

## **SB24.1 Application for One Variance, Subject to Two Conditions, Respecting One Third Party Electronic Ground Sign**

**4925 Steeles Avenue West**

Good morning,

Permit World, on behalf of Leading Outdoor, is requesting your consideration and approval for one variance, subject to two conditions, for a third party ground sign to be located at 4925 Steeles Avenue West.

The variance being requested is to approve a reduced setback from the property line to 6.25m from the 9.0m required under the Sign By-law and the applicable Zoning By-law. For clarity, even with the reduced setback, the leading edge of the sign will be 13.25m measured from the curb along Steeles Avenue West, which provides for a significant overall setback.

There are two conditions associated with the requested variance.

**Condition 1:** The existing first party ground sign will be removed. There is an existing ground sign on the premises which will be removed prior to the issuance of a new sign permit. This Condition will be met.



**Condition 2:** Prior to the issuance of any permit for the Proposed Sign, any and all existing approvals allowing for the erection of a third party sign on the Subject Premises shall be revoked. There is an existing permit for a third party ground sign and we agree to revoke this permit prior to the issuance of a new sign permit.



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

# SIGN PERMIT

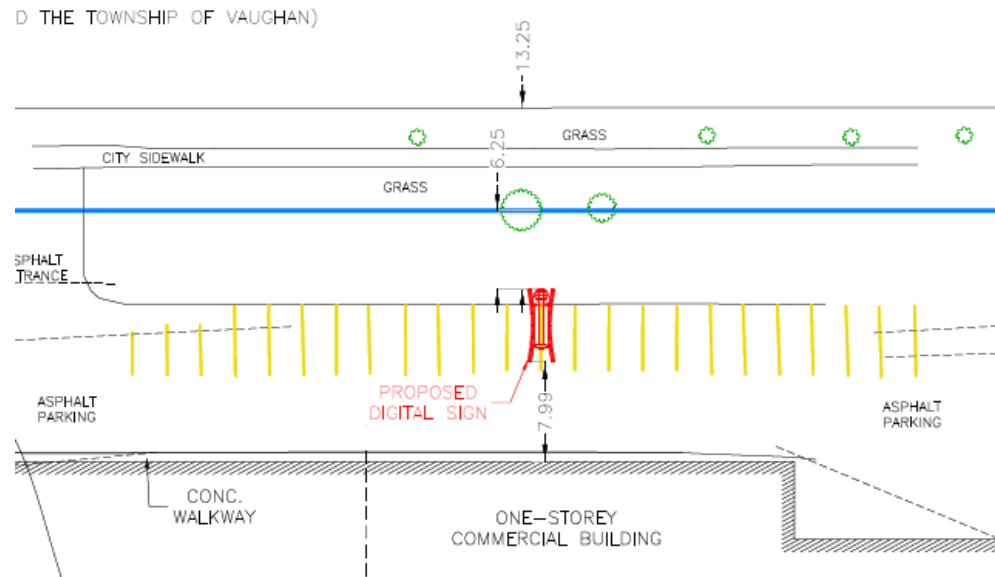
This card must be kept posted in a conspicuous place on site of construction.

24 248328 SGN 00 SP

Site Address 4925 STEELES AVE W  
Project Description Third Party;  
New  
Date Issued Friday July 11, 2025

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

The site plan below shows the position of the third party ground sign (shown in red) setback 6.25m from the property line, with the property line shown in blue and the curb line is the thin black line shown at 13.25m from the leading edge of the sign.



The image below shows approximately the view looking west along Steeles Avenue West towards the proposed sign.



The proposed sign meets all other criteria and requirements as defined under the Sign By-law. We are respectfully requesting your support for this variance and will be pleased to answer any questions you may have.