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December 12, 2016

Our File Number: 29715

**SENT BY EMAIL TO: [clerk@toronto.ca](mailto:clerk@toronto.ca)**

City Council  
Attn: Ms. Marilyn Toft  
12th floor, West Tower, City Hall  
100 Queen Street West  
Toronto, ON M5H 2N2

Dear Madam:

**Re: TE20.17 – Application to Consider – Appeal – Signage Master Plan –  
380 Front Street East**

Please be advised that we are the lawyers for Transasian Fine Cars Limited o/a Downtown Acura (the “Owner”), the owner of the Acura dealership business located at 380 Front Street East. We ask that the following be considered at the December 13, 2016, City Council meeting regarding item TE20.17.

**Overview**

The Owner submitted an application for a sign variance to the Toronto Building Sign Unit on November 9, 2015. The Chief Building Official (“CBO”) approved the application with conditions on November 19, 2015 (the “Decision”) (**Tab 1**).

The Owner appealed the refusal of the CBO to grant all requested variances to the Sign Variance Committee.

The Owner’s appeal of the CBO’s decision was heard by the Sign Variance Committee on March 22, 2016. Before the Committee the Owner sought 13 variances in addition to what had already been granted by the CBO. However, during the proceedings, the Owner provided an alternative proposal and requested that the CBO approve only 10 additional variances.

The Sign Variance Committee refused to grant the additional variances request by the Owner, maintained the status quo, and accordingly upheld the decision of the CBO.

City documents refer to an application to consider dated March 29, 2016, by Councillor McConnell. Notwithstanding repeated requests for its production, it has not been produced. Needless to say, if the application to consider was not properly filed within the required time, the Community Council had no jurisdiction to deal with the matter.

On November 18, 2016, the Toronto and East York Community Council (the “Community Council”) recommended that City Council refuse the six variances to §§ 694-20A, 694-21D(5)(a) and 694-21D(5)(d). In other words, Community Council recommended that the variances already approved by both the CBO and Sign Variance Committee be revoked despite the fact that they were never the subject of an appeal.

During the November 18, 2016, Community Council meeting, Councillor McConnell spoke as a designated speaker and represented to Council that the lights of the media tower signs are kept on past the permitted time of 9:00 p.m. We understand that this was incorrect as the signs are always turned off by 9:00 p.m.

### **Proposed Master Plan ought to be Granted**

The Proposed Signage Master Plan (**Tab 2**), as varied to exclude “Sign G”, strictly complies with all of the requirements of Chapter 694 and ought to have been granted outright by the CBO and approved by the Sign Variance Committee.

The six signs in question form part of a media tower. The tower forms part of the building (for which a building permit has been issued), however, it is independent of the walls and windows of the building. In this regard, it does not fall within any of the categories of signs defined in defined in § 694-20A and, therefore, the requirements of the said section do not apply to the media tower signage.

Similarly, §§ 694-21D(5)(a) and (d) do not apply to the media tower signage as the media tower and the signs thereon do no constitute a “wall sign.”

In designing and developing the media tower, the Owner relied on the provisions of Chapter 694, none of which prohibited or restricted the Owner’s envisioned signage. In fact, on October 14, 2015, Sign Inspector Examiner, Brody Paul (“Mr. Paul”), wrote to the Owner’s design and marketing representative, Arnis Pelude (“Mr. Pelude”), and advised, *inter alia*, the following:

*Staff met yesterday to review the application for the Acura dealership at 380 Front Street. Staff are likely to support the application, provided the upper most sign that extends above the roof line, is removed. Is this something that would be considered.*  
(**Tab 3**).

The Owner voluntarily agreed to the suggestions requested in Mr. Paul’s October 14, 2015, email.

Subsequently, on October 21, 2015, Mr. Arnis received the following email from Mr. Paul:

*We've received some comments and concerns from the local Councillor's office regarding this proposal which we are currently reviewing. Can you confirm if the 'Acura' identification sign on the fourth storey, shown no (sic) you drawings, is to be erected? (Tab 4)*

The sign referred to in Mr. Paul's October 21, 2015, email was unrelated to the media tower and the following day Mr. Pelude received an email from Mr. Brody on October 22, 2015, confirming the media tower signage (with the agreed restrictions) would be recommended by staff. Mr. Paul wrote, *inter alia*:

*The decision of staff, that will be issued today, will be to approve the proposed signs on the condition that the uppermost sign (sign 7) not be approved, that signs 5 and 6 display contain first party identification copy only i.e. identifying the business on the premises – no advertising or graphics etc., and that the signs are not illuminated between the hours of 9:00 p.m. and 7:00 a.m. (Tab 5).*

Despite Mr. Paul's assurances, the CBO's Decision, dated November 19, 2015, only permitted three of the six signs recommended by the Staff. It is the Owner's position that, in light of the clear recommendation by Staff, the CBO's decision was swayed by the improper political interference by Councillor McConnell. In this regard, the City has acted in bad faith.

In any event, there can be no dispute that the six variances granted by the CBO and approved by the sign committee are proper (Tab 6).

#### **No Authority or Grounds to Revoke the Six Variances already Granted**

The Owner appealed the CBO's decision to the Sign Variance Committee, seeking its reconsideration regarding the three signs which had been refused (i.e. seeking ten variances).

Pursuant to §694-30Q, upon the Owner's Appeal, the Sign Variance Committee had the jurisdiction to pass one of three resolutions. It could:

- (a) Grant a variance or variances;
- (b) Grant a variance or variances with conditions; or
- (c) Refuse to grant a variance or variances.

Although the Sign Variance Committee decision, dated March 22, 2016, stated that it "*Granted the six variances...*," it in fact did not in fact grant any variances as they had already been approved by the CBO. The Owner had appealed the CBO Decision to seek an additional ten variances which would permit the use of six signs on the media tower as opposed to three.

All the sign Committee could do was grant the additional variances with or without conditions or refuse them. It had no statutory authority to revoke the permit issued by the CBO.

The Owner considered this to be the end of the matter.

However, on or about September 2, 2016, a representative of the Owner was advised, informally and over the telephone, that an Application to Consider Appeal was to be considered just five days later by the Community Council. The Owner had not received any notice of the said Application to Consider and had no knowledge that an Application to Consider had been filed. This is another example of the City acting in bad faith.

Due to the insufficient notice provided to the Owner, the Application to Consider was adjourned to November 15, 2016.

As referred to above, allegedly, an Application to Consider was filed by City Councillor, Pam McConnell, on March 29, 2016. However, despite our requests to obtain a copy of the said Application from the City, to date, we have not been provided with the Application. In this regard, we are unable to confirm whether the Application to Consider was properly filed and within the time required by §694-30S.

In any event, assuming that an Application to Consider was properly filed, upon such an application, pursuant to §694-30S, Community Council had the statutory authority only to do one of the following:

- (a) Grant the additional variance or variances sought;
- (b) Grant the additional variance or variances sought with conditions; or
- (c) Refuse to grant the additional variances.

As the Sign Variance Committee had already refused to grant the additional ten variances, there was no basis for the Application to Consider. Despite this, Councillor McConnell improperly convinced Community Council that, because the Sign Variance Committee had made a determination to refuse the additional ten variances, Community Council somehow had the authority to revoke the six variances which had never even been in issue or the subject matter of any appeal.

At no point was the Owner aware that its appeal to the Sign Variance Committee for the three additional signs would open the door for the revocation of all of its signs. Yet this is exactly what happened.

Community Council improperly recommended that, not only should the additional variances requested not be permitted, but the permits for the Owner's three signs, which were never in issue and which had never been appealed, ought to be revoked.

Community Council's recommendation upon hearing the Application to Consider on November 15, 2016, and which is now before City Council, has the effect of depriving the

Owner of natural justice. There is no reason or basis in law whereby the Owner should be punished by having its permits for three signs, which were never even appealed, revoked.

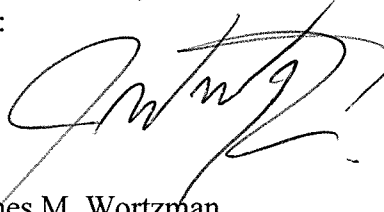
Respectfully, City Council has no statutory authority to set aside the CBO Decision dated November 19, 2015, as the variances permitted therein have never been appealed by the Owner or anyone else. The only decision City Council has the authority to make on December 13, 2016, is whether the decision of the Sign Variance Committee on March 22, 2016, refusing to permit any additional variances ought to be upheld.

Should City Council adopt the recommendation of Committee Council and revoke the permits for the three signs, our client intends to pursue any and all legal remedies, including a claim for damages as against the City.

Yours very truly,

**TEPLITSKY, COLSON LLP**

Per:

A handwritten signature in black ink, appearing to read 'J. Wortzman', is written over a diagonal line that extends from the signature down to the printed name below.

James M. Wortzman  
\*James Wortzman Professional Corporation

JMW/lb

Encls.

cc: Catherine Allen

Z:\DATA\TRANSASIAN FINE CARS LTD. - 29715\CITY COUNCIL (DRAFT).DOCX



**GORIE MARKETING SERVICES  
C/O ARNISPELUDE  
2770 MATHESON BOULEVARD E  
MISSISSAUGA, ON L4L 4M5**Mailed on: Thursday, November 19, 2015**NOTICE OF DECISION  
SIGN VARIANCE APPLICATION  
FIRST PARTY SIGN PROPOSAL**

(Chapter 694 – Signs, General, ARTICLE V, City of Toronto Municipal Code)

File No.: FP-15-00153 Sign District: CR-Commercial Residential  
IBMS File No.: 15-216040 Ward: Toronto Centre-Rosedale (28)  
Property Owner(s): 1888818 Ontario Limited c/o Christine Mawk  
Applicant: Gorie Marketing Services c/o Arnis Pelude  
Property Address: 380 Front Street East  
Legal Description: PLAN 108 PT LOTS 9 TO 11 RP 66R21806 PART 3

**PURPOSE OF THE APPLICATION:**

In conjunction with an automotive dealership on the premises ('Acura'), proposal to permit the erection and display of seven illuminated wall signs displaying static copy on a purposely built feature wall on the west elevation of the building on the premises. Each of the proposed signs is to contain a branding image, with each individual sign measuring 2.59 metres by 1.52 metres, extending from the second storey to the above the fourth storey, at an overall height of 15.55 metres.

**REQUESTED VARIANCE(S):**

SECTION	REQUIREMENT	PROPOSAL
694-20A	First party signs may advertise, promote, or direct attention to goods available at the premises where the sign is located provided the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises does not exceed 30 percent of the total area of the sign copy.	Each of the proposed signs is to be wholly dedicated to advertising or promoting goods available at the premises.
694-21D(5)(a)	A wall sign is permitted in a CR sign district provided the sign is not erected above the second storey.	Five of the proposed signs are to be erected above the second storey.
694-21D(5)(d)	A wall sign is permitted in a CR sign district provided the total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected.	The proposed signs are to occupy 100 percent of the purposely built feature wall where the signs are to be erected.

**IT WAS THE DECISION OF THE CHIEF BUILDING OFFICIAL THAT:**

**The Sign Variance Application is APPROVED WITH CONDITION(S)**

It is the decision of the Chief Building Official to approve this first party sign variance application for the following reasons:

The proposal:

- Belongs to a sign class permitted in the sign district where the premises is located;
- Is not a third party sign;
- 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;
- 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.

**CONDITION(S)**

- The proposed signs are not to be illuminated between the hours of 9:00 p.m. and 7:00 a.m.;
- No signs are to be erected above the second storey; and,
- The proposed signs at the first and second storey level are to be designed substantially in accordance with the signs indicated in attachment 1 to this notice.

(Original signed)\_\_\_\_\_

V. Ann Borooah  
Chief Building Official and Executive Director  
Toronto Building

**DATE DECISION MAILED ON:** Thursday November 19, 2015

**LAST DAY TO APPEAL THE DECISION OF THE CHIEF BUILDING OFFICIAL TO THE SIGN VARIANCE COMMITTEE:** Monday December 14, 2015

**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 above.

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For more information, please telephone or fax our office, send us an e-mail or visit our website:



## Tracking Status

- This item was considered by Sign Variance Committee on March 22, 2016 and was adopted without amendment.

### ☐ Sign Variance Committee consideration on March 22, 2016

SB8.4	ACTION	Adopted		Ward:28
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### Appeal - Signage Master Plan - 380 Front Street East

#### Committee Decision

The Sign Variance Committee:

1. Granted the six variances to §§ 694-20A, 694-21D(5)(a) and 694-21D(5)(d), with conditions, required to allow the issuance of permits for the erection and display of three illuminated wall signs required to implement the Signage Master Plan for the portions of the premises municipally known as 380 Front Street East, as described in Attachment 2 to the report (March 7, 2016) from the Manager, Sign By-law Unit, Toronto Building.

#### Origin

(March 7, 2016) Report from the Manager, Sign By-law Unit, Toronto Building

#### Summary

Downtown Acura (the "Appellant") is appealing the decision of the Chief Building Official's ("CBO") concerning an application for the variances required to allow for the issuance of permits to allow for the erection of multiple illuminated first party wall signs to implement a Signage Master Plan for the purpose-built media tower-type addition to the building (the "Media Tower") located on the premises municipally known as 380 Front Street East (the "Premises").

The CBO decided to grant the variances required to allow the issuance of permits for the erection and display of three illuminated first party wall signs on the first and second storeys of the Media Tower required to implement the specific Signage Master Plan for the Media Tower described in Attachment 2 (the "Approved Signage Master Plan").

The Appellant had requested the CBO approve 19 variances to allow the issuance of permits for the erection and display of seven illuminated first party wall signs required to implement the specific Signage Master Plan covering the entirety of the Media Tower, which extends past the roofline of the four storey building on the premises as described in Attachment 1 (the "Proposed Signage Master Plan"). During the previous proceedings, the Appellant provided an alternative proposal, and requested that the CBO approve 16 variances, with certain conditions,

to allow the issuance of permits for the erection and display of six illuminated first party wall signs required to implement the specific Signage Master Plan for a modified portion of the Media Tower, as described in Attachment 4 (the "Alternative Signage Master Plan").

It was the CBO's opinion that it had not been established that either the Proposed Signage Master Plan, or the Alternative Signage Master Plan, met all of the established criteria provided for in §694-30A of the Sign By-law. A review of the planning framework applicable to the subject premises and the surrounding area identified a variety of planned buildings and uses in the area that envision a significant change in the built form and character of the area. As such, it was the CBO's opinion that it had not been established that the Proposed Signage Master Plan (and the similar, Alternative Signage Master Plan,) were compatible with the development of, and would support the Official Plan objectives for, the premises and surrounding area. Also the CBO is of the opinion that it has not been established that either of the Proposed Signage Master Plan or Alternative Signage Master Plan, would not alter the character of the premises and surrounding area or would not have a negative impact on adjacent properties.

However, the CBO determined that the particulars of the signs, variances and associated conditions contained in the Approved Signage Master Plan, would result in a collection of signs that could be determined to have met all of the nine established criteria in §694-30A. The CBO issued a decision granting the variances required for the Approved Signage Master Plan.

### **Background Information**

(March 7, 2016) Report and Attachments 1-2 from the Manager, Sign By-law Unit, Toronto Building - Appeal - Signage Master Plan - 380 Front Street West

<http://www.toronto.ca/legdocs/mmis/2016/sb/bgrd/backgroundfile-90932.pdf>

### **Communications**

(March 21, 2016) E-mail from Gooderham & Worts Neighbourhood Association (SB.New.SB8.4.1)

<http://www.toronto.ca/legdocs/mmis/2016/sb/comm/communicationfile-59589.pdf>

(March 21, 2016) Letter from Corktown Residents and Business Association (SB.New.SB8.4.2)

<http://www.toronto.ca/legdocs/mmis/2016/sb/comm/communicationfile-59580.pdf>

(March 22, 2016) Letter from Councillor Pam McConnell - Ward 28 (SB.New.SB8.4.3)

<http://www.toronto.ca/legdocs/mmis/2016/sb/comm/communicationfile-59621.pdf>

(March 21, 2016) E-mail from John Wilson, Co-Chair, West Don Lands Committee (SB.New.SB8.4.4)

<http://www.toronto.ca/legdocs/mmis/2016/sb/comm/communicationfile-59622.pdf>

### **Speakers**

Paul Brody, Sign Building Code Examiner Inspector, Sign By-law Unit, Toronto Building  
Gordon Allard, Appellant, Transasian Fine Cars Ltd. OA Downtown Accura  
Tom Davidson, Senior Advisor, Planning and Projects, Councillor McConnell's Office

### **Motions**

*Motion to Adopt Item moved by Nigel H. Waterman (Carried)*

### **Declared Interests**

The following member(s) declared an interest:

Brian Huskins - As he lives within the surrounding area of 380 Front Street East.

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Source: Toronto City Clerk at [www.toronto.ca/council](http://www.toronto.ca/council)



Table: Requested Variances for "Proposed Signage Master Plan"		
Section	Requirement	Proposal
694-20A	First party signs may advertise, promote, or direct attention to goods available at the premises where the sign is located provided the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises does not exceed 30 percent of the total area of the sign copy.	1. Sign A is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent.
		2. Sign B is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
		3. Sign C is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
		4. Sign D is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
		5. Sign E is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
		6. Sign F is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
		7. Sign G is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
694-21D(5)(a)	A wall sign is permitted in a CR sign district provided the sign is not erected above the second storey.	8. Sign C is to be erected above the second storey of the purpose-built feature wall where the sign is to be erected, specifically on the 3 <sup>rd</sup> floor of the of the building.
		9. Sign D is to be erected above the second storey of the purpose-built feature wall where the sign is to be erected, specifically on the 3 <sup>rd</sup> floor of the building.
		10. Sign E is to be erected above the second storey of the purpose-built feature wall where the sign is to be erected, specifically on the 4 <sup>th</sup> floor of the building.
		11. Sign F is to be erected above the second storey of the purpose-built feature wall where the sign is to be erected, specifically on portions of the 4 <sup>th</sup> floor of the building.
		12. Sign G is to be erected above the second storey of the purpose-built feature wall where the sign is to be erected, specifically above the fourth floor and extending above the roof line of the building.

694-21D(5)(d)	A wall sign is permitted in a CR sign district provided the total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected.	13. Sign A is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		14. Sign B is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		15. Sign C is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		16. Sign D is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		17. Sign E is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		18. Sign F is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		19. Sign G is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower

## **ATTACHMENT 2:**

### **Description of Signs and Required Variances – Approved Signage Master Plan**

Subject to the conditions described below, three first party wall signs erected on a purpose-built media tower type addition to the building, as part of a Signage Master Plan at the premises municipally known as 380 Front Street East, as follows:

- a) one sign face:
  - 1. erected at the first storey level;
  - 2. in the shape of a rectangle;
  - 3. having a total sign face area of 3.93 square metres;
  - 4. having a horizontal measurement of 2.59 metres;
  - 5. having a vertical measurement of 1.52 metres;
  - 6. displaying static copy;
  - 7. illuminated; and
  - 8. oriented to be in a westerly direction.
  
- b) one sign face:
  - 1. erected at the first storey level;
  - 2. in the shape of a rectangle;
  - 3. having a total sign face area of 3.93 square metres;
  - 4. having a horizontal measurement of 2.59 metres;
  - 5. having a vertical measurement of 1.52 metres;
  - 6. displaying static copy;
  - 7. illuminated; and
  - 8. oriented to be in a westerly direction.
  
- c) one sign face:
  - 1. erected at the second storey level;
  - 2. in the shape of a rectangle;
  - 3. having a total sign face area of 3.93 square metres;
  - 4. having a horizontal measurement of 2.59 metres;
  - 5. having a vertical measurement of 1.52 metres;
  - 6. displaying static copy;
  - 7. illuminated; and
  - 8. oriented to be in a westerly direction.

### **CONDITION(S)**

- The proposed signs are not to be illuminated between the hours of 9:00 p.m. and 7:00 a.m.;
- No signs are to be erected above the second storey; and
- The proposed signs at the first and second storey level are to be designed substantially in accordance with the signs indicated in Figure A below.

**Figure A – Approved Signage Master Plan**







**To:** Brody Paul

**Subject:** Re: Sign Variance Application: 380 Front St. East (15-216040)

Yes this could be considered!

Can you please clarify why the seventh panel is refused? This section is where the mechanical room is in the tower that supports the main building

Thanks

Sent from my BlackBerry 10 smartphone on the TELUS network.

**From:** Brody Paul

**Sent:** Wednesday, October 14, 2015 10:46 AM

**To:** Arnis Pelude

**Subject:** Sign Variance Application: 380 Front St. East (15-216040)

Hi there,

Staff met yesterday to review the application for the Acura dealership at 380 Front. Street. Staff are likely to support the application, provided the upper most sign that extends above the roof line, is removed. Is this something that would be considered?

Thanks,

**Brody Paul**

Sign Building Code Examiner

Toronto Building, Sign By-law Unit

City of Toronto

City Hall, Ground Floor, East Tower

100 Queen Street West

Toronto ON, M5H 2N2

416-392-3537

[bpaul@toronto.ca](mailto:bpaul@toronto.ca)

Hi Arnis,

Thanks for following up. I'll hold off issuing any sort of notice until then.

Thanks,

**Brody Paul**

Sign Building Code Examiner



Sign Building Code Examiner  
Toronto Building, Sign By-law Unit  
City of Toronto  
City Hall, Ground Floor, East Tower  
100 Queen Street West  
Toronto ON, M5H 2N2

416-392-3537  
[bpaul@toronto.ca](mailto:bpaul@toronto.ca)

**From:** Arnis Pelude [<mailto:Arnis.Pelude@gorrie.com>]  
**Sent:** October-21-15 2:07 PM  
**To:** Brody Paul  
**Subject:** Re: Sign Variance Application: 380 Front St. East (15-216040)

Hi Brody  
Yes it is being installed today  
Can you please relay the concerns they have

Sent from my BlackBerry 10 smartphone on the TELUS network.

**From:** Brody Paul  
**Sent:** Wednesday, October 21, 2015 12:52 PM  
**To:** Arnis Pelude  
**Subject:** RE: Sign Variance Application: 380 Front St. East (15-216040)

Hi Arnis,

We've received some comments and concerns from the local Councillor's office regarding this proposal, which we are currently reviewing. Can you confirm if the 'Acura' identification sign on the fourth storey, shown on your drawings, is to be erected?

Thanks,

**Brody Paul**  
Sign Building Code Examiner  
Toronto Building, Sign By-law Unit  
City of Toronto  
City Hall, Ground Floor, East Tower  
100 Queen Street West  
Toronto ON, M5H 2N2

416-392-3537  
[bpaul@toronto.ca](mailto:bpaul@toronto.ca)

**From:** Arnis Pelude [<mailto:Arnis.Pelude@gorrie.com>]  
**Sent:** October-14-15 1:32 PM



**From:** Arnis Pelude [<mailto:Arnis.Pelude@gorrie.com>]  
**Sent:** October-22-15 11:18 AM  
**To:** Brody Paul  
**Subject:** Re: Sign Variance Application: 380 Front St. East (15-216040)

Thanks for the info  
Can I possibly come down to see you to review  
Prior to me talking to Honda Canada

Sent from my BlackBerry 10 smartphone on the TELUS network.

**From:** Brody Paul  
**Sent:** Thursday, October 22, 2015 10:30 AM  
**To:** Arnis Pelude  
**Subject:** RE: Sign Variance Application: 380 Front St. East (15-216040)

Hi Arnis,

I had an opportunity to discuss the application further with my manager. The decision of staff, that will be issued today, will be to approve the proposed signs on the condition that the uppermost sign (sign 7) not be approved, that signs 5 and 6 display contain first party identification copy only i.e. identifying the business on the premises - no advertising or graphics etc., and that the signs are not illuminted between the hours of 9:00 p.m. and 7:00 a.m.

There is an appeal process in place, should you wish to appeal the decision of staff to the Sign Variance Committee. The last day to submit an appeal will be November 16th.

As I said, the formal decision notice will be issued today, but I wanted to give you a heads up prior to receiving the notice.



Table: Variances Required to Implement "Approved Signage Master Plan"		
Section	Requirement	Proposed Variances
694-20A	First party signs may advertise, promote, or direct attention to goods available at the premises where the sign is located provided the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises does not exceed 30 percent of the total area of the sign copy.	1. Sign A is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent.
		2. Sign B is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
		3. Sign C is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
694-21D(5)(d)	A wall sign is permitted in a CR sign district provided the total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected.	4. Sign A is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		5. Sign B is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		6. Sign C is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower