

**June 12, 2026**

Sign Variance Committee  
100 Queen Street West  
Toronto, ON M5H 2N2

Dear Chair and Committee Members,

**RE: Sign Variance Appeal – Deferral Request  
15-35 Mercer Street, City of Toronto  
City File No. 25 248863 ZSV 00 ZA**

Madison Group is the agent for 35 Mercer Limited, the owner of the properties municipally known as 15-35 Mercer Street (the “Site”) in the City of Toronto. The Site 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 Site is home to the Nobu Hotel and Restaurant, a landmark mixed-use project contained within the recently constructed two-tower mixed-use development designed by local architecture firm Teeple Architects. The Site is designated as a CR – Commercial Residential Sign District.

On December 12, 2025, an appeal of the Chief Building Official’s Decision (File No. 25-248863) was filed. Said Decision 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 display the logo/corporate symbol for the Nobu Hotel and Restaurant, which is a permitted sign type.

As outline in our original application and appeal materials, we believe that the Proposed Signs meet all the established criteria to grant a variance under the Sign By-law, and an appeal of the Chief Building Official’s Decision is warranted to approve the Proposed Signs. As part of our original application, we consulted with the Toronto Buildings Staff and key stakeholders, including the Toronto Downtown West BIA (the “TDWBIA”). The TDWBIA provided a letter in support of the Proposed Signs and confirmed that the Proposed Signs are aligned with the principles established in their Growth and Development Framework. For your ease of reference, a copy of the Letter of Support is enclosed hereto in Schedule A.

We understand that a comprehensive review of the Sign By-law (Chapter 694 of the Toronto Municipal Code) is currently underway, with direction for City Staff to report back to the Planning and Housing Committee in Q2 2027 on all existing sign regulations, Sign Districts and Special Sign Districts. Accordingly, we request that this matter, which is currently scheduled to be heard by the Sign Variance Committee on June 19, 2026, be deferred and until the comprehensive review of the Sign By-law has been completed in Q2 2027 and scheduled for an in-person meeting at such time.

In the alternative, should this Committee determine that a deferral until the completion of the comprehensive Sign By-law Review is not appropriate, we respectfully request that this matter be

deferred to the Fall of 2026. As the Committee is well aware, the interpretation and application of the City of Toronto's Sign By-law involves an experienced and specialized skill-set. Given the imminence of the hearing date and recognizing the need to ensure that the Committee has the benefit of the most comprehensive evidence and submissions possible, the Appellant has recently retained legal counsel and a consultant with expertise in sign regulation to assist in advancing this appeal. The requested deferral would provide these professionals with sufficient opportunity to undertake a thorough review of the file, consider the evolving policy context associated with the City's ongoing Sign By-law Review, identify relevant precedents, and prepare the evidence and submissions necessary to properly present our case. Granting the requested deferral would therefore promote procedural fairness and assist the Committee in making a fully informed decision on the merits of the appeal.

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

Sincerely,

A solid black rectangular box used to redact the signature of the sender.

Christina Glass  
**Senior Manager, Planning and Development**

**June 18, 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: 15-35 Mercer Street, City of Toronto  
City File Nos. 25 129111 ZPR 00 ZR and 25 107054 BLD 00 SR**

Toronto Downtown West is a unique mixture of arts, culture, hospitality, sports and business forming one of the most unique and vibrant urban areas in the City of Toronto. Due to these complementary mix of land uses, the Downtown West neighbourhood has established itself as a thriving and vibrant district for living, creating, working and entertainment.

Since its formation in 2008, the Toronto Downtown West BIA's mandate is to promote, improve and preserve this dynamic area of Toronto. We are constantly working for and with our members to ensure that Toronto Downtown West remains a thriving, successful and safe business area that attracts tourists, local visitors and new businesses. We believe that supporting our businesses are the key to ensuring the long-term success of the Downtown West, Toronto's most vibrant neighbourhood.

With this goal in mind, we are writing to the Sign By-law Unit in order to lend our support to the Sign Variance Request submitted on behalf of 15-35 Mercer Street, commonly referred to as the Nobu Sign. The opening of the Nobu Restaurant in 2024 provided a welcomed injection of activity and economic investment into the community following the lasting impacts of COVID on our business community, which resulted in the closure of many restaurants and hospitality venues in the City. We also welcome the opening of the Nobu Hotel in June 2025, to help support the over 20 million annual visitors to the Downtown West.

As outlined in the Growth and Development Framework ("the Framework"), signage is a vital component for businesses, and contributes to the overall character of the Downtown West. The Nobu Sign is aligned with principles established in the Framework to design signage that complements the building, promotes the business, and avoids visual clutter along the street. Additionally, the sign functions as a critical wayfinding tool in our district, assisting visitors—particularly tourists—in identifying key points of interest. As Mercer Street undergoes streetscape improvements, this signage contributes to the creation of a distinct, pedestrian environment that enhances the overall character and experience of the area.

We are supportive of opportunities for signage to provide marketing, branding, and wayfinding for hotels in Toronto West. Hotels support the network of local businesses, including retailers, restaurants, arts and cultural venues, and personal services and we support all efforts to ensure the vitality of new and existing hotels in Downtown West. In particular, Nobu is an internationally recognized and acclaimed brand, which will attract visitors and locals to the Downtown West and support our other member businesses. Accordingly, we are supportive of the Sign Variance Request for the Nobu Sign and believe the roof top signage is appropriate and desirable to support this new business and the Downtown West as a whole.

As such, we recommend that this committee approve this Sign Variance Request in order to permit the Nobu Sign. Should you have any questions or require additional information, please do not hesitate to contact the undersigned.

Sincerely,



Dana Duncanson  
**Managing Director, Downtown West BIA**



Janice Solomon  
**Executive Director, Downtown West BIA**