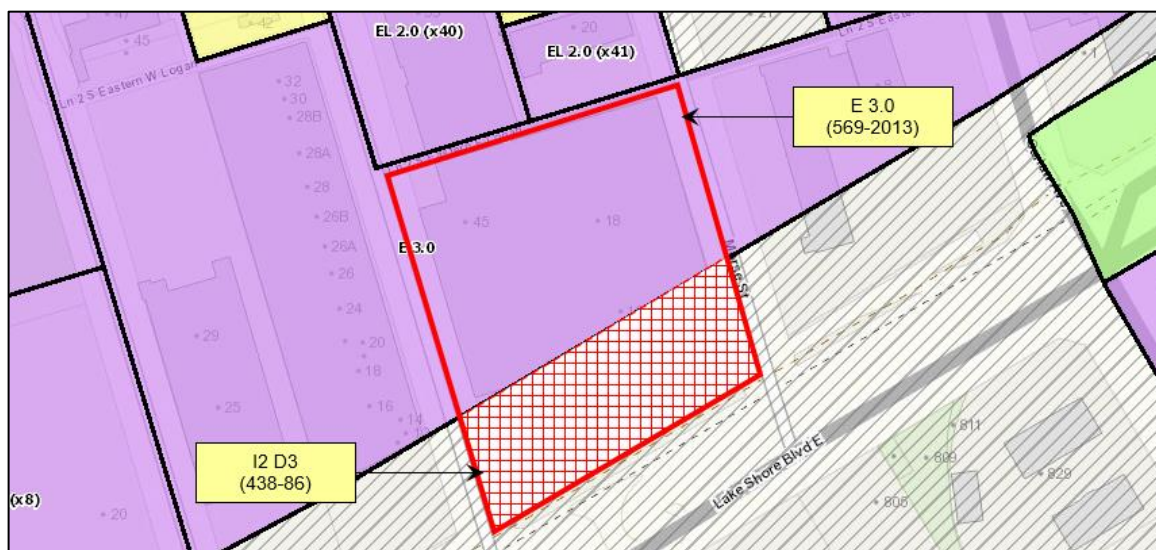
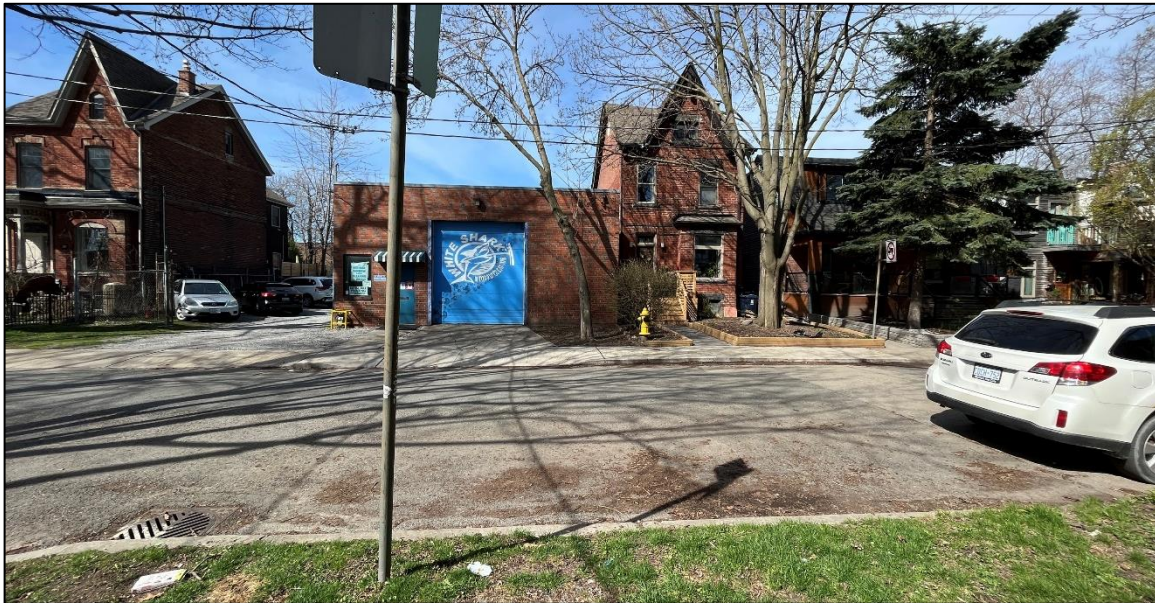


Figure 5: City of Toronto SignView interactive map (excerpt)

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).

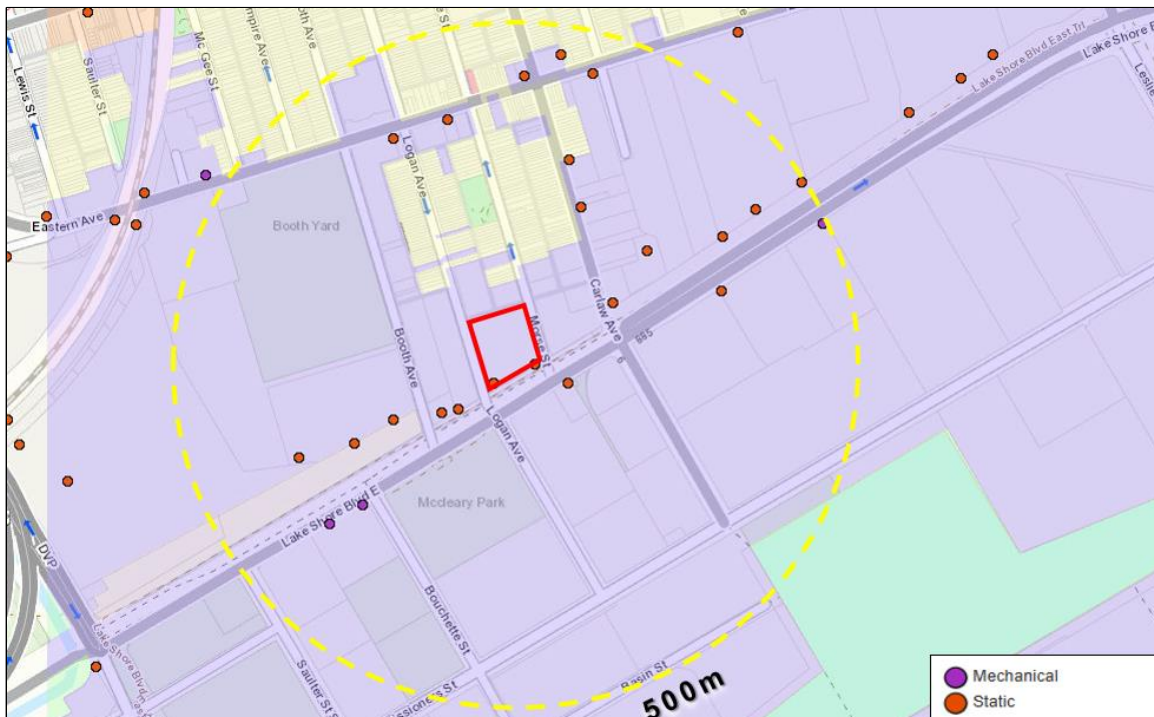
Figure 6: View along Logan Ave, facing south

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)



Zelinka Priamo Ltd.

LAND USE PLANNERS

VIA EMAIL to sbc@toronto.ca

April 30, 2025

Sign Variance Committee
City Clerk's Office
Toronto City Hall, 2nd 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 SB16.3 – Request for Deferral**
Application for Sign Variance
10 Morse Street
Toronto, ON

On behalf of Engelite Realty Limited (the Owner), Zelinka Priamo Ltd. is the Applicant for the above-noted file, relating to a Sign Variance Application for 10 Morse Street, submitted on January 22, 2025.

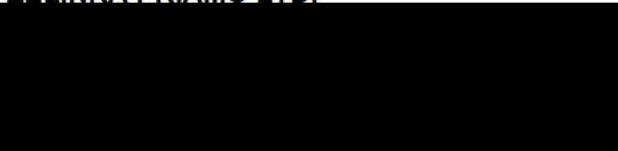
We have reviewed the Staff Report and community correspondence published on Friday and note that concerns have been raised regarding the approval of this application. In light of these considerations, we respectfully request a **deferral** of the Committee's deliberation to the Sign Variance Committee meeting scheduled for **September 12, 2025**.

This additional time will allow us to explore alternative approaches to the proposed signage and engage in further constructive dialogue with City Staff, as well as with interested community members. We are confident that a mutually acceptable solution can be developed that meets all of the eight (8) criteria for approval under the Sign By-law.

We would like to express our appreciation to City Staff and the Sign Variance Committee for their review and continued efforts on this file. We look forward to working collaboratively toward a resolution that addresses the concerns raised.

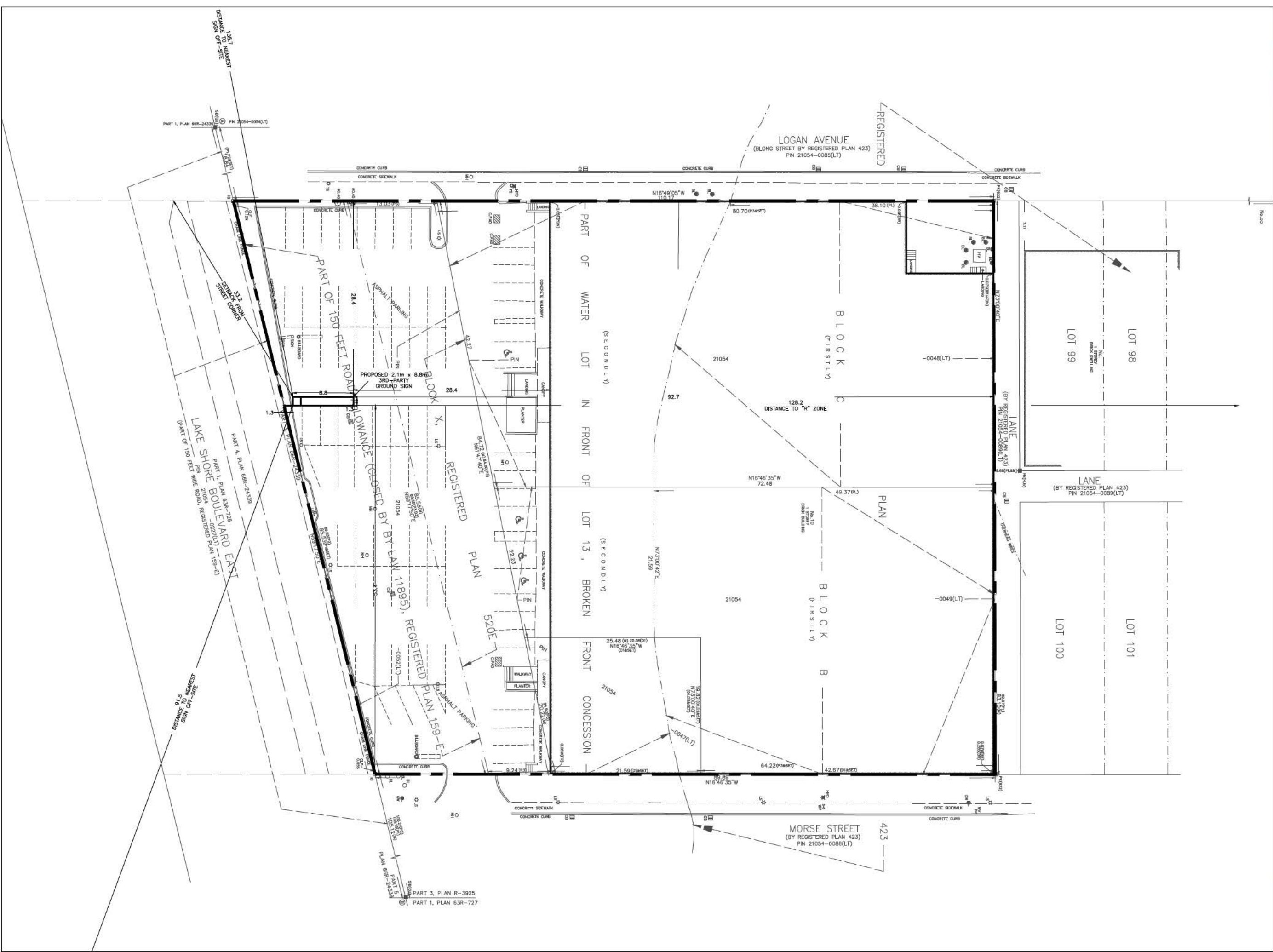
Yours very truly,

ZELINKA PRIAMO LTD.

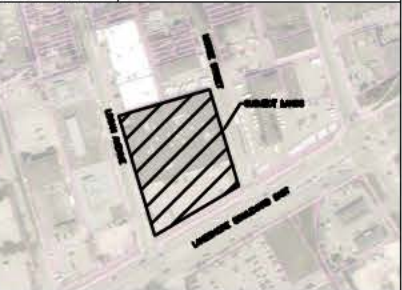


Connor Wright, MCIP, RPP
Intermediate Planner
(226) 979-0336
connor.w@zpplan.com

Cc: The Client (via email)



KEY PLAN



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	92.7 m
EAST SIDE YARD SETBACK	53.4 m
WEST SIDE YARD SETBACK	28.4 m
SETBACK FROM BUILDING	28.4 m
SETBACK FROM NEAREST OFF-SITE SIGN TO THE WEST	105.7 m
SETBACK FROM NEAREST OFF-SITE SIGN TO THE EAST	91.5 m
SETBACK FROM "R" ZONE	128.2 m



ENGELITE REALTY
LIMITED

10 MORSE
STREET



Zelinka Priamo Ltd.
LAND USE PLANNERS

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

DRAWN BY
CM

PROJECT NO.
STA/TOR/24-01

DATE
SEPTEMBER 2025

SCALE
1:200