

ATTACHMENT 2: SIGN VARIANCE 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 Kevin McKeown (Director, Madison Group) to be authorized as agent for the Sign Variance application for the subject lands on behalf of the owner.

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


/ Josi Zagdanski, ASO

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

Street Number 15-35	Street Name Mercer Street	Lot Number 8-12, 1 and 18, 20	Plan Number 57; D271
Describe the variance(s) being applied for: Variance required to permit 2 first party wall signs at the uppermost storey on 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.			
If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:			
Existing Sign Dimensions		Location	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): Please see attached rationale letter and supporting documentation			

Property Owner Information


First Name		Last Name	
Company Name (if applicable) 35 Mercer Limited			Telephone Number
Street Number 369	Street Name Rimrock Road	Suite/Unit Number	Mobile Number
City/Town Toronto	Province ON	Postal Code M3J 3G2	Fax Number
Email kmckeown@madisongroup.ca			

Attachment Required

<ul style="list-style-type: none"> Sign Variance Data Sheet Copies of any supporting documents All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Applicant Information and Declaration

First Name I, Kevin		Last Name McKeown	
Company Name Madison Group			Telephone Number (416) 661-4000
Street Number of 369	Street Name Rimrock Road	Suite/Unit Number	Mobile Number
City/Town Toronto	Province ON	Postal Code M3J3G2	Fax Number
Email kmckeown@madisongroup.ca			
<p>Do hereby declare the following:</p> <ul style="list-style-type: none"> • That I am <input type="checkbox"/> the Property Owner as stated above <ul style="list-style-type: none"> <input checked="" type="checkbox"/> the owner's authorized agent. <input type="checkbox"/> an officer/employee of _____, which is an authorized agent of the owner. <input type="checkbox"/> an officer/employee of _____, which is the Property Owner's authorized agent. • That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. • That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law • That the information included in this application and in the documents filed with this application is correct. 			
 Signature	Kevin McKeown Print Name (First, Last)	2025-11-03 Date (yyyy-mm-dd)	

Continue on next page

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

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

Project Information

Street Number 15-35	Street Name Mercer Street	Lot Number 8-12, 1 and 18, 20; 1-6	Plan Number 57; D271
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Site and Building Data

Lot Area 2283	Lot Frontage 96	Lot Depth 23.75
Number of Building(s) on the lot 1 building (2 towers on single podium)	Date of Construction of Building(s) if known (yyyy-mm-dd) 2024-01-01	
Building Height(s) 156.5 m (top of roof)	Number of Storeys 45 & 45	Building(s) Gross Floor Area 79,216 m ²
Building Uses(s) Hotel, Retail, and Residential		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)
North CR District - Mixed Use area with variety of hotel, commercial and residential uses
South CR District - Mixed Use area with variety of hotel, commercial and residential uses
East CR District - Mixed Use area with variety of hotel, commercial and residential uses
West CR District - Mixed Use area with variety of hotel, commercial and residential uses

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) Please see attached cover letter
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Continue on next page

Rationale

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

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

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

[Please see attached cover letter](#)

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

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:	November 04, 2025 09:45:39 AM
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Paid By:	MADISON GROUP C/O KEVIN MCKEOWN 369 RIMROCK RD TORONTO ON M3J 3G2
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Project Location:	15 MERCER ST TORONTO ON M5V 1H2
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Project Description:	Zoning Review; Non-Residential Building; Sign
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Fee Description(s):	Cost Center Number:	Value:
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$933.81
TB-Visa - online	110583 - PAYMENT	-\$933.81
Total:		\$.00

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Paid Amount	\$933.81

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Paid by :TB-Visa - online	_____
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Payment of these fees accepted through the Toronto Building Payments web application.

November 3rd, 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 Rationale Letter
15-35 Mercer Street, City of Toronto
City File Nos. 25 129111 ZPR 00 ZR and 25 107054 BLD 00 SR**

As you are aware, 35 Mercer Limited is the owner of the properties municipally known as 15-35 Mercer Street (the "Premises") 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.

On behalf of the owner, we are pleased to submit the enclosed 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, which contains the Nobu Hotel (the "Proposed Signs"). The Proposed Signs are located directly above the Nobu Hotel suites which are located at the top stories of the west tower as further detailed in Appendix A and B. 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 being a first party wall sign. An application for a Sign Permit (25 107054 BLD 00 SR) was initially submitted on January 20th, 2025.

However, we were advised that a variance is required under 694-21 D(4)(a) of the Sign By-law as the building on the Premises is not an office building. In this case, the Premises is a mixed-use building, containing hotel, retail, and residential uses, and corporate offices for Nobu Canada. This was the sole variance confirmed on the Examiner's Notice issued on April 16, 2025 (File No. 25 129111 ZPR 00 ZR). To confirm, no signage is proposed on the east tower, which contains residential units only. The Proposed Signs each occupy 16.9% of the façade on the uppermost storey to which they will be affixed, in this case the mechanical penthouse, whereas the Sign By-Law permits up to 20% coverage for similar signage views.

The immediate area of the Premises, being the Entertainment District, is a mixed-use community that is achieved through buildings with standalone uses, such as office buildings, residential buildings, hotels, and restaurants. 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. Surrounding the Premises are a variety of existing first party wall signs on buildings that are taller than 10 storeys in height that support hotel uses, as seen in the enclosed Appendix C. The material, size and colour of the Proposed Signs have been designed to be cohesive and complement the high-quality architectural design of the building on the Premises while mitigating any visual clutter. Accordingly, the size and location of the Proposed Signs is consistent, fits in and is compatible with the eclectic and varied nature of signs in the Entertainment District, and the greater Downtown area. The thoughtful design and placement of the Proposed Signs on the north and south facing facades of the mechanical penthouse mitigates any concerns related to visual clutter and facilitates wayfinding for tourists/visitors and local recognition for the Nobu brand.

For background, this landmark project is the first Canadian expansion of the globally recognized and world renowned Nobu brand. Nobu Hospitality is celebrating over 30 years of excellence and Nobu Toronto is the 56th location to join the esteemed global portfolio. The Premises is also the Canadian headquarters for Nobu, with corporate office space being contained within the building.

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 its significant investment in the City.

Opening in 2024, the 25,000 SF, 2.5 floor Nobu Restaurant has been well received and has been a key destination for several events during the Toronto International Film Festival (TIFF). With the opening of the Nobu Hotel in June 2025, the Nobu Hotel and Restaurant will further support cultural events like TIFF. TIFF is reported to bring in more than 700,000 visitors and generate more than \$114 million in economic activity in the region according to a 2022 report from FedDev Ontario.

The Premises have a significant non-residential component, consisting of over 100,000 SF of Total Floor Area that includes the hotel suites, hotel amenities, restaurant and bar front-of-house, kitchens and back of house, management offices for both the Nobu Hotel and Restaurant, and corporate offices for Nobu Canada.

Additionally, the Nobu Hotel and Restaurant is a significant employer with 150 current employees, which is expected to grow to over 200 employees as the hotel becomes fully operational. In addition to their employees, the Nobu Hotel and Restaurant economically supports numerous suppliers and small businesses in the City and contributes to the vitality of the Entertainment District. On an annual basis, over 100,000 visitors to the Nobu Restaurant alone are expected.

In our opinion, the Proposed Signs meet all the required criteria to be granted a variance under the Sign By-law, as further detailed below:

1. Belong to sign class permitted in the Sign District where the Premises is located

The two (2) Proposed Signs are first party signs and will display the logo/corporate symbol for Nobu, which operates both the hotel and restaurant on-site. The Nobu Hotel, Restaurant, and Residences, and corporate offices for Nobu Canada are located within the Premises, which is a two-tower mixed-use building located in the Entertainment District. The Premises is also the Canadian headquarters for Nobu, with corporate office space being contained within the building. The Proposed Signs will be located on the north and south façade of the uppermost storey of the west tower, immediately above the hotel suites. No signage is proposed on the east tower, which is solely residential. First party wall signs are permitted as per the Sign By-law. However, a variance is required as the Sign By-law only permits first party wall signs above the 10th-storey for office buildings. In this case, the Premises is a two-tower mixed-use building containing hotel, retail, and residential uses, and corporate offices for Nobu Canada.

2. In the case of a third party sign, be of a sign type that is permitted in the Sign District where the Premises is located

Not applicable. As noted above, the Proposed Signs are first party signs.

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

The two (2) Proposed Signs are compatible with the uses of the Premises, being a mixed-use building with hotel, restaurant, and residential uses and corporate offices for Nobu Canada, as well as the character of the surrounding area, being 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.

First party signage is a standard requirement for commercial uses and is standard for hotel uses in particular to facilitate wayfinding for tourists/visitors and local recognition. The Proposed Signs are critical for the operation of the Nobu Hotel, which opened in June 2025 and 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.

For your ease of reference, we have compiled below a list of first party wall signs for hotel uses located in close proximity to the Premises, with images contained in Appendix C. Please note, the below list is by no mean exhaustive of all the first party signage for hotels in the Downtown area.

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 (located immediately west of the Premises), the St. Regis Hotel and Residences, the Shangri La Hotel and Residences, and the recently completed TOOR Hotel are mixed-use buildings in downtown Toronto, similar to the Premises, being that they contain hotel and residential uses.

The TOOR Hotel, a 33-storey building that contains hotel uses on its lower levels and residential rental uses above, is subject to recently approved sign permit (City File No. 25 228741 SGN 00 SP) which permits a first party wall sign at its upper most level. The first party wall sign is located

immediately above the residential rental floors. Furthermore, the TOOR Hotel is surrounded by a mix of land uses, including low- and high-rise residential buildings, retail, social services, government offices and Moss Park. 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 typical throughout the City and is compatible with varying surrounding land uses, as shown by the approved sign permit for the TOOR Hotel. More so, there are instances of first party wall signs being located above residential uses. Given all the examples noted, the Proposed Signs are compatible with the Premises and surrounding area, and warrant approval.

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 this case, 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.

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 (as detailed further in #4). 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. 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.

In addition to being compatible with the use of the Premises and the surrounding area, the Proposed Signs are compatible with the design and architecture of the building. The building was designed by Teeple Architects as a high-quality addition to the Toronto skyline, and to be compatible with the character of the surrounding area. The Proposed Signs were also sensitively designed with materials to compliment the building design and will also serve as wayfinding to the Nobu Hotel and Restaurant.

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. As seen in Appendix C, there are multiple signs in the surrounding area on buildings that are taller than 10 storeys in height, including mixed-use buildings, similar to the Premises.

4. Support the Official Plan objectives for the Premises and surrounding area.

The Premises is designated *Mixed Use Areas* in the Official Plan, and more specifically is designated *Mixed Use Areas 1* in the King-Spadina Secondary Plan and Downtown Secondary Plan. As outlined in the applicable Official Plan policies, *Mixed Use Areas* in the Downtown achieve a multiple of planning objectives through the provision of a mix of permitted uses, including residential, retail, and hotels uses, and corporate offices for Nobu Canada. Furthermore, *Mixed Use Areas* in the Downtown are to absorb the highest levels of intensification and is critical to supporting the economic prosperity of the City.

The redevelopment on the Premises was facilitated through a Zoning By-law Amendment (By-1349-2018(LPAT)), which was approved in 2018 and Site Plan Approval was subsequently approved in 2019. The approval of the mixed-use building on the premises was reviewed against the Official Plan through those processes and such approval indicates compliance with the Official Plan.

The newly constructed two-tower 45-storey building achieves the Official Plan objectives through the significant capital investment in the Premises to provide hotel, restaurant, and residential uses, with corporate offices for Nobu Canada, on the Premises, through the internationally recognized Nobu brand. 658 new residential units were delivered between the east and west towers, known as the Nobu Residences, beginning occupancy in late 2023. The 25,000 SF Nobu Restaurant and corporate offices for Nobu Canada are located in the podium over 2.5 floors opened in late summer 2024. The last component of the project delivered is the Nobu Hotel, which is opened in June 2025.

The mixed-use nature of the Premises is appropriate, desirable, and achieves many of the key objectives of the Official Plan as noted above. The provision of over 100,000 SF of non-residential space in the Premises and its mixed-use nature is an asset to the project, providing needed housing units and commercial space in the Downtown core.

The Premises are located in the King-Spadina Heritage Conservation District, and a portion of the Premises is heritage protected. However, the heritage-protected portion of the building is a heritage façade located at street-level fronting Mercer Street, and is not impacted by the proposed signage, which is proposed on the new construction of the building at the uppermost level of the west tower. The 2-storey to 4-storey heritage façade along Mercer Street was completed as per the development approval, which serve as entrance to Nobu. Accordingly, due to the location of the Proposed Signage and the character of Mercer Street, only one of the Proposed Signs on the north façade would be visible by effectively looking straight up from outside the conserved heritage façade, which serves as entrance to the Nobu. Heritage Protection Services (HPS) Staff have been contacted regarding the Proposed Signs, and we do not anticipate that they will have any objections given the significant separation between the Proposed Signs and heritage-protected elements.

5. Not adversely affect adjacent premises.

As further detailed above in the response to #3, the Premises are located in the Entertainment District and the Proposed Signs, being illuminated first party signage, is typical and compatible with the surrounding area.

As a mixed-use area, there are some residential uses surrounding the Premises, however the location and design of the Proposed Signs mitigates impacts to any surrounding residents. The

location of the Proposed Signs on the north and south facades of the uppermost storey of the west tower means that the signage is not directly facing any residential units and is appropriately separated from any surrounding residential units both vertically and horizontally.

Additionally, there are no sensitive uses, such as open space areas, major highways or controlled intersections that would be impacted by the Proposed Signs.

Furthermore, there are numerous existing first party wall signs that support hotel uses in the surrounding area of the Premises, as seen in Appendix B. The Proposed Signs compliment the building on the Premises and the context of the surrounding area, being the Entertainment District.

6. Not adversely affect public safety, including traffic and pedestrian safety.

The Proposed Signs will not adversely impact public safety, including traffic and pedestrian safety. The Proposed Signs are wall signs and supporting documentation has been provided as part of the sign permit application to confirm that all required setbacks, clearances, and structural requirements are satisfied to safely affix the signs. Furthermore, the Proposed Signs are not located within a visibility zone.

7. Not be a sign prohibited by section 694-15B.

The Proposed Signs are a permitted sign type (first-party sign) and are the corporate symbol/logo for the Nobu Hotel, Restaurant, and Residences, and corporate offices for Nobu Canada, which are found in the Premises.

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

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 in our response to #3. 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 Proposed Signs are integrated in the design of the architecture of the building and will support the mix of uses on the Premises, being the Nobu Hotel, Restaurant, and Residences, and corporate offices for Nobu Canada.

9. 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 warrants approval. As further detailed in the answers above, the two 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 recognition. The Nobu Hotel and Restaurant is a significant employer, with 200 employees expected as the hotel becomes fully operational. 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. Accordingly, we request that the decision maker approve the Proposed Signs, which we believe to be in the public interest, and which are critical to support the Nobu Hotel, which opened in June 2025.

In light of the foregoing, it is our respectful submission that the enclosed Sign Variance Application warrants approval. In support of this application, please find enclosed the following materials:

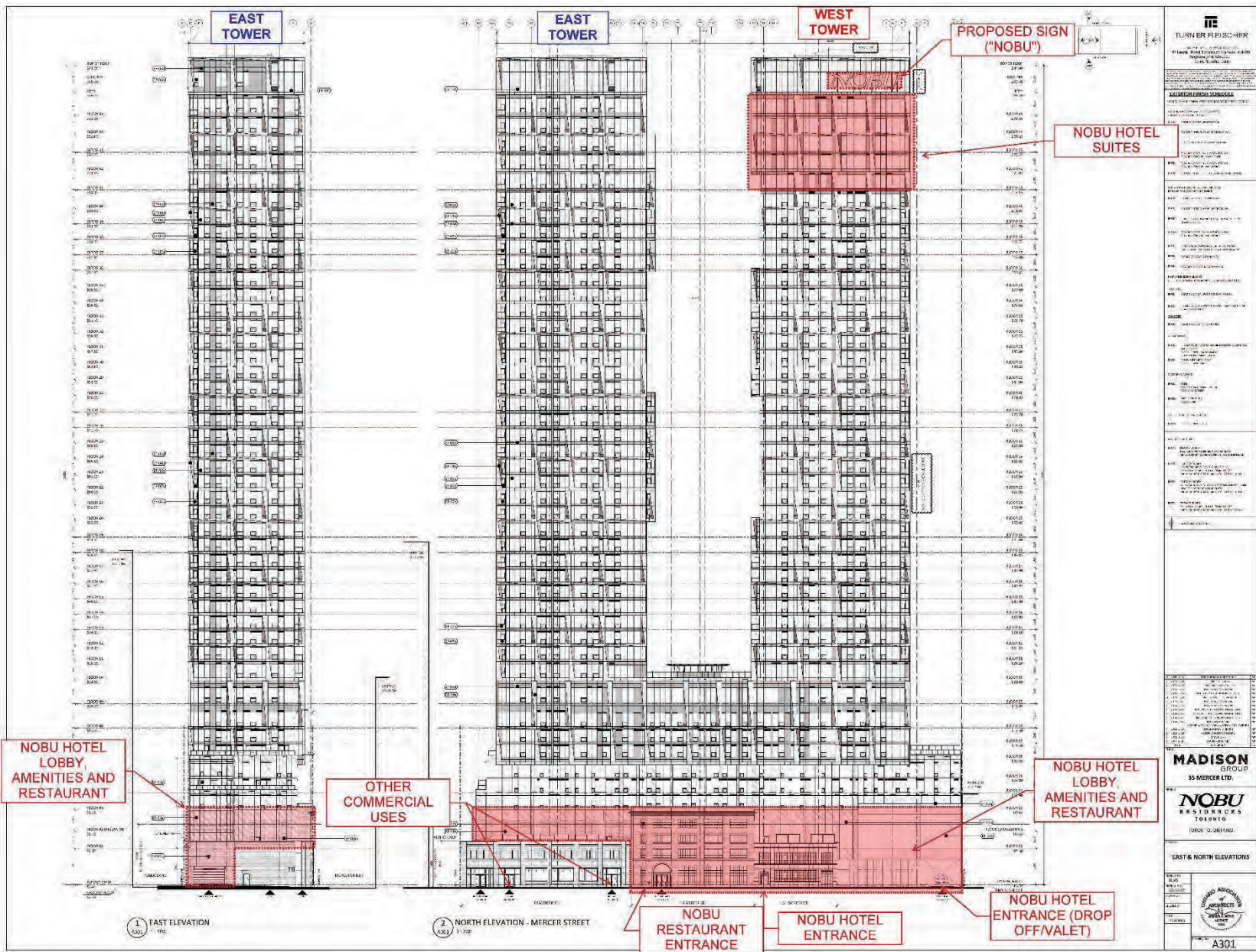
- Completed Sign Variance Application Form, Owner's Authorization Form and associated Sign Data Sheet;
- Examiner's Notice prepared by Nikoo Shabestari (File No. 25 129111 ZPR 00 ZR);
- Sign Permit Drawings prepared by National Neon Signs;
- Architectural Plans and Signage Area Calculation, prepared by Turner Fleischer Architects; and
- One digital copy of this letter.

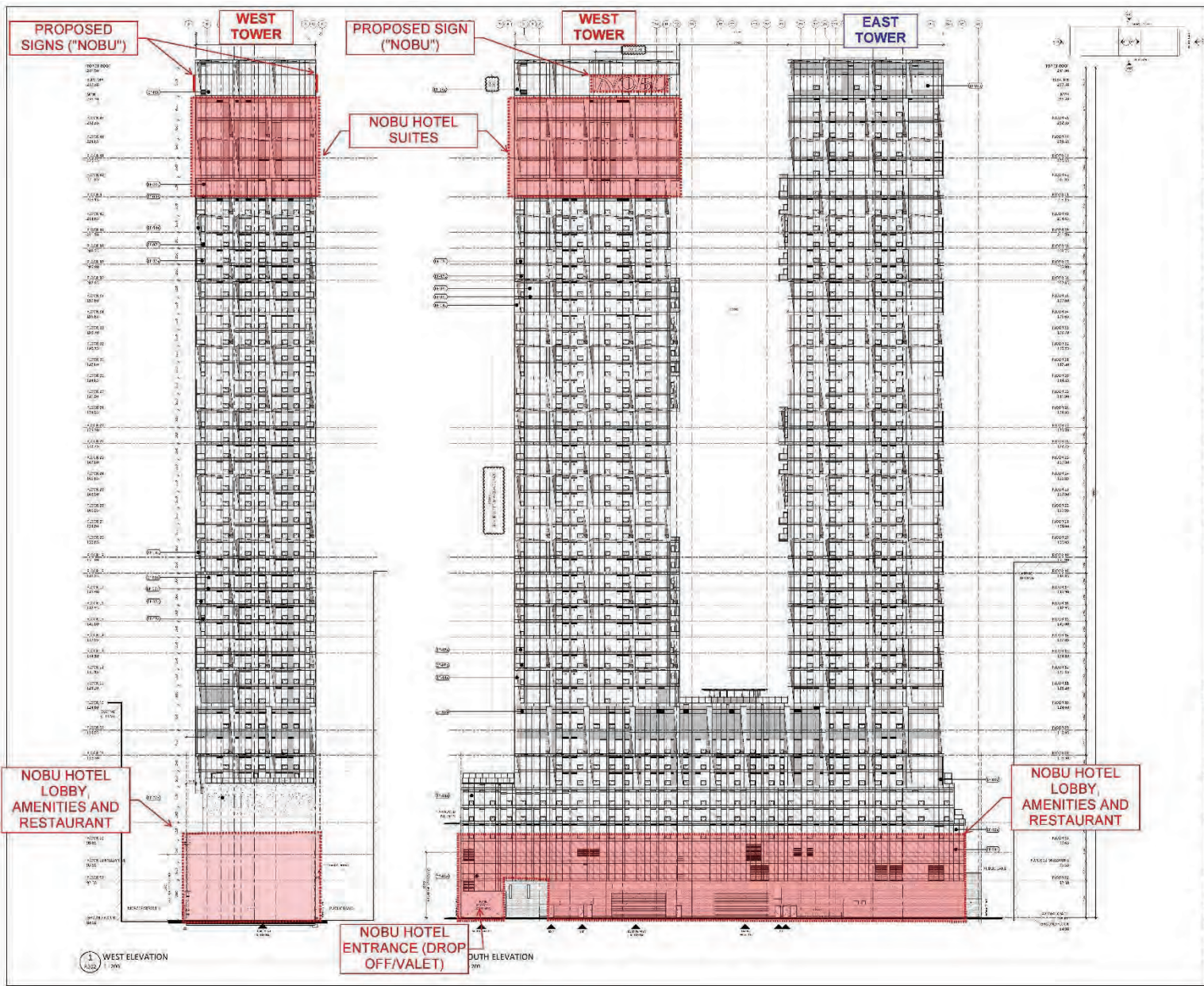
Should you have any questions or require additional information, please do not hesitate to contact the undersigned.

Sincerely,



Kevin McKeown
Director, High Rise



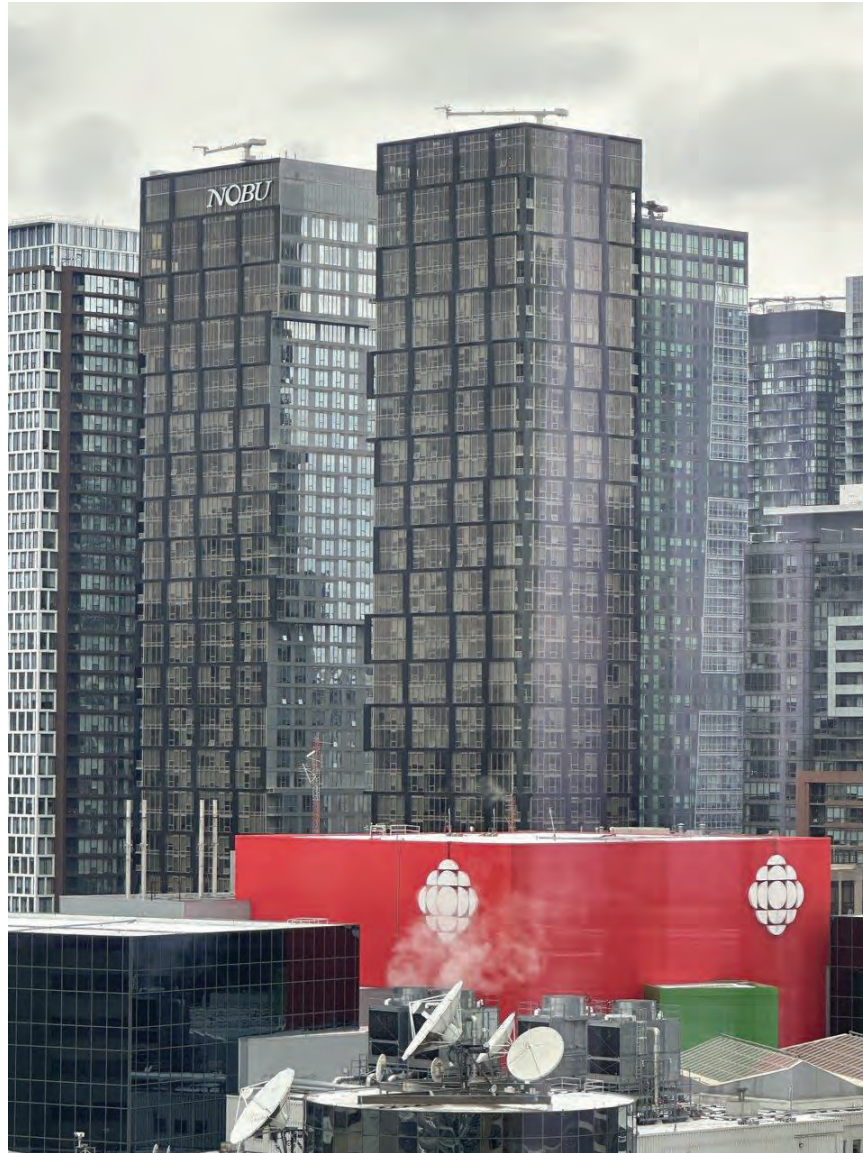


TURNER FISCHER ARCHITECTS 1000 15th Street, Suite 1000 New York, NY 10011 Phone: (212) 486-1000 Fax: (212) 486-1001 www.turnerfisher.com		
CLIENT MADISON GROUP 55 MERCER LTD. 55 Mercer Street New York, NY 10014 Phone: (212) 486-1000 Fax: (212) 486-1001 www.madison.com		
PROJECT NOBU HOTEL 110 West Street New York, NY 10038 Phone: (212) 486-1000 Fax: (212) 486-1001 www.nobu.com		
DATE 08/14/08		
SCALE 1/8" = 1'-0"		
DESCRIPTION WEST & SOUTH ELEVATIONS		
REVISIONS		
NO.	DATE	DESCRIPTION
1	08/14/08	ISSUED FOR PERMIT
2	08/14/08	ISSUED FOR PERMIT
3	08/14/08	ISSUED FOR PERMIT
4	08/14/08	ISSUED FOR PERMIT
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27	08/14/08	ISSUED FOR PERMIT
28	08/14/08	ISSUED FOR PERMIT
29	08/14/08	ISSUED FOR PERMIT
30	08/14/08	ISSUED FOR PERMIT

Appendix B – Nobu Hotel and Restaurant – Proposed Signs



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



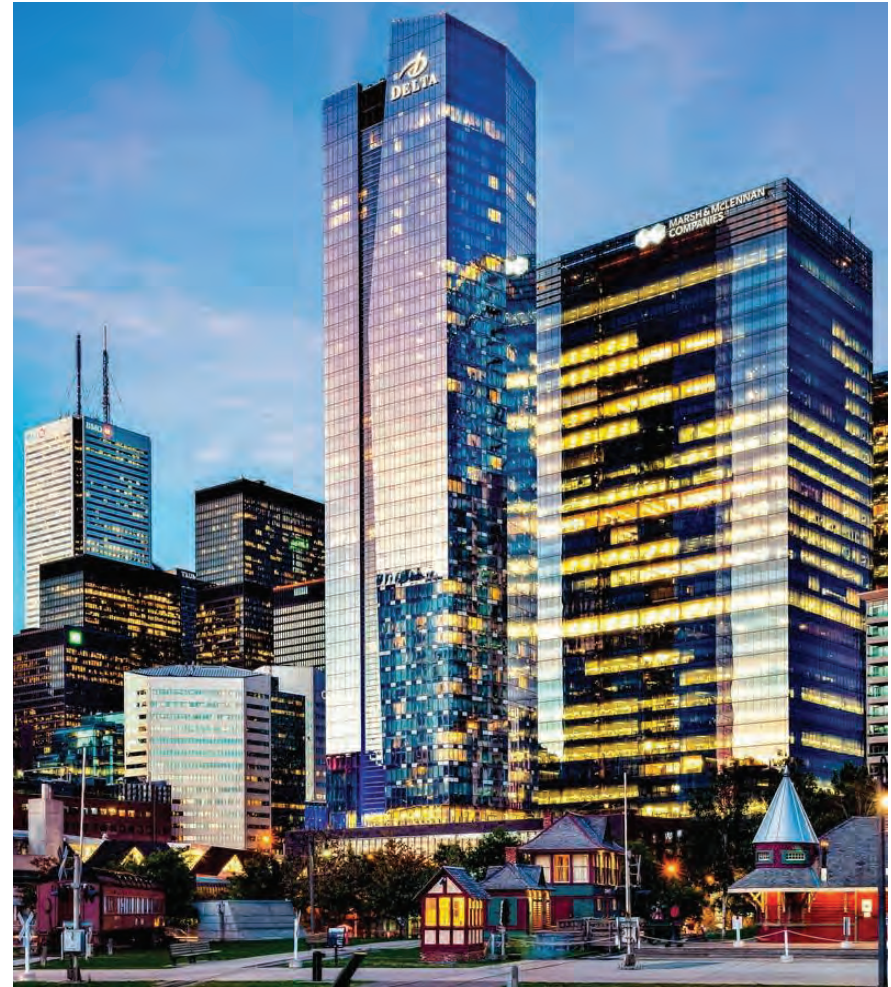
Proposed Sign (West Tower – South Façade) looking northwest



Proposed Sign (West Tower – North Façade) looking southeast

Appendix C – 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



© Roberto Portolese via CTBUH



© 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



EXTERIOR FINISH SCHEDULE

REFER TO GLAZING SCHEDULES FOR DETAILED GLAZING SPECIFICATIONS

- ALUMINUM WINDOW WALL GLAZING SYSTEM
 FRAME FINISH - CASHMERE PEARL
- EF-03a CLEAR GLAZING IN WINDOW WALL
 - EF-03b BRONZE TINTED GLAZING IN WINDOW WALL
 - EF-03c REFLECTIVE GLAZING IN WINDOW WALL
 - EF-03d SPANDREL GLASS PANEL IN WINDOW WALL
 SPANDREL COLOUR - WARM GREY
 - EF-03e SPANDREL GLASS PANEL IN WINDOW WALL
 SPANDREL COLOUR - WARM GREY
 - EF-03f BRONZE TINTED FROSTED GLAZING IN WINDOW WALL

- CURTAIN WALL GLAZING SYSTEM - 4 SPOKE 555
 EXTERIOR FRAME TO MATCH INTERIOR
- EF-03i CLEAR GLAZING IN CURTAIN WALL
 - EF-03j BRONZE TINTED GLAZING IN CURTAIN WALL
 - EF-03k BIRD FRIENDLY CERAMIC IRIT PATTERN APPLIED TO GLAZING PANELS
 - EF-03l SPANDREL GLASS PANEL IN CURTAIN WALL
 SPANDREL COLOUR - WARM GREY
 - EF-03m FROSTED SPANDREL PANEL IN CURTAIN WALL
 PANEL FINISH - WHITE TO ALUMINUM FINISH
 - EF-03n CLEAR GLAZING IN CURTAIN WALL
 - EF-03o SPANDREL GLAZING IN CURTAIN WALL

- HERITAGE BUILDING GLAZING
 (REFER TO CONSERVATION DRAWINGS BY HERITAGE ARCHITECT)
- GLAZING**
- EF-03p CLEAR GLAZING IN WOOD WINDOW FRAMES
 - EF-03q CLEAR GLAZING IN WOOD WINDOW FRAMES WITH CLEAR TRANSLUCENT FILM
- GLAZING**
- EF-03r CLEAR GLAZING IN STEEL FRAMES

- METAL PANELS**
- EF-04a BLACK POWDER COATED ALUMINUM PANEL IN WINDOW WALL SYSTEM
 COLOUR FINISH - MATTLE BLACK
 FRAME FINISH - MATTLE BLACK
 - EF-04b PREFINISHED METAL PANEL
 COLOUR FINISH - RED

- MASONRY CLADDING**
- EF-05a BRICK
 SIZE - 215mm x 102mm x 65mm
 COLOUR - MATTLE RED
 - EF-05b LIMESTONE VENEER
 COLOUR - RED

- STRUCTURED FACED RIGID INSULATION**
- EF-06a COLOUR FINISH - GREY

- BALCONY GUARDRAILS**
- EF-07a BALCONY GUARD
 80mm CLEAR TEMPERED HEAT SOAKED GLASS
 METAL SUPPORT GUARDRAIL FINISH - CASHMERE PEARL
 - EF-07b BALCONY GUARD
 PROJECTED METAL PANEL 50MM AS E.F.04a
 80MM CLEAR TEMPERED HEAT SOAKED GLASS
 METAL SUPPORT GUARDRAIL FINISH - CASHMERE PEARL
 - EF-07c BALCONY GUARD
 80MM FROSTED HEAT SOAKED GLASS, 40MM PERIMETER, 40MM HEAT STRENGTHENED CLEAR GLASS
 METAL SUPPORT GUARDRAIL FINISH - CASHMERE PEARL
 - EF-07d TERRACE GUARD
 80MM CLEAR TEMPERED HEAT SOAKED GLASS
 METAL SUPPORT GUARDRAIL FINISH - CASHMERE PEARL

- SPRINKLERS AT GLAZING

#	DATE	DESCRIPTION	BY
16	2017-05-15	ISSUED FOR SIGNAGE PERMIT	MY
15	2017-01-30	ISSUED FOR E-1115	MY
14	2017-04-09	ISSUED FOR CONSTRUCTION	MY
13	2017-02-25	ISSUED TO CONTRACTOR	MY
12	2016-05-25	ISSUED FOR DATA DROP #1	MY
11	2016-05-25	ISSUED FOR ASH CONSTRUCTION	MY
10	2016-05-05	ISSUED TO CONTRACTOR	MY
9	2016-05-15	ISSUED FOR FINISH	MY
8	2016-05-08	ISSUED FOR TENDERS/POST PER REVIEW	MY
7	2016-05-05	ISSUED FOR UNDERLINE COLLAGE FINISH	MY
6	2016-02-27	RE ISSUED FOR TENDERS / DATA DROP # 4	MY
5	2016-07-06	ISSUED FOR FINISH (FORMING/METMECHANICAL/ELECTRICAL) / DATA DROP # 4	MY
4	2016-05-15	ISSUED FOR DATA DROP # 3	MY
3	2016-05-28	RE ISSUED FOR DATA DROP # 2	MY
2	2016-02-22	DATA DROP # 2	MY
1	2017-04-05	ISSUED FOR PERMIT	MY
#	DATE	DESCRIPTION	BY

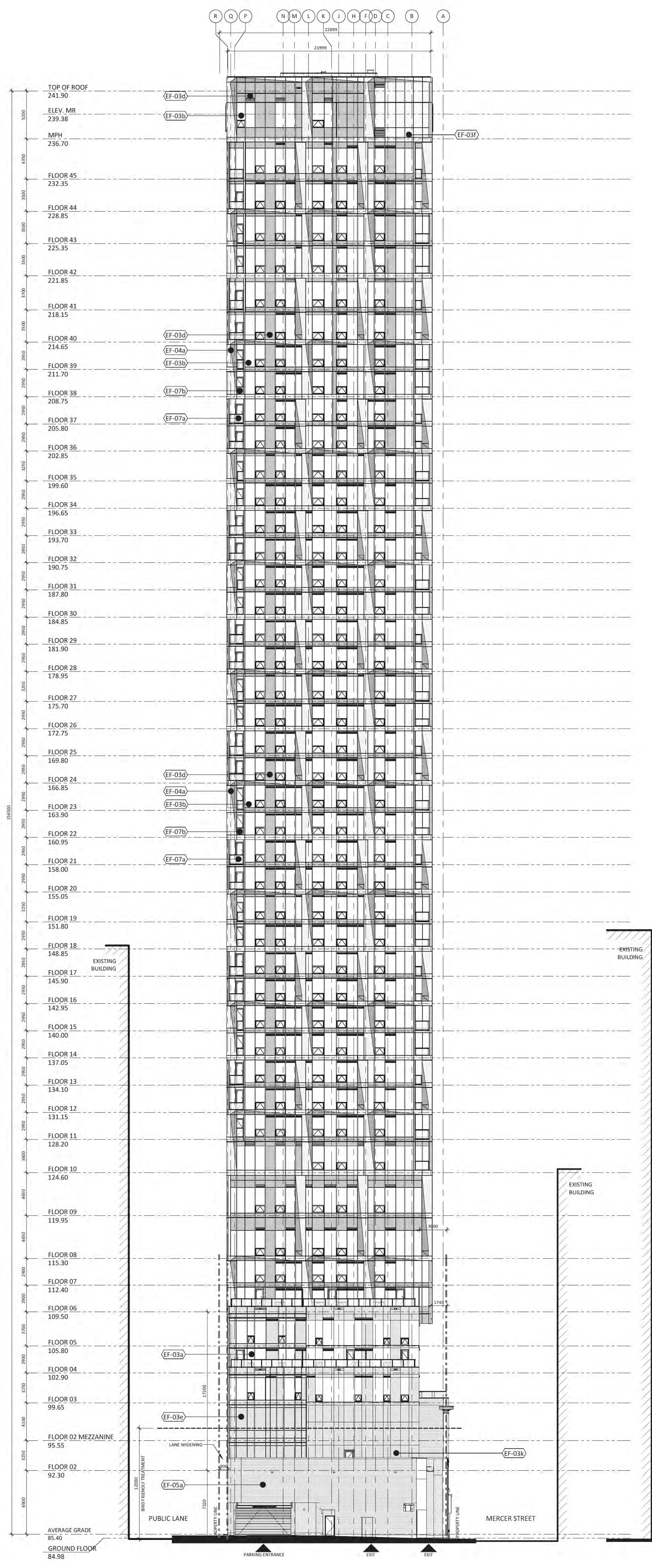
MADISON GROUP
 35 MERCER LTD.

NOBU RESIDENCES
 TORONTO

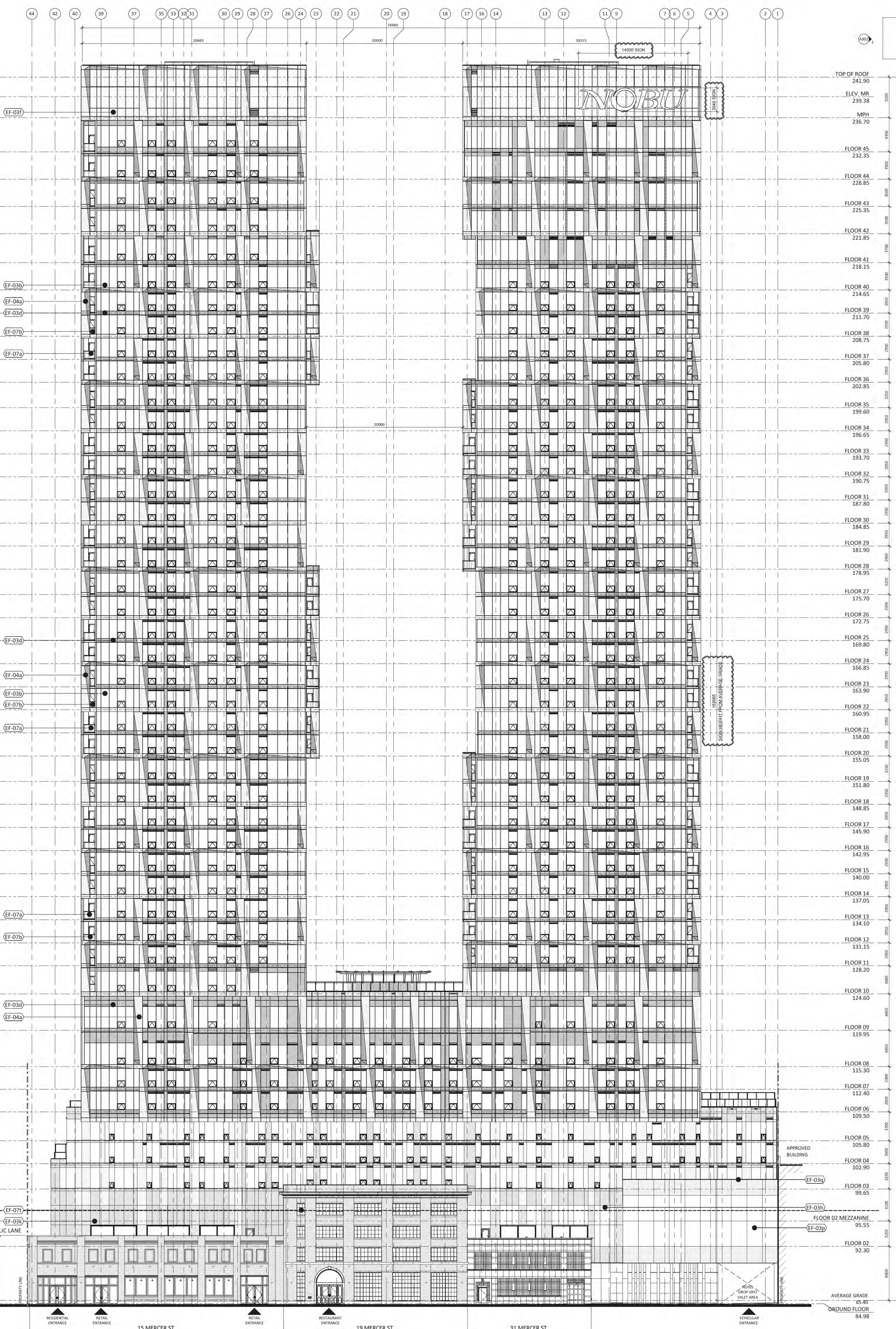
EAST & NORTH ELEVATIONS

PROJECT NO. 16.316
 PROJECT DATE 2017-10-19
 DRAWN BY
 CHECKED BY
 SCALE AS NOTED

ONTARIO ASSOCIATION OF ARCHITECTS
 LICENSE 6562
 DRAWING NO. A301



1 EAST ELEVATION
 A301 1:200



2 NORTH ELEVATION - MERCER STREET
 A301 1:200

NOTE: REFER TO CONSERVATION PLAN BY HERITAGE ARCHITECT FOR EXTENT OF DEMOLITION AND CONSERVATION OF HERITAGE FACADE

EXTERIOR FINISH SCHEDULE
 REFER TO GLAZING SCHEDULES FOR DETAILED GLAZING SPECIFICATIONS

ITEM	DESCRIPTION
EF-01a	ALUMINUM WINDOW WALL GLAZING SYSTEM FRAME FINISH - LAMBERTE PEARL
EF-01b	CLEAR GLAZING IN WINDOW WALL
EF-01c	BRONZE TINTED GLAZING IN WINDOW WALL
EF-01d	REFLECTIVE GLAZING IN WINDOW WALL
EF-01e	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01f	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01g	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01h	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01i	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01j	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01k	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01l	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01m	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01n	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01o	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01p	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01q	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01r	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01s	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01t	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01u	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01v	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01w	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01x	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01y	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-01z	SPANDREL GLASS PANEL IN WINDOW WALL SPANDREL COLOUR - WARM GREY
EF-02a	CURTAIN WALL GLAZING SYSTEM - 4 SPOD 555 EXTERIOR FRAME TO MATCH INTERIOR
EF-02b	CLEAR GLAZING IN CURTAIN WALL
EF-02c	BRONZE TINTED GLAZING IN CURTAIN WALL
EF-02d	BIRD FRIENDLY CHAMIC IRIT PATTERN APPLIED TO GLAZING PANELS
EF-02e	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02f	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02g	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02h	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02i	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02j	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02k	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02l	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02m	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02n	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02o	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02p	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02q	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02r	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02s	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02t	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02u	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02v	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02w	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02x	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02y	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-02z	SPANDREL GLASS PANEL IN CURTAIN WALL SPANDREL COLOUR - WARM GREY
EF-03a	HERITAGE BUILDING GLAZING (REFER TO CONSERVATION DRAWINGS BY HERITAGE ARCHITECT)
EF-03b	CLEAR GLAZING IN WOOD WINDOW FRAMES
EF-03c	CLEAR GLAZING IN WOOD WINDOW FRAMES WITH 1.54% TRANSLUCENT FILM
EF-03d	CLEAR GLAZING IN STEEL FRAMES
EF-04a	METAL PANELS
EF-04b	BLACK POWDER COATED ALUMINUM PANEL IN WINDOW WALL SYSTEM COLOUR FINISH - MATTI BLACK FRAME FINISH - MATTI BLACK
EF-04c	PREFINISHED METAL PANEL COLOUR FINISH - T80
EF-05a	MASONRY CLADDING
EF-05b	BRICK SIZE - 25mm x 102mm x 65mm COLOUR - MATTI RED
EF-05c	LIMESTONE VENEER COLOUR - T80
EF-06a	STUCCO FACED RIGID INSULATION COLOUR FINISH - GREY
EF-07a	BALCONY GUARDRAILS
EF-07b	BALCONY GUARD 6mm CLEAR TEMPERED HEAT SOAKED GLASS METAL SUPPORT GUARDRAIL FINISH - CAGNIERE PEARL
EF-07c	BALCONY GUARD PROJECTED METAL PANEL SAME AS EF-04a 6mm CLEAR TEMPERED HEAT SOAKED GLASS METAL SUPPORT GUARDRAIL FINISH - CAGNIERE PEARL
EF-07d	BALCONY GUARD 4mm HAZARDOUS SILVER 30 GLASS, PVB INTERLAYER, 4mm HEAT STRENGTHENED CLEAR GLASS METAL SUPPORT GUARDRAIL FINISH - CAGNIERE PEARL
EF-07e	TERAZZO GUARD 6mm CLEAR TEMPERED HEAT SOAKED GLASS METAL SUPPORT GUARDRAIL FINISH - CAGNIERE PEARL
EF-07f	SPRINKLERS AT GLAZING

NO.	DATE	DESCRIPTION	BY
20	2015-01-15	ISSUED FOR SIGNATURE PERMIT	MY
19	2012-07-27	ISSUED FOR PERMIT REVISION	MY
18	2012-04-08	ISSUED FOR PERMIT REVISION	MY
17	2012-10-14	ISSUED FOR #1-124	MY
16	2012-01-30	ISSUED FOR #1-125	MY
15	2011-04-09	ISSUED FOR CONSULTATION	MY
14	2011-01-25	ISSUED FOR CONTRACTOR	MY
13	2010-05-25	ISSUED FOR DATA DROP #2 - 100% CD	MY
12	2010-09-27	ADDENDUM #10	MY
11	2010-09-28	ISSUED FOR ASB COORDINATION	MY
10	2010-09-01	ISSUED TO CONTRACTOR	MY
9	2010-09-15	ISSUED FOR CONTRACTOR	MY
8	2010-01-08	ISSUED FOR TENDER/POST PER REVIEW	MY
7	2010-01-08	ISSUED FOR TENDER/POST PER REVIEW	MY
6	2010-07-27	RE ISSUED FOR TENDER / DATA DROP # 4	MY
5	2010-07-06	ISSUED FOR TENDER / FORMING/MEDICAL/ELECTRICAL / DATA DROP # 4	MY
4	2010-09-15	ISSUED FOR DATA DROP # 3	MY
3	2010-09-28	RE ISSUED FOR DATA DROP # 2	MY
2	2010-01-22	DATA DROP # 2	MY
1	2012-11-01	ISSUED FOR PERMIT	MY
#	DATE	DESCRIPTION	BY

NO.	DATE	DESCRIPTION	BY
20	2015-01-15	ISSUED FOR SIGNATURE PERMIT	MY
19	2012-07-27	ISSUED FOR PERMIT REVISION	MY
18	2012-04-08	ISSUED FOR PERMIT REVISION	MY
17	2012-10-14	ISSUED FOR #1-124	MY
16	2012-01-30	ISSUED FOR #1-125	MY
15	2011-04-09	ISSUED FOR CONSULTATION	MY
14	2011-01-25	ISSUED FOR CONTRACTOR	MY
13	2010-05-25	ISSUED FOR DATA DROP #2 - 100% CD	MY
12	2010-09-27	ADDENDUM #10	MY
11	2010-09-28	ISSUED FOR ASB COORDINATION	MY
10	2010-09-01	ISSUED TO CONTRACTOR	MY
9	2010-09-15	ISSUED FOR CONTRACTOR	MY
8	2010-01-08	ISSUED FOR TENDER/POST PER REVIEW	MY
7	2010-01-08	ISSUED FOR TENDER/POST PER REVIEW	MY
6	2010-07-27	RE ISSUED FOR TENDER / DATA DROP # 4	MY
5	2010-07-06	ISSUED FOR TENDER / FORMING/MEDICAL/ELECTRICAL / DATA DROP # 4	MY
4	2010-09-15	ISSUED FOR DATA DROP # 3	MY
3	2010-09-28	RE ISSUED FOR DATA DROP # 2	MY
2	2010-01-22	DATA DROP # 2	MY
1	2012-11-01	ISSUED FOR PERMIT	MY
#	DATE	DESCRIPTION	BY

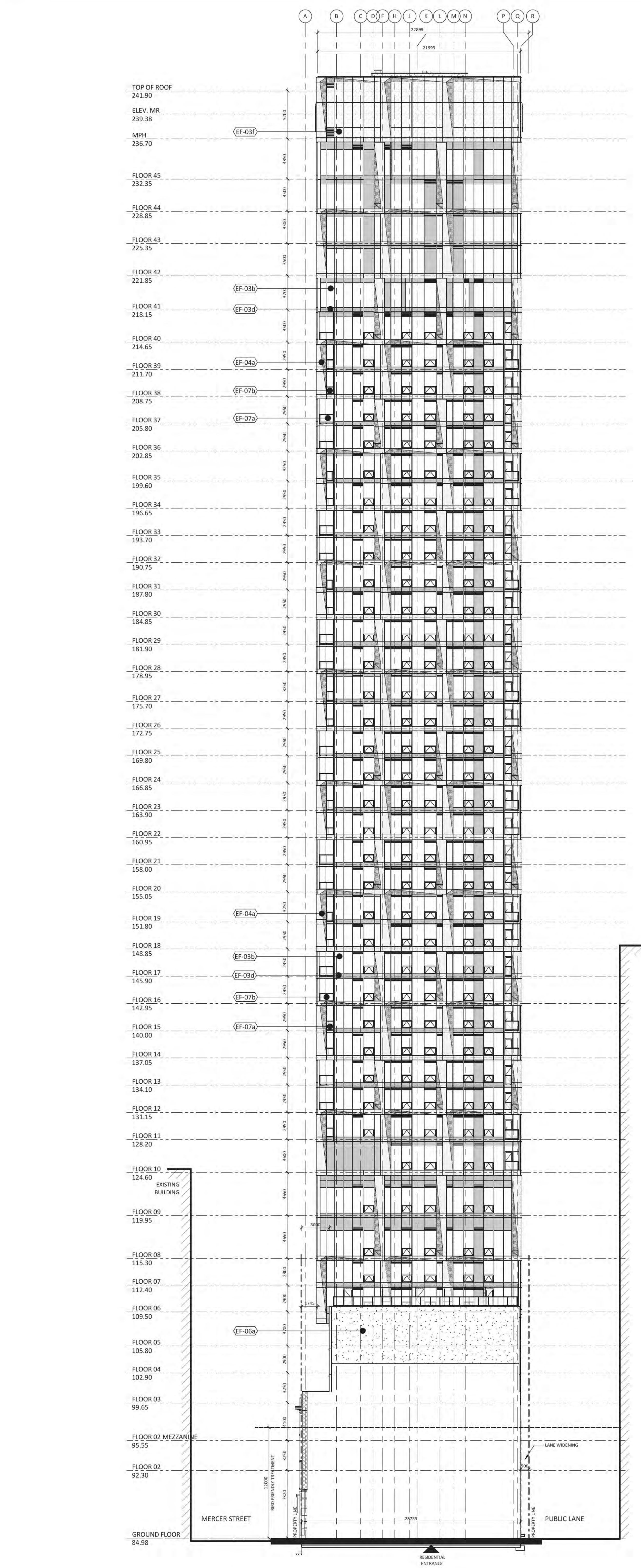
MADISON GROUP
 35 MERCER LTD.

NOBU RESIDENCES TORONTO
 TORONTO, ONTARIO

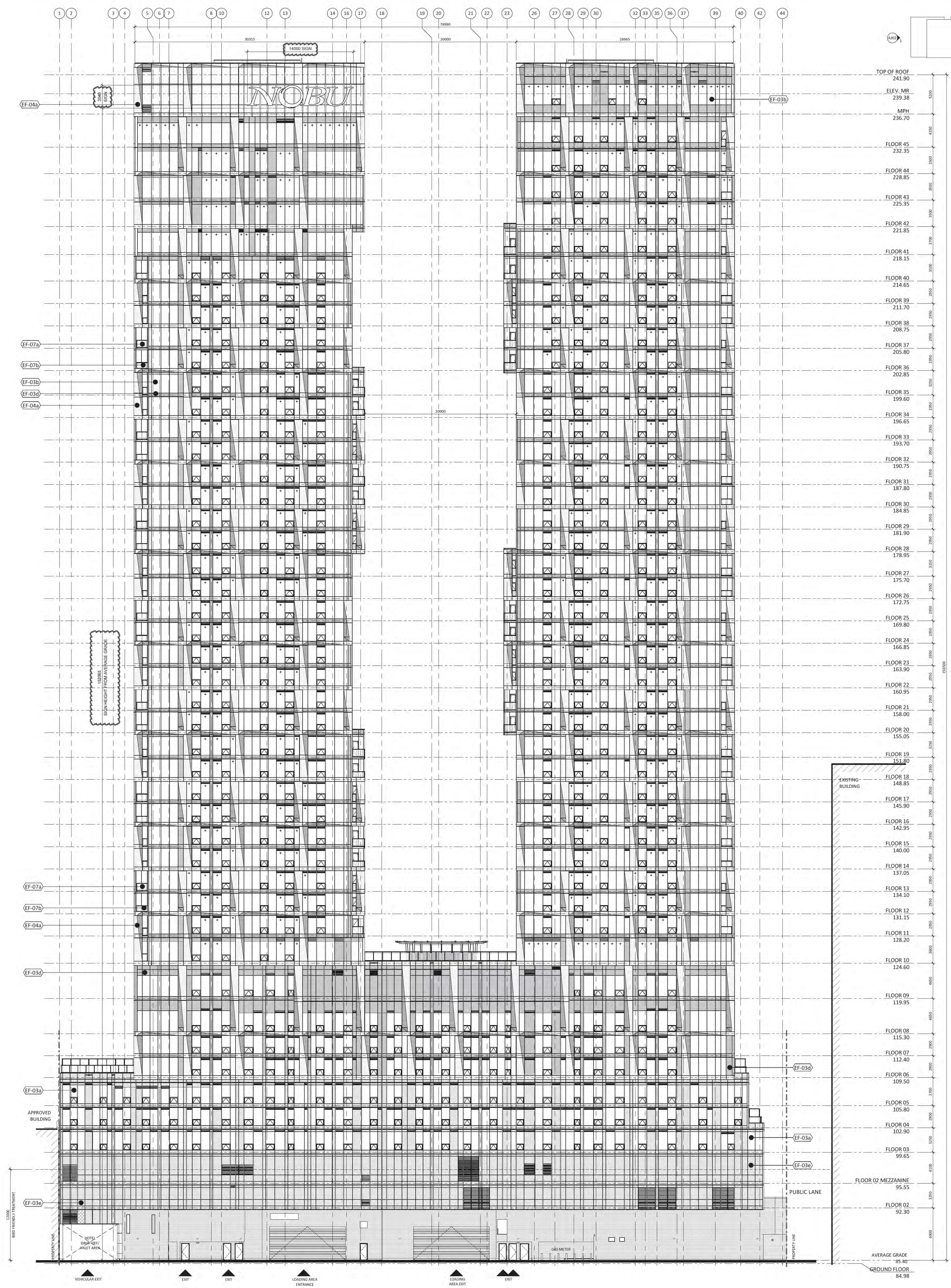
WEST & SOUTH ELEVATIONS

PROJECT NO. 16.316
 PROJECT DATE 2017-10-15
 DRAWN BY
 CHECKED BY
 SCALE AS NOTED
 LICENCE 6942

DRAWING NO. **A302**



1 WEST ELEVATION
 A302 1:200



2 SOUTH ELEVATION
 A302 1:200

The drawings and information provided are prepared by and for the project of the Client. The Client is responsible for the accuracy and completeness of the information provided. The drawings are prepared for the Client's use only and are not to be used for any other purpose without the written consent of Turner Fleischer Architects Inc. The drawings are not to be used for any other purpose without the written consent of Turner Fleischer Architects Inc.

LEGEND

- 25mm DOUBLE GLAZED SEALED UNIT**
6mm CLEAR, GUARDIAN SUNGLARD SNG68 (2)
13mm AIR SPACE WITH ARGON
6mm CLEAR
- 25mm DOUBLE GLAZED SEALED UNIT**
6mm AGC SOLARSHIELD PURE BRONZE
13mm AIR SPACE WITH ARGON
6mm CLEAR, GUARDIAN SUNGLARD SNG68 (3)
- 25mm DOUBLE GLAZED SEALED UNIT**
6mm CLEAR, GUARDIAN SUNGLARD AG43 (2)
13mm AIR SPACE WITH ARGON
6mm CLEAR, GUARDIAN SUNGLARD SNG68 (3)
- 25mm DOUBLE GLAZED SEALED UNIT (BIRD FRIENDLY)**
6mm CLEAR, GUARDIAN SUNGLARD SNG68 (2)
13mm AIR SPACE WITH ARGON
6mm CLEAR, 3mm CERAMIC DOTS @ 100mm o.c.
- 25mm DOUBLE GLAZED SEALED UNIT**
6mm AGC SOLARSHIELD PURE BRONZE
13mm AIR SPACE WITH ARGON
6mm CLEAR, GUARDIAN SUNGLARD SNG68 (3)
- TIMBERED**
25mm DOUBLE GLAZED SEALED UNIT
6mm CLEAR, 3mm GREY DOTS @ 40% DENSITY (2)
13mm AIR SPACE WITH ARGON
6mm CLEAR, GUARDIAN SUNGLARD SNG68 (3)
- SPANDREL PANEL**
6mm CLEAR
OPACI-COAT #3-5216 "BOAT ANCHORS"
- SPANDREL PANEL**
6mm CLEAR
OPACI-COAT #4-975 "LAVA BRONZE"
- SPANDREL PANEL**
6mm CLEAR
OPACI-COAT #3-5216 "BOAT ANCHORS"
- 25mm DOUBLE GLAZED SEALED UNIT**
6mm AGC SOLARSHIELD PURE BRONZE
13mm AIR SPACE WITH ARGON
INT. LITE: 6mm VELOUR ON CLEAR
- DOUBLE GLAZED SPANDREL SEALED UNIT**
6mm CLEAR, 3mm GREY DOTS @ 40% DENSITY (2)
13mm AIR SPACE WITH ARGON
6mm CLEAR WITH OPACI-COAT #3-5216 "BOAT ANCHORS"
- DOUBLE GLAZED SPANDREL SEALED UNIT**
6mm AGC SOLARSHIELD PURE BRONZE
13mm AIR SPACE WITH ARGON
6mm CLEAR WITH OPACI-COAT #3-0359 "CAVIAR"
- DOUBLE GLAZED SPANDREL SEALED UNIT**
6mm AGC SOLARSHIELD PURE BRONZE
13mm AIR SPACE WITH ARGON
6mm CLEAR WITH OPACI-COAT #3-5216 "BOAT ANCHORS"
- PROJECTED METAL PANEL**
DURANAR RUC40577 "BLACK"
- RECESSED METAL PANEL**
ACRYNAR RUCX11523 "CASHMERE PEARL"
- FLUSH METAL PANEL**
ACRYNAR RUCX11523 "CASHMERE PEARL"
- PROJECTED METAL PANEL**
DURANAR RUC40577 "BLACK"
- ARCHITECTURAL LOUVRE**
WITH INSULATED METAL BACKPAN BEHIND
NON-EXHAUST BOX AREAS
PREFINISHED TO MATCH ADJACENT COLOURS

- SPRINKLERS AT GLAZING**
- RECEPTACLE (REFER TO ELECTRICAL)**

- DENOTES A FLAT METAL PANEL PROJECTED 150mm FROM THE EXTERIOR FACE OF THE WINDOW WALL
- DENOTES A METAL PANEL THAT IS ANGGLED

- EWT - 01**
- BUILDING**
 - PAPERCULUM**
 - CLEAN TOWER**
 - W-WEST TOWER**
 - GLAZING NUMBER**
- SYSTEM TYPE**
- W = WINDOW WALL
 - C = CURTAIN WALL
 - M = METAL PANEL
 - S = STOREFRONT
- FLOOR**
- T = TYP. FLOOR
 - B = LG LEVEL
 - L = 1ST FLOOR
 - 2 = 2ND FLOOR ETC

WINDOW WALL FRAMES TO BE DURANAR RUC10688FF
 CASHMERE PEARL (EXTERIOR) WITH WHITE FINISH
 (INTERIOR) EXCEPT FOR AMENITY AREAS AND SUITES/
 HOTEL UNITS ON FLOORS 41-45. THOSE UNITS TO HAVE
 BLACK INTERIOR FINISH

#	DATE	DESCRIPTION	BY
1	2017-05-15	ISSUED FOR SIGNAGE PERMIT	MY
2	2017-05-18	ISSUED FOR S-4118	MY
3	2017-05-18	ISSUED FOR S-4119	MY
4	2017-05-18	ISSUED FOR S-4120	MY
5	2017-05-18	ISSUED FOR S-4121	MY
6	2017-05-18	ISSUED FOR S-4122	MY
7	2017-05-18	ISSUED FOR S-4123	MY
8	2017-05-18	ISSUED FOR S-4124	MY
9	2017-05-18	ISSUED FOR S-4125	MY
10	2017-05-18	ISSUED FOR S-4126	MY
11	2017-05-18	ISSUED FOR S-4127	MY
12	2017-05-18	ISSUED FOR S-4128	MY
13	2017-05-18	ISSUED FOR S-4129	MY
14	2017-05-18	ISSUED FOR S-4130	MY
15	2017-05-18	ISSUED FOR S-4131	MY
16	2017-05-18	ISSUED FOR S-4132	MY
17	2017-05-18	ISSUED FOR S-4133	MY
18	2017-05-18	ISSUED FOR S-4134	MY
19	2017-05-18	ISSUED FOR S-4135	MY
20	2017-05-18	ISSUED FOR S-4136	MY
21	2017-05-18	ISSUED FOR S-4137	MY
22	2017-05-18	ISSUED FOR S-4138	MY
23	2017-05-18	ISSUED FOR S-4139	MY
24	2017-05-18	ISSUED FOR S-4140	MY
25	2017-05-18	ISSUED FOR S-4141	MY
26	2017-05-18	ISSUED FOR S-4142	MY
27	2017-05-18	ISSUED FOR S-4143	MY
28	2017-05-18	ISSUED FOR S-4144	MY
29	2017-05-18	ISSUED FOR S-4145	MY
30	2017-05-18	ISSUED FOR S-4146	MY
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32	2017-05-18	ISSUED FOR S-4148	MY
33	2017-05-18	ISSUED FOR S-4149	MY
34	2017-05-18	ISSUED FOR S-4150	MY
35	2017-05-18	ISSUED FOR S-4151	MY
36	2017-05-18	ISSUED FOR S-4152	MY
37	2017-05-18	ISSUED FOR S-4153	MY
38	2017-05-18	ISSUED FOR S-4154	MY
39	2017-05-18	ISSUED FOR S-4155	MY
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42	2017-05-18	ISSUED FOR S-4158	MY
43	2017-05-18	ISSUED FOR S-4159	MY
44	2017-05-18	ISSUED FOR S-4160	MY
45	2017-05-18	ISSUED FOR S-4161	MY
46	2017-05-18	ISSUED FOR S-4162	MY
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86	2017-05-18	ISSUED FOR S-4202	MY
87	2017-05-18	ISSUED FOR S-4203	MY
88	2017-05-18	ISSUED FOR S-4204	MY
89	2017-05-18	ISSUED FOR S-4205	MY
90	2017-05-18	ISSUED FOR S-4206	MY
91	2017-05-18	ISSUED FOR S-4207	MY
92	2017-05-18	ISSUED FOR S-4208	MY
93	2017-05-18	ISSUED FOR S-4209	MY
94	2017-05-18	ISSUED FOR S-4210	MY
95	2017-05-18	ISSUED FOR S-4211	MY
96	2017-05-18	ISSUED FOR S-4212	MY
97	2017-05-18	ISSUED FOR S-4213	MY
98	2017-05-18	ISSUED FOR S-4214	MY
99	2017-05-18	ISSUED FOR S-4215	MY
100	2017-05-18	ISSUED FOR S-4216	MY
101	2017-05-18	ISSUED FOR S-4217	MY
102	2017-05-18	ISSUED FOR S-4218	MY
103	2017-05-18	ISSUED FOR S-4219	MY
104	2017-05-18	ISSUED FOR S-4220	MY
105	2017-05-18	ISSUED FOR S-4221	MY
106	2017-05-18	ISSUED FOR S-4222	MY
107	2017-05-18	ISSUED FOR S-4223	MY
108	2017-05-18	ISSUED FOR S-4224	MY
109	2017-05-18	ISSUED FOR S-4225	MY
110	2017-05-18	ISSUED FOR S-4226	MY
111	2017-05-18	ISSUED FOR S-4227	MY
112	2017-05-18	ISSUED FOR S-4228	MY
113	2017-05-18	ISSUED FOR S-4229	MY
114	2017-05-18	ISSUED FOR S-4230	MY
115	2017-05-18	ISSUED FOR S-4231	MY
116	2017-05-18	ISSUED FOR S-4232	MY
117	2017-05-18	ISSUED FOR S-4233	MY
118	2017-05-18	ISSUED FOR S-4234	MY
119	2017-05-18	ISSUED FOR S-4235	MY
120	2017-05-18	ISSUED FOR S-4236	MY
121	2017-05-18	ISSUED FOR S-4237	MY
122	2017-05-18	ISSUED FOR S-4238	MY
123	2017-05-18	ISSUED FOR S-4239	MY
124	2017-05-18	ISSUED FOR S-4240	MY
125	2017-05-18	ISSUED FOR S-4241	MY
126	2017-05-18	ISSUED FOR S-4242	MY
127	2017-05-18	ISSUED FOR S-4243	MY
128	2017-05-18	ISSUED FOR S-4244	MY
129	2017-05-18	ISSUED FOR S-4245	MY
130	2017-05-18	ISSUED FOR S-4246	MY
131	2017-05-18	ISSUED FOR S-4247	MY
132	2017-05-18	ISSUED FOR S-4248	MY
133	2017-05-18	ISSUED FOR S-4249	MY
134	2017-05-18	ISSUED FOR S-4250	MY
135	2017-05-18	ISSUED FOR S-4251	MY
136	2017-05-18	ISSUED FOR S-4252	MY
137	2017-05-18	ISSUED FOR S-4253	MY
138	2017-05-18	ISSUED FOR S-4254	MY
139	2017-05-18	ISSUED FOR S-4255	MY
140	2017-05-18	ISSUED FOR S-4256	MY
141	2017-05-18	ISSUED FOR S-4257	MY
142	2017-05-18	ISSUED FOR S-4258	MY
143	2017-05-18	ISSUED FOR S-4259	MY
144	2017-05-18	ISSUED FOR S-4260	MY
145	2017-05-18	ISSUED FOR S-4261	MY
146	2017-05-18	ISSUED FOR S-4262	MY
147	2017-05-18	ISSUED FOR S-4263	MY
148	2017-05-18	ISSUED FOR S-4264	MY
149	2017-05-18	ISSUED FOR S-4265	MY
150	2017-05-18	ISSUED FOR S-4266	MY
151	2017-05-18	ISSUED FOR S-4267	MY
152	2017-05-18	ISSUED FOR S-4268	MY
153	2017-05-18	ISSUED FOR S-4269	MY
154	2017-05-18	ISSUED FOR S-4270	MY
155	2017-05-18	ISSUED FOR S-4271	MY
156	2017-05-18	ISSUED FOR S-4272	MY
157	2017-05-18	ISSUED FOR S-4273	MY
158	2017-05-18	ISSUED FOR S-4274	MY
159	2017-05-18	ISSUED FOR S-4275	MY
160	2017-05-18	ISSUED FOR S-4276	MY
161	2017-05-18	ISSUED FOR S-4277	MY
162	2017-05-18	ISSUED FOR S-4278	MY
163	2017-05-18	ISSUED FOR S-4279	MY
164	2017-05-18	ISSUED FOR S-4280	MY
165	2017-05-18	ISSUED FOR S-4281	MY
166	2017-05-18	ISSUED FOR S-4282	MY
167	2017-05-18	ISSUED FOR S-4283	MY
168	2017-05-18	ISSUED FOR S-4284	MY
169	2017-05-18	ISSUED FOR S-4285	MY
170	2017-05-18	ISSUED FOR S-4286	MY
171	2017-05-18	ISSUED FOR S-4287	MY
172	2017-05-18	ISSUED FOR S-4288	MY
173	2017-05-18	ISSUED FOR S-4289	MY
174	2017-05-18	ISSUED FOR S-4290	MY
175	2017-05-18	ISSUED FOR S-4291	MY
176	2017-05-18	ISSUED FOR S-4292	MY
177	2017-05-18	ISSUED FOR S-4293	MY
178	2017-05-18	ISSUED FOR S-4294	MY
179	2017-05-18	ISSUED FOR S-4295	MY
180	2017-05-18	ISSUED FOR S-4296	MY
181	2017-05-18	ISSUED FOR S-4297	MY
182	2017-05-18	ISSUED FOR S-4298	MY
183	2017-05-18	ISSUED FOR S-4299	MY
184	2017-05-18	ISSUED FOR S-4300	MY
185	2017-05-18	ISSUED FOR S-4301	MY
186	2017-05-18	ISSUED FOR S-4302	MY
187	2017-05-18	ISSUED FOR S-4303	MY
188	2017-05-18	ISSUED FOR S-4304	MY

Signage Area Calculation - Feb 28, 2025

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LEGEND

- 25mm DOUBLE GLAZED SEALED UNIT
- 6mm CLEAR, GUARDIAN SUNGLARD SNG68 (2)
- 13mm AIR SPACE WITH ARGON
- 6mm CLEAR
- 25mm DOUBLE GLAZED SEALED UNIT
- 6mm AGC SOLARSHIELD PURE BRONZE
- 13mm AIR SPACE WITH ARGON
- 6mm CLEAR, GUARDIAN SUNGLARD SNG68 (3)
- 25mm DOUBLE GLAZED SEALED UNIT
- 6mm CLEAR, GUARDIAN SUNGLARD AG43 (2)
- 13mm AIR SPACE WITH ARGON
- 6mm CLEAR, GUARDIAN SUNGLARD SNG68 (3)
- 25mm DOUBLE GLAZED SEALED UNIT (BIRD FRIENDLY)
- 6mm CLEAR, GUARDIAN SUNGLARD SNG68 (2)
- 13mm AIR SPACE WITH ARGON
- 6mm CLEAR, 3mm CERAMIC DOTS @ 100mm o.c.
- 25mm DOUBLE GLAZED SEALED UNIT
- 6mm AGC SOLARSHIELD PURE BRONZE
- 13mm AIR SPACE WITH ARGON
- 6mm CLEAR, GUARDIAN SUNGLARD SNG68 (3)
- TIMBERED
- 25mm DOUBLE GLAZED SEALED UNIT
- 6mm CLEAR, 3mm GREY DOTS @ 40% DENSITY (2)
- 13mm AIR SPACE WITH ARGON
- 6mm CLEAR, GUARDIAN SUNGLARD SNG68 (3)
- SPANDREL PANEL
- 6mm CLEAR
- OPACI-COAT #3-5216 "BOAT ANCHORS"
- SPANDREL PANEL
- 6mm CLEAR
- OPACI-COAT #4-975 "LAVA BRONZE"
- SPANDREL PANEL
- 6mm CLEAR
- OPACI-COAT #3-5216 "BOAT ANCHORS"
- 25mm DOUBLE GLAZED SEALED UNIT
- 6mm AGC SOLARSHIELD PURE BRONZE
- 13mm AIR SPACE WITH ARGON
- INT. LITE: 6mm VELOUR ON CLEAR
- DOUBLE GLAZED SPANDREL SEALED UNIT
- 6mm CLEAR, 3mm GREY DOTS @ 40% DENSITY (2)
- 13mm AIR SPACE WITH ARGON
- 6mm CLEAR WITH OPACI-COAT #3-5216 "BOAT ANCHORS"
- DOUBLE GLAZED SPANDREL SEALED UNIT
- 6mm AGC SOLARSHIELD PURE BRONZE
- 13mm AIR SPACE WITH ARGON
- 6mm CLEAR WITH OPACI-COAT #3-0359 "CAVIAR"
- DOUBLE GLAZED SPANDREL SEALED UNIT
- 6mm AGC SOLARSHIELD PURE BRONZE
- 13mm AIR SPACE WITH ARGON
- 6mm CLEAR WITH OPACI-COAT #3-5216 "BOAT ANCHORS"
- PROJECTED METAL PANEL
- DURANAR RUC40577 "BLACK"
- RECESSED METAL PANEL
- ACRYNAR RUCX11523 "CASHMERE PEARL"
- FLUSH METAL PANEL
- ACRYNAR RUCX11523 "CASHMERE PEARL"
- PROJECTED METAL PANEL
- DURANAR RUC40577 "BLACK"
- ARCHITECTURAL LOUVRE
- WITH INSULATED METAL BACKPAN BEHIND
- NON-EXHAUST BOX AREAS
- PREFINISHED TO MATCH ADJACENT COLOURS
- SPRINKLERS AT GLAZING
- RECEPTACLE (REFER TO ELECTRICAL)
- DENOTES A FLAT METAL PANEL PROJECTED 150mm FROM THE EXTERIOR FACE OF THE WINDOW WALL
- DENOTES A METAL PANEL THAT IS ANGELO

NO.	DATE	DESCRIPTION	BY
1	2017-05-15	ISSUED FOR SIGNAGE PERMIT	MY
2	2017-10-18	ISSUED FOR 0-4118	MY
3	2018-01-18	ISSUED FOR 0-4118	MY
4	2018-01-18	ISSUED FOR 0-4118	MY
5	2018-01-18	ISSUED FOR 0-4118	MY
6	2018-01-18	ISSUED FOR 0-4118	MY
7	2018-01-18	ISSUED FOR 0-4118	MY
8	2018-01-18	ISSUED FOR 0-4118	MY
9	2018-01-18	ISSUED FOR 0-4118	MY
10	2018-01-18	ISSUED FOR 0-4118	MY
11	2018-01-18	ISSUED FOR 0-4118	MY
12	2018-01-18	ISSUED FOR 0-4118	MY
13	2018-01-18	ISSUED FOR 0-4118	MY
14	2018-01-18	ISSUED FOR 0-4118	MY
15	2018-01-18	ISSUED FOR 0-4118	MY
16	2018-01-18	ISSUED FOR 0-4118	MY
17	2018-01-18	ISSUED FOR 0-4118	MY
18	2018-01-18	ISSUED FOR 0-4118	MY
19	2018-01-18	ISSUED FOR 0-4118	MY
20	2018-01-18	ISSUED FOR 0-4118	MY
21	2018-01-18	ISSUED FOR 0-4118	MY
22	2018-01-18	ISSUED FOR 0-4118	MY
23	2018-01-18	ISSUED FOR 0-4118	MY
24	2018-01-18	ISSUED FOR 0-4118	MY
25	2018-01-18	ISSUED FOR 0-4118	MY
26	2018-01-18	ISSUED FOR 0-4118	MY
27	2018-01-18	ISSUED FOR 0-4118	MY
28	2018-01-18	ISSUED FOR 0-4118	MY
29	2018-01-18	ISSUED FOR 0-4118	MY
30	2018-01-18	ISSUED FOR 0-4118	MY
31	2018-01-18	ISSUED FOR 0-4118	MY
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33	2018-01-18	ISSUED FOR 0-4118	MY
34	2018-01-18	ISSUED FOR 0-4118	MY
35	2018-01-18	ISSUED FOR 0-4118	MY
36	2018-01-18	ISSUED FOR 0-4118	MY
37	2018-01-18	ISSUED FOR 0-4118	MY
38	2018-01-18	ISSUED FOR 0-4118	MY
39	2018-01-18	ISSUED FOR 0-4118	MY
40	2018-01-18	ISSUED FOR 0-4118	MY
41	2018-01-18	ISSUED FOR 0-4118	MY
42	2018-01-18	ISSUED FOR 0-4118	MY
43	2018-01-18	ISSUED FOR 0-4118	MY
44	2018-01-18	ISSUED FOR 0-4118	MY
45	2018-01-18	ISSUED FOR 0-4118	MY
46	2018-01-18	ISSUED FOR 0-4118	MY
47	2018-01-18	ISSUED FOR 0-4118	MY
48	2018-01-18	ISSUED FOR 0-4118	MY
49	2018-01-18	ISSUED FOR 0-4118	MY
50	2018-01-18	ISSUED FOR 0-4118	MY

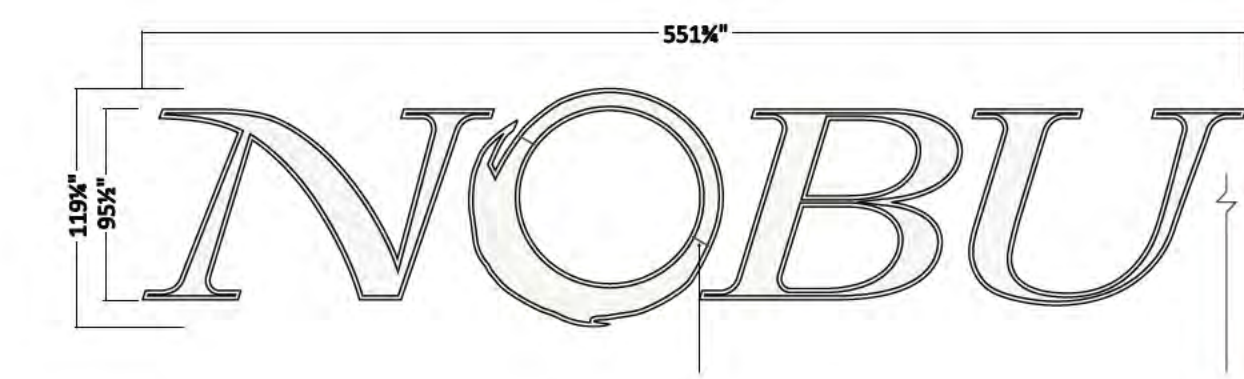
MADISON GROUP
 35 MERCER LTD.
NOBU RESIDENCES TORONTO
 TORONTO, ONTARIO

WINDOW SCHEDULE

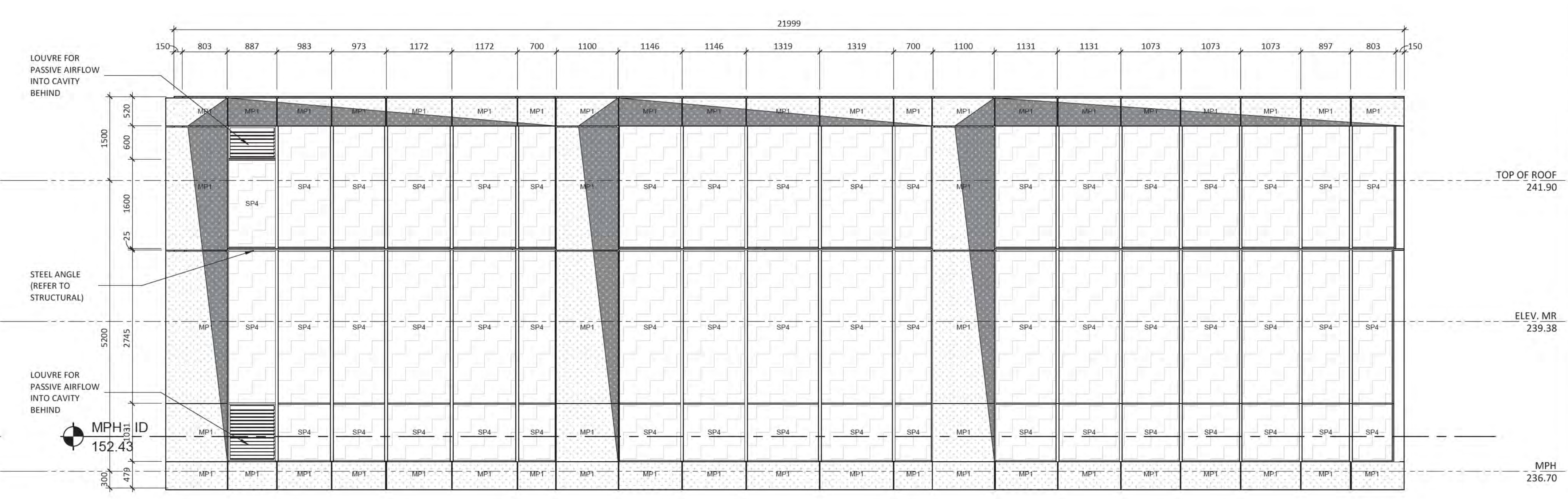
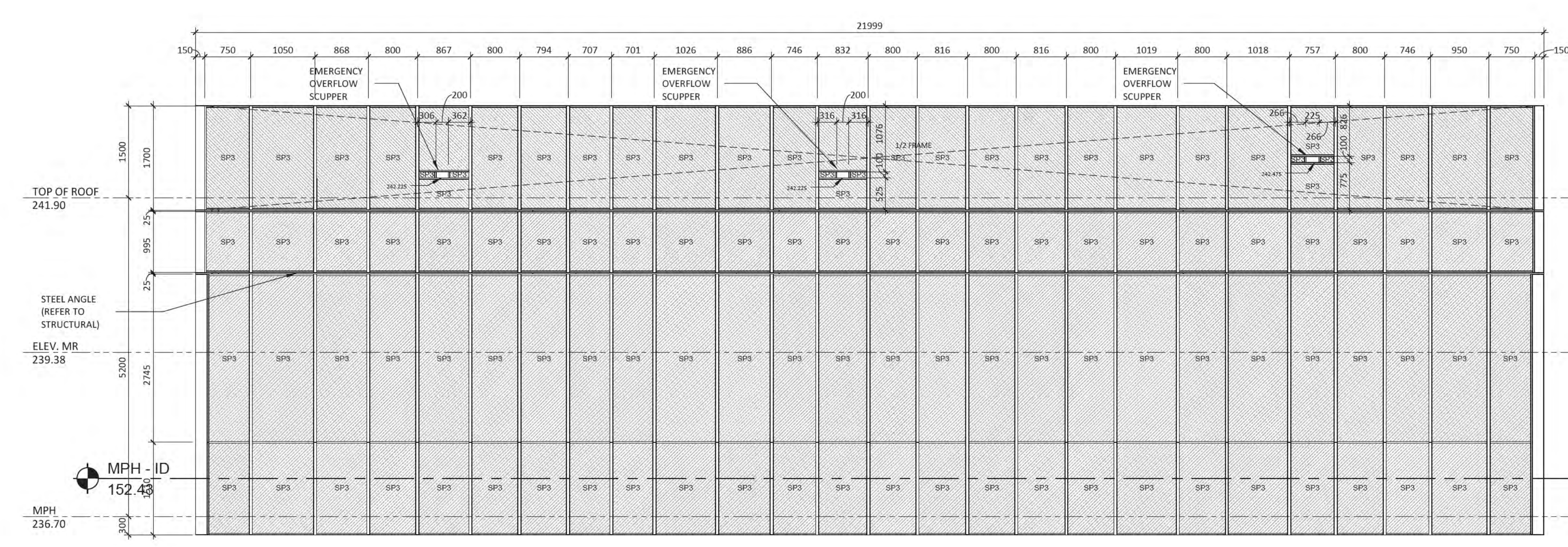
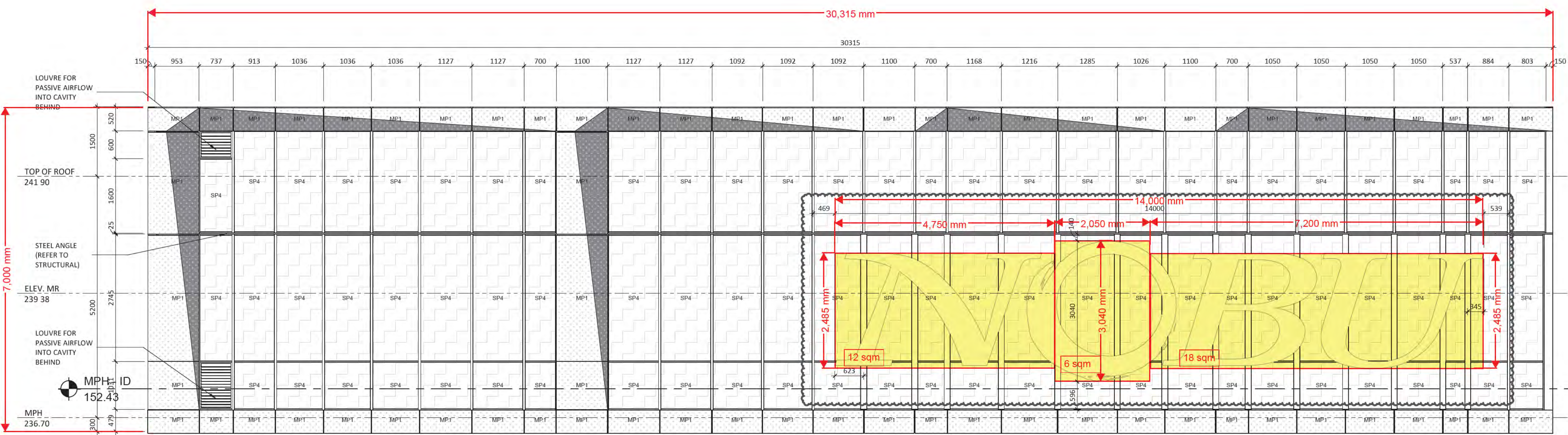
PROJECT NO.	16.316
PROJECT DATE	2017-10-19
DRAWN BY	Author
CHECKED BY	Checker
SCALE	1:1.50

DRAWING NO. **A728**

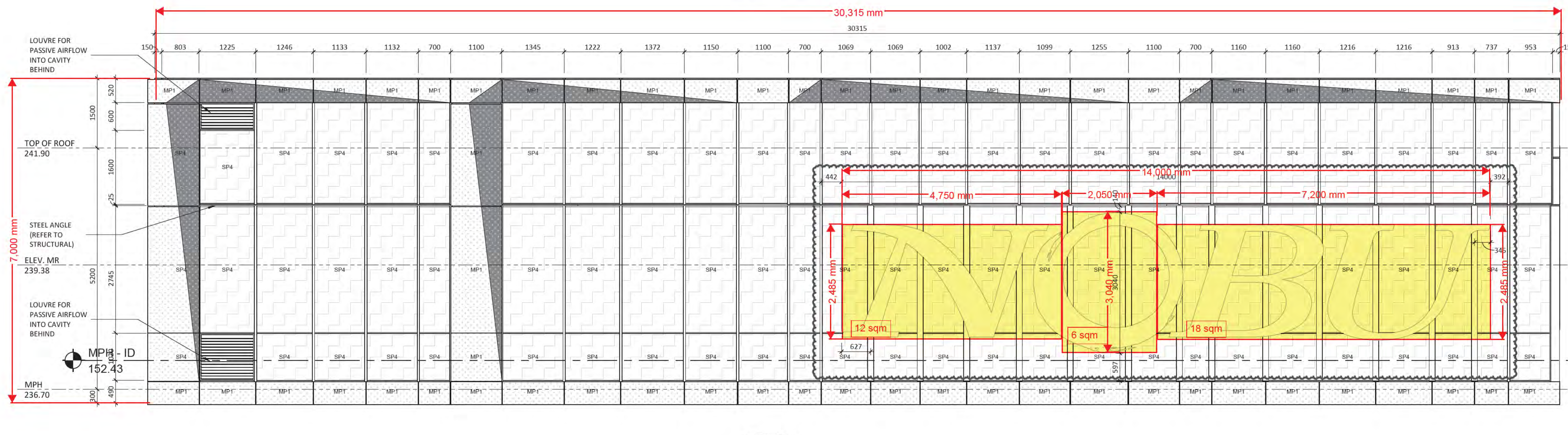
Signage dimensions from the signage permit drawings:



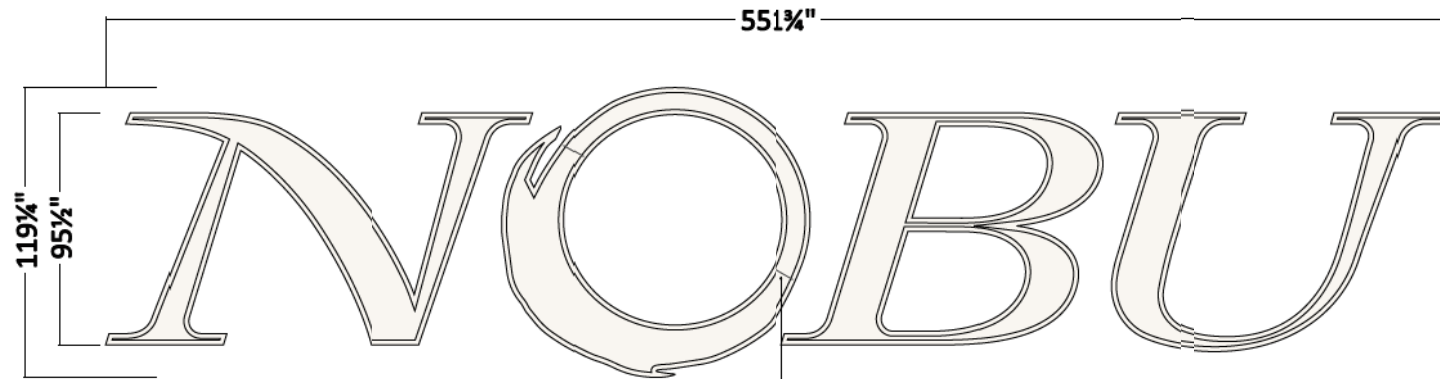
North Elevation:
 Total Wall Area: 30.315 x 7m=212.205 sq.m
 20% of the Wall Area: 42.441 sq.m
 Total Signage Area: 36 sq.m (16.9% Wall Coverage)



South Elevation:
 Total Wall Area: 30.315 x 7m=212.205 sq.m
 20% of the Wall Area: 42.441 sq.m
 Total Signage Area: 36 sq.m (16.9% Wall Coverage)



NOBU
FABRICATED ILLUMINATED LETTERS
NORTH ELEVATION



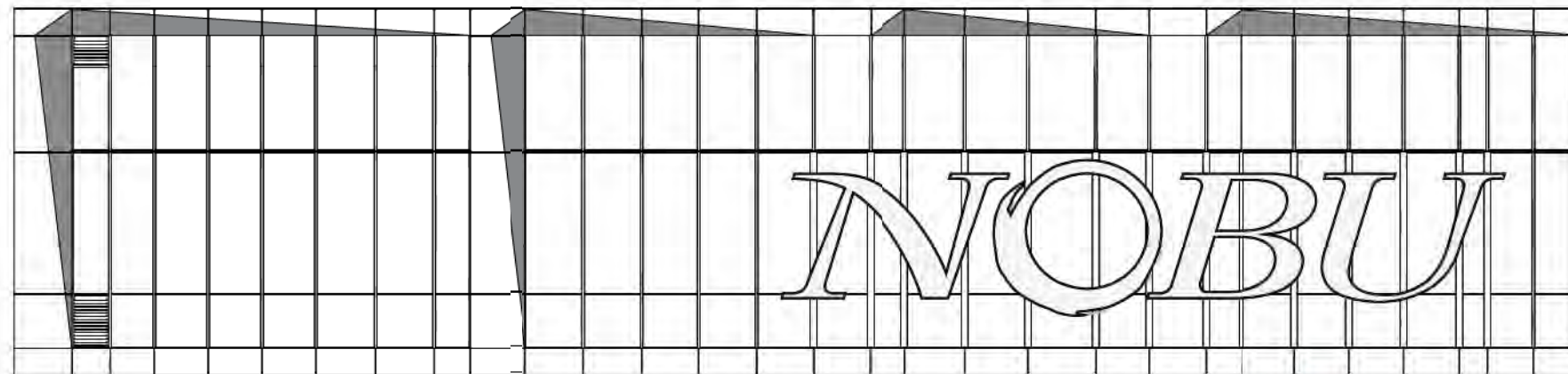
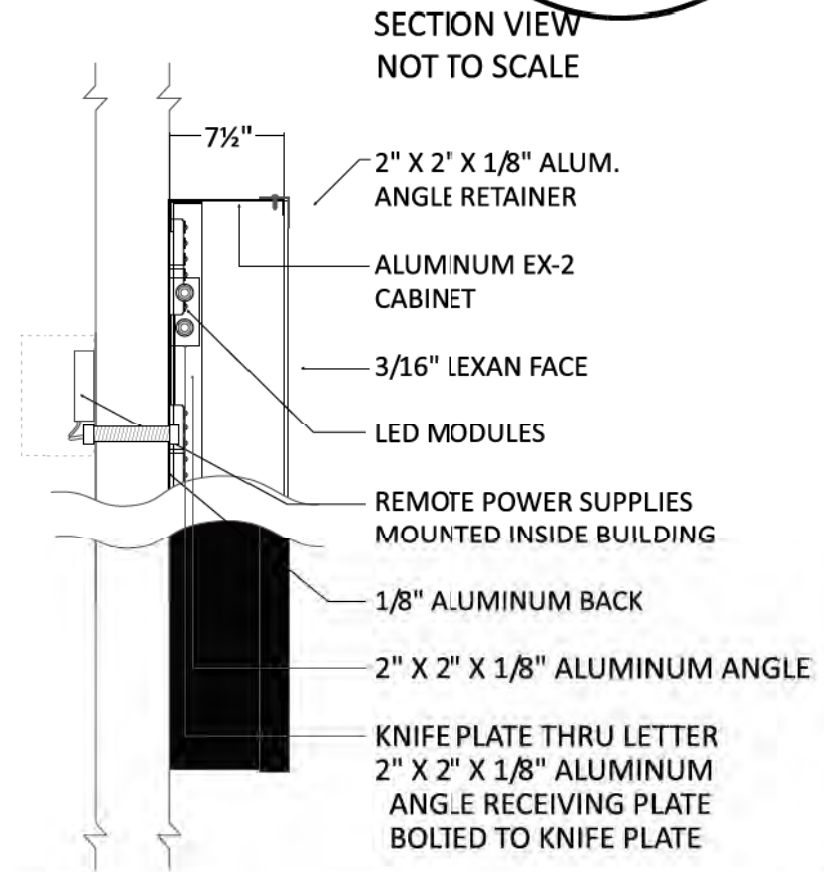
ALUMINUM FABRICATED LETTERS
 PAINTED SATIN BLACK
 1/8" WELDED ALUMINUM BACKS
 2" x 2" x 1/8" ALUMINUM ANGLE RETAINERS
 PAINTED SATIN WHITE ON FACES & SATIN BLACK ON RETURNS
 WHITE TRANSLUCENT LEXAN FACES
 NOTE: 'O' WILL HAVE MINIMAL SEAM DUE TO MATERIAL LIMIT
 (ENSURE NO LIGHT LEAKS)
 WHITE LED ILLUMINATION

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

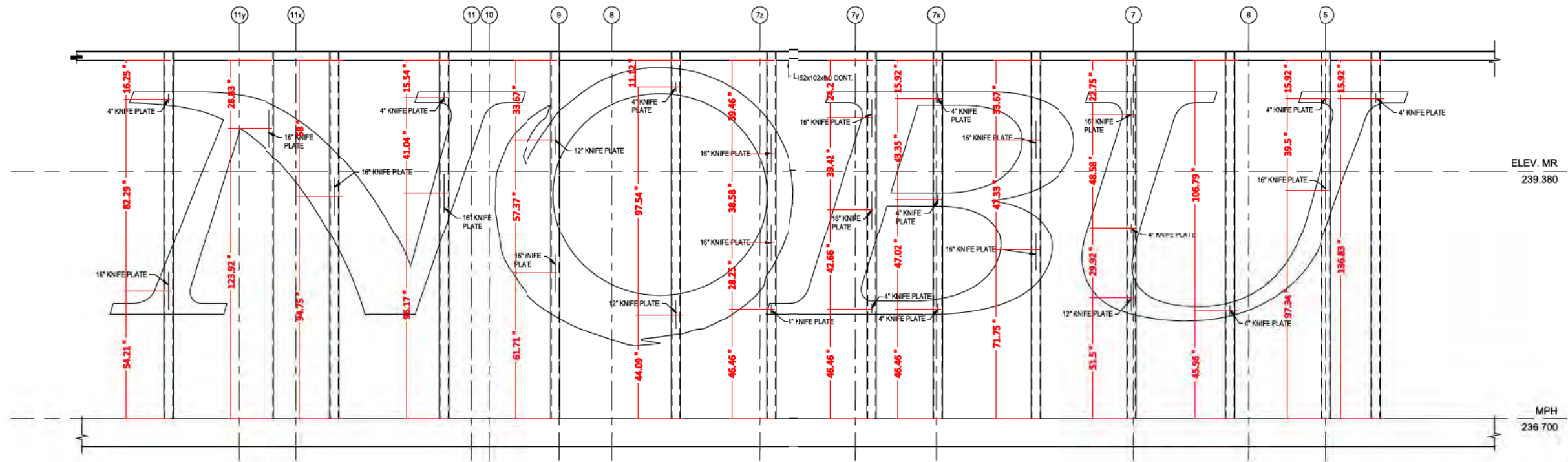


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 Ph: 403-275-4444 • Fax: 403-275-3387 • www.nationalneon.com

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

NOBU
FABRICATED ILLUMINATED LETTERS
NORTH ELEVATION



ELEV. MR
239.380

MPH
236.700



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

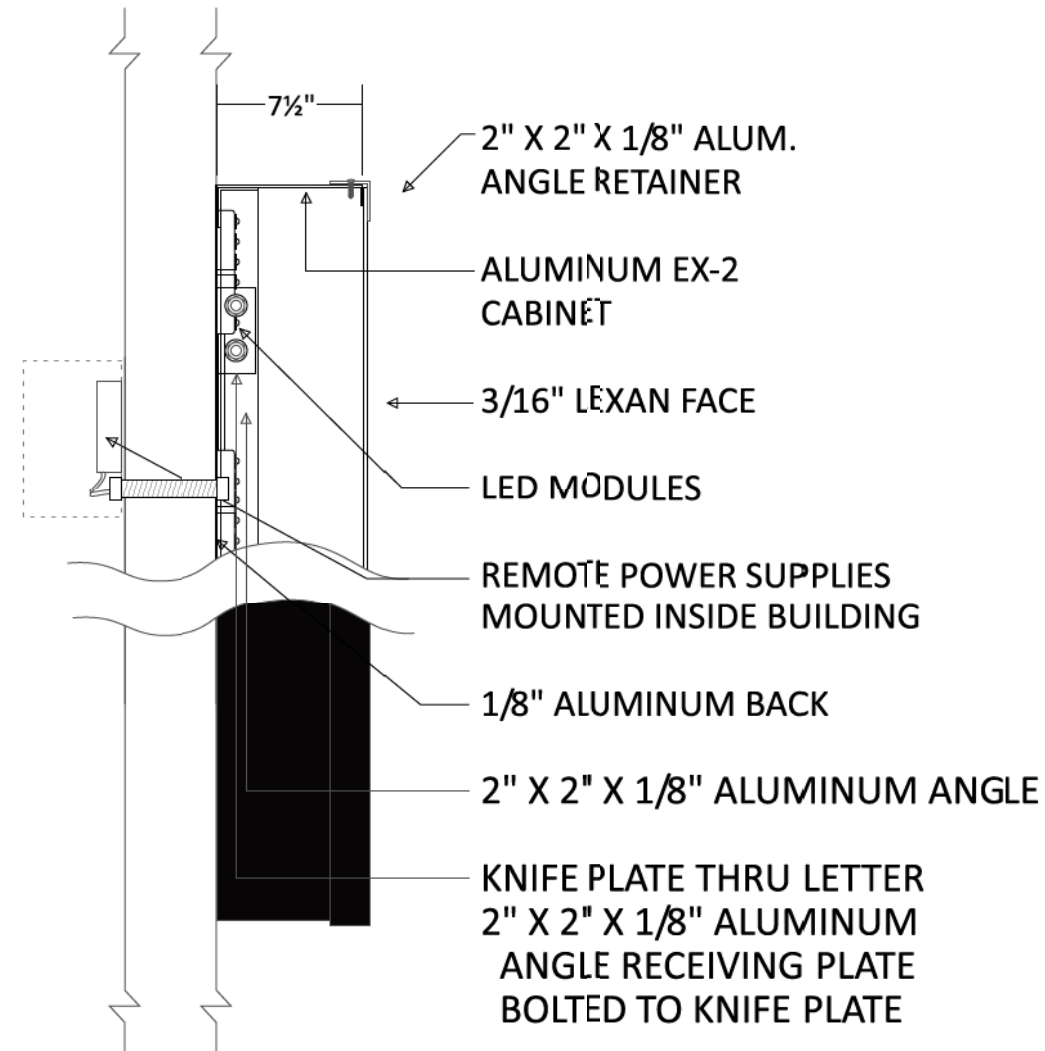


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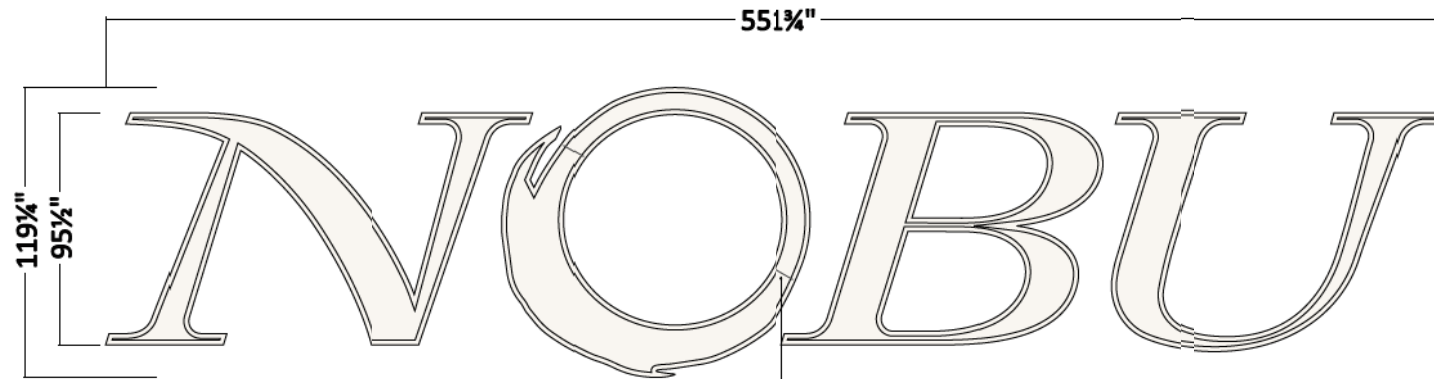
Client:		Date:	
Acc. Exec:		Date:	

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



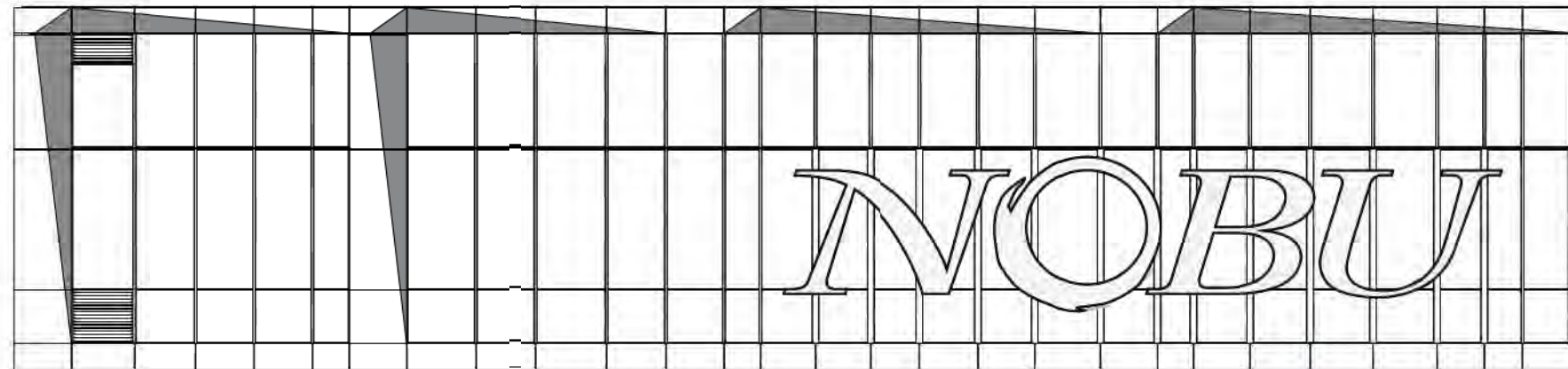
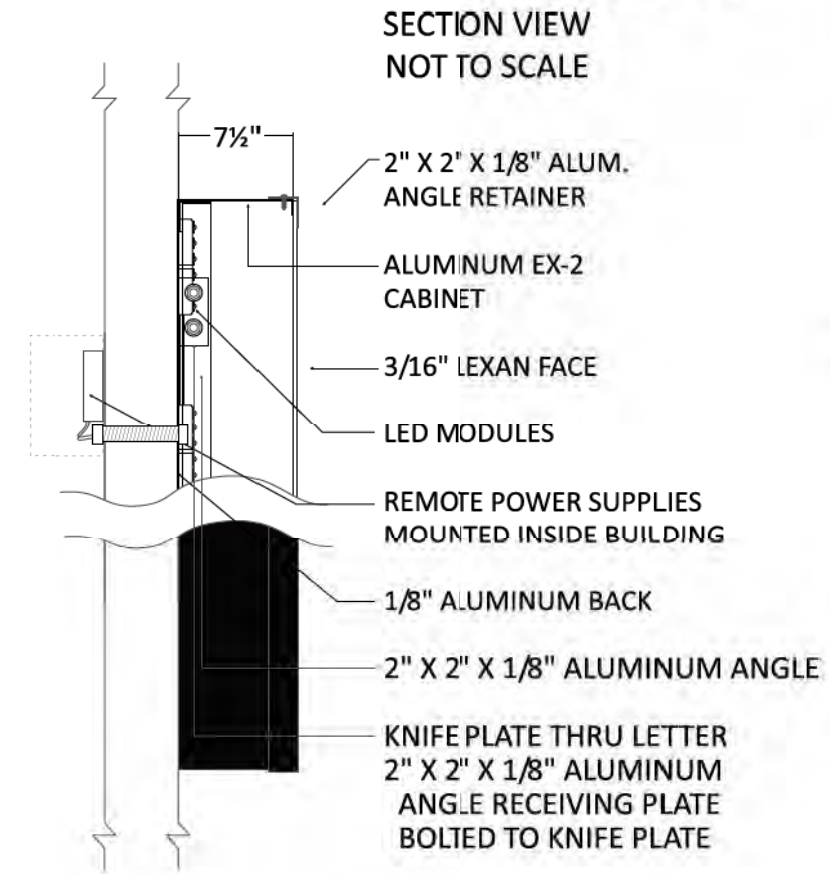
ALUMINUM FABRICATED LETTERS
 PAINTED SATIN BLACK
 1/8" WELDED ALUMINUM BACKS
 2" x 2" x 1/8" ALUMINUM ANGLE RETAINERS
 PAINTED SATIN WHITE ON FACES & SATIN BLACK ON RETURNS
 WHITE TRANSLUCENT LEXAN FACES
 NOTE: 'O' WILL HAVE MINIMAL SEAM DUE TO MATERIAL LIMIT
 (ENSURE NO LIGHT LEAKS)
 WHITE LED ILLUMINATION

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

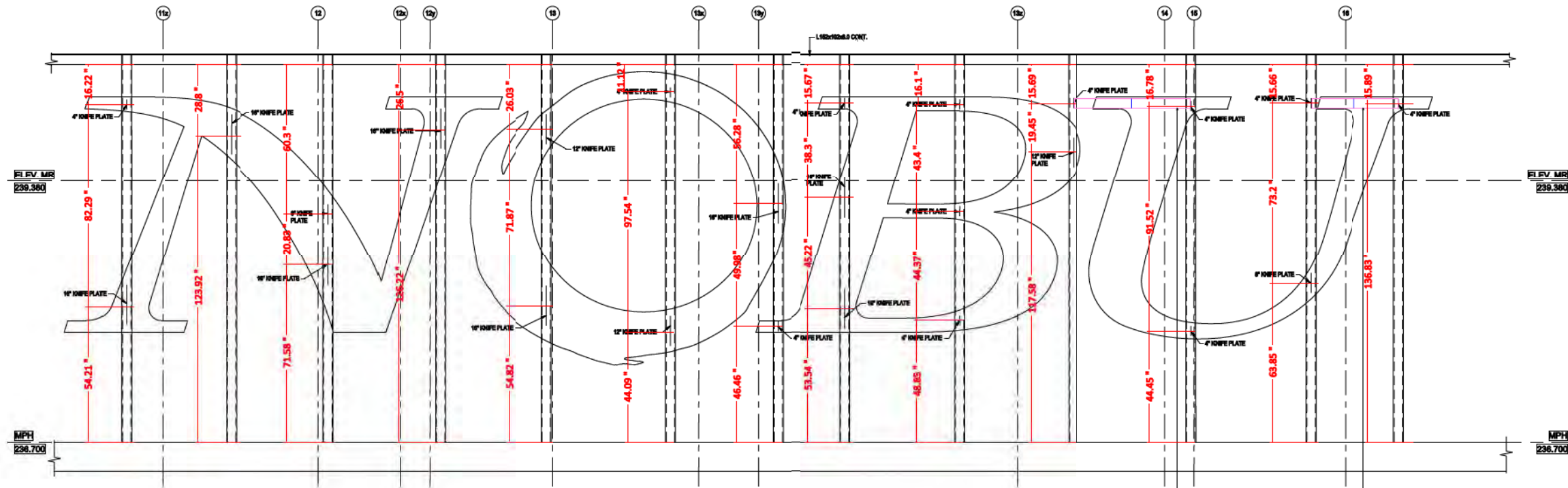


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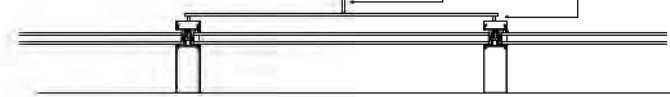
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Approval **Client:** _____ **Date:** _____
Acc. Exec: _____ **Date:** _____

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



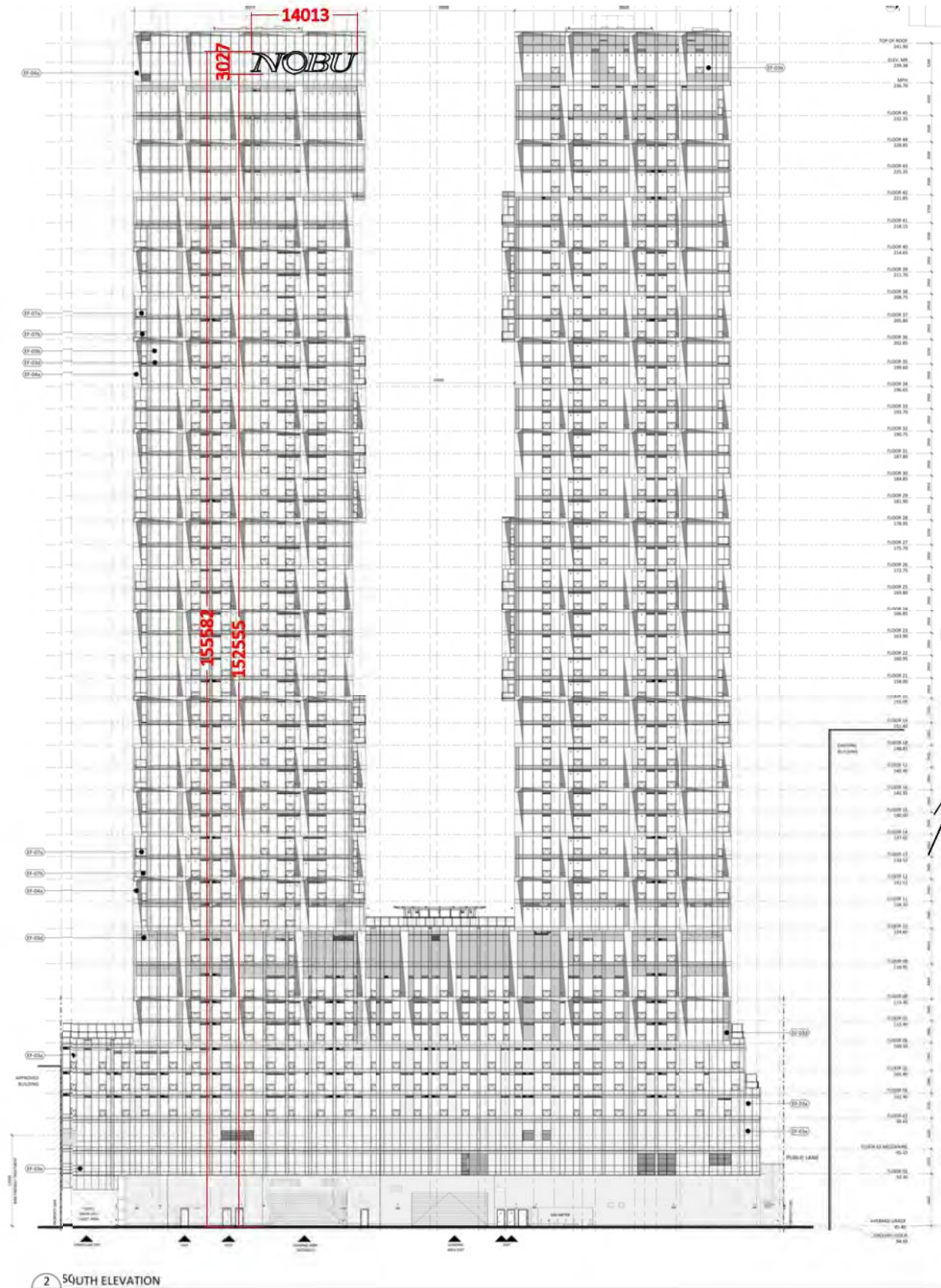
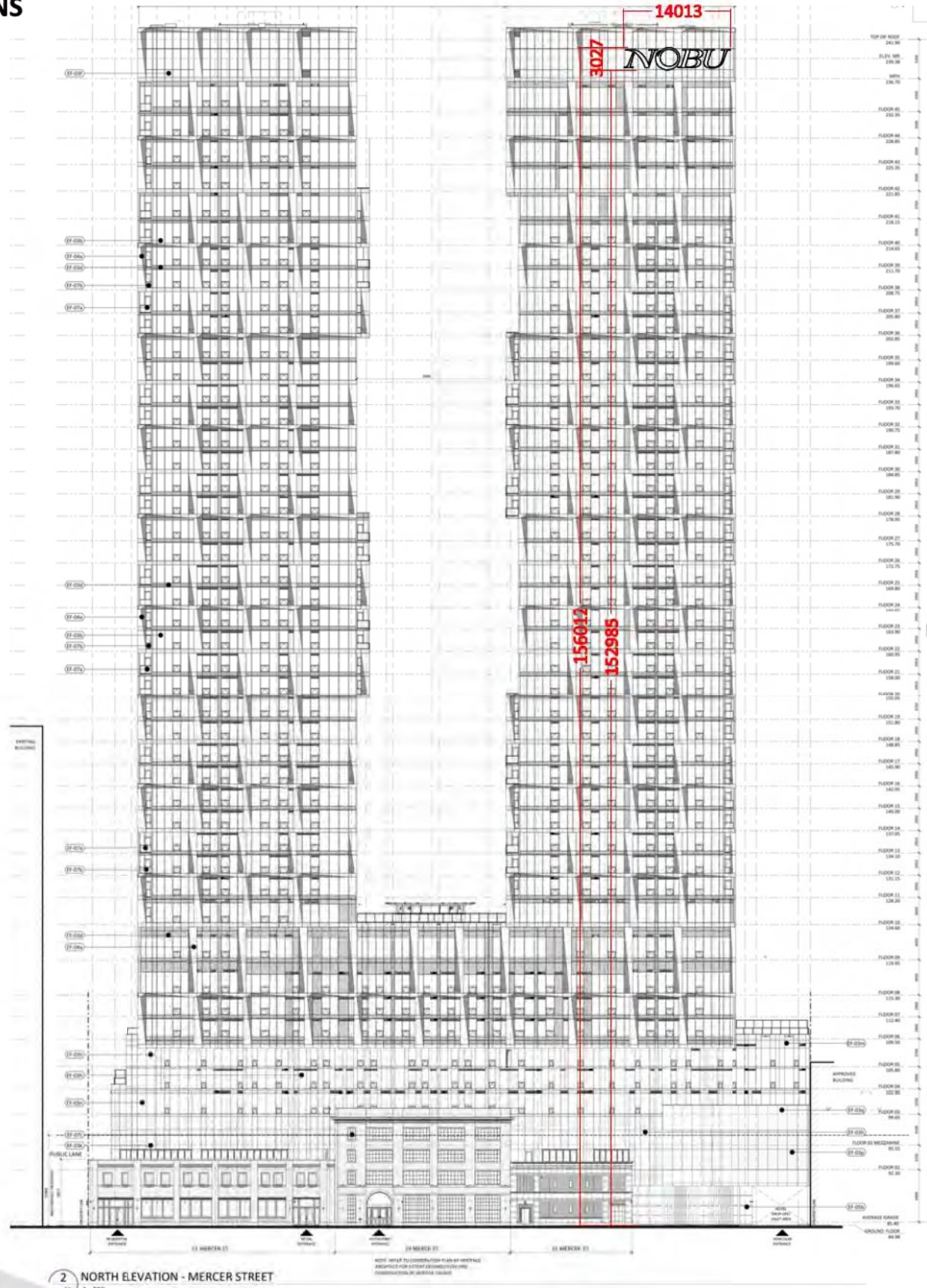
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Client:		Date:	
Acc. Exec:		Date:	

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

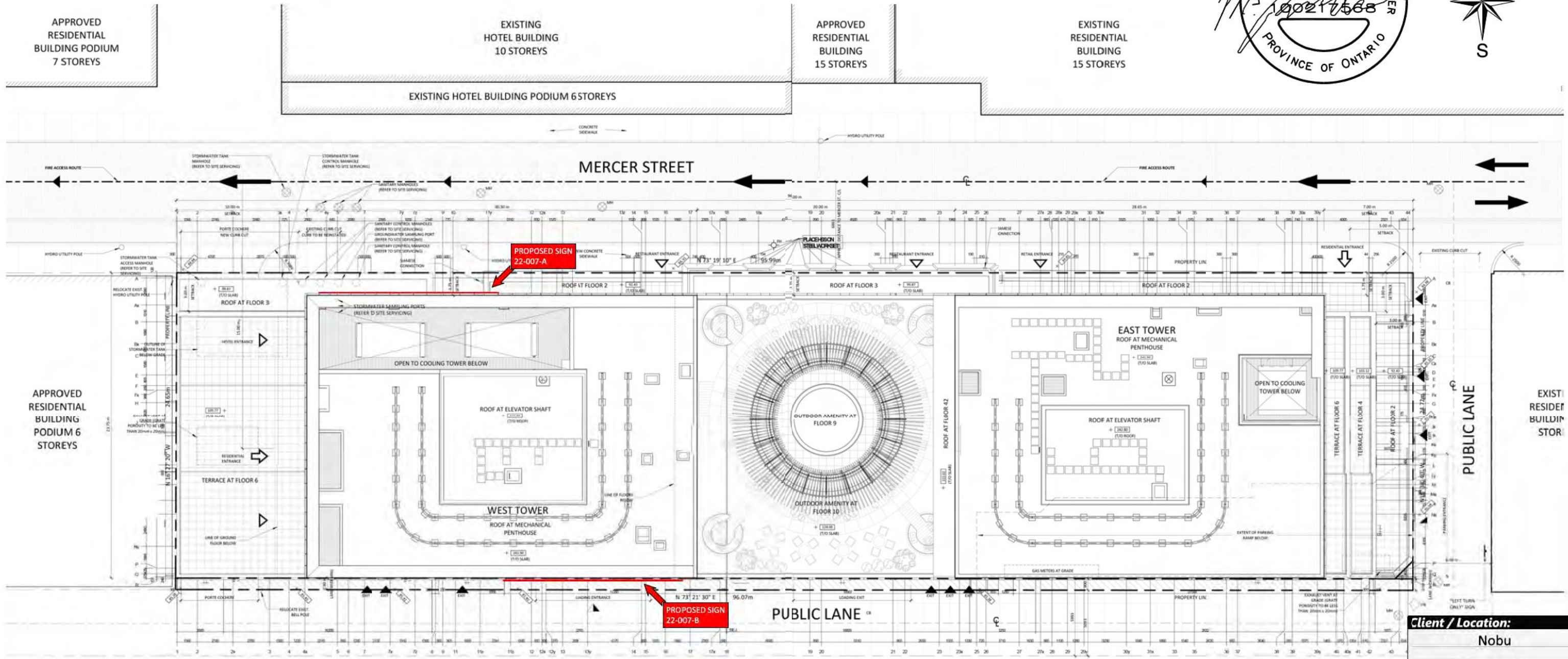


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Approval Client: _____ Date: _____
 Acc. Exec: _____ Date: _____

**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



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

**2522531 ONTARIO INC
C/O AFSOON KATBAB
369 RIMROCK RD
TORONTO ON M3J 3G2**

Examiner's Notice

Date: Wednesday, April 16, 2025

Preliminary Project Review No: 25 129111 ZPR 00 ZR FolderRSN: 5597381

Multiple-Use Building - Sign

at 15-35 MERCER ST

Ward: Spadina-Fort York (10)

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

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

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

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

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

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

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

Nikoo Shabestari
Policy & Research Consultant

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

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

Phone: (416) 392-8000
Fax:
Email: Nikoo.Shabestari@toronto.ca

Folder Name: 15-35 MERCER ST
Application Number: 25 129111 ZPR 00 ZR

Municipal Applicable Law Notice

ITEM DESCRIPTION

Applicable Laws

1. Ontario Heritage Act - Alteration
This is a heritage property and heritage approval is required.
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Toronto Building
Kamal Gogna, P. Eng., Interim Chief Building Official
& Executive Director

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

Phone: (416) 392-8000
Fax:
Email: Nikoo.Shabestari@toronto.ca

Folder Name: 15-35 MERCER ST
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City's Sign bylaw Notice

ITEM DESCRIPTION

Sign Bylaw

For information purpose only:

This property is located in the CR - Commercial residential sign district and is subject to the City of Toronto Municipal Code Chapter 694, Signs, General.

Summary of the proposal:

A proposal to erect and display two illuminated wall signs, displaying static copy at the uppermost storey of a high-rise building, located at this address.

NOBU

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2. A CR-Commercial Residential sign district may contain a wall sign displaying the logo or corporate symbol of a business located on the premises provided the sign shall only be erected on an office building containing 10 or more storeys. [Wall Sign (Logo or Corporate Symbol) [694-21 D (4)(a)]]
The building where the proposed signs are located is not an office building. It is a mixed use building containing residential, commercial and hotel use.

This proposal needs variance.

NOTE: Please read this notice carefully. If you intend to proceed with the second part of this Preliminary Project Review (PPR), please provide a letter of rationale, explaining the reasons the sign review team needs to approve this proposal. The rationale needs to address the 8 criteria stated in the Sign By-law.

You will receive a sample rationale letter by email, which helps you to identify the 8 criteria and how to address them. You need to re- write your own rationale based on your proposal and send it to my email address at nikoo.shabestari@toronto.ca
