

ATTACHMENT 3: APPEAL SUBMISSION PACKAGE

MADISONGROUP.CA

369 RIMROCK ROAD
TORONTO, ONTARIO, M3J 3G2
CANADA
416.661.4000

MADISON
GROUP

OWNERSHIP AND AUTHORIZATION

35 MERCER LIMITED

Municipal Address: 15-35 Mercer Street

35 MERCER LIMITED is the registered owner of the subject land noted above. I/We authorize Christina Glass (Madison Group) to be authorized as agent for the Sign Variance application and appeal for the subject lands on behalf of the owner.

Signature of Signing Officer(s) of the Corporation: _____

A black rectangular redaction box covering the signature of the signing officer.

/ Josif Zagdanski, ASO

Folder No.	Date (yyyy-mm-dd)
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Decision Under Appeal

Variance Decision No. 25-248863			
Street No. 15-35	Street Name Mercer Street	Lot No.	Plan No.

Appellant Information

First Name		Last Name	
Company Name(if applicable) 35 Mercer Limited			Telephone No. (416) 661-4000
Street No. 369	Street Name Rimrock Road	Suite/Unit No.	Mobile No.
City/Town Toronto	Province ON	Postal Code M3J 3G2	Fax No.
E-mail Address cglass@madisongroup.ca			

Describe the variance that was applied for:

Variance was submitted to permit two (2) first party wall signs at the uppermost storey of a building, that is not an office building. The Proposed Signs are the corporate logo for the Nobu Hotel and Restaurant, which are located within the building.

Please provide the reasons/justifications for the appeal (attach any supporting documentation or additional pages as required).

Please see enclosed cover letter including supporting documentation for the appeal.

Attachment Required

- A copy of the original decision on the variance application; and
- Copies of any supporting documents

Continue on next page

Appellant Information and Declaration

First Name I, Christina		Last Name Glass	
Company Name(if applicable) Madison Group			Telephone No. (416) 661-4000
Street No. of, 369	Street Name Rimrock Road	Suite/Unit No.	Mobile No.
City/Town Toronto	Province ON	Postal Code M3J 3G2	Fax No.
E-mail Address cglass@madisongroup.ca			

do hereby declare the following:

- that the statements contained in this application are true and made with full knowledge of relevant matters and of the circumstances connected with this application;
- that any supporting documents submitted are prepared for the sign variance(s) appeal described above and are submitted in compliance with copyright law; and,
- that the information included in this application and in the documents filed with this application is correct.



Christina Glass

2025-12-22

Signature

Print Name

Date (yyyy-mm-dd)

The personal information on this form is collected under the City of Toronto Act, 2006, S. 136 (b) & (c) and Chapter 694, Signs, General, of the City of Toronto Municipal Code. The information collected 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 may be referred to the manager, sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, M5H 2N2 416-392-4235.

Sign Data Sheet

Date (yyyy-mm-dd)	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	Roof Sign	Electronic Static Copy	2.50	14.00	36.00	0.22	2.50	Yes	Yes
2	Roof Sign	Electronic Static Copy	2.50	14.00	36.00	0.22	2.50	Yes	Yes

* Please ensure that the sign numbers listed in this sheet are indicated on all sign plans

South District

Receipt No: 1848745

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 248863 ZSV 00 ZR	Date & Time:	January 12, 2026 11:36 AM
Paid By:	MADISON GROUP C/O KEVIN MCKEOWN 369 RIMROCK RD TORONTO ON M3J 3G2		
Project Location:	15 MERCER ST TORONTO ON M5V 1H2		
Project Description:	Zoning Review; Non-Residential Building; Sign		
Fee Description(s):	Cost Centre Number:	Value:	
Sign Bylaw Appeal Fee	9010 - BL0014 - PAYMENT	\$849.04	
Visa	110584 - PAYMENT	\$-849.04	
Total:		\$.00	
Paid Amount		\$849.04	

<input type="checkbox"/> Cash <input type="checkbox"/> Cheque <input type="checkbox"/> Visa <input type="checkbox"/> Debit Card <input type="checkbox"/> Money Order <input type="checkbox"/> Certified Cheque <input type="checkbox"/> Journal Entry <input type="checkbox"/> Fee Exempt	<hr/> Calvin-Smith, Devern per Treasurer, City of Toronto
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December 29, 2025

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

Attn: Natasha Barbini, Director/Deputy Chief Building Official, Strategic and City-wide Priorities

**RE: Sign Variance Appeal Letter
15-35 Mercer Street, City of Toronto
City File Nos. 25 248863 ZSV 00 ZA**

As you are aware, 35 Mercer Limited is the owner of the properties municipally known as 15-35 Mercer Street (the "Premises" or the "Site") in the City of Toronto. The Premises is located in the Entertainment District, on the south side of Mercer Street, between John Street to the east and Blue Jays Way to the west. The Premises is home to the Nobu Hotel, Residences, and Restaurant, a landmark project contained within the recently constructed two-tower mixed-use development designed by local architecture firm Teeple Architects. The Premises is located within the CR – Commercial Residential Sign District.

The enclosed materials form our appeal of the Decision Notice – First Party Sign Variance (File No. 25-248863), dated December 12, 2025, which refused the Sign Variance application to permit two (2) illuminated first party wall signs at the uppermost storey on the north and south façades of the west tower (the "Proposed Signs"). Both the north-facing and south-facing signs will display the logo/corporate symbol for the Nobu Hotel and Restaurant, which is a permitted sign type, as seen in Appendix A.

It was confirmed by the City of Toronto that a sign variance is required under 694-21 D(4)(a) of the Sign By-law to permit the Proposed Signs at the uppermost storey of the building as the Premises is not an office building. In this case, the Premises is a mixed-use building with a significant commercial component, containing hotel, retail, and corporate offices for Nobu Canada. The Premises also contains residential uses in the east tower, and below the hotel rooms in the west tower. To confirm, no signage is proposed on the east tower, which contains residential units only above the commercial podium.

The immediate area surrounding the Premises, known as the Entertainment District, is a mixed-use community that is achieved through buildings with a variety of uses, including offices, hotels, restaurants, and residences. The area is also comprised with numerous mixed-use buildings that provide a combination of these uses within one building envelope, such as on the Site. First party signage is a standard requirement for commercial uses and is particularly important for hotel uses to facilitate wayfinding for tourists/visitors, local recognition, and advertisement of the business. The Nobu Hotel is the result of significant investment that benefits the City through the delivery of additional hotel rooms in the Entertainment District, located in close proximity to key landmarks and cultural venues like the TIFF Lightbox Theatre, Metro Toronto Convention Centre, Roy Thomson Hall, and the Rogers Centre. The Proposed Signs are critical to support the operations of the Nobu Hotel, which opened in June 2025, through advertising the new hotel, providing wayfinding and recognition to new visitors of the City, and promoting Toronto as a world-class City with an internationally recognized brand represented in the City's skyline.

As detailed in the Cover Letter and Rationale submitted as part of the original Sign Variance Application (the "Original Application"), in our opinion, the Proposed Signs met all criteria required by the Sign By-law

to warrant approval for a variance. The CBO confirmed in the Notice of Decision for the Original Application that the Proposed Signs met, in their opinion, the following criteria:

- ✓ Belong to a sign class permitted in the sign district where the Premises is located;
- ✓ Supports the Official Plan objectives for the subject premises and surrounding area;
- ✓ Will not adversely affect adjacent premises;
- ✓ Will not adversely affect public safety, including traffic and pedestrian safety; and
- ✓ Is not a sign expressly prohibited by 694-15B of chapter 694.

However, as indicated on the Notice of Decision, the requested variance was refused due to their interpretation of compliance with three criteria. Accordingly, we have focused this letter on addressing the 3 criteria that formed the basis for the refusal, as further detailed below.

1. Be compatible with the development of the Premises and surrounding area.

In our opinion, the two (2) Proposed Signs are compatible with the use of the Premises, being a mixed-use building with a significant commercial component, containing a hotel, restaurant, and corporate offices for Nobu Canada. The commercial component includes of 100,000 SF of Total Floor Area, including: hotel suites; hotel amenities; restaurant and bar front-of-house; kitchens and back-of-house for the restaurant and hotel; and management offices. While the building does contain residential uses, aligning with the City of Toronto's Official Plan policies for the Downtown Core, the Proposed Signs are to support the commercial component of the mixed-use development, and are located on the uppermost storey of the west tower, which contains the hotel suites at the top levels of the building.

The Proposed Signs are compatible with the design and architecture of the building, which was designed by Teeple Architects as a high-quality addition to the Toronto skyline. The Proposed Signs were also sensitively designed with materials to compliment the building design and will serve as wayfinding to the Nobu Hotel and Restaurant. As first party signs, the Proposed Signs are critical to the operation of the newly established commercial uses and to advertise the recently completed Nobu Hotel. Nobu is an internationally recognized brand, found in global cities like Chicago, Miami, Barcelona, Rome, and Marbella. The Proposed Signs also contribute to Toronto's status as a world-class City and align with the Sign By-law's principles to support advertisement for commercial businesses.

The location of the Proposed Signs on the uppermost storey of the 45-storey west tower on the Premises mitigates any impacts on the surrounding area. Located on the north and south sides of the west tower also ensures that there is no immediate adjacency to any residential uses, ensuring no impacts to any sensitive uses. Additionally, the design and illumination of the proposed signs is appropriate and compatible with the surrounding area and uses. It was already confirmed in the Notice of Decision that the Proposed Signs will not adversely affect any adjacent premises, will not affect public safety, and are a permitted sign type.

In addition to being compatible with the development of the Premises, the Proposed Signs are compatible with the surrounding area, which has countless first party signs advertising the commercial buildings and eclectic, mixed-use area of the Entertainment District. In the immediate area surrounding the Premises are countless first party wall signs located on the uppermost storey of the buildings, which is typical for sites in the Entertainment District, and the wider Downtown Core. Due to the intensified nature of the area, many signs are affixed on buildings that are taller than 10-storeys in height and are mixed-use buildings, not solely office buildings. As confirmed in the Notice of Decision, it is the CBO's opinion that the Proposed Signs support the Official Plan objectives for the Premises and surrounding

area. The Official Plan policies support investment in the Entertainment District and Downtown Core, which is planned to absorb the highest levels of intensification and is critical to supporting the economic prosperity of the City. Through the planning approvals process for the Site, it was determined by the City that the two tower, 45-storey mixed-use building was appropriate for its context. This appeal is to ensure that the significant commercial uses provided in the Premises, which are desirable and support the vibrant Entertainment District, are supported with appropriate signage, being the Proposed Signs.

As further detailed in the Cover Letter and Rationale submitted as part of the Original Application, a list of first party wall signs in the Downtown Core advertising hotel uses was provided. For ease of reference, this list, which is by no means exhaustive, is provided below and are enclosed in Appendix B.

1. Delta Hotels Toronto, 75 Lower Simcoe Street, Toronto
2. Sheraton Centre Toronto Hotel, 123 Queen Street West, Toronto
3. The St. Regis Hotel and Residences Toronto, 325 Bay Street, Toronto
4. Residence Inn Toronto Downtown/Entertainment District, 255 Wellington Street West, Toronto
5. Soho Hotel and Residences Toronto, 318 Wellington Street West, Toronto
6. Shangri-La Hotel and Residences, 180 University Avenue, Toronto
7. Hyatt Regency Toronto, 370 King Street West, Toronto
8. Intercontinental Toronto Centre, 225 Front Street West, Toronto
9. Hilton Toronto, 145 Richmond Street West, Toronto
10. Fairmont Royal York, 100 Front Street West, Toronto
11. Hotel X, 11 Princes' Boulevard, Toronto
12. Toronto Marriott City Centre Hotel, 1 Blue Jays Way, Toronto
13. TOOR Hotel – JDV by Hyatt, 203 Jarvis Street, Toronto

To note, the Soho Hotel and Residences (#5), located immediately west of the Premises, the St. Regis Hotel and Residences (#3), the Shangri La Hotel and Residences (#6), and the recently completed TOOR Hotel (#13) are mixed-use buildings in downtown Toronto, similar to the Premises, containing hotel and residential uses with first party signage.

In mixed-use buildings containing hotel uses, it is typical that the hotel suites are located on the lower floors, with the residences located on the floors above, this is seen in the TOOR Hotel example above. However, in the case of the Premises and the Nobu Hotel, the hotel suites, are located on the top floors of the building (with residential units below). Accordingly, the Proposed Signs are proposed only on the west tower of the Premises, immediately above the hotel suites rather than being immediately above residential uses.

Of particular note, the TOOR Hotel is a recently completed 33-storey building that contains hotel uses on its lower levels and residential rental uses above. This property subject to recently approved sign permit (City File No. 25 228741 SGN 00 SP) which permits a first party wall sign at its uppermost level. The first party wall sign is located immediately above the residential rental floors. The TOOR Hotel is surrounded by a mix of land uses, including low- and high-rise residential buildings, retail, social services, government offices in Moss Park. In the case of the TOOR Hotel, the first party wall sign was permitted at the uppermost level for a mixed-use building containing residential uses and hotel.

Therefore, whether a building is a standalone hotel, or a mixed-use building containing hotel suites, first party wall signs for a hotel use is a typical and is necessary to support the commercial uses. Additionally, such signage is compatible with varying surrounding land uses, as shown by the approved sign permit for the TOOR Hotel, and the numerous long-standing first-party signage in the area. More so, there are numerous instances of first party wall signs being located above residential uses. In our

opinion, the two Proposed Signs are comparable to these above-note examples and the Proposed Signs are compatible with the Premises, are compatible with the surrounding area, and warrant approval.

2. Not alter the character of the Premises or surrounding area.

In our opinion, the Proposed Signs do not alter the character of the Premises or surrounding area and are similar to many signs that currently exist in the Entertainment District, as further detailed above. The character of the surrounding area includes buildings of various uses and heights, and while similar signage is typical in this area, especially on buildings containing hotel uses, the Proposed Signs do not clutter the Premises or surrounding area and are compatible.

The Entertainment District is a mixed-use community achieved through buildings with standalone uses, such as office buildings, residential buildings, hotels, and restaurants. The area is also comprised with buildings themselves that are mixed-use, containing multiple uses in one building envelope, such as on this site. The mix of hotel, restaurant, and residential uses, and corporate offices for Nobu Canada, in the Premises enables the project to achieve numerous key policy objectives. Including residential units in this mix of uses is critical to support the City's housing demands, and a mixed-use building should not be penalized for such when seeking permission for first party signage. The Nobu Hotel and Restaurant provide a notable amount of commercial uses and are the result of significant investment in the City as the first Canadian Nobu location.

In this case, being that the Premises is a mixed-use building, not a standalone office building, the need and appropriateness of the Proposed Signs for the Nobu Hotel and Restaurant is not reduced. In a theoretical scenario where all the residential uses were removed and the Premises was solely a hotel and restaurant, the same variance as currently requested would still be required to permit the Proposed Signs, which are located directly above the hotel suites in the west tower. Similarly, if the Premises was 8-storeys rather than 45-storeys, the same variance would be requested to provide first party signage for the hotel at the uppermost storey. Accordingly, the nature of the Premises as a mixed-use building should be viewed as an asset to the City, providing housing in addition to over 100,000 SF of commercial space for the Nobu Hotel and Restaurant.

Accordingly, we maintain that the Proposed Signs do not alter the character of the Premises or surrounding area, and the requested variance warrants approval.

3. Not be, in the opinion of the decision maker, contrary to the public interest.

In our opinion, the Proposed Signs are not contrary to the public interest and the requested variance warrants approval. As further detailed above, and in the Original Application, the Proposed Signs are complimentary to the architectural design of the building and the hotel use contained in the mixed-use building, being the Nobu Hotel, Restaurant, and Residences, and corporate offices for Nobu Canada. Located within the Entertainment District, the Proposed Signs are compatible with the character of the surrounding area, and similar signage exists on many buildings in the surrounding area, especially for hotel uses, whether standalone or mixed-use. The Proposed Signs will also assist in wayfinding for visitors to the hotel and assist in local recognition of the internationally acclaimed Nobu brand's presence in Toronto.

The Nobu Hotel and Restaurant is a significant employer, with 200 local employees expected as the hotel becomes fully operational, supporting the economic vitality of the City. In addition to their employees, the Nobu Hotel and Restaurant economically supports numerous suppliers and small businesses in the City, cultural landmarks in the Entertainment District, and events like TIFF.

The Nobu Hotel and Restaurant is a destination for locals and visitors to the City and is the result of significant investment in the local community. Located in the Entertainment District, the Nobu Hotel and Restaurant is located in close proximity to key landmarks and cultural venues, like the TIFF Lightbox Theatre, Metro Toronto Convention Centre, Roy Thomson Hall, and the Rogers Centre, and supports the economic vitality of the City. Additionally, with a growing number of international events coming to the City of Toronto, including the FIFA World Cup in 2026, the Nobu Hotel and Restaurant will support the increased demand from visitors for accommodations available in the City. Accordingly, the Proposed Signs for the Nobu Hotel and Restaurant will act as wayfinding for visitors alike while also promoting the Nobu brand and Toronto as a world-class City.

Accordingly, in our opinion, we believe that the Proposed Signs meet all required criteria to warrant a variance under the Sign By-law, and an appeal of the Notice of Decision is warranted to approve the Proposed Signs.

In support of this application, please find enclosed the following materials:

- Completed Sign Variance Appeal Form:
- All Original Application materials; and
- One digital copy of this letter.

Should you have any questions or require additional information, please do not hesitate to contact the undersigned.

Sincerely,

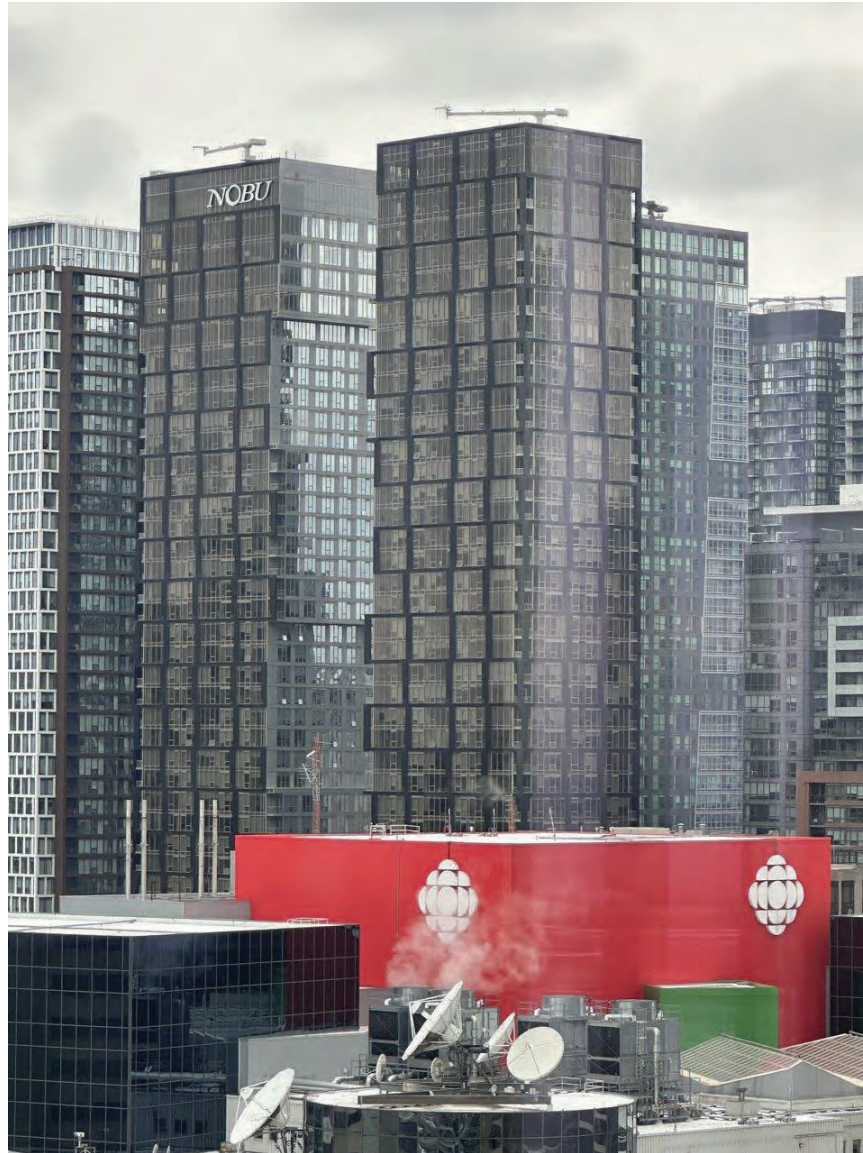


Christina Glass
Senior Manager, Planning and Development

Appendix A – Nobu Hotel and Restaurant – Proposed Signs



Proposed Sign (West Tower – South Façade) looking northwest and signage for the adjacent Soho Hotel and Residences



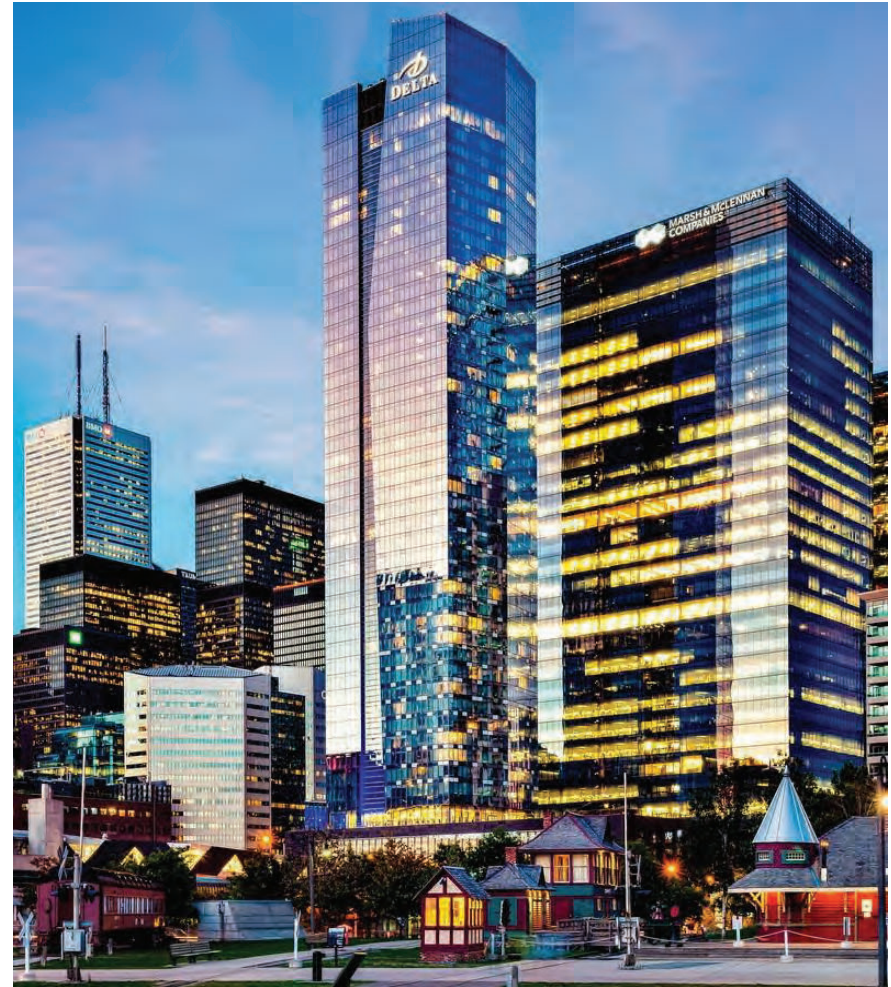
Proposed Sign (West Tower – South Façade) looking northwest



Proposed Sign (West Tower – North Façade) looking southeast

Appendix B – First Part Hotel Sign Examples

1. Delta Hotels Toronto, 75 Lower Simcoe Street, Toronto



2. Sheraton Centre Toronto Hotel, 123 Queen Street West, Toronto



3. The St. Regis Hotel and Residences Toronto, 325 Bay Street, Toronto



4. Residence Inn Toronto Downtown/Entertainment District, 255 Wellington Street West, Toronto



5. Soho Hotel and Residences Toronto, 318 Wellington Street West, Toronto



6. Hyatt Regency Toronto, 370 King Street West, Toronto



7. Intercontinental Toronto Centre, 225 Front Street West, Toronto



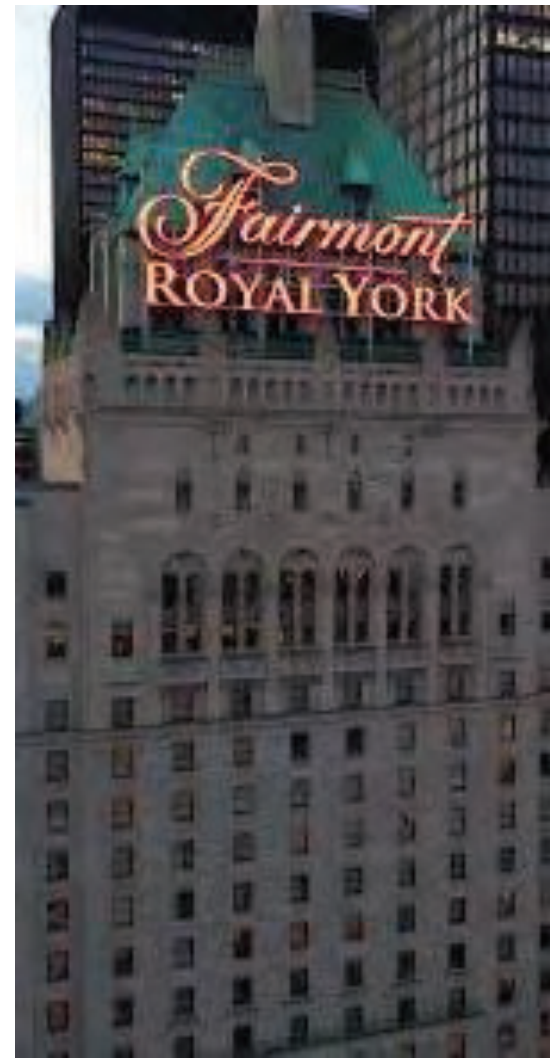
8. Hilton Toronto, 145 Richmond Street West, Toronto



9. Shangri-La Hotel and Residences, 180 University Avenue, Toronto



10. Fairmont Royal York, 100 Front Street West, Toronto



11. Hotel X, 11 Princes' Boulevard, Toronto



12. Toronto Marriott City Centre Hotel, 1 Blue Jays Way, Toronto



13. TOOR Hotel – JDV by Hyatt, 203 Jarvis Street, Toronto



DECISION NOTICE FIRST PARTY SIGN VARIANCE

Location: 15- 35 Mercer Street (25- 248863)

Any person who receives notice of the Chief Building Official's decision may appeal the decision to the Sign Variance committee, by filing the notice of appeal and paying the non-refundable fee (\$849.04) within 20 days of service of the notice of decision. Please contact the Sign By-Law Unit for more information.

For more
information:



Phone:
416-392-8000



Website:
www.toronto.ca/signs



Email:
citywidepriorities@toronto.ca

Please reference the address and file number, so we can better assist you.

WHAT IT'S ABOUT – THE PROPOSAL:



A proposal to erect and display two illuminated wall signs, displaying static copy. The proposed signs will be located at the uppermost storey of the north and south elevations of the west tower, located at this address.

Both proposed signs measure: 3.03 m vertically by 14.01 m horizontally at the height of 156 m from the grade.

NOBU

DECISION: **REFUSED**

The decision is refused by the Chief Building Official for the following reasons:

- ✓ Belongs to a sign class permitted in the sign district where the premises is located;
- X Is not compatible with the development of the premises and surrounding area;
- ✓ Supports the Official Plan objectives for the subject premises and surrounding area;
- ✓ Will not adversely affect adjacent premises;
- ✓ Will not adversely affect public safety, including traffic and pedestrian safety;
- ✓ Is not a sign expressly prohibited by §694-15B of chapter 694;
- X Does alter the character of the premises or surrounding area; and
- X Is, in the opinion of the Chief Building Official, contrary to the public interest.



Decision date: December 12, 2025

Last day to appeal: January 2, 2026

PLEASE TURN THE PAGE FOR IMPORTANT INFORMATION



Mailed on: December 12, 2025

PLEASE SEE BELOW FOR MORE INFORMATION

THE CHIEF BUILDING OFFICIAL AND SIGN VARIANCE APPLICATIONS:

The role of the Chief Building Official is to make a fair and impartial decision regarding Sign Variance Applications for proposals which deviate from the prescribed regulations of the Sign By-law (Chapter 694, Signs, General), of the City of Toronto Municipal Code. The Chief Building Official considers the submission material provided by the applicant and interested parties, in favour or against the proposal. The Chief Building Official then makes a decision on the application, weighing the submissions filed with respect to the application. The Chief Building Official may grant a variance where it has been established that the proposed sign:

- Belongs to a sign class permitted in the sign district where the premises is located;
- Is compatible with the development of the premises and surrounding area;
- Supports the Official Plan objectives for the subject premises and surrounding area;
- Will not adversely affect adjacent premises;
- Will not adversely affect public safety, including traffic and pedestrian safety;
- Is not a sign expressly prohibited by §694-15B of Chapter 694;
- Does not alter the character of the premises or surrounding area; and
- Is, in the opinion of the Chief Building Official, not contrary to the public interest.

DATE DECISION MAILED ON: December 12, 2025

LAST DAY TO APPEAL THE DECISION OF THE CHIEF BUILDING OFFICIAL TO THE SIGN VARIANCE COMMITTEE: January 2, 2026

APPEALING THE CHIEF BUILDING OFFICIAL'S DECISION:

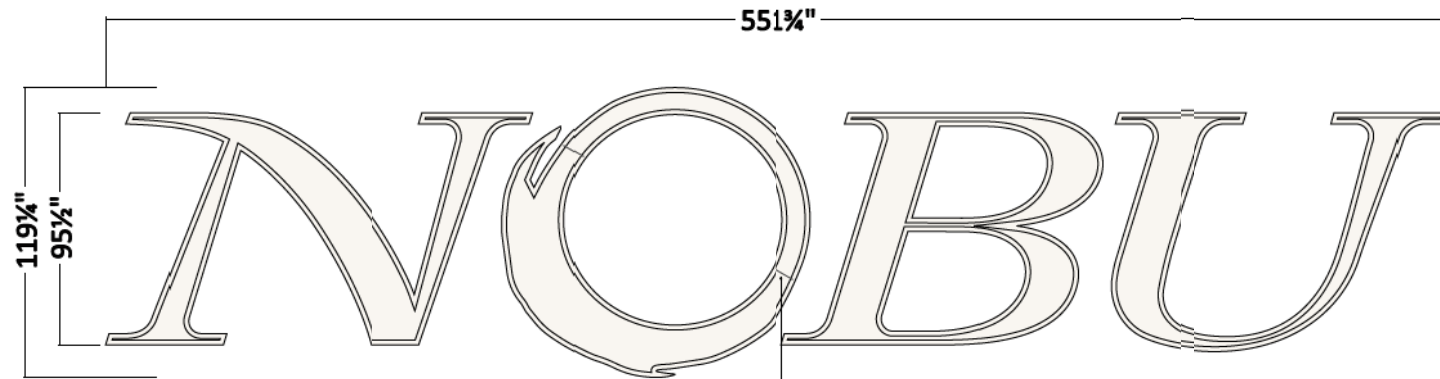
Any person who receives notice of the Chief Building Official's decision may appeal the decision of the Chief Building Official to the Sign Variance Committee, by filing the notice of appeal in the form and manner approved by the Chief Building Official and paying the non-refundable fee prescribed in Chapter 441, Fees and Charges, within 20 days of service of the notice of decision.

Please note that a decision of the Sign Variance Committee, in the case of a decision to refuse to grant a variance, is final and binding on the date the decision was issued; and in the case of a decision to grant a variance or to grant a variance with conditions, the decision is final and binding 21 days after the date the decision was issued unless an application to consider is filed by the ward councillor in accordance with Subsection 694-30S of the City of Toronto Municipal Code.

Appeal forms and other information are available at the address described below.

**Sign By-Law Unit: Toronto City Hall, Ground Floor, East Tower
100 Queen Street West, Toronto, ON, M5H 2N2**

NOBU
FABRICATED ILLUMINATED LETTERS
NORTH ELEVATION



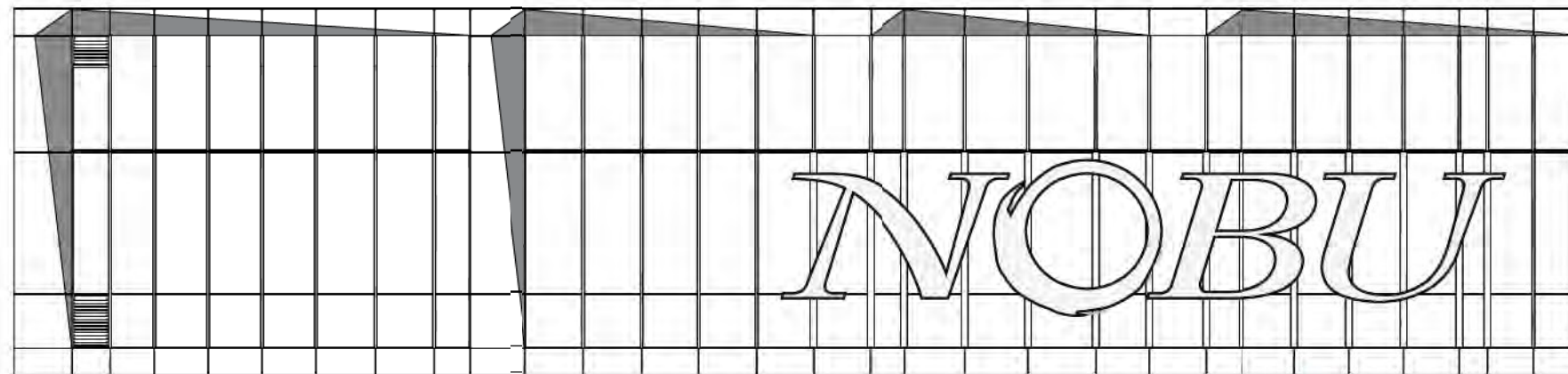
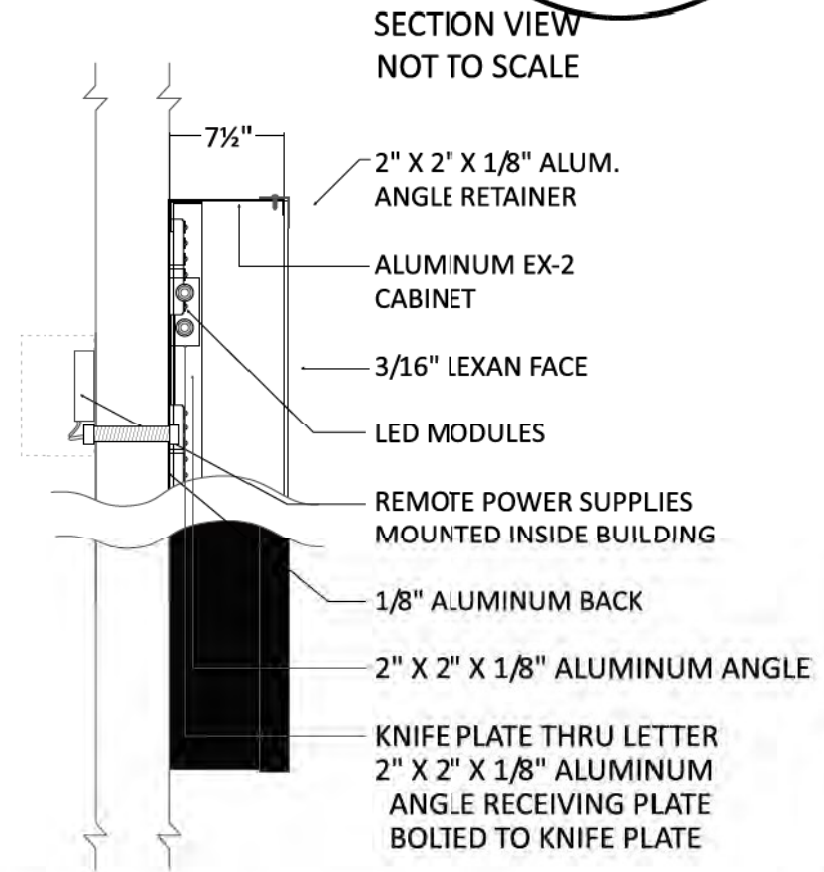
ALUMINUM FABRICATED LETTERS
 PAINTED SATIN BLACK
 1/8" WELDED ALUMINUM BACKS
 2" x 2" x 1/8" ALUMINUM ANGLE RETAINERS
 PAINTED SATIN WHITE ON FACES & SATIN BLACK ON RETURNS
 WHITE TRANSLUCENT LEXAN FACES
 NOTE: 'O' WILL HAVE MINIMAL SEAM DUE TO MATERIAL LIMIT
 (ENSURE NO LIGHT LEAKS)
 WHITE LED ILLUMINATION

MOUNTED TO SUPPLIED KNIFE PLATES ON BUILDING

NOTE: LOGO HAS BEEN SIMPLIFIED FOR FABRICATION

APPROX. WEIGHTS:

- N - 250 LB
- O - 254 LB
- B - 241 LB
- U - 191 LB



Quantity: 1 **Survey:** Required

S/F D/F 4-Sided
 Illum. Non-Illum.

Retainer:
 2" X 2" X 1/8" ALUMINUM ANGLE

Cabinet:
 EX-2 ALUMINUM
 1/8" ALUMINUM BACKS

Substrate:
 3/16" LEXAN (WHITE)

Graphics:

Vinyl Print 1st Surface
 2nd Surface

Paint Colours:
 BLACK
 WHITE

Gloss Satin Matte

Other:

Illumination:
 LED Neon
 Fluorescent Other:
 Electrical: 120v

Client / Location:
 Nobu
 Toronto, ON

Sales: Tamara Sander

Designer: SGP

Date: January 14, 2025

Scale: 1/8" = 1'-0"

Design #: 22-007-A

Revision: V13

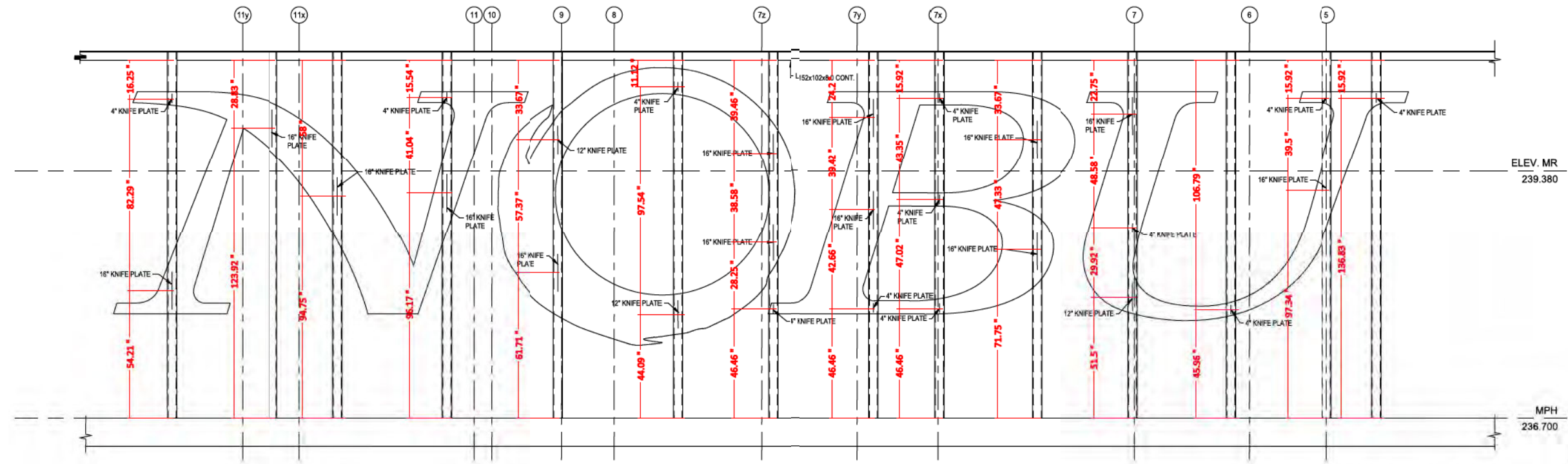


4940 - 102nd Avenue S.E. Calgary, AB, T2C 2X8
 Ph: 403-275-4444 • Fax: 403-275-3387 • www.nationalneon.com

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Approval Client: _____ Date: _____
 Acc. Exec: _____ Date: _____

NOBU
FABRICATED ILLUMINATED LETTERS
NORTH ELEVATION



Client / Location:	
Nobu	
Toronto, ON	

Sales:	Tamara Sander
Designer:	SGP
Date:	January 14, 2025
Scale:	3/16" = 1'-0"
Design #:	22-007-A1
Revision:	V13

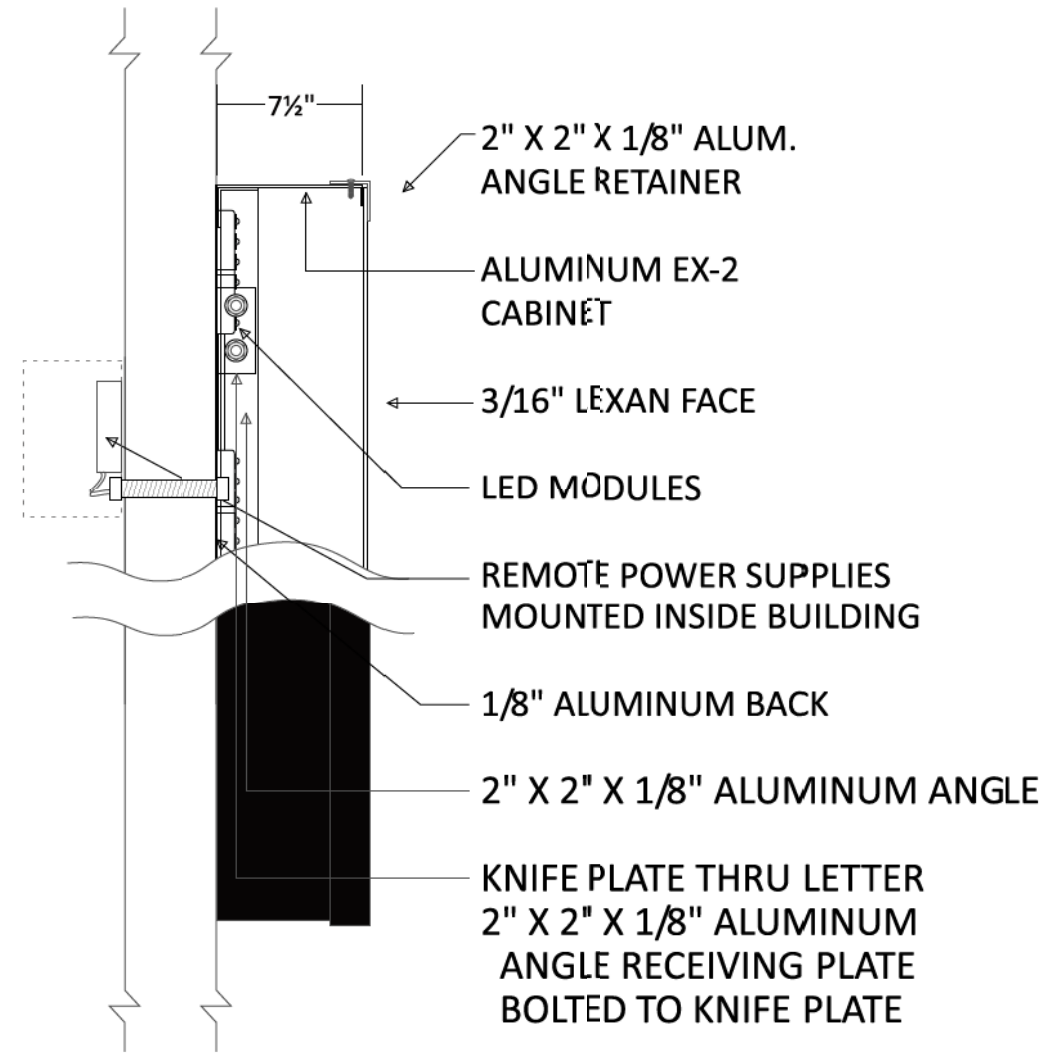


4940 - 102nd Avenue S.E. Calgary, AB, T2C 2X8
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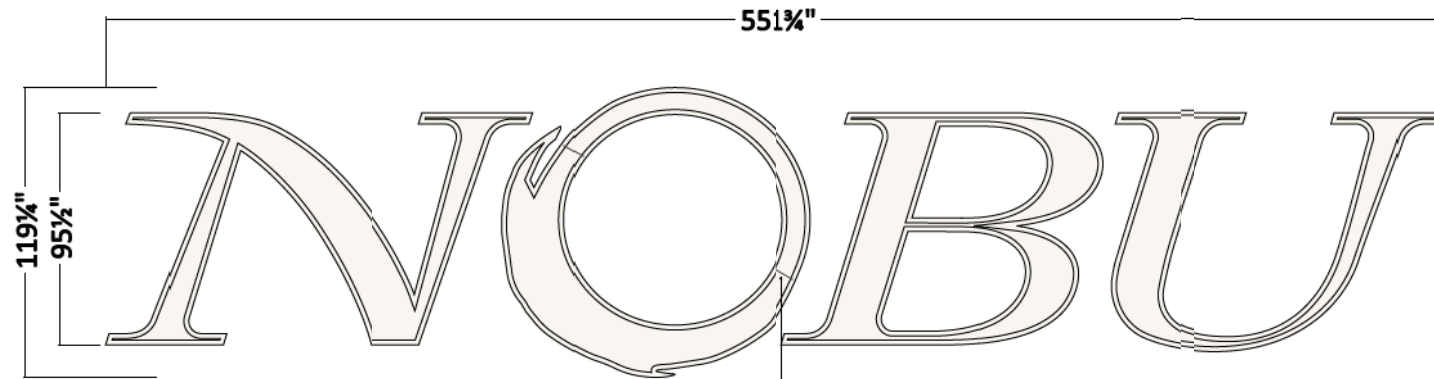
Client:		Date:	
Acc. Exec:		Date:	

NOBU
FABRICATED ILLUMINATED LETTERS
SECTION VIEW



Client / Location:	
Nobu	
Toronto, ON	
Sales:	Tamara Sander
Designer:	SGP
Date:	January 14, 2025
Scale:	1" = 1'-0"
Design #:	22-007-A2
Revision:	V13

NOBU
FABRICATED ILLUMINATED LETTERS
SOUTH ELEVATION



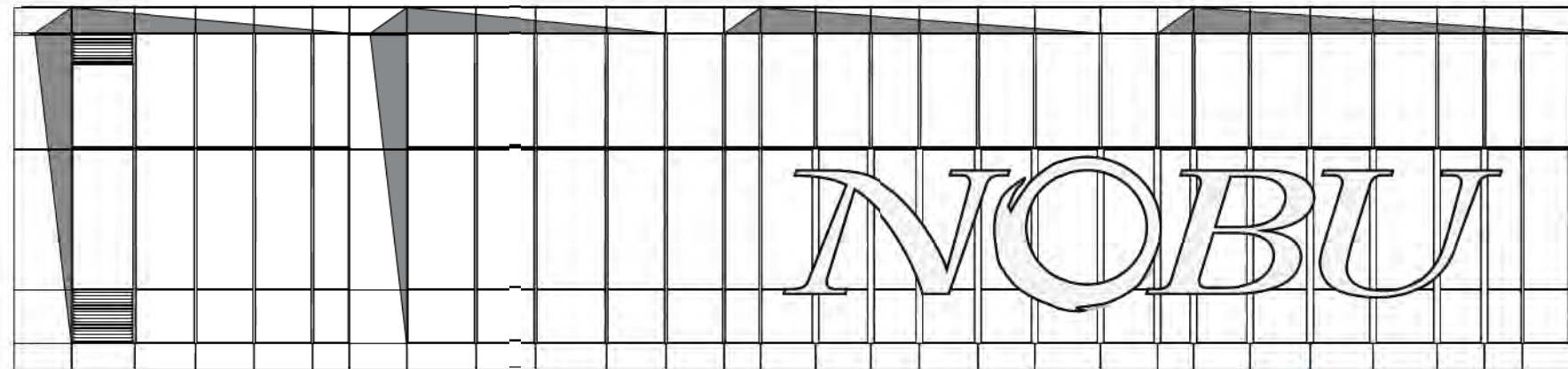
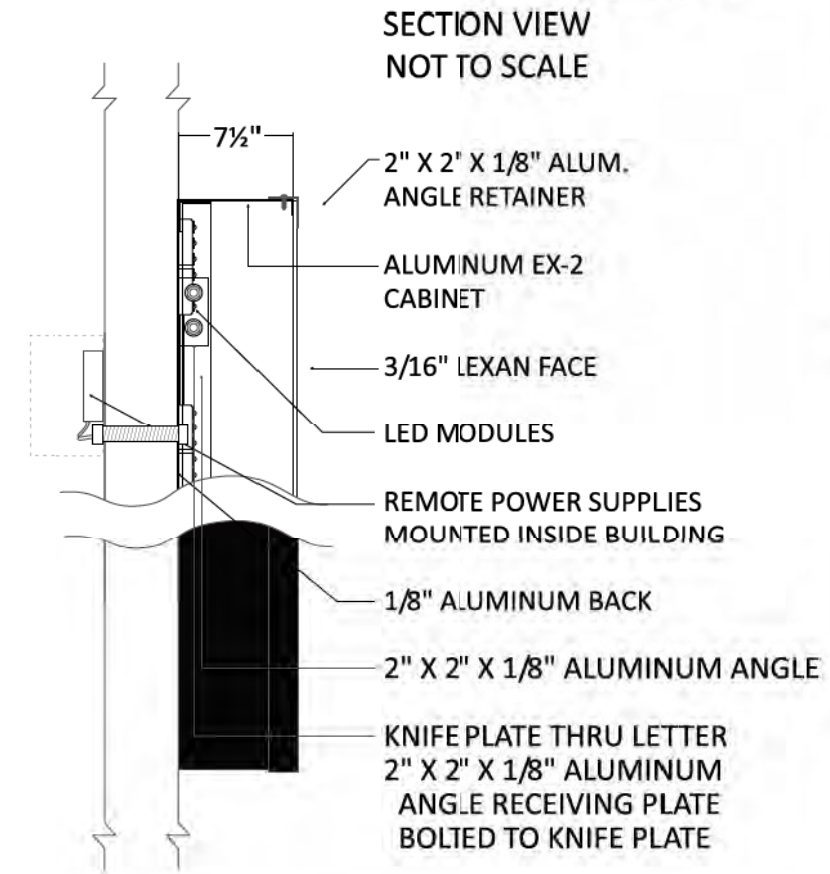
ALUMINUM FABRICATED LETTERS
 PAINTED SATIN BLACK
 1/8" WELDED ALUMINUM BACKS
 2" x 2" x 1/8" ALUMINUM ANGLE RETAINERS
 PAINTED SATIN WHITE ON FACES & SATIN BLACK ON RETURNS
 WHITE TRANSLUCENT LEXAN FACES
 NOTE: 'O' WILL HAVE MINIMAL SEAM DUE TO MATERIAL LIMIT
 (ENSURE NO LIGHT LEAKS)
 WHITE LED ILLUMINATION

MOUNTED TO SUPPLIED KNIFE PLATES ON BUILDING

NOTE: LOGO HAS BEEN SIMPLIFIED FOR FABRICATION

APPROX. WEIGHTS:

- N - 250 LB
- O - 254 LB
- B - 241 LB
- U - 191 LB



Quantity: 1 **Survey:** Required

S/F D/F 4-Sided
 Illum. Non-Illum.

Retainer:
 2" X 2" X 1/8" ALUMINUM ANGLE

Cabinet:
 EX-2 ALUMINUM
 1/8" ALUMINUM BACKS

Substrate:
 3/16" LEXAN (WHITE)

Graphics:

Vinyl Print 1st Surface
 2nd Surface

Paint Colours:
 BLACK
 WHITE

Gloss Satin Matte

Other:

Illumination:
 LED Neon
 Fluorescent Other:
 Electrical: 120v

Client / Location:
 Nobu
 Toronto, ON

Sales: Tamara Sander

Designer: SGP

Date: January 14, 2025

Scale: 1/8" = 1'-0"

Design #: 22-007-B

Revision: V13

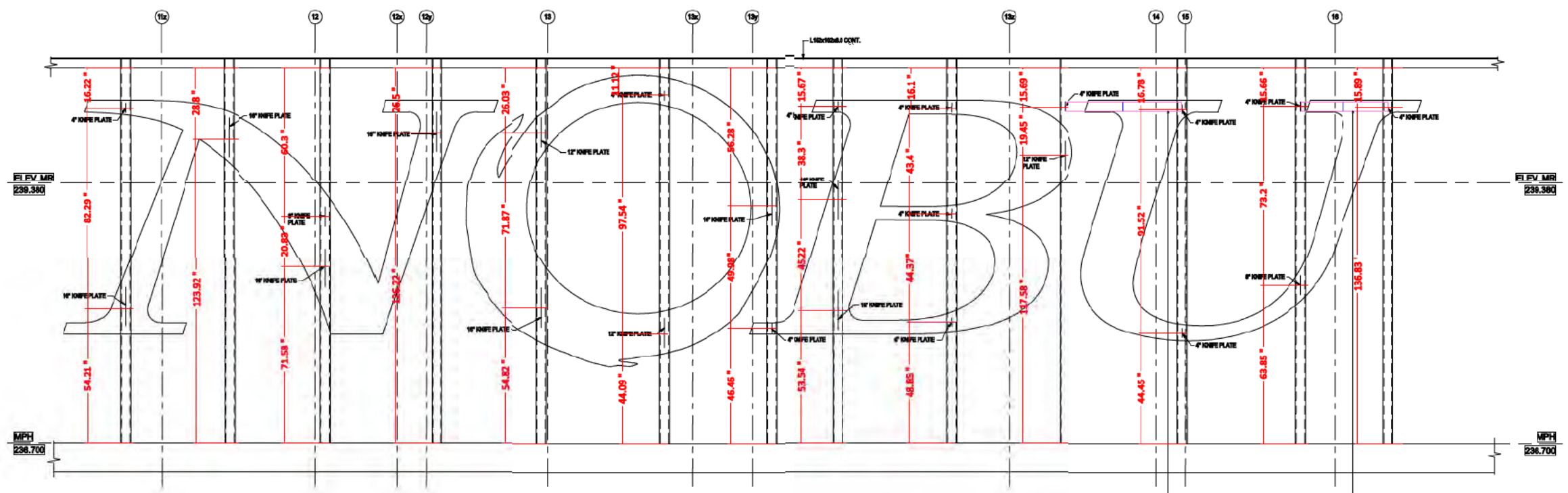


4940 - 102nd Avenue S.E. Calgary, AB, T2C 2X8
 Ph: 403-275-4444 • Fax: 403-275-3387 • www.nationalneon.com

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Approval **Client:** _____ **Date:** _____
Acc. Exec: _____ **Date:** _____

NOBU
FABRICATED ILLUMINATED LETTERS
SOUTH ELEVATION



1/4" x 4" GALVANIZED STEEL FLATBAR 'BRIDGE'
 WELDED TO KNIFE PLATE ON MULLIONS
 PAINTED MATTE BLACK



Client / Location:	
Nobu	
Toronto, ON	

Sales:	Tamara Sander
Designer:	SGP
Date:	January 14, 2025
Scale:	3/16" = 1'-0"
Design #:	22-007-B1
Revision:	V13



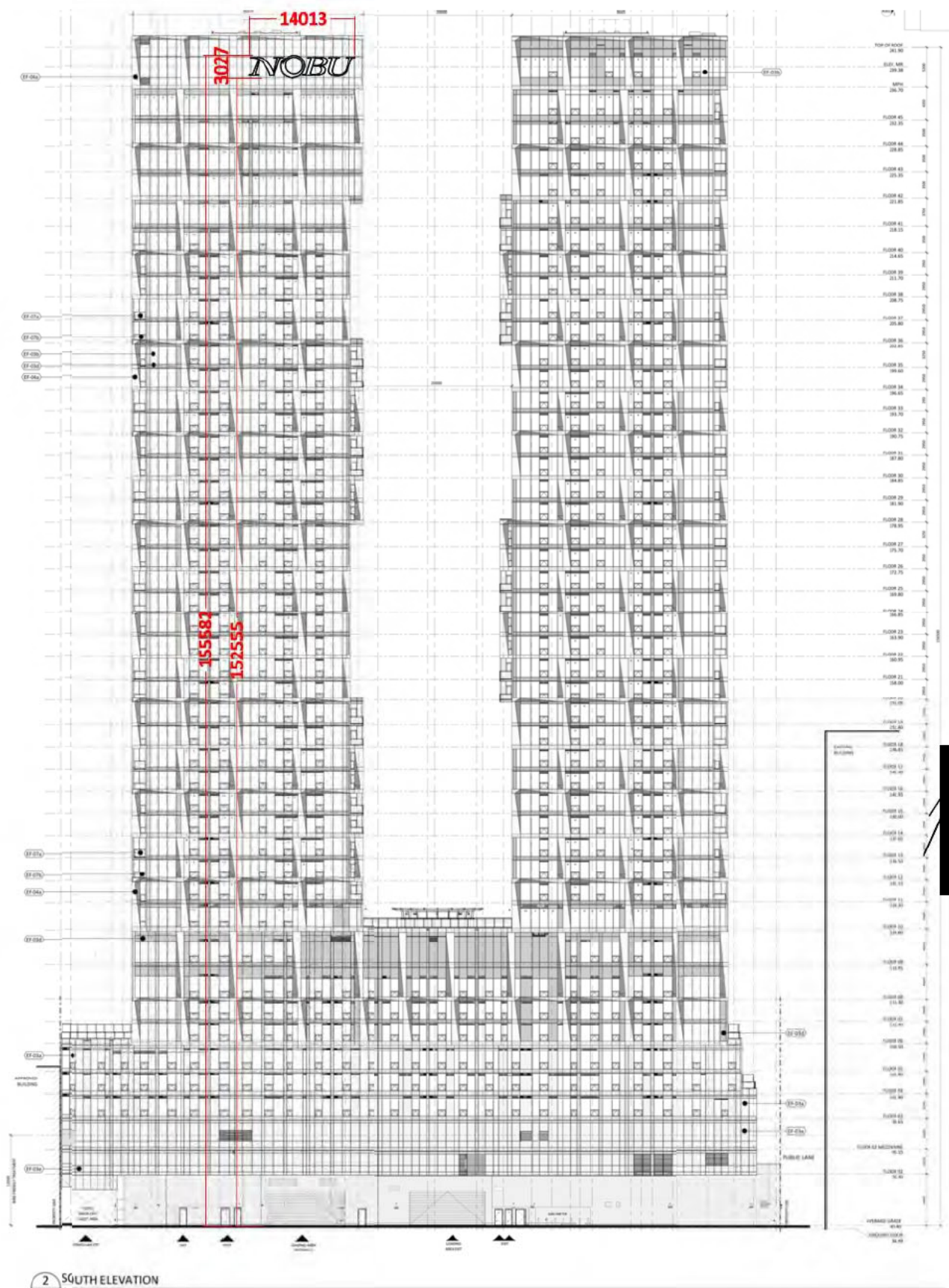
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Client:		Date:	
Acc. Exec:		Date:	

TOP VIEW - NTS

**NOBU
ELEVATIONS**



Client / Location:
 Nobu
 Toronto, ON

Sales: Tamara Sander
Designer: SGP
Date: January 14, 2025
Scale: 1 : 750
Design #: 22-007-EL
Revision: V0

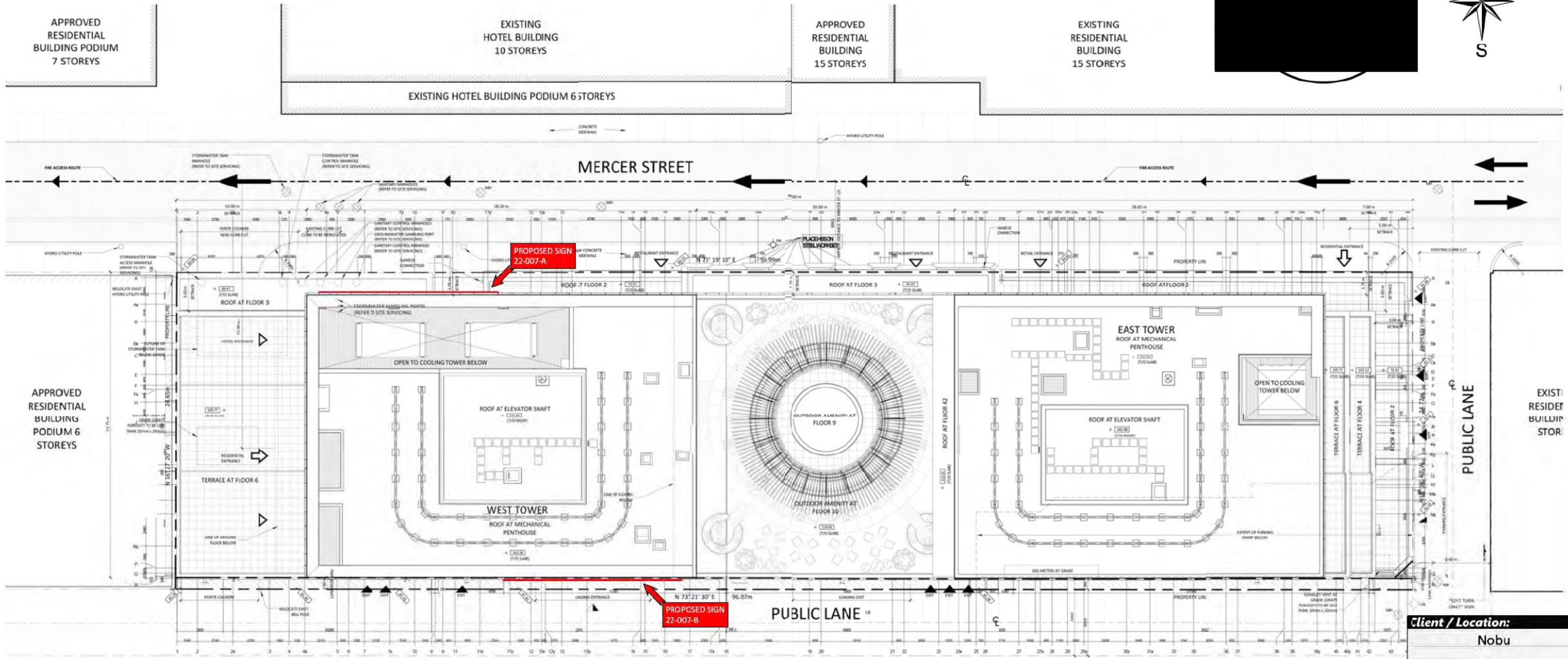


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Approval Client: _____ Date: _____
 Acc. Exec: _____ Date: _____

**NOBU
SITE PLAN**



Client / Location:
 Nobu
 Toronto, ON

Sales: Tamara Sander
Designer: SGP
Date: January 14, 2025
Scale: 1 : 300
Design #: 22-007-PL
Revision: V0



4940 - 102nd Avenue S.E. Calgary, AB. T2C 2X8
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Approval Client: _____ Date: _____
 Acc. Exec: _____ Date: _____

December 29, 2025

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

Attn: Natasha Barbini, Director/Deputy Chief Building Official, Strategic and City-wide Priorities

**RE: Sign Variance Appeal Letter
15-35 Mercer Street, City of Toronto
City File Nos. 25 248863 ZSV 00 ZA**

As you are aware, 35 Mercer Limited is the owner of the properties municipally known as 15-35 Mercer Street (the "Premises" or the "Site") in the City of Toronto. The Premises is located in the Entertainment District, on the south side of Mercer Street, between John Street to the east and Blue Jays Way to the west. The Premises is home to the Nobu Hotel, Residences, and Restaurant, a landmark project contained within the recently constructed two-tower mixed-use development designed by local architecture firm Teeple Architects. The Premises is located within the CR – Commercial Residential Sign District.

The enclosed materials form our appeal of the Decision Notice – First Party Sign Variance (File No. 25-248863), dated December 12, 2025, which refused the Sign Variance application to permit two (2) illuminated first party wall signs at the uppermost storey on the north and south façades of the west tower (the "Proposed Signs"). Both the north-facing and south-facing signs will display the logo/corporate symbol for the Nobu Hotel and Restaurant, which is a permitted sign type, as seen in Appendix A.

It was confirmed by the City of Toronto that a sign variance is required under 694-21 D(4)(a) of the Sign By-law to permit the Proposed Signs at the uppermost storey of the building as the Premises is not an office building. In this case, the Premises is a mixed-use building with a significant commercial component, containing hotel, retail, and corporate offices for Nobu Canada. The Premises also contains residential uses in the east tower, and below the hotel rooms in the west tower. To confirm, no signage is proposed on the east tower, which contains residential units only above the commercial podium.

The immediate area surrounding the Premises, known as the Entertainment District, is a mixed-use community that is achieved through buildings with a variety of uses, including offices, hotels, restaurants, and residences. The area is also comprised with numerous mixed-use buildings that provide a combination of these uses within one building envelope, such as on the Site. First party signage is a standard requirement for commercial uses and is particularly important for hotel uses to facilitate wayfinding for tourists/visitors, local recognition, and advertisement of the business. The Nobu Hotel is the result of significant investment that benefits the City through the delivery of additional hotel rooms in the Entertainment District, located in close proximity to key landmarks and cultural venues like the TIFF Lightbox Theatre, Metro Toronto Convention Centre, Roy Thomson Hall, and the Rogers Centre. The Proposed Signs are critical to support the operations of the Nobu Hotel, which opened in June 2025, through advertising the new hotel, providing wayfinding and recognition to new visitors of the City, and promoting Toronto as a world-class City with an internationally recognized brand represented in the City's skyline.

As detailed in the Cover Letter and Rationale submitted as part of the original Sign Variance Application (the "Original Application"), in our opinion, the Proposed Signs met all criteria required by the Sign By-law

to warrant approval for a variance. The CBO confirmed in the Notice of Decision for the Original Application that the Proposed Signs met, in their opinion, the following criteria:

- ✓ Belong to a sign class permitted in the sign district where the Premises is located;
- ✓ Supports the Official Plan objectives for the subject premises and surrounding area;
- ✓ Will not adversely affect adjacent premises;
- ✓ Will not adversely affect public safety, including traffic and pedestrian safety; and
- ✓ Is not a sign expressly prohibited by 694-15B of chapter 694.

However, as indicated on the Notice of Decision, the requested variance was refused due to their interpretation of compliance with three criteria. Accordingly, we have focused this letter on addressing the 3 criteria that formed the basis for the refusal, as further detailed below.

1. Be compatible with the development of the Premises and surrounding area.

In our opinion, the two (2) Proposed Signs are compatible with the use of the Premises, being a mixed-use building with a significant commercial component, containing a hotel, restaurant, and corporate offices for Nobu Canada. The commercial component includes of 100,000 SF of Total Floor Area, including: hotel suites; hotel amenities; restaurant and bar front-of-house; kitchens and back-of-house for the restaurant and hotel; and management offices. While the building does contain residential uses, aligning with the City of Toronto's Official Plan policies for the Downtown Core, the Proposed Signs are to support the commercial component of the mixed-use development, and are located on the uppermost storey of the west tower, which contains the hotel suites at the top levels of the building.

The Proposed Signs are compatible with the design and architecture of the building, which was designed by Teeple Architects as a high-quality addition to the Toronto skyline. The Proposed Signs were also sensitively designed with materials to compliment the building design and will serve as wayfinding to the Nobu Hotel and Restaurant. As first party signs, the Proposed Signs are critical to the operation of the newly established commercial uses and to advertise the recently completed Nobu Hotel. Nobu is an internationally recognized brand, found in global cities like Chicago, Miami, Barcelona, Rome, and Marbella. The Proposed Signs also contribute to Toronto's status as a world-class City and align with the Sign By-law's principles to support advertisement for commercial businesses.

The location of the Proposed Signs on the uppermost storey of the 45-storey west tower on the Premises mitigates any impacts on the surrounding area. Located on the north and south sides of the west tower also ensures that there is no immediate adjacency to any residential uses, ensuring no impacts to any sensitive uses. Additionally, the design and illumination of the proposed signs is appropriate and compatible with the surrounding area and uses. It was already confirmed in the Notice of Decision that the Proposed Signs will not adversely affect any adjacent premises, will not affect public safety, and are a permitted sign type.

In addition to being compatible with the development of the Premises, the Proposed Signs are compatible with the surrounding area, which has countless first party signs advertising the commercial buildings and eclectic, mixed-use area of the Entertainment District. In the immediate area surrounding the Premises are countless first party wall signs located on the uppermost storey of the buildings, which is typical for sites in the Entertainment District, and the wider Downtown Core. Due to the intensified nature of the area, many signs are affixed on buildings that are taller than 10-storeys in height and are mixed-use buildings, not solely office buildings. As confirmed in the Notice of Decision, it is the CBO's opinion that the Proposed Signs support the Official Plan objectives for the Premises and surrounding

area. The Official Plan policies support investment in the Entertainment District and Downtown Core, which is planned to absorb the highest levels of intensification and is critical to supporting the economic prosperity of the City. Through the planning approvals process for the Site, it was determined by the City that the two tower, 45-storey mixed-use building was appropriate for its context. This appeal is to ensure that the significant commercial uses provided in the Premises, which are desirable and support the vibrant Entertainment District, are supported with appropriate signage, being the Proposed Signs.

As further detailed in the Cover Letter and Rationale submitted as part of the Original Application, a list of first party wall signs in the Downtown Core advertising hotel uses was provided. For ease of reference, this list, which is by no means exhaustive, is provided below and are enclosed in Appendix B.

1. Delta Hotels Toronto, 75 Lower Simcoe Street, Toronto
2. Sheraton Centre Toronto Hotel, 123 Queen Street West, Toronto
3. The St. Regis Hotel and Residences Toronto, 325 Bay Street, Toronto
4. Residence Inn Toronto Downtown/Entertainment District, 255 Wellington Street West, Toronto
5. Soho Hotel and Residences Toronto, 318 Wellington Street West, Toronto
6. Shangri-La Hotel and Residences, 180 University Avenue, Toronto
7. Hyatt Regency Toronto, 370 King Street West, Toronto
8. Intercontinental Toronto Centre, 225 Front Street West, Toronto
9. Hilton Toronto, 145 Richmond Street West, Toronto
10. Fairmont Royal York, 100 Front Street West, Toronto
11. Hotel X, 11 Princes' Boulevard, Toronto
12. Toronto Marriott City Centre Hotel, 1 Blue Jays Way, Toronto
13. TOOR Hotel – JDV by Hyatt, 203 Jarvis Street, Toronto

To note, the Soho Hotel and Residences (#5), located immediately west of the Premises, the St. Regis Hotel and Residences (#3), the Shangri La Hotel and Residences (#6), and the recently completed TOOR Hotel (#13) are mixed-use buildings in downtown Toronto, similar to the Premises, containing hotel and residential uses with first party signage.

In mixed-use buildings containing hotel uses, it is typical that the hotel suites are located on the lower floors, with the residences located on the floors above, this is seen in the TOOR Hotel example above. However, in the case of the Premises and the Nobu Hotel, the hotel suites, are located on the top floors of the building (with residential units below). Accordingly, the Proposed Signs are proposed only on the west tower of the Premises, immediately above the hotel suites rather than being immediately above residential uses.

Of particular note, the TOOR Hotel is a recently completed 33-storey building that contains hotel uses on its lower levels and residential rental uses above. This property subject to recently approved sign permit (City File No. 25 228741 SGN 00 SP) which permits a first party wall sign at its uppermost level. The first party wall sign is located immediately above the residential rental floors. The TOOR Hotel is surrounded by a mix of land uses, including low- and high-rise residential buildings, retail, social services, government offices in Moss Park. In the case of the TOOR Hotel, the first party wall sign was permitted at the uppermost level for a mixed-use building containing residential uses and hotel.

Therefore, whether a building is a standalone hotel, or a mixed-use building containing hotel suites, first party wall signs for a hotel use is a typical and is necessary to support the commercial uses. Additionally, such signage is compatible with varying surrounding land uses, as shown by the approved sign permit for the TOOR Hotel, and the numerous long-standing first-party signage in the area. More so, there are numerous instances of first party wall signs being located above residential uses. In our

opinion, the two Proposed Signs are comparable to these above-note examples and the Proposed Signs are compatible with the Premises, are compatible with the surrounding area, and warrant approval.

2. Not alter the character of the Premises or surrounding area.

In our opinion, the Proposed Signs do not alter the character of the Premises or surrounding area and are similar to many signs that currently exist in the Entertainment District, as further detailed above. The character of the surrounding area includes buildings of various uses and heights, and while similar signage is typical in this area, especially on buildings containing hotel uses, the Proposed Signs do not clutter the Premises or surrounding area and are compatible.

The Entertainment District is a mixed-use community achieved through buildings with standalone uses, such as office buildings, residential buildings, hotels, and restaurants. The area is also comprised with buildings themselves that are mixed-use, containing multiple uses in one building envelope, such as on this site. The mix of hotel, restaurant, and residential uses, and corporate offices for Nobu Canada, in the Premises enables the project to achieve numerous key policy objectives. Including residential units in this mix of uses is critical to support the City's housing demands, and a mixed-use building should not be penalized for such when seeking permission for first party signage. The Nobu Hotel and Restaurant provide a notable amount of commercial uses and are the result of significant investment in the City as the first Canadian Nobu location.

In this case, being that the Premises is a mixed-use building, not a standalone office building, the need and appropriateness of the Proposed Signs for the Nobu Hotel and Restaurant is not reduced. In a theoretical scenario where all the residential uses were removed and the Premises was solely a hotel and restaurant, the same variance as currently requested would still be required to permit the Proposed Signs, which are located directly above the hotel suites in the west tower. Similarly, if the Premises was 8-storeys rather than 45-storeys, the same variance would be requested to provide first party signage for the hotel at the uppermost storey. Accordingly, the nature of the Premises as a mixed-use building should be viewed as an asset to the City, providing housing in addition to over 100,000 SF of commercial space for the Nobu Hotel and Restaurant.

Accordingly, we maintain that the Proposed Signs do not alter the character of the Premises or surrounding area, and the requested variance warrants approval.

3. Not be, in the opinion of the decision maker, contrary to the public interest.

In our opinion, the Proposed Signs are not contrary to the public interest and the requested variance warrants approval. As further detailed above, and in the Original Application, the Proposed Signs are complimentary to the architectural design of the building and the hotel use contained in the mixed-use building, being the Nobu Hotel, Restaurant, and Residences, and corporate offices for Nobu Canada. Located within the Entertainment District, the Proposed Signs are compatible with the character of the surrounding area, and similar signage exists on many buildings in the surrounding area, especially for hotel uses, whether standalone or mixed-use. The Proposed Signs will also assist in wayfinding for visitors to the hotel and assist in local recognition of the internationally acclaimed Nobu brand's presence in Toronto.

The Nobu Hotel and Restaurant is a significant employer, with 200 local employees expected as the hotel becomes fully operational, supporting the economic vitality of the City. In addition to their employees, the Nobu Hotel and Restaurant economically supports numerous suppliers and small businesses in the City, cultural landmarks in the Entertainment District, and events like TIFF.

The Nobu Hotel and Restaurant is a destination for locals and visitors to the City and is the result of significant investment in the local community. Located in the Entertainment District, the Nobu Hotel and Restaurant is located in close proximity to key landmarks and cultural venues, like the TIFF Lightbox Theatre, Metro Toronto Convention Centre, Roy Thomson Hall, and the Rogers Centre, and supports the economic vitality of the City. Additionally, with a growing number of international events coming to the City of Toronto, including the FIFA World Cup in 2026, the Nobu Hotel and Restaurant will support the increased demand from visitors for accommodations available in the City. Accordingly, the Proposed Signs for the Nobu Hotel and Restaurant will act as wayfinding for visitors alike while also promoting the Nobu brand and Toronto as a world-class City.

Accordingly, in our opinion, we believe that the Proposed Signs meet all required criteria to warrant a variance under the Sign By-law, and an appeal of the Notice of Decision is warranted to approve the Proposed Signs.

In support of this application, please find enclosed the following materials:

- Completed Sign Variance Appeal Form:
- All Original Application materials; and
- One digital copy of this letter.

Should you have any questions or require additional information, please do not hesitate to contact the undersigned.

Sincerely,

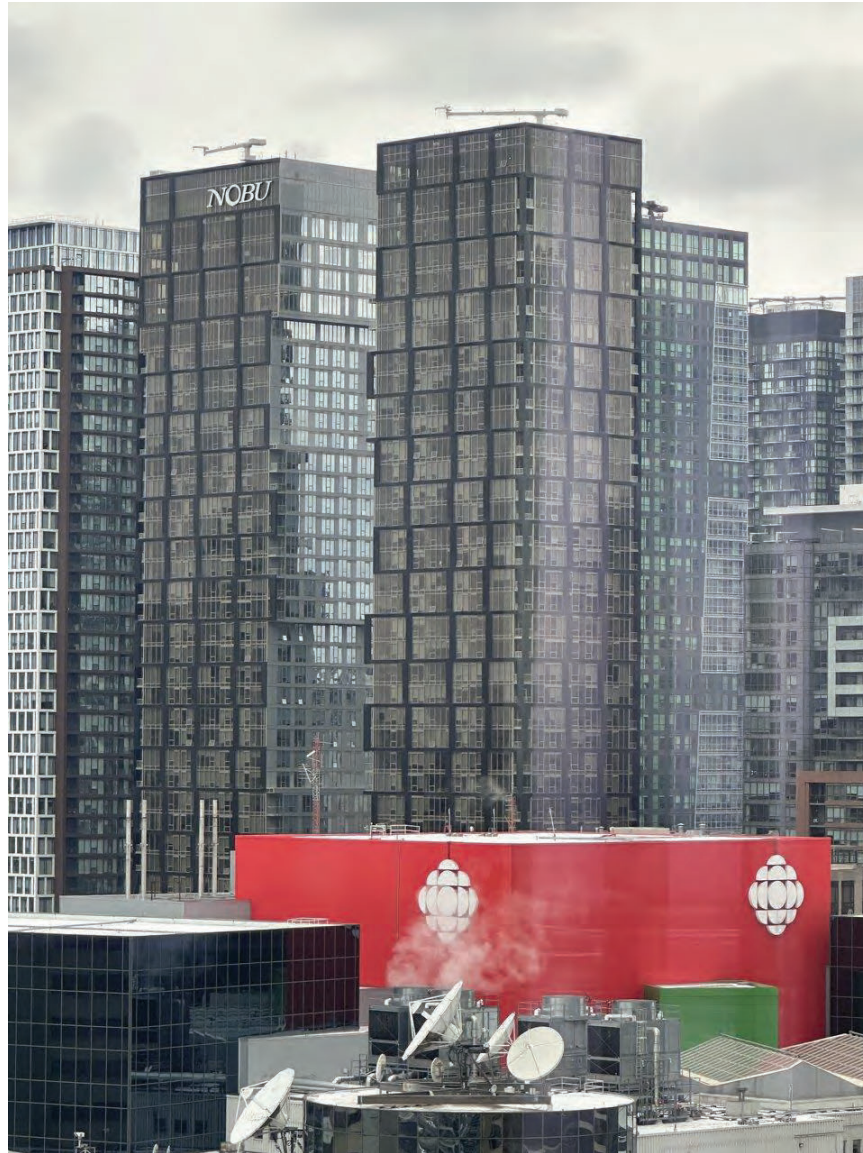
A black rectangular redaction box covering the signature of Christina Glass.

Christina Glass
Senior Manager, Planning and Development

Appendix A – Nobu Hotel and Restaurant – Proposed Signs



Proposed Sign (West Tower – South Façade) looking northwest and signage for the adjacent Soho Hotel and Residences



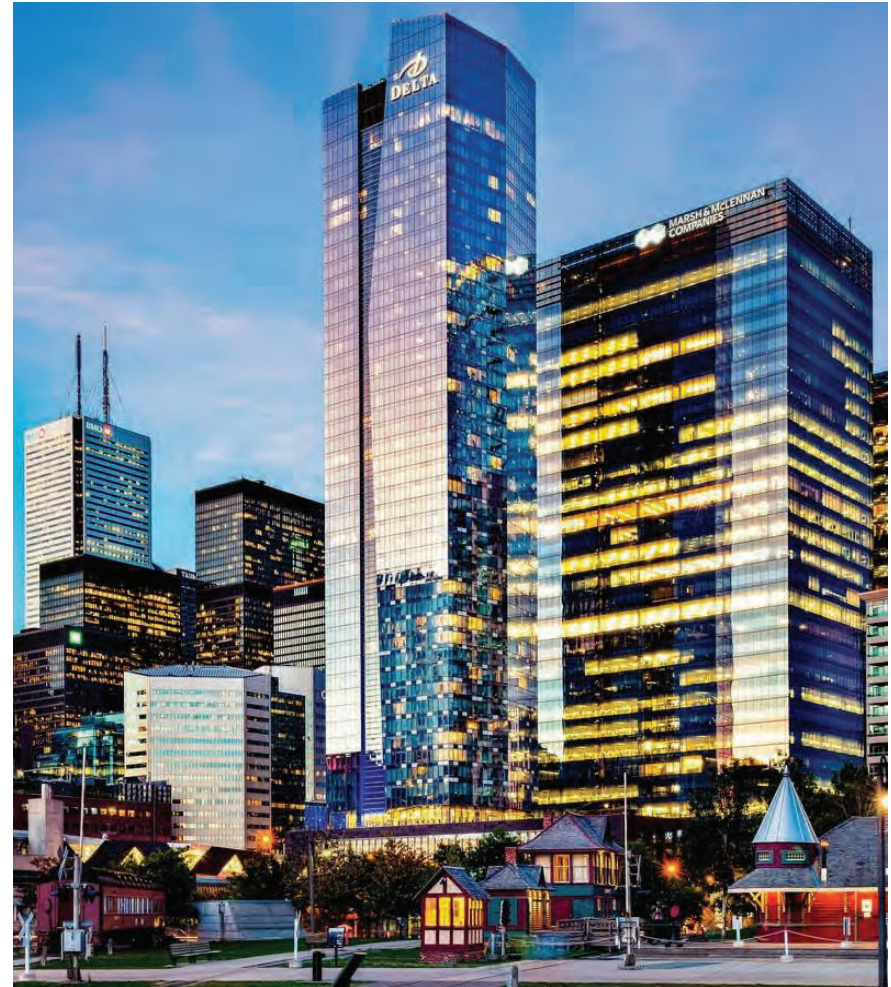
Proposed Sign (West Tower – South Façade) looking northwest



Proposed Sign (West Tower – North Façade) looking southeast

Appendix B – First Part Hotel Sign Examples

1. Delta Hotels Toronto, 75 Lower Simcoe Street, Toronto



2. Sheraton Centre Toronto Hotel, 123 Queen Street West, Toronto



3. The St. Regis Hotel and Residences Toronto, 325 Bay Street, Toronto



4. Residence Inn Toronto Downtown/Entertainment District, 255 Wellington Street West, Toronto



5. Soho Hotel and Residences Toronto, 318 Wellington Street West, Toronto



6. Hyatt Regency Toronto, 370 King Street West, Toronto



7. Intercontinental Toronto Centre, 225 Front Street West, Toronto



8. Hilton Toronto, 145 Richmond Street West, Toronto



9. Shangri-La Hotel and Residences, 180 University Avenue, Toronto

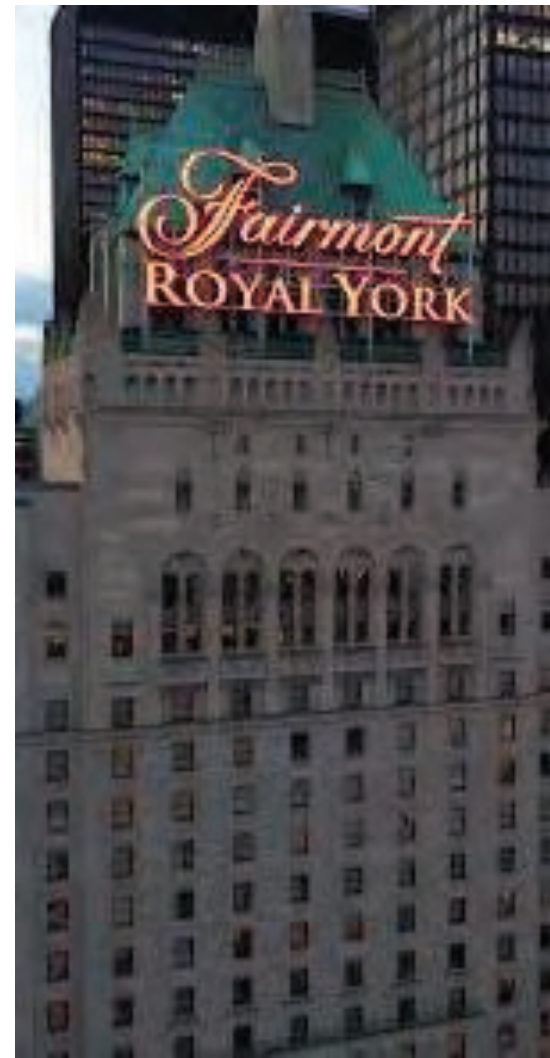


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© Terri Meyer Boake via CTBUH

10. Fairmont Royal York, 100 Front Street West, Toronto



11. Hotel X, 11 Princes' Boulevard, Toronto



12. Toronto Marriott City Centre Hotel, 1 Blue Jays Way, Toronto



13. TOOR Hotel – JDV by Hyatt, 203 Jarvis Street, Toronto



From: [Citywide Priorities Toronto Building](#)
To: [Nikoo Shabestari](#)
Subject: FW: Appeal - Decision Notice for First Party Sign Variance - 15-35 Mercer St (25-248863)
Date: January 6, 2026 9:54:00 AM
Attachments: [image001.png](#)
[APPEAL Notice of Decision 15-35 Mercer St.pdf](#)
[APPEAL Application Form 15-35 Mercer St.pdf](#)
[APPEAL Ownership and Authorization 15-35 Mercer St.pdf](#)
[APPEAL Sign Variance Cover Letter 15-35 Mercer St.pdf](#)
[APPEAL NOBU Sign Permit Drawings 15-35 Mercer St.pdf](#)
[APPEAL Sign Data Sheet 15-35 Mercer St.pdf](#)
[image002.png](#)

From: Toronto Building Express Services <ExpressServices@toronto.ca>
Sent: Friday, January 2, 2026 1:11 PM
To: Citywide Priorities Toronto Building <CitywidePriorities@toronto.ca>
Subject: FW: Appeal - Decision Notice for First Party Sign Variance - 15-35 Mercer St (25-248863)

Good afternoon,

Please reply to Christina Glass cglass@madisongroup.ca to confirm receipt.

Thank you, and have a great day,

Brandon Schleifer

Support Assistant B, Express Services,
100 Queen St W Ground Fl. East Tower
Toronto, On M5H 2N1
Toronto Building
416-395-0360
brandon.schleifer@toronto.ca



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From: Christina Glass <cglass@madisongroup.ca>
Sent: January 2, 2026 12:20 PM
To: signbylawunit <signbylawunit@toronto.ca>; Citywide Priorities Toronto Building <CitywidePriorities@toronto.ca>; Toronto Building Express Services <ExpressServices@toronto.ca>
Subject: [External Sender] RE: Appeal - Decision Notice for First Party Sign Variance - 15-35 Mercer St (25-248863)

Good afternoon,

I am following up on my emails below from December 30th, 2025 concerning a sign variance appeal of the Notice of Decision issued on December 12, 2025 (25-248863).

Please note, the below emails with the required submission materials attached were submitted in two separate emails earlier this week due to file size limits. I have not received any confirmation of receipt and given the appeal deadline is **today, January 2nd, 2026**, I am following up out of an abundance of caution. I understand due to the holidays staff may be delayed in responding.

It would be greatly appreciated if confirmation of receipt and payment details could be provided at your earliest convenience.

Thank you,

Christina Glass

Senior Manager, Planning and Development

MADISON GROUP

369 Rimrock Road | Toronto, Ontario, Canada | M3J 3G2

T: 416.661.4000 x 315 | C: 647.377.9955



From: Christina Glass
Sent: Tuesday, December 30, 2025 3:32 PM
To: 'signbylawunit' <signbylawunit@toronto.ca>
Cc: 'Citywide Priorities Toronto Building' <citywidepriorities@toronto.ca>
Subject: RE: Appeal - Decision Notice for First Party Sign Variance - 15-35 Mercer St (25-248863) - Part 2 of 2

Good afternoon – further to my earlier email below, please see attached Part 2 of 2.

It would be greatly appreciated if you could confirm receipt of both emails forming the appeal and provide details for payment of the appeal fee.

Thank you,

Christina Glass

Senior Manager, Planning and Development

MADISON GROUP

369 Rimrock Road | Toronto, Ontario, Canada | M3J 3G2

T: 416.661.4000 x 315 | C: 647.377.9955



From: Christina Glass

Sent: Tuesday, December 30, 2025 3:29 PM

To: signbylawunit <signbylawunit@toronto.ca>

Cc: Citywide Priorities Toronto Building <citywidepriorities@toronto.ca>

Subject: Appeal - Decision Notice for First Party Sign Variance - 15-35 Mercer St (25-248863) - Part 1 of 2

Good afternoon,

Please be advised that on behalf of 35 Mercer Limited, the owner of 15-35 Mercer St, this email serves as formal application to appeal the Notice of Decision issued on December 12, 2025 (25-248863) to refuse the first party sign variance requested for the property.

Accordingly, all required appeal documents are attached. Please note, due to file size limitations, this email is Part 1 of 2.

Once received, please confirm payment details so payment for the appeal fee can be completed.

Thank you,

Christina Glass

Senior Manager, Planning and Development

MADISON GROUP

369 Rimrock Road | Toronto, Ontario, Canada | M3J 3G2

T: 416.661.4000 x 315 | C: 647.377.9955

