

10 Morse Street

Third Party Sign Variance Application

Sign Variance Committee | November 28, 2025 @ 9:30am

City File Number: 25 107821 ZSV 00 ZR

Prepared By:



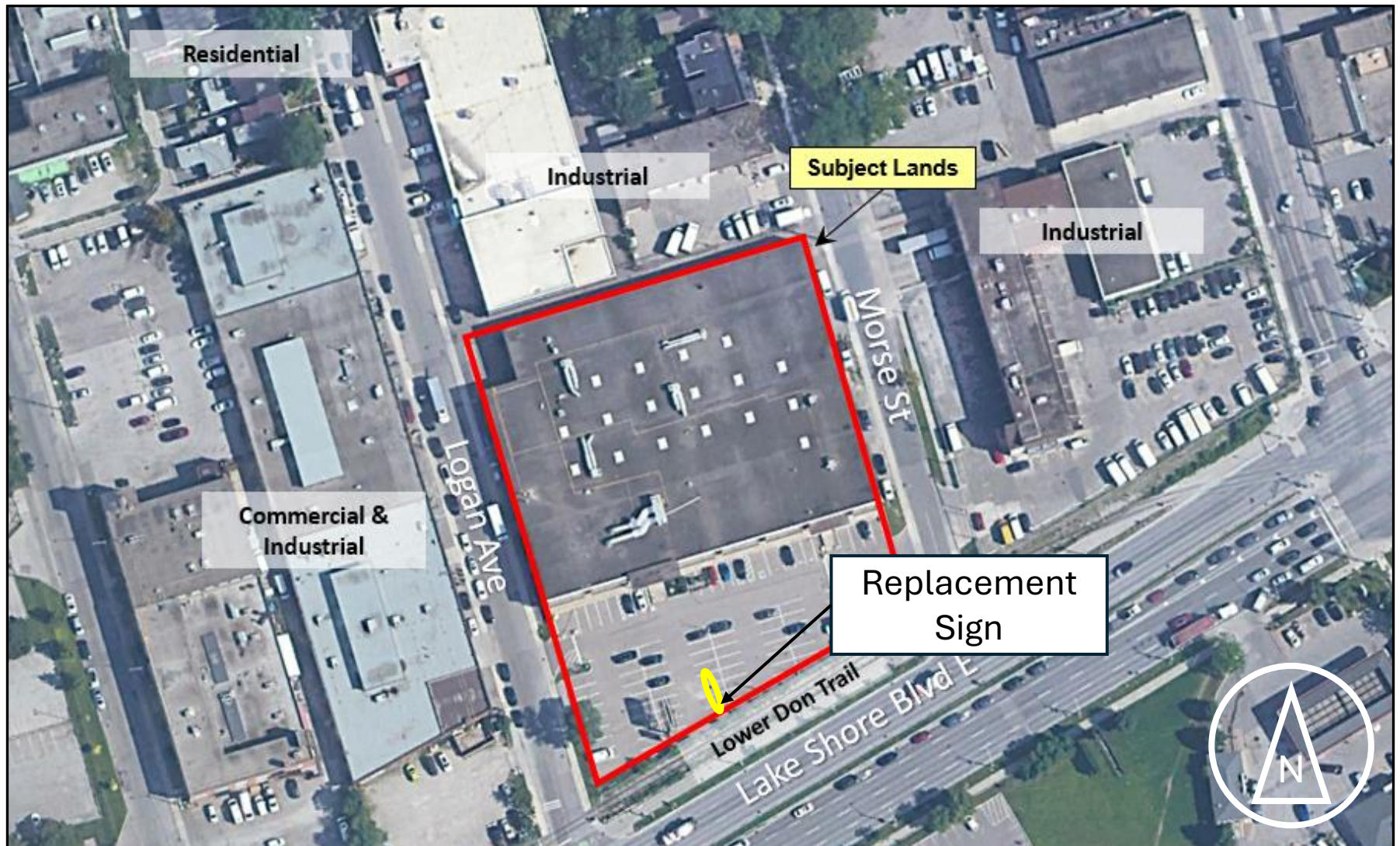
Zelinka Priamo Ltd.

LAND USE PLANNERS

On Behalf of:

Engelite Realty Limited

Location



Locations and boundaries are approximate.

Surrounding Context



Surrounding Context



Proposed Variances

1. ~~To have a sign face greater than 20.0 square metres~~

- ~~Proposed sign face is 32.64 square metres~~

Sign
Appearance

2. To be located within 100.0 metres of an existing third-party sign

- Existing signs approximately ~~77~~ 91m (east), ~~99 m~~ (southwest)

3. To be located within 150.0 metres of an existing third-party sign

- Existing signs approximately ~~77~~ 91m (east), ~~99 m~~ 105m (southwest)

Sign Clutter

4. To permit the proposed third-party sign in addition to the existing first-party sign

5. To be located within 250 metres of an “R” sign district and “face” the “R” sign district

- Proposed sign is 130 metres from “R” sign district and is screened.

Residential
Impacts

Existing Signs



Existing Signs

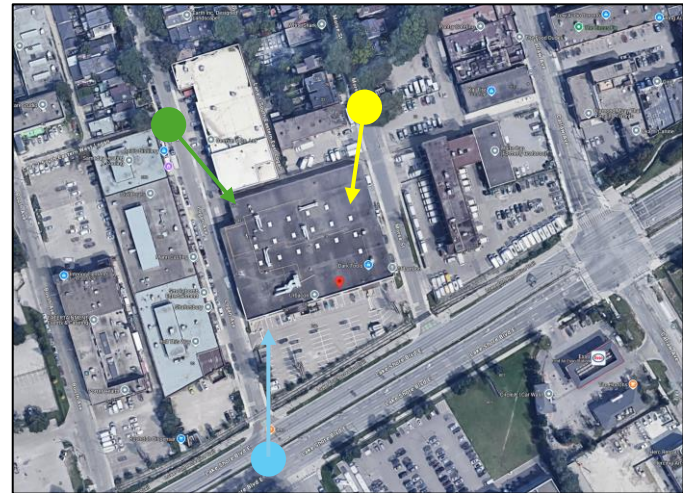


Proposed Sign



Note: Maximum height of 8.0 metres

Residential Interface



Summary

- Variances are for:
 - Proximity to residential
 - Sightline obscured.
 - Additional screening.
 - Proximity to existing signs
 - Replaces three (3) signs with one (1).
 - Permit first-party sign to remain
 - First-party sign exists.



Thank you

Connor Wright MCIP, RPP
Intermediate Planner

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