

Application for One Variance subject to multiple conditions respecting a Third Party Electronic Roof Sign at 33 Dundas Street East (259 Victoria Street)

Date: September 20, 2021

To: Sign Variance Committee

From: Manager, Sign By-law Unit, Toronto Building

Wards: Toronto Centre (Ward 13)

SUMMARY

This report reviews and makes recommendations from a request by Branded Cities (the "Applicant"), on behalf of the property owner, in respect of a third party sign variance application and erect and display (the "Proposed Sign") a single electronic roof sign, displaying electronic moving copy, in the approximate location of an existing roof sign and electronic roof sign, which shall be removed as a condition of the variances sought.

The subject premises is municipally known as 33 Dundas Street East (the "Premises") and is located within the Dundas Square Special Sign District ("DS-SSD"). The Proposed Sign would have a maximum height of 49.85 metres from grade, containing one rectangular sign face, with a 10.36 metres centre line (horizontal measurement) and a 27.43 metres bisecting line (vertical measurement), resulting in a sign face area of 284.17 square metres. The Proposed Sign is further described in Attachment 1 to this report.

Due to the unique nature of the applicable regulations and the Proposed Sign, there is one variance, subject to multiple conditions, to Chapter 694, which is being sought in order to allow the Chief Building Official ("CBO") to issue the sign permit for the erection and display of the Proposed Sign. The requirement in Chapter 694 which has been requested to be varied, is as follows:

§ 694-26D(2) - The Dundas Square Special Sign District may contain a third party sign which is erected, displayed, or substantially altered after July 30, 2016, which complies with the applicable provisions of Subsection 4 of Schedule C, Additional Special Sign District Regulations, notwithstanding Compliance with Subsection D(1); whereas the Proposed Sign does not comply with Section 4 of Schedule C, Additional Special Sign District Regulations, or Subsection 694-26D(1).

The requested variance would be subject to the following conditions:

One New Third Party Electronic Roof Sign – 33 Dundas St. E.

1. Any and all existing third party roof signs facing west on the building be removed and all associated permits be revoked;
2. Any and all existing first party electronic roof signs facing west on the building be removed and all associated permits be revoked
3. The Proposed Sign shall contain sufficient physical barriers on the sign face to minimize the visibility of the sign copy from the residential building to the south west of the Proposed Sign to the satisfaction of the Chief Building Official acting reasonably;
4. The Proposed Sign will be located in the area marked 'X' as shown on 'Schedule 1-33 Dundas Street East' in Attachment 1 to this report;
5. The Proposed Sign shall display electronic moving or electronic static copy only;
6. The Proposed Sign shall contain only one sign face;
7. The sign face of the Proposed Sign shall be rectangular in shape;
8. The sign face area of the Proposed Sign shall not exceed 285.0 square metres;
9. The sign face of Proposed Sign shall not have a centre line that exceeds 27.45 metres;
10. The sign face of Proposed Sign shall not have a bisecting line that exceeds 10.4 metres; and
11. No more than one electronic roof sign shall located on the premises.

On the basis of information provided by the Sign By-law Unit staff, and the Applicant's submission, the CBO has determined that the information provides a sufficient basis to conclude that the nine required criteria established in §694-30A of the Sign By-law have been established with respect to the variance sought, subject to the noted conditions as described further in Appendix 1.

Therefore, the CBO supports the Sign Variance Committee granting the one requested variance subject to the conditions listed above required to allow for the issuance of a permit for the erection and display of the Proposed Sign.

RECOMMENDATIONS

The Manager, Sign By-law Unit, Toronto Building, recommends that:

1. The Sign Variance Committee grant the variance requested, subject to the listed conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign at the property municipally known as 33 Dundas Street East, as described in Attachment 1 to this report.

FINANCIAL IMPACT

There is no financial impact resulting from the adoption of the recommendations in this report.

DECISION HISTORY

Toronto Community Council Report No. 18 Clause No. 4 - Approval of Site Specific Amendment to Chapter 297, Signs, of the Former City of Toronto Municipal Code to permit Signage - 259 Victoria Street (Downtown)

In the year 2000, the Former City of Toronto, enacted By-law No. 885-2000 of the Former City of Toronto, that established a site specific amendment to the Former City of Toronto Municipal Code Chapter 297, Signs, which established regulations for the erection and display of a total of 11 signs at 33 Dundas Street East displaying first and third party electronic and static copy signs with a total gross surface display area of 1,381.6 m² as those terms were defined in the Former City of Toronto Municipal Code Chapter 297, Signs.

(<https://www.toronto.ca/legdocs/2000/agendas/council/cc/cc001003/to18rpt/cl004.pdf>)

Toronto South Community Council Report 5, Clause No. 39 - Variances from Site Specific Sign By-law - 259 Victoria Street (The Torch on the Square) (Toronto Centre-Rosedale, Ward 27)

In 2004, the Former City of Toronto approved a variance to the relevant provisions of Former City of Toronto Municipal Code Chapter 297, Signs to allow for the erection and display of a total of 12 signs at 33 Dundas Street East displaying first and third party electronic and static copy signs with a total gross surface display area of 1,559.1 m².

(<https://www.toronto.ca/legdocs/2004/agendas/council/cc040622/ts5rpt/cl039.pdf>)

Item TE 25.16 - Signage Vision for Downtown Yonge Strip

At its meeting of April 29 and 30, 2009 City Council of the City of Toronto, adopted in principle the "Signage Vision" for the Downtown Yonge BIA, and directed that in Chief Building Official, in consultation with the Chief Planner and Executive Director, City Planning to develop specific provisions for signage in the Downtown Yonge Strip as part of what became City of Toronto Municipal Code Chapter 694, Signs, General, or City's Sign By-law, such area including premises at Yonge Street and Dundas Square from Gerrard Street to the north and Queen Street to the south, and includes the premises municipally known as 33 Dundas Street East.

(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2009.TE25.16>)

Item TE 27.90 - Sign Variance - 33 Dundas Street East

At its meeting of September 15, 2009, the Toronto and East York Community Council of the City of Toronto, under the delegated authority provided to that body at the time, granted further variances to Former City of Toronto Municipal Code Chapter 297, Signs to allow for

One New Third Party Electronic Roof Sign – 33 Dundas St. E.

the erection and display a total of 13 specific signs with an overall total gross surface display area of 1,489.9 m² at the premises municipally known as 33 Dundas Street East. (<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2009.TE27.90>)

PG 33.10 – New Sign Regulation and Revenue Strategy for the City of Toronto

The relevant provisions of the Sign By-law as adopted applicable to the premises municipally known as 33 Dundas Street East, at the time of the adoption of the Sign By-law, permitted the display of signs which complied with the applicable provisions of Sections 297-9, 297-10, 297-11 and 297-12 of Chapter 297, Signs, of the Municipal Code of the former City of Toronto, as they applied to the lands on the day before the Sign By-law came into effect.

(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2009.PG33.10>)

Item PG13.5 - Amendments to the Sign By-law

In July of 2016, City Council adopted Item PG13.5 to amend the Sign By-law to update various provisions and to establish new provisions concerning the regulations of certain Special Sign Districts, one of which was the Dundas Square-Special Sign District, in the Sign By-law.

(<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.PG13.5>)

ISSUE BACKGROUND

Required Variances

Table 1: Summary of Requested Variances

Section	Requirement	Proposal
694-26D(2)	The Dundas Square Special Sign District may contain a third party sign which is erected, displayed, or substantially altered after July 30, 2016, which complies with the applicable provisions of Subsection 4 of Schedule C, Additional Special Sign District Regulations, notwithstanding compliance with Subsection D(1).	The Proposed Sign does not comply with Section 4 of Schedule C, Additional Special Sign District Regulations, or Subsection 694-26D(1); in particular the Proposed Sign would not be a third party roof sign or third party wall sign; or first party; nor does the Proposed Sign accord with all of the applicable regulations concerning any of the signs which are permitted.

Sign Attributes and Site Context:

The Premises is municipally known as 33 Dundas Street East, and is legally described as PLAN 22A LOT 68 PT LOT 69 PT DUNDAS ST E E/S VICTORIA ST RP 64R15467 PART 1 RP 64R16753 PARTS 1 2 5 TO 7 RP 66R23661 PARTS 10 AND 13; but has been known by a variety of "convenience addresses", including 35 Dundas Street East, 37 Dundas Street East and 259 Victoria Street. Further for purposes of the Sign By-law the relevant portions of the Premises are delineated with heavy lines on the diagram indicated at Subsection 4 E(3) of Schedule C, Additional Special Sign District Regulations as Area Map 1 - 259 Victoria Street (37 Dundas Street East).

The Premises are beside Yonge-Dundas Square, and within the Dundas Square Special Sign District. Yonge-Dundas Square was officially opened in 2003 as part of the revitalization of Downtown Yonge. It is part of the City's reinvestment in the downtown core and the revitalization of Yonge and Dundas. Yonge-Dundas Square is now utilized year-round as public open space, as well as for a variety of events. The Premises is one of a number of properties surrounding Yonge-Dundas Square which are expressly intended to compliment the Square and establish an enlivened atmosphere around it.

Figure 1 - Existing (left) Roof Sign and Electronic Roof Sign and Proposed (right) Electronic Roof Sign on the West Elevation of 33 Dundas Street East:



In order to recognize that the number, sizes and types of signs surrounding Dundas Square are important in defining its character, the Sign By-law designates the area as a Special Sign District and provides extra-ordinary permissions with respect to the signage on properties surrounding Yonge-Dundas Square. It is important to note that almost all of the signs in and around Yonge-Dundas Square are designed and regulated regulated on a site-by-site basis.

Currently, the Premises has regulations that permit a third party roof sign, and a first party electronic roof sign. The current proposal seeks to update the signage on the west elevation of the building on the Premises to make it consistent with other signage surrounding Yonge-Dundas Square.

COMMENTS

Applicant Information

The Applicant states that they has been authorized by the owner of the property municipally known as 33 Dundas Street East, to apply for one variance, required to allow for a permit to be issued to allow for the erection and display of the Proposed Sign at 33 Dundas Street East.

Application Background

The Proposed Sign would have a height of 49.85 metres from the grade, containing one rectangular sign face, possessing a 10.36 metres centre line and a 27.43 metres bisecting line, resulting in a sign face area of 284.17 square metres. The Proposed Sign is described further in Attachment 1.

Figure 2 - Sign District Designation 33 Dundas Street East:



One New Third Party Electronic Roof Sign – 33 Dundas St. E.

Community Consultation

The CBO has adopted a practice of engaging in an enhanced consultation process concerning variance applications concerning electronic signs, over and above what is required by the Sign By-law. While notice required by the City's Sign By-law was provided to premises within a 250 metre radius of the location of the Proposed Sign, advising about the proposal; the CBO also held and informed the public of an additional virtual Community Consultation meeting. No members of the public attended the consultation.

Notice of the application was posted on the property for 30 days prior to the Hearing. A written notice of the proposal was mailed out to the local Ward Councillor and to all residential and business tenancies within a 250 metre radius of the property. To date, staff have not received any communications from the public or from the local Councillor in regards to the Applicant's proposal.

Criteria Established by §694-30A of The Sign By-law

The Sign By-law contains criteria used to evaluate variance applications for Proposed Signs. Specifically, §694-30A states that a variance may only be granted where the Proposed Sign meets each of the nine established criteria.

The Sign Variance Committee is required to conduct an evaluation and determine that the party seeking the proposed variances meets all nine of the mandatory criteria, on the basis of the information presented to the Sign Variance Committee. Based on the Applicant's submissions as well as research and investigation conducted by Sign Unit staff, it is the CBO's opinion that the Applicant's submissions provided sufficient information to establish that the Proposed Sign meets all nine criteria.

Applying the Established Criteria:

Section 694-30A (1): The Proposed Sign belongs to a sign class permitted in the Sign District.

Based on a review by Sign Unit staff, 33 Dundas Street East can be confirmed as being the Dundas Square Special Sign District ("DS-SSD") Sign District and that the DS-SSD permits third party class signs. The CBO has confirmed that as per information contained in the Applicant's submission, the Proposed Sign would be a third party sign, as it would advertise, promote, or direct attention to businesses, goods, services, matters, or activities that would not be available at, or related to, the premises where the sign would be located.

Therefore, the CBO is of the opinion that this criteria has been established.

Section 694-30A (2): In the case of a third party sign, the Proposed Sign is of a sign type permitted in the Sign District.

Based on the review of the Sign Unit staff, 33 Dundas Street East can be confirmed as being designated as being in the DS-SSD. The Applicant's submission contains sufficient

information to confirm that the Proposed Sign would be an electronic roof sign which is a permitted sign type the DS-SSD.

Therefore, the CBO is of the opinion that this criteria has been established.

Section 694-30A (3): The Proposed Sign is compatible with the development of the premises and surrounding area.

The area surrounding Yonge-Dundas Square, including 33 Dundas Street East, is designated as the Dundas Square Special Sign District. The objective of this special sign district is to promote large scale and dynamic signage in the area, which will contribute to its sense of place within the city.

The Applicant's submission material states that "Yonge-Dundas Square is an iconic destination within Toronto, is designated a public space and special event venue. The spectacular signage in the area, guided by the Signage Vision (see The Applicant's submission package in Attachment 2) and regulated by the DS-SSD regulations in the Sign By-law, has created a vibrant and unique sense of place in Dundas Square area comparable to Times Square (NY) and Piccadilly Circus (London)".

The Applicant's submission states that the Proposed Sign would contribute to the goal of dynamic signage in the Yonge-Dundas area, which has been carried forward as one of the objectives of the Sign By-law through the creation of the DS-SSD, and further contribute to its sense of place within the city. The Applicant states that there have been a number of large-format electronic signs, similar to the Proposed Sign, recently constructed in the immediate area in support of the DS-SSD objectives. These signs can be seen on the media towers at the Eaton Centre and the Atrium on Bay, and also include an electronic roof sign at the former Hard Rock Café.

The Applicant also states that the proposal is consistent with 'Bright Lights Big City – A Signage Vision for the Downtown Yonge Strip' (the "Signage Vision"), which was adopted in principal by City Council in 2009 in order to guide the development of large-format signage in the area surrounding Yonge-Dundas Square. The City's Sign By-law is the sole source of regulations for this area, and the Signage Vision provides a description of the City's policy goals for the area; the Signage Vision is included in the Applicant's submission material.

The Signage Visions specifically identifies the Premises as being a site for 'Dundas Square Landmark Signage' which would include signage that:

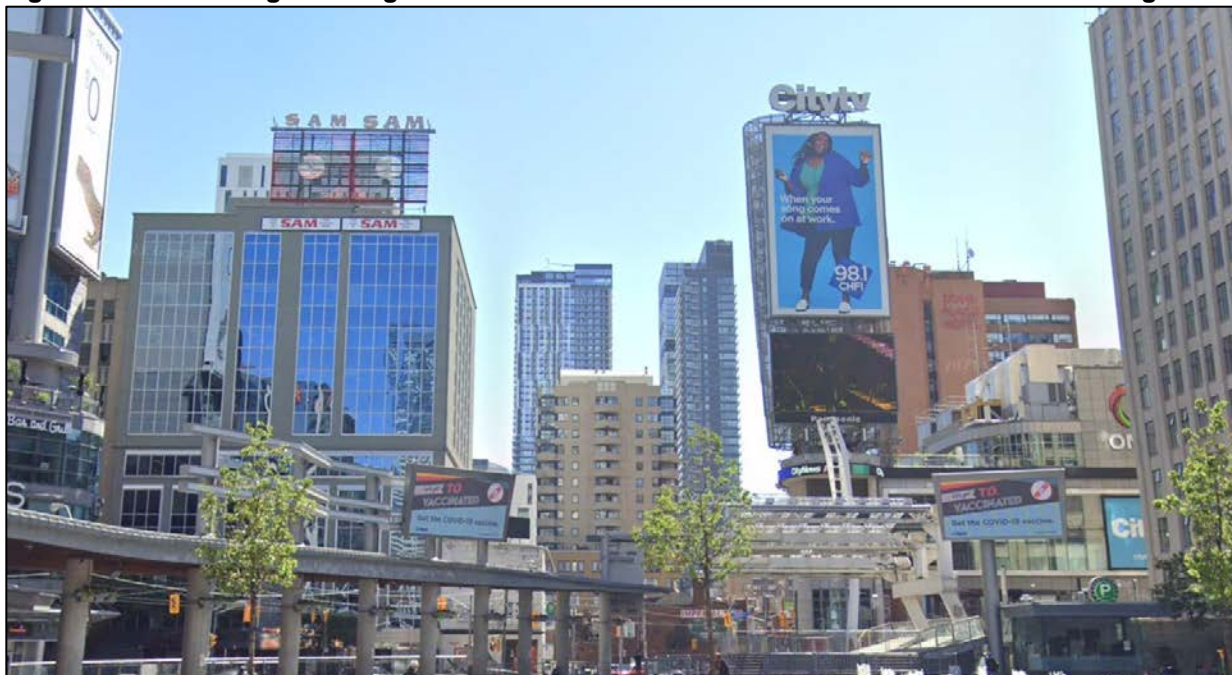
- Is located at key corners and view terminus sites;
- Is of high architectural quality and design; and,
- Contains the tallest signage structures in the strip, with consideration being given to the context of the site.

Staff have reviewed the Proposed Sign in keeping with the general policy for the area and agree that:

- The Premises is located at a key intersection for the area (Dundas Street East and Victoria Street);
- The Proposed Sign would be mounted on a roof top structure which was approved by City Council in 2009 and has been specifically designed to function on the Premises for the purpose of displaying large format roof top signage, the installation of the Proposed Sign would also not alter the appearance of this structure; and,
- The Proposed Sign would have a similar height to the existing sign and would be one of the tallest structures in the area – the Proposed Sign would be at a height consistent with the Sam the Record Man sign directly to the north of 33 Dundas Street East (See Figure 3 below)

In reviewing the Proposed Sign against the current regulations for 33 Dundas Street East, staff also note that the current regulations contemplate a first party electronic roof sign of a similar size to the Proposed Sign (288 m² permitted vs. 285 m² proposed), and in a similar location as the Proposed Sign.

Figure 3: The Existing Roof Sign at 33 Dundas Street East and the Sam the Record Man Sign:



Based on the staff analysis of the Applicant's submission materials, and staff investigation of the premises and surrounding area, staff agree that the Proposed Sign would be compatible with the development of the premises and surrounding area and therefore satisfies provision 694-30A (3) of the City's Sign By-law. As such, the CBO is of the opinion that this criterion has been established.

Section 694-30A (4): The Proposed Sign supports Official Plan objectives for the subject premises and surrounding area.

Yonge-Dundas Square is one of the City's (and Canada's) most important tourist destinations, featuring high quality signage that respects local architecture.

The Applicant's submission material states that the Proposed Sign and "its associated technology will enhance Yonge-Dundas Square's status as a global landmark with modern, state of the art technology which can be used to enhance and support events in the Square." The Applicant also states that the Proposed Sign would continue the tradition of maintaining Toronto's Yonge-Dundas Square as a world class district.

The Applicant's submission refers to Section 2.2.1 of the Official Plan which provides policies respecting the Downtown, including the following:

"A dynamic downtown is critical to the health of the city, and characterizes the area by its concentration, intensity and interaction of a myriad of different activities and its synergy that fosters innovation, creativity and an atmosphere of success".

The Signage Vision provided in The Applicant's Submission material and adopted in principle by Council also states that:

"This signage vision is consistent with the Official Plan policies and can help achieve the City's objectives by providing a clear and coherent vision for the large-format signage that will enhance the area, further reinforce its prominence as a retailing centre and major tourist attraction for the city, and ensure that heritage resources are protected and enhanced."

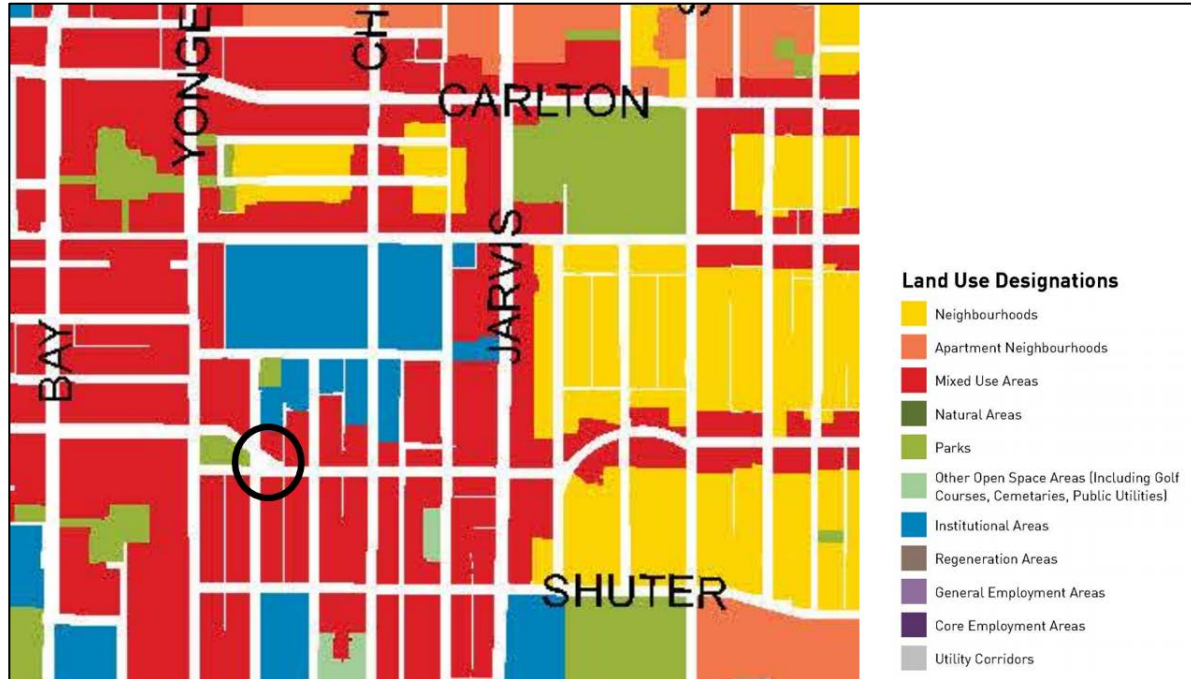
As part of the staff review and investigation, it was also found that that Area-Specific Policy 174 in the Official Plan also relates to the area containing 33 Dundas Street East. The general planning objectives of Policy 174 are to promote and enhance Downtown Yonge Street as a primary location for street-related retail and entertainment uses by attracting new investment to Downtown Yonge Street.

Policy 174 outlines several provisions for achieving these objectives, and contains specific references to signage specifically with respect to Yonge-Dundas Square, Policy 174.a.c.iv encourages the following attributes:

"opportunities for view corridors and landmark buildings with building elements such as signage and architectural treatments that create a focal point and a prominent place within Downtown Yonge Street at the commercial core of the City;"

Staff review of the Proposed Sign against the Official Plan policies for the premises and surrounding area conclude that the Proposed Sign would create a focal point within the Downtown Yonge Street area, which is consistent with the objectives of Area-Specific Policy 174 of the Official Plan. As stated previously, Staff also agree that the Proposed Sign would be consistent with the principles contained in the Signage Vision, which support the Official Plan objectives for the premises and surrounding area.

Figure 5: Official Plan Map 18- Location of 33 Dundas Street East



After reviewing the Applicant's submission materials, as well as the Signage Vision and its associated background documents, staff agree that the Proposed Sign supports several Official Plan objectives, as well as objectives contained within Area-Specific Policy 174 and the Signage Vision for the Subject Site and surrounding area. As such, the CBO is of the opinion that the Proposed Sign satisfies provision 694-30A (4) of the City's Sign By-law and that this criterion has been established.

Section 694-30A (5): The Proposed Sign does not adversely affect adjacent premises.

The property at 33 Dundas Street East is directly adjacent to a Commercial Residential-CR Sign District and is approximately 41 metres northeast of a residential building. In between the residential building and the Proposed Sign is an office building which would be approximately the same height of the Proposed Sign.

Unlike other sign districts where electronic signs are permitted, the DS-SSD does not have separation distance requirements for electronic signs or any restrictions on electronic signs facing properties in R, RA, CR, I or OS Sign Districts. The DS-SSD also permits signs to be illuminated or to operate 24 hours a day, as opposed to other sign districts which require signs to be turned off between the hours of 9pm or 11pm and 7am.

Despite this, the Applicant states that the construction of the signage will incorporate physical barriers to restrict the light impact from the Proposed Sign which will reduce the light impact from the sign on a residential building to the southwest. The requirement for the sign to contain physical barriers to reduce light spill and reduce impacts on surrounding properties is listed as a condition of approval of the variance for the Proposed Sign.

Further, the Proposed Sign would maintain the brightness levels prescribed by the Sign By-law through the use of internally installed light sensors. The Applicant states that this may reduce the impact of the Proposed Sign on the adjacent premises even less than what the current signs is now, as the existing sign pre-dates the Sign By-law and the requirements for sign brightness.

Based on staff review and investigation and the Applicant's submission materials, staff are of the opinion that sufficient information has been provided to confirm that the Proposed Sign, with the requested conditions, would not adversely affect the adjacent premises. Therefore the CBO is of the opinion that this criterion has been established.

Section 694-30A (6): The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety

The Applicant's submission materials state that since the Proposed Sign would replace two existing roof signs at the same location, there should be no impact on public safety as a result of this application.

As well, any alterations or modifications to the signage will require both a building permit and a sign permit. This will ensure that any alteration or modification will comply with the minimum standards provided by the Ontario Building Code, ultimately ensuring public safety.

The Proposed Sign would be mounted to the rooftop of the 33 Dundas East and not accessible to the public. The Applicant's submission materials state that maintenance and repair on the Proposed Sign would be performed at the rear of the signage, not facing the public and would not interfere with the sidewalk or roadway or TTC transit lines.

In terms of traffic safety, submission material by the Applicant stated that "many studies have been conducted on the impact of outdoor signage on traffic safety, including those referenced in a report to the City during their illuminated and electronic sign study in 2013". The Applicant concludes by saying that the general consensus, which remains true today, is that there is no statistically significant correlation between outdoor signage and traffic accidents".

The Sign By-law does not contain any separation distance requirements between signs located in the DS-SSD and intersections of major streets. Also, the Proposed Sign (an electronic roof sign) is not required by 694-17 of the Sign By-law to obtain approval from Transportation Services prior to the issuance of the required sign permit.

Sign By-law Unit staff have conducted a review, and determined that in their opinion, the Proposed Sign would have essentially the same impact on the surrounding area as the signs currently permitted by the site specific regulations for the Premises, and there is no reasonable basis to anticipate an adverse impact on public safety from the presence of the Proposed Sign.

As such, Staff's review has determined that the Proposed Sign, does not raise a realistic possibility that there would be an adverse effect on public safety, including traffic and pedestrian safety if this variance, subject to the specific conditions, is granted.

Therefore the CBO is of the opinion that this criterion has been established.

Section 694-30A (7): The Proposed Sign is not a sign prohibited by §694-15B

According to staff review, the Applicant's submission materials contain sufficient information to confirm that the Proposed Sign would not be a sign prohibited as described in §694-15B.

As such, the CBO is of the opinion that this criteria has been established.

Section 694-30A (8): The Proposed Sign does not alter the character of the premises or surrounding area

The Applicant's submission states that the Proposed Sign would not alter the character of the surrounding area since the roof signs located at 33 Dundas Street East are already large spectacular signage. Further, the Applicant states that the Proposed Sign is within the Dundas Square Special Signage District where large format electronic signs are appropriate and permitted. The application is also in line with the guidelines outlined in The Signage Vision.

The area around Dundas Square includes the largest and most up-to-date signage installations in Toronto and reach the highest 'peak' for signage intensity, animation and scale. The Applicant's submission materials identify that many of the properties surrounding 33 Dundas Street East contain large scale electronic signage similar to the Proposed Sign. As a result, the Proposed Sign displaying third party sign copy would not alter the character of the surrounding area.

As stated previously, the Proposed Sign is consistent with a first party electronic roof sign that would be permitted at 33 Dundas Street East. The current regulations would permit a first party electronic roof sign, displaying electronic moving sign copy, of a similar size to the Proposed Sign (288 m² permitted vs. 285 m² proposed), and in a similar location as the Proposed Sign.

Although the Proposed Sign would display third party sign copy as opposed to first party sign copy which would be permitted as of right; third party sign copy is widely permitted in the DS-SSD, and has been permitted on a number of electronic and static signs at 33 Dundas Street East since 2009. As a result, the Proposed Sign displaying third party sign copy would not alter the character of the premises.

The Staff review and analysis, and the Applicant's submission materials provide sufficient information to confirm that the Proposed Sign would not alter the character of the Premises or surrounding area, therefore the CBO is of the opinion that this criteria has been established.

Section 694-30A(9): The Proposed Sign will not be, in the opinion of the decision maker, contrary to the public interest

The Applicant's submission states that the Proposed Sign is not be contrary to the public interest for the following reasons:

- The location of this sign is located in the Dundas-Square Special Sign District, where this type and class of sign is permitted and that 33 Dundas Street East is suitable for large format signage;
- The Proposed Sign would be consistent with recent improvements/modifications to other signage around the Square and brings the signage at 33 Dundas Street East up to date with digital trends in the surrounding area;
- The Proposed Sign would be a prominent focal point in Yonge-Dundas Square which supports the goals of the Official Plan for the Downtown by enhancing Yonge-Dundas Square as an important regional and tourist destination; and
- The Proposed Sign would contribute to Yonge-Dundas Square's sense of place and draw as one of the city's premier shopping and tourist destinations as outlined in the Signage Vision.

Staff also note that there have been several changes to the signage permissions at 33 Dundas Street East since 2000, when the initial signage permissions for the property went into force. Since 2000, each of the changes to the permission for 33 Dundas Street East have consistently contained a mix of first party and third party signs, as well as static and electronic (displaying electronic static and electronic moving) copy. As well, the current regulations for 33 Dundas Street East would permit a first party electronic sign of a similar size and in a similar location as The Proposed Sign.

It is the CBO's opinion that the Applicant's materials and the Sign By-law Unit staff's research and investigation provide sufficient information to demonstrate that the Proposed Sign would not represent a significant departure with what is permitted for 33 Dundas Street East and the surrounding area.

As a result, it is the position of the CBO that the Proposed Sign would not be contrary to the public interest, and that this criteria has been established.

Conclusion:

It is the CBO's opinion that the combination of the Applicant's materials and the Sign By-law Unit staff's research and investigation provide sufficient information to believe that all nine criteria required to grant an approval for the one requested variance, subject to the multiple conditions, sought by the Applicant, have been met.

As such, the CBO is supportive of the Sign Variance Committee granting the requested variance, subject to the multiple conditions.

CONTACT

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SIGNATURE

Ted Van Vliet
Manager, Sign By-law Unit, Toronto Building

ATTACHMENTS

Attachment 1: Description of Sign and Required Variance and Conditions

Attachment 2: Applicant's Submission Package

Attachment 1: Description of Sign and Required Variance and Conditions

Sign Description:

Proposed Sign - A third party electronic roof sign to be located at the premises municipally known as 33 Dundas Street East which:

- (a) The sign shall display electronic moving or electronic static copy only;
- (b) The sign shall be located in the location identified by area designated as X, as indicated on the diagram below as Schedule 1 – 33 Dundas Street East;
- (c) The sign face area shall not exceed 285.0 square metres;
- (d) The sign face shall be rectangular in shape;
- (e) The sign face shall not have a horizontal measurement that exceeds 27.45 metres;
- (f) The sign face shall not have a vertical measurement that exceeds 10.4 metres; and
- (g) No more than one such roof sign shall located on the premises.

Required Variances:

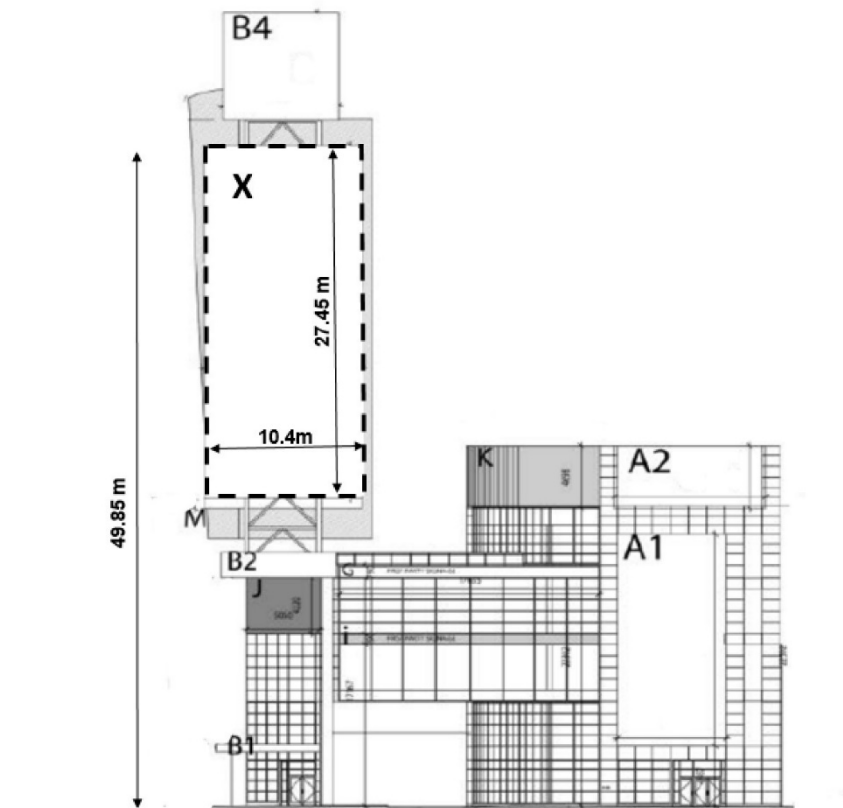
1. The requirement contained at §694-26D(2) which states that the Dundas Square Special Sign District may contain a third party sign which is erected, displayed, or substantially altered after July 30, 2016, which complies with the applicable provisions of Subsection 4 of Schedule C, Additional Special Sign District Regulations, notwithstanding compliance with Subsection D(1), be varied to allow for the erection and display of the Proposed Sign which does not comply with the applicable provisions of Subsection 4 of Schedule C, Additional Special Sign District Regulations, or Subsection D(1).

Conditions:

- 1. Any and all existing third party roof signs facing west on the building be removed and all associated permits be revoked;
- 2. Any and all existing first party electronic roof signs facing west on the building be removed and all associated permits be revoked
- 3. The Proposed Sign shall contain sufficient physical barriers on the sign face to minimize the visibility of the sign copy from the residential building to the south west of the Proposed Sign;
- 4. The Proposed Sign will be located in the area marked 'X' as shown on 'Schedule 1- 33 Dundas Street East' in Attachment 1 to this report;
- 5. The Proposed Sign shall display electronic moving or electronic static copy only;
- 6. The Proposed Sign shall contain only one sign face;
- 7. The sign face of the Proposed Sign shall be rectangular in shape;

8. The sign face area of the Proposed Sign shall not exceed 285.0 square metres;
9. The sign face of Proposed Sign shall not have a centre line that exceeds 27.45 metres;
10. The sign face of Proposed Sign shall not have a bisecting line that exceeds 10.4 metres; and
11. No more than one electronic roof sign shall located on the premises.

Schedule 1 – 33 Dundas Street East:



Attachment 2: Applicant's Submission Package