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Daniels HR Corporation

Suite 3400 - 20 Queen Street West Toronto, ON M5H 3R3

Tel: (416) 598-2129 Fax: (416) 979-0415

Via Electronic Transmittal

September 11, 2007

City of Toronto Building Department - North District 5100 Yonge Street, 2nd Floor Toronto, Ontario M2N 5V7

Attn: Magda Ishak, Manager, Plan Review

Dear Ms. Ishak:

Sign Variance Application Re:

Daniels Temporary Sales Office

24 Rean Drive, North York, ON, M2K 1H3

As per your request this letter serves to confirm that Daniels will operate its temporary sales office at 24 Rean Drive as a "business office" as defined by the former City of North York Sign By-law.

"Business Office" is a defined term in the Sign By-law. Pursuant to Section 1.1.8:

"Business Office" means any building or part of a building in which one or more persons are employed in the management, direction or conducting of an agency, business, brokerage, labour or fraternal organization and shall exclude such uses as retail sale, manufacture, assembly or storage of goods, or places of assembly and amusement.

The temporary sales office at 24 Rean Drive fits squarely within this definition of "Business Office". Daniels manages, directs and conducts business from the building, which serves as a presentation centre and temporary sales office for Daniels' developments. The office operates essentially as a real estate agency, employing several persons for the purpose of conducting and managing real estate transactions for commercial profit.

The temporary sales office will handle real estate transactions for the development known as "The Bayview", which is located on the opposite side of Rean Drive (southeast corner of Sheppard Avenue East and Rean Drive). City of Toronto Zoning By-law No.686-2006 (as amended by the OMB) specifically permits the sale of this development from a temporary sales office located at 24 Rean Drive.

Magda Ishak September 11, 2007 Page 2 of 2

Finally, as Daniels will conduct and manage real estate transactions for its "The Bayview" development from this office any such signage placed on the property should not be considered third party.

Should you require any further information please call.

Yours truly,

Daniels HR Corporation

Neil Pattison, MCIP, RPP Manager of Development

Tel: (416) 591-2960

c.c. Niall Haggart, Vice President



September 6, 2007

To: City of Toronto - North Community Council Re: Sign Variance Application for 24 Rean Drive - Daniels Presentation Centre

Submitted on behalf of The Daniels Corporation

We are asking for your consideration in respect to our variance application for the installation of signage identifying "The Bayview" condominium residences on the Daniels presentation centre and buisiness office at

The former City of North York sign by-law 30788 Sec. 5.1.10 allows for 15 square metres (161.5 sq feet) of identification signage for a business office. 13.6 square metres of such signage has been applied for under App.

Our proposal is for an additional four wall signs - two on the front (east) elevation facing Rean Drive and two on the north elevation facing Sheppard Avenue East with an area of 17.28 square metres and a single-faced ground sign with an area of 10.4 square metres for a total area of 27.68 square metres of signage.

The proposed signage will be non-illuminated and will be of a temporary nature (as is the building). The signs will advertise the Bayview Condominium Development on the east side of Rean Drive and the sales of such that will be conducted in the sales office as permitted by O.M.B. Decision #0954.

Although the sales presentation centre is permitted at this location by the O.M.B. Decision, North York Sign Bylaw 30788 does not permit the "off site" display of development signage.

The individual signs are small in area and displayed on different elevations of the building which minimizes the impact of the signage. The graphics are subtle and stylish and will not have a negative impact on the streetscape.

In summary, as this sales centre is legally permitted at this location, we are asking your consideration in permitting the appropriate "advertising" signage that would be allowed if the sales centre was permitted at the development site.

Robert Marning

Yours tru

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