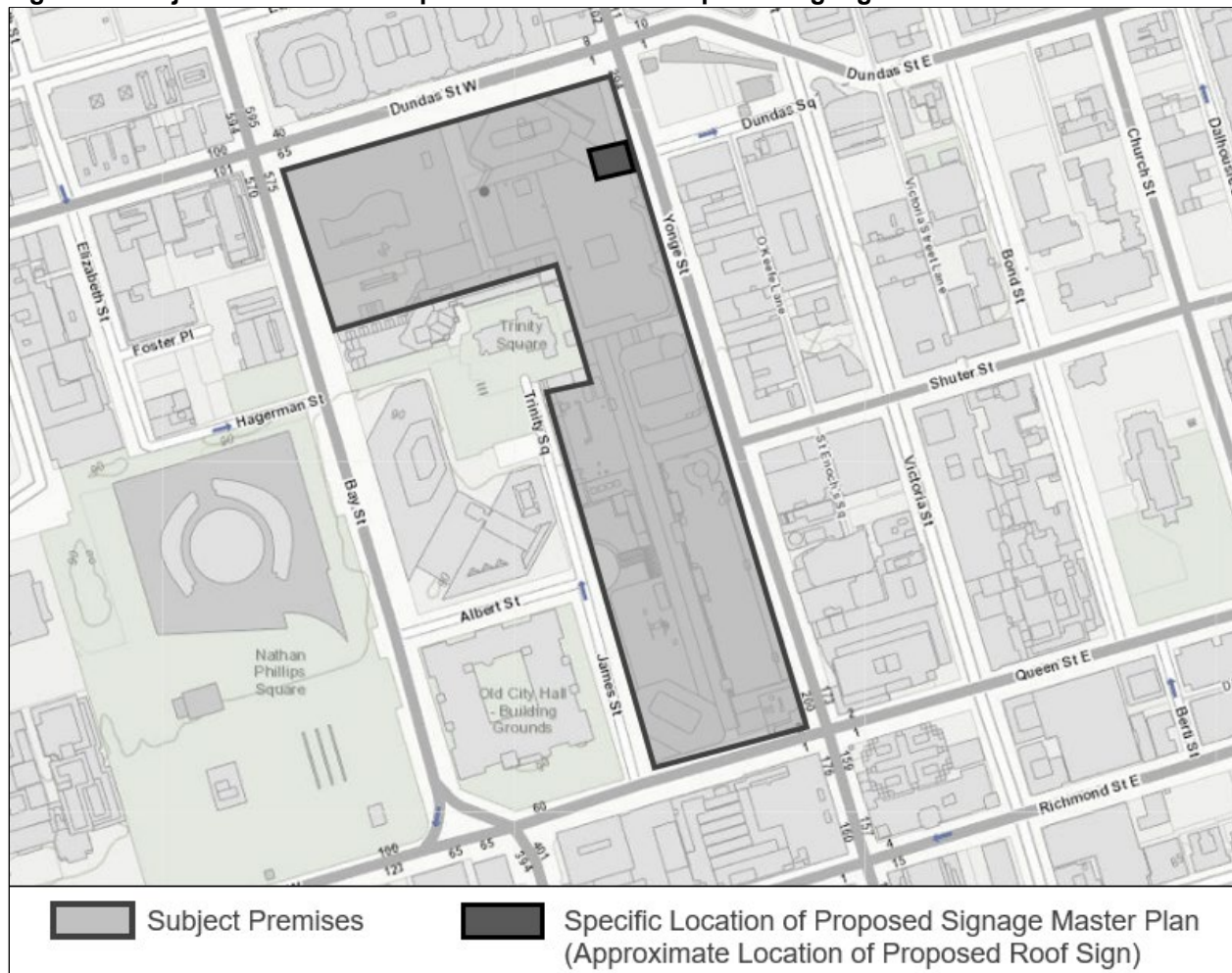


ATTACHMENT 1 – DESCRIPTION OF SIGNAGE MASTER PLAN (23-179630) AND REQUESTED AND REQUIRED VARIANCES

Signage Master Plan - Description:

The Signage Master Plan shall address the following specific location: the northeast portion of the roof of the building (commonly known as the Eaton Centre) on the premises municipally known as 33 Dundas Street West, and listed in §3.J.(2)(c), of Schedule C, Additional Special Sign District Regulations, of Chapter 694, Signs, General, as 1 Dundas Street West (the "Subject Premises"), as further detailed below:

Figure 1: Subject Premises and Specific Location of Proposed Signage Master Plan



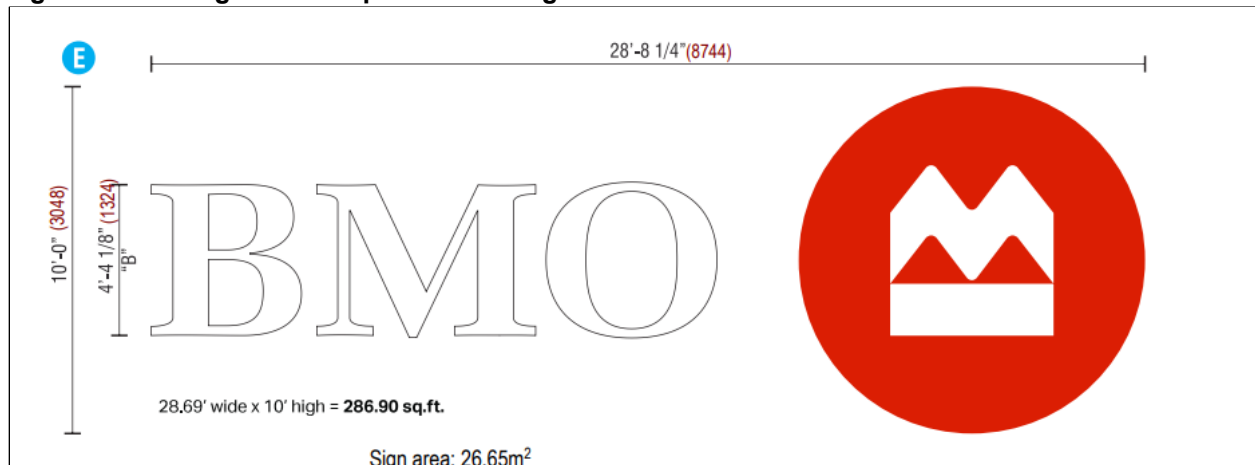
Proposed Roof Sign - Description:

One first party roof sign, as further detailed below:

- The Sign to contain no more than one sign face, which;
 - Displays static copy only;
 - Has a bisecting line with a horizontal measurement not exceeding 8.75 metres;

- Has a centre line with a vertical measurement not exceeding 3.05 metres; and,
- Oriented in a north-easterly direction
- The Sign height shall not exceed 38.05 metres;
- The Sign may be illuminated.

Figure 2: Drawing of the Proposed Roof Sign



Requested Variance:

The requirement of **§3.J.(2)(c), of Schedule C, Additional Special Sign District Regulations, of Chapter 694, Signs, General** that: The premises municipally known in the year 2016 as 1 Dundas Street West and commonly known as "The Eaton Centre", may contain a first party roof sign provided the sign shall be located in one of the location identified by the number 4 on the diagrams indicated at Subsections J(3), (4), (5) and (6) as Maps 1, 2, 3 and 4 - 1 Dundas Street West, be varied so that the Proposed Roof Sign may be located within the location noted above which, is not one of the location identified by the number 4 on the diagrams indicated at Subsections J(3), (4), (5) and (6).

Additional Required Variance:

The requirement of **§3.J.(2)(g), of Schedule C, Additional Special Sign District Regulations, of Chapter 694, Signs, General** that: The premises municipally known in the year 2016 as 1 Dundas Street West and commonly known as "The Eaton Centre", may contain a first party roof sign provided that no more than one (1) roof sign shall be located on the premises, be varied so that the Proposed Roof Sign may be located within the specified location noted above while not being the only roof sign located on the premises.

ATTACHMENT 2 – APPELLANT'S SUBMISSION PACKAGE

[Print](#)[Reset Form](#)

PLEASE TYPE IN ALL CAPS



Application Sign Variance Appeal

Folder No.	Date (yyyy-mm-dd)
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Decision Under Appeal

Variance Decision No. 23-179630			
Street No. 33	Street Name DUNDAS STREET WEST	Lot No.	Plan No.

Appellant Information

First Name SARAH		Last Name SILVA	
Company Name(if applicable) ZIP SIGNS LTD			Telephone No. (905) 332-8332
Street No. 5040	Street Name NORTH SERVICE ROAD	Suite/Unit No.	Mobile No.
City/Town BURLINGTON		Province ONTARIO	Postal Code L7L 5R5
Fax No.			
E-mail Address SSILVA@ZIPSIGNS.COM			
Describe the variance that was applied for: A PROPOSAL TO ERECT AND DISPLAY ONE ILLUMINED FIRST PARTY ROOF SIGN DISPLAYING STATIS COPY. THE PROPOSED SIGN IS LOCATED ON THE ROOF OF EATON CENTRE - FACING DUNDAS SQUARE. THE SIGN MEASURING 3.05 METRES VERTICALLY BY 8.74 METRES HORIZONTALLY AT THE HEIGHT OF 38 METRES FROM GRADE. "BMO"			
Please provide the reasons/justifications for the appeal (attach any supporting documentation or additional pages as required). PLEASE REFER TO ATTACHED LETTER.			

Attachment Required

- A copy of the original decision on the variance application; and
- Copies of any supporting documents

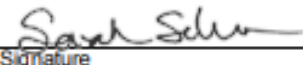
Continue on next page

14-0044 2013-10



Application
Sign Variance Appeal

Appellant Information and Declaration

First Name I, SARAH		Last Name SILVA	
Company Name(if applicable) ZIP SIGNS LTD			Telephone No. (905) 332-8332
Street No. of, 5040	Street Name NORTH SERVICE ROAD	Suite/Unit No.	Mobile No.
City/Town BURLINGTON	Province ONTARIO	Postal Code L7L 5R5	Fax No.
E-mail Address SSILVA@ZIPSIGNS.COM			
do hereby declare the following: - that the statements contained in this application are true and made with full knowledge of relevant matters and of the circumstances connected with this application; - that any supporting documents submitted are prepared for the sign variance(s) appeal described above and are submitted in compliance with copyright law; and, - that the information included in this application and in the documents filed with this application is correct.			
 Signature		SARAH SILVA Print Name	2023-10-25 Date (yyyy-mm-dd)

The personal information on this form is collected under the City of Toronto Act, 2006, S. 136 (b) & (c) and Chapter 694, Signs, General, of the City of Toronto Municipal Code. The information collected will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694 Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the manager, sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, M5H 2N2 416-392-4235.

14-0044 2013-10

Receipt No: 1720581

Receipt NOTE: This is not a Permit. Do not construct until a permit is issued. You will be notified when your permit is ready.		
Folder No:	23 179630 ZMP 00 ZR	Date & Time: October 30, 2023 10:06 AM
Paid By:	ZIP SIGNS C/O SARAH SILVA 5040 NORTH SERVICE RD BURLINGTON ON L7L 5R5	
Project Location:	260 YONGE ST TORONTO ON M5B 2L9	
Project Description:	Zoning Review; Multiple-Use Building; Sign	
Fee Description(s):	Cost Centre Number:	Value:
Visa	110584 - PAYMENT	\$-712.78
Sign Bylaw Appeal Fee	9010 - BL0014 - PAYMENT	\$712.78
Total:		\$0.00
Paid Amount		\$712.78
☐ Cash ☐ Cheque ☒ Visa ☐ Debit Card ☐ Money Order ☐ Certified Cheque ☐ Journal Entry ☐ Fee Exempt Ponnampalam, Bruntha per Treasurer, City of Toronto		

October 25, 2023

The City of Toronto
Sign By-Law Unit
Ground Floor, East Tower
100 Queen Street West
Toronto, ON M5H 2N2

Re: Sign Variance Appeal Justification
33 Dundas Street West, Toronto
Variance # 23-179630

To: Sign Variance Committee

Please accept the following justification for the appeal of the refused sign variance.

The variance was refused on the grounds that it did not meet the following three criteria. Our appeal is that the variance does meet these criteria.

Criteria # 3: Be compatible with the development of the premises and surrounding area.

This area has many sign of various type and size. Our proposed sign is similar to the existing signage.

Criteria # 8: Not alter the character of the premises or surrounding area

Our proposed sign blends in with the surrounding area, in that the proposed sign does not stick out in a negative way from any of the other signage and is designed to compliment the building.

Criteria # 9: Not be, in the opinion of the decision maker, contrary to the public interest.

We would like the opportunity to show how the proposed sign is within the public interest.

We look forward to discussing this with you during the appeal meeting.

Regards,
Sarah Silva
Zip Signs Ltd
905-332-8332 x262
ssilva@zipsigns.com

ATTACHMENT 3 – SIGNAGE MASTER PLAN APPLICATION SUBMISSION PACKAGE

[Print](#) [Email](#) [Reset Form](#) [PLEASE TYPE IN ALL CAPS](#)



Application Signage Master Plan

Folder No.	Date (yyyy-mm-dd)
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Project Information

Street No. 33	Street Name DUNDAS STREET WEST	Lot No.	Plan No.
Description of Proposal: SUPPLY AND INSTALL ONE (1) NEW ROOF SIGN ON TOP OF THE 'SEARS' PART OF THE EATON CENTRE. THE SIGN IS TO BE A SET OF ILLUMINATED CHANNEL LETTERS AND LOGO FOR BMO.			
If this is an application for the modification or restoration of existing signs, please provide the following for each sign:			
Existing Sign Dimensions N/A		Locations	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): PLEASE SEE ATTACHED RATIONAL LETTER.			

Property Owner Information

First Name KRYSTAL		Last Name TUCCI	
Company Name (if applicable) CADILLAC FAIRVIEW		Telephone No. (416) 598-8700	
Street No. 220	Street Name YONGE STREET	Suite/Unit No. 110	Mobile No.
City/Town TORONTO	Province ONTARIO	Postal Code M5B 2H1	Fax No.
E-mail Address			

Attachments Required

• Signage Master Plan Data Sheet • Copies of any supporting documents • All necessary plans and specifications required to describe the sign(s) within the Signage Master Plan
--

Continue on next page

Application
Signage Master Plan

Applicant Information and Declaration

First Name SARAH		Last Name SILVA	
Company Name ZIP SIGNS LTD			Telephone No. (905) 332-8332
Street No. of 5040	Street Name NORTH SERVICE ROAD	Suite/Unit No.	Mobile No.
City/Town BURLINGTON	Province ONTARIO	Postal Code L7L 5R5	Fax No.
E-mail Address SSILVA@ZIPSIGNS.COM			
Do hereby declare the following: • That I am ☐ the Property Owner as stated above ☐ the owner's authorized agent. • ☒ an officer/employee of <u>ZIP SIGNS LTD</u>, which is an authorized agent of the owner. ☐ an officer/employee of _____, which is the Property Owner's authorized agent. • That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. • That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law • That the information included in this application and in the documents filed with this application is correct.			
 Signature		SARAH SILVA Print Name	2023-06-28 Date (yyyy-mm-dd)

Continue on next page

Signage Master Plan

Folder no.	Request Date (yyyy-mm-dd)
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This data sheet forms part of an application for a Signage Master Plan under Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street No.	Street Name	Lot No.	Plan No.
33	DUNDAS STREET WEST		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
10342.21SQM	120.31M	105.32M
No. of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	No. of Storeys	Building(s) Gross Floor Area
136.6M	11	
Building Uses(s)		
COMMERCIAL / CORPORATE OFFICES		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	COMMERCIAL RESIDENTIAL
South	COMMERCIAL RESIDENTIAL
East	COMMERCIAL RESIDENTIAL
West	COMMERCIAL RESIDENTIAL

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) PLEASE REFER TO ATTACHED RATIONAL LETTER.

Continue on next page

Signage Master Plan

Criteria

The Signage Master Plan will be evaluated against criteria listed in Toronto Municipal Code Chapter 694-30A. Variances required for a Signage Master Plan may be approved, where it is established that the proposed signs:

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign(s), be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety
- Not be a sign prohibited by 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please provide a rational to support this proposal, including references to the City of Toronto Official Plan and/or any other Area Plans or studies that have been completed (use additional pages if necessary.)

[PLEASE REFER TO ATTACHED RATIONAL LETTER.](#)

Continue on next page

Signage Master Plan

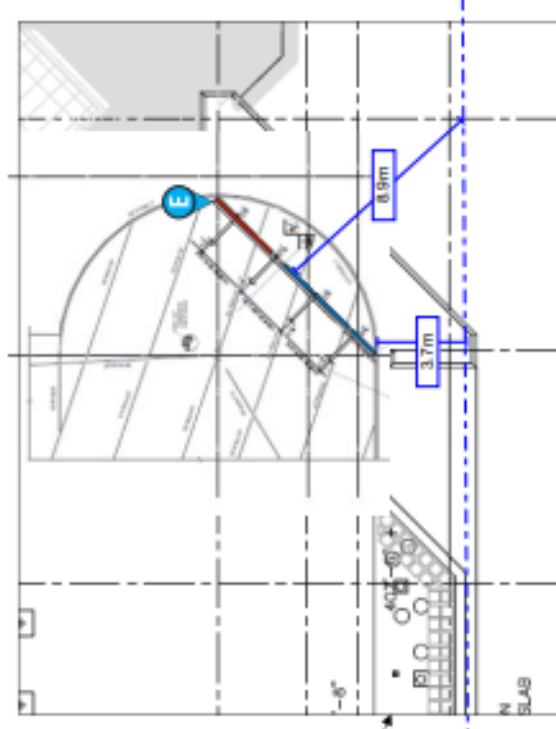
Sign Information

Sign No.	Sign Type	Method of Copy Display	Sign Face Dimensions			Sign Depth (Metres)	Sign Height (From Grade in Metres)	Sign Weight (Kg)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (Vertical in Metres)	Width (Horizontal in Metres)	Area (m ²)					
1	Roof Sign	Static Copy	8.74	3.05	26.65	0.15	38.05	317.50	Yes	Yes
					0.00					
					0.00					
					0.00					
					0.00					
					0.00					
					0.00					
					0.00					
					0.00					
					0.00					

Receipt No: 1703854

Receipt NOTE: This is not a Permit. Do not construct until a permit is issued. You will be notified when your permit is ready.		
Folder No:	23 179630 ZMP 00 ZR	Date & Time:
		July 26, 2023 08:17:56 AM
Paid By:	ZIP SIGNS C/O SARAH SILVA 5040 NORTH SERVICE RD BURLINGTON ON L7L 5R5	
Project Location:	260 YONGE ST TORONTO ON M5B 2L9	
Project Description:	Zoning Review; Multiple-Use Building; Sign	
Fee Description(s):	Cost Center Number:	Value:
Signage Master Plan Fee	9010 - BL0014 - PAYMENT	\$3,073.55
TB-Visa - online	110583 - PAYMENT	-\$3,073.55
Total:		\$0.00
Paid Amount		\$3,073.55
Paid by :TB-Visa - online		_____

Payment of these fees accepted through the Toronto Building Payments web application.



https://design311.transporthq.com/Sales/Customer/BankofMontreal/0N180106W - Ebor Centre/50088445 - Sage EDesign

www.zipsigns.com

5040 North Service Rd. Burlington, ON

Ph. 905-332-8332 Fax 905-332-9994

Client: Bank of Montreal - Ebor Centre

Address: 33 Dundas Street

Toronto, ON, Eaton Centre

Dwg No. S0138227 - E

Designer: VS

Sales: Jordan Kennedy

Date: Nov 30, 2021

Rev: Oct 11, 2022

Rev: Sep 22, 2022

☐ CONCEPTUAL

Scale: 1/16" = 1'

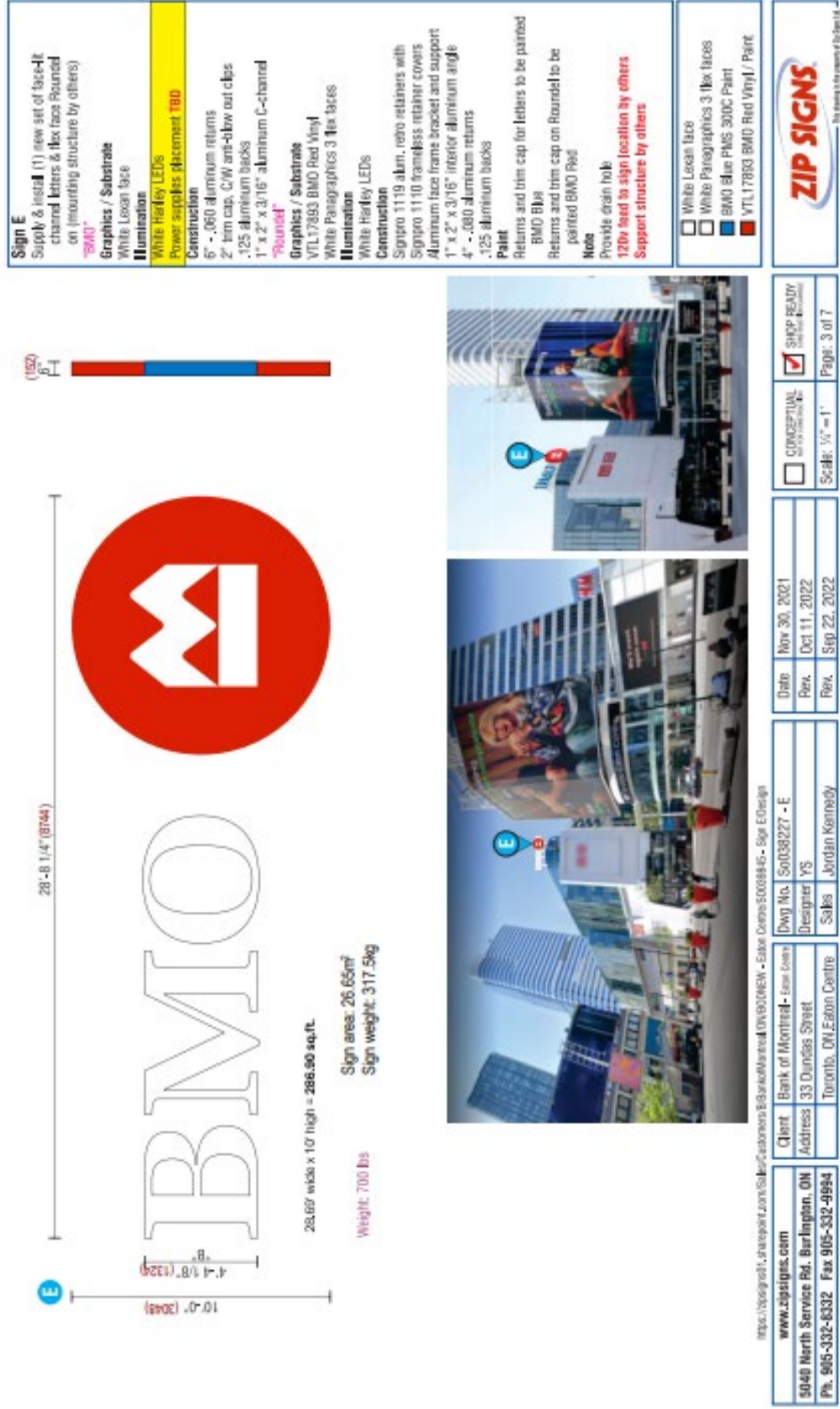
Page: 1 of 7

☒ SHOP READY

Page: 1 of 7

ZIP SIGNS

Not binding to the project of Zip Signs Ltd.





www.clipsigns.com

5040 North Service Rd. Burlington, ON
Ph. 905-332-6332 Fax 905-332-9994

Client	Bank of Montreal - East Centre
Address	33 Dundas Street Toronto, ON, East Centre

Dwg No.	So038227 - E
Designer	YS
Sales	Jordan Kennedy

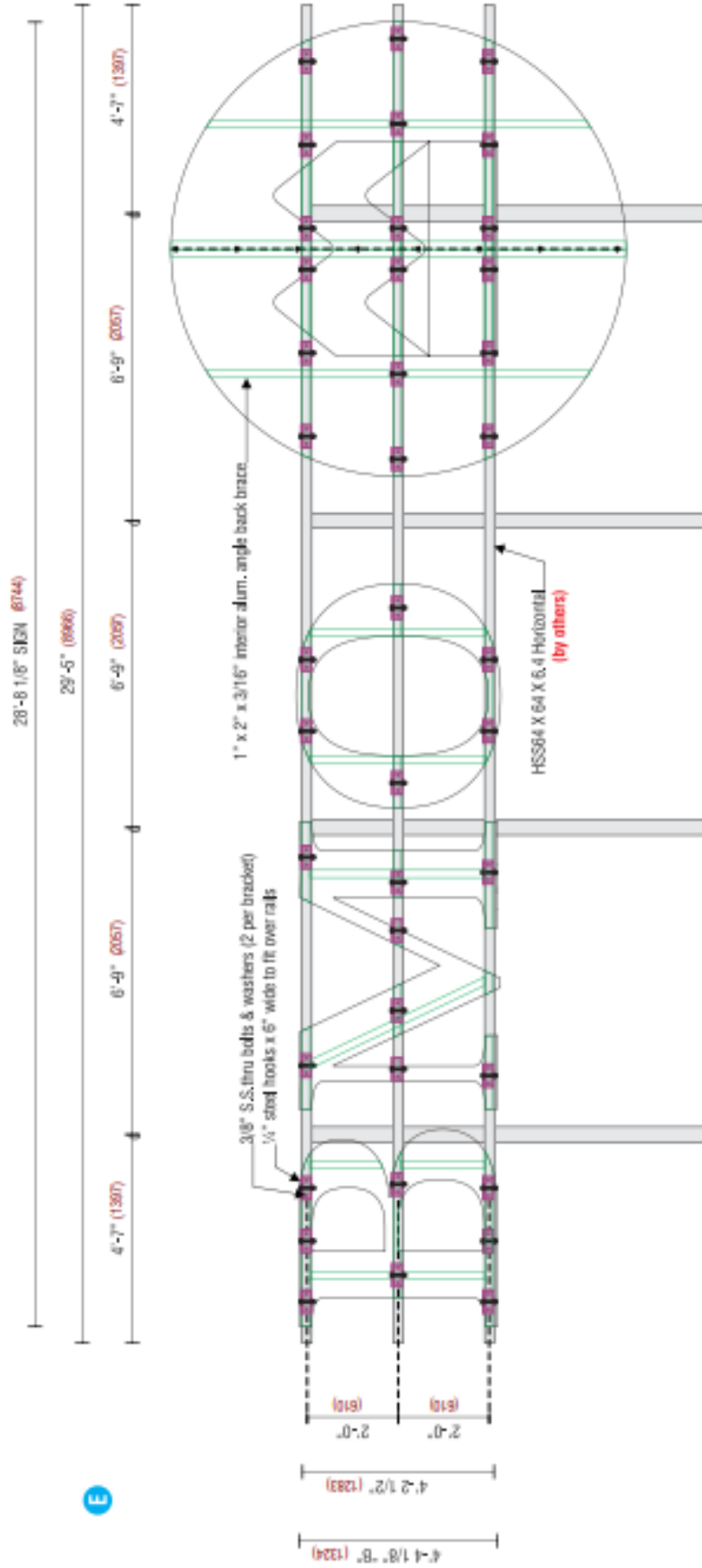
Date:	Nov 30, 2021
Rev.	Oct 11, 2022
Rev.	Sep 22, 2022

Scale: $\frac{1}{4}'' = 1'$

 SHOP READY
 (only items in stock)



ZIP SIGNS®



Front view of sign back
Scale: 1/4" = 1'

<https://shopzip.com/Sales/Customers/Edmonton/Montreal/ON/Ontario/NEW> - Enter Centre/50038445 - Sign E-Design

www.zipsigns.com
5040 North Service Rd. Burlington, ON
Ph. 905-332-6332 Fax 905-332-9994

Client Bank of Montreal - East Centre
Address 33 Dundas Street
Toronto, ON M5G 1C4

Dwg No. S0038227 - E
Designer YS
Sales Jordan Kennedy

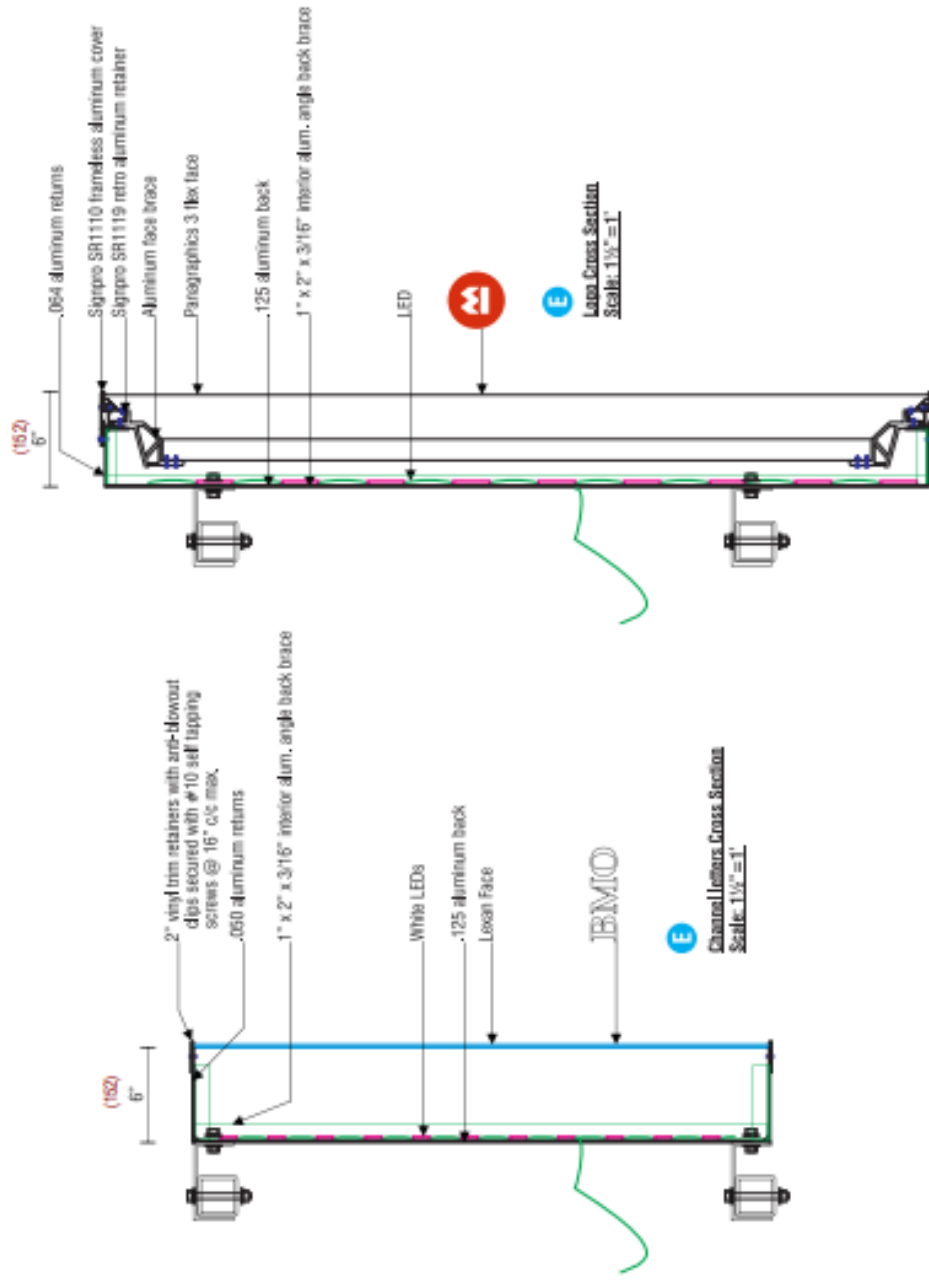
Date Nov 30, 2021
Rev. Oct 11, 2022
Rev. Sep 22, 2022

☐ CONCEPTUAL
for cost only

☒ SHOP READY
for cost only

Scale: 1/4" = 1' Page: 5 of 7

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The leading in the industry of Zip Signs Ltd.



https://designid11.sharepoint.com/Site/Customer%20Bank/Shared%20Documents/ON/0010NEW - Eface Curve S0038465 - Sign EDesign

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5040 North Service Rd. Burlington, ON
Ph. 905-332-6332 Fax 905-332-9994

Client Bank of Montreal - Eface Curve
Address 33 Dundas Street
Toronto, ON, Eaton Centre

Dwg No. S0038227 - E
Designer YS
Sales Jordan Kennedy

Date Nov 30, 2021
Rev. Oct 11, 2022
Rev. Sep 22, 2022

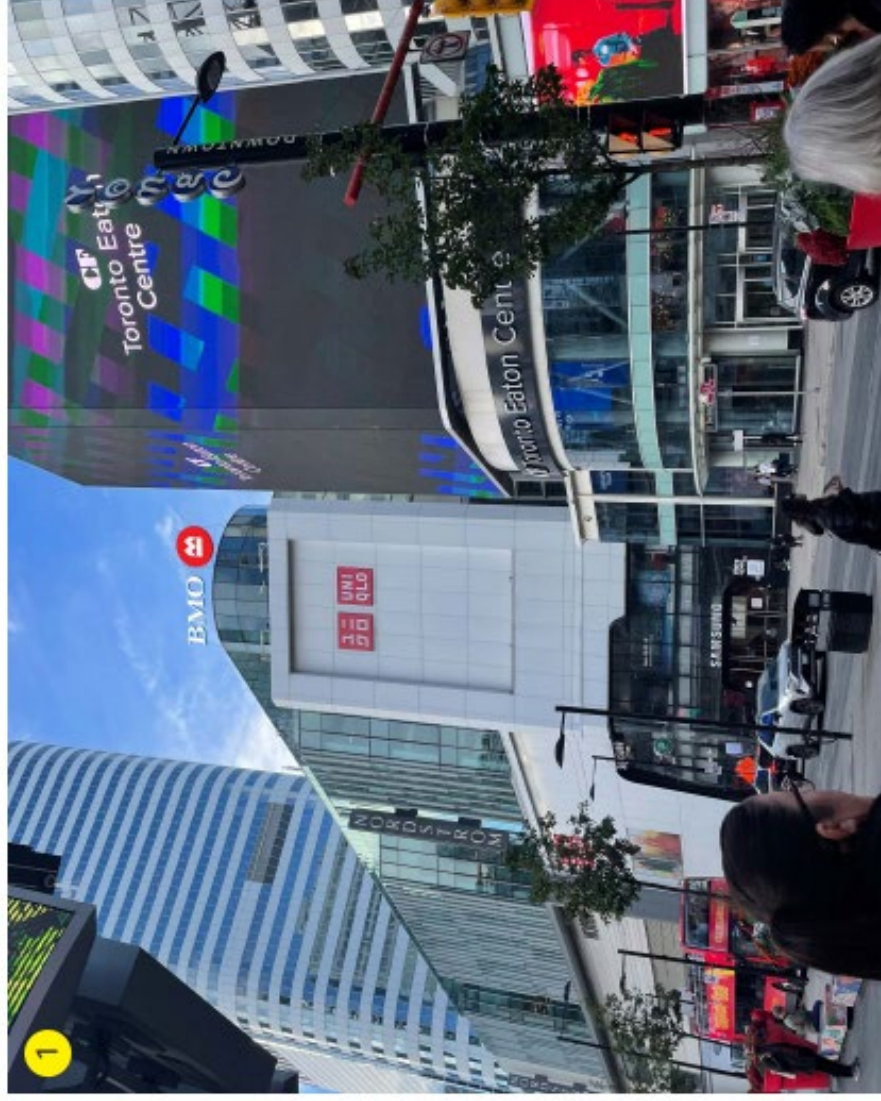
☐ CONCEPTUAL
NO PRODUCTION

☒ SHIP READY
FOR PRODUCTION

Scale:
Page: 7 of 7

ZIP SIGNS
No drawing is the property of Zip Signs Ltd.

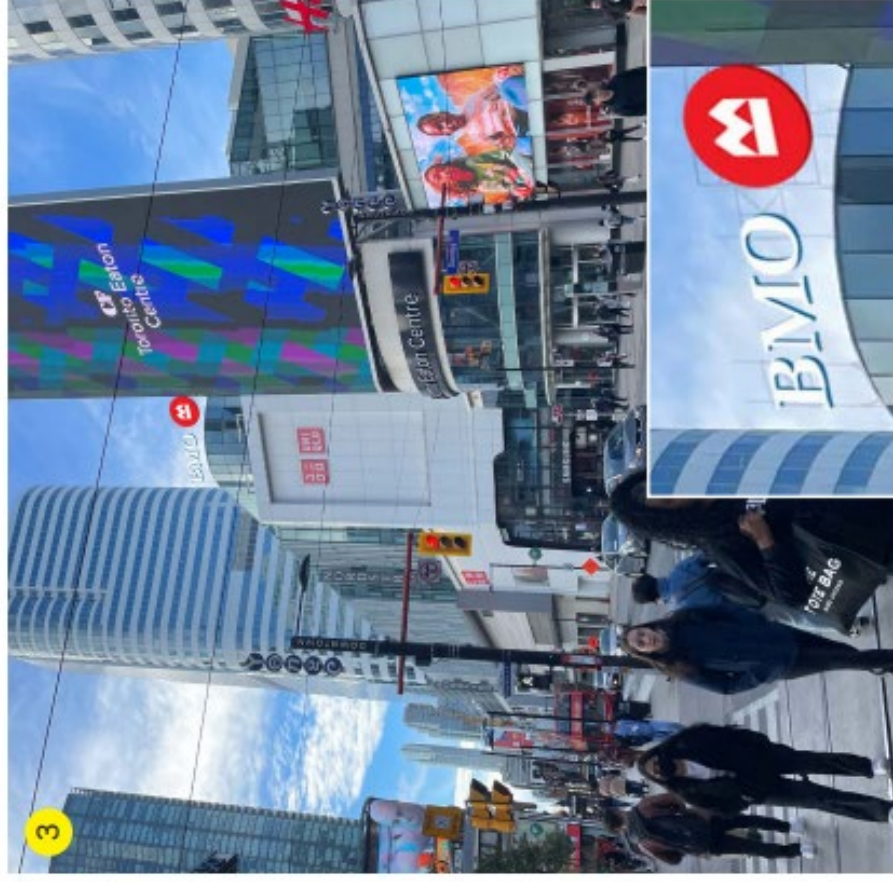
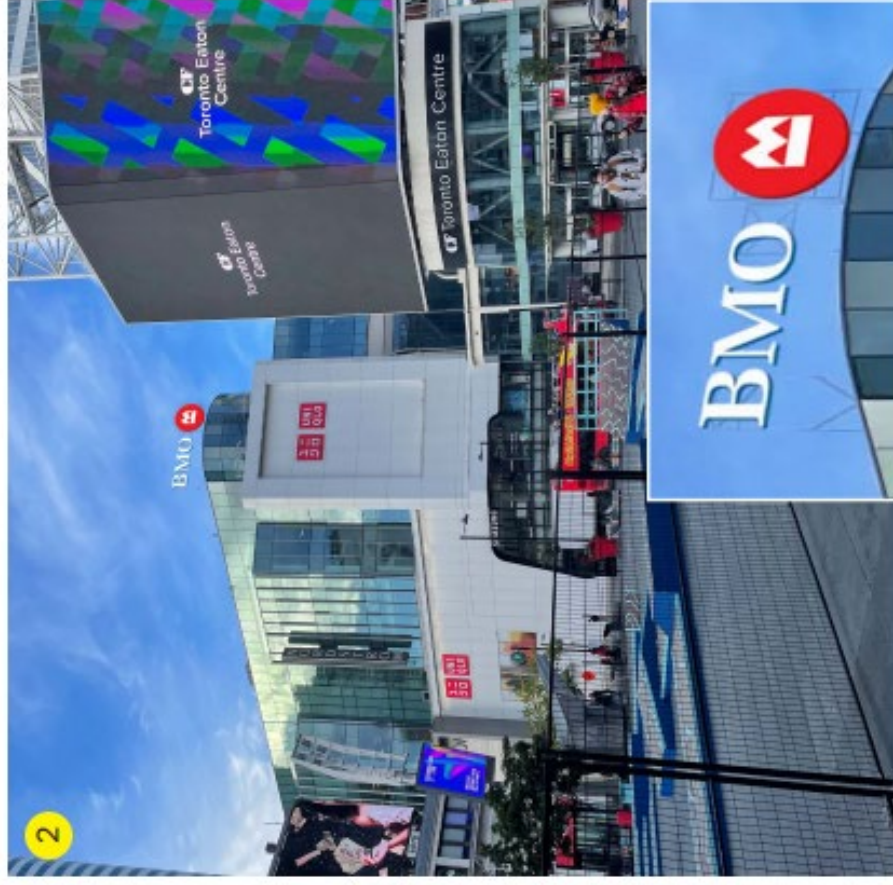
E Yonge-Dundas Square building-top sign



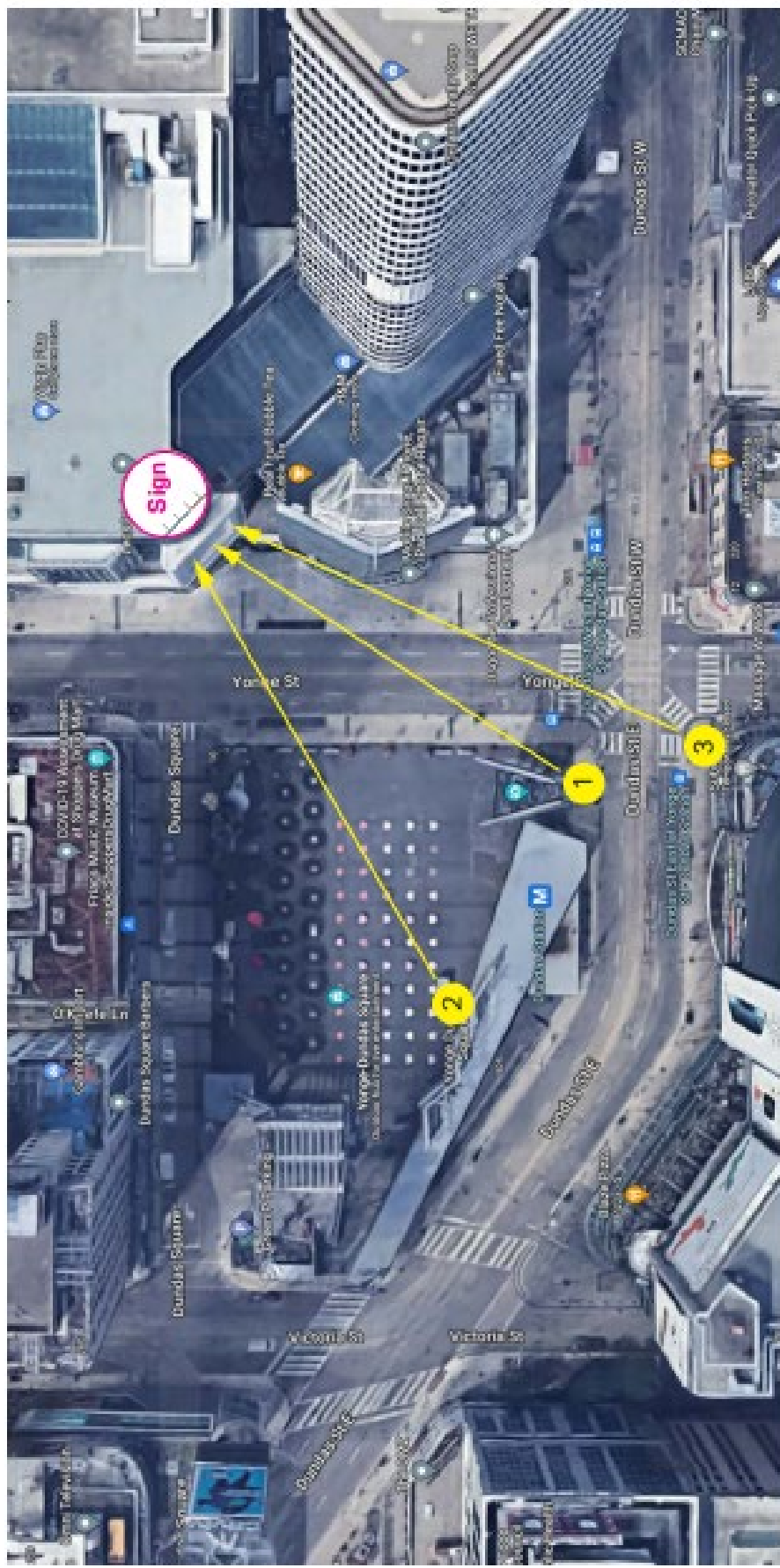
Note: The frames representing the letters are a bit small in relation to the frame representing the roundel. Based on a 10' diameter roundel, the frames representing the letters appear to be only about 4' high, when the actual letters will be 4'-4 1/8" high. That means the letters should be about 8% larger than the height defined by the frames, hence the BMO letters of the logo appear bigger than the height defined by the frames in all photos.



E Yonge-Dundas Square building-top sign



E Yonge-Dundas Square building-top sign



July 18, 2023

City of Toronto
100 Queen Street West
Toronto, ON M5H 2N2

Subject: Signage Master Plan Rational
Object: 33 Dundas Street West
PPR No: 23 136047 ZPR 00 ZR

To Whom It May Concern;

We respectfully ask that you consider our application for a signage master plan to allow the proposed new first party illuminated roof sign to be located on the old Sears building portion of the Eaton Centre, facing the Yonge and Dundas Square. The sign will be facing northeast towards the intersection, above the UNI QLO signage. Our request is for the an additional roof sign to be added to the bylaw Subsections J(3), (4), (5) and (6) as Maps 1, 2, 3 and 4 - 1 Dundas Street West; (Refer to BY-LAW No. 767-2016 Schedule C).

The proposed sign is not on a location that is shown on any of the maps in the bylaw subsection described above. That being said the proposed sign does meet the requirements of the for roof signs in that the display is static copy, the sign will be internally illuminated with only one face, and it will be the only roof sign on that section of the building.

The reason we are requesting the variance for this sign is that BMO is a tenant that is occupying more of the vacant space at the Eaton Centre. BMO has acquired a 350,000sqft space that spans 4 floors. This BMO place is a model of a progressive workplace that features advanced technology and innovative workspaces, this is one of BMO's most significant workplace design projects since First Canadian Place broke ground 40 years ago.

This location will also help to attract top talent, meet the changing demands of an increasingly mobile workforce, and accelerate the delivery of customer solutions to market.

Once complete in June 2024, BMOplace will be home to over 3500 employee from several different businesses within the bank. These include Marketing, Finance, HR, and our Technology and Operations group.

It will also be the new home to our new learning centre, several large classrooms, plus a 500 seat presentation hall will be built to encourage continued learning and growth.

BMO employees from across the organization will come to BMO place to learn new skills and stay current on the latest trends in the industry.

Toll Free | 1-800-291-0166

www.zipsigns.com
info@zipsigns.com

Creating Signs of Excellence Since 1971



Zip Signs Ltd.
5040 North Service Road
Burlington, Ontario, L7L 5R5

With all the people coming to the Eaton Centre and the City centre to come to the BMOplace, we would like to ensure that this location is easily visible. Having this roof sign will be a beacon to draw visitors to the correct property.

Sarah Silva
Zip Signs Ltd.

Toll Free | 1-800-291-0166

www.zipsigns.com
info@zipsigns.com

Creating Signs of Excellence Since 1971

Rationale Criteria

- 1) **Belong to a sign class permitted in the Sign District where the Premises is located.** The subject property is located in the Dundas Square Special Sign District with the proposed signs being first roof sign which is a type of sign that is allowed.
- 2) **In the case of a third party sign, be of a sign type that is permitted in the Sign District where the Premises is located.** The proposed signage is a first party sign and therefore meets the criteria set out in criteria.
- 3) **Be compatible with the development of the Premises and surrounding area.**
This property is in the Yonge Dundas Square area where there are many signs of various type. The proposed signage is compatible with the development of the premises and the surrounding area. The sign is face lit letters on support rails and roof structure. The location of the sign blends well with the existing signage on this property. The sign has the similar look and structure as the existing H&M signage making them look cohesive in an overall sign plan for the property.
- 4) **Support the Official Plan objectives for the Premises and surrounding area.**
The property is located in the Mixed Use Area Land Designation. The proposed sign supports the Official Plan objectives for the premises, which does not fall in the Secondary Plan Area or under the Heritage Protected Status. This property and surrounding properties are all properties with large amounts of signage, this is the centre of Toronto where everyone want to go and is seen as a mini-New York. The signage does not attract unwanted attention, the signage blends in with the building and surrounding signage allowing it the look as if it has been missing from the overall look of the property.
- 5) **Not adversely affect adjacent premises.**
The proposed sign does not adversely affect the adjacent premises as it is set back 8.9m from the property line. The proposed signage is in an area of the city that has a large amount of signage and with the sign being channel letters it conforms with the other signage on the property and surrounding properties. The proposed sign is not large in comparison to other signs on the surrounding properties, as well the proposed sign is a static copy sign where many other signs in this area are digital screens with changing copy. Therefore, the proposed sign is not a distraction to the eye.
- 6) **Not adversely affect public safety, including traffic and pedestrian safety.**
The proposed signage will not adversely affect the public safety. The sign does not distract from the traffic lights and do not have distracting illumination. The sign is not in the visibility zone and meet required setbacks as they are fascia signs. The sign is setback 8.9m from the property line and is above grade 38.049m.

7) Not be a sign prohibited by section 694-15B.

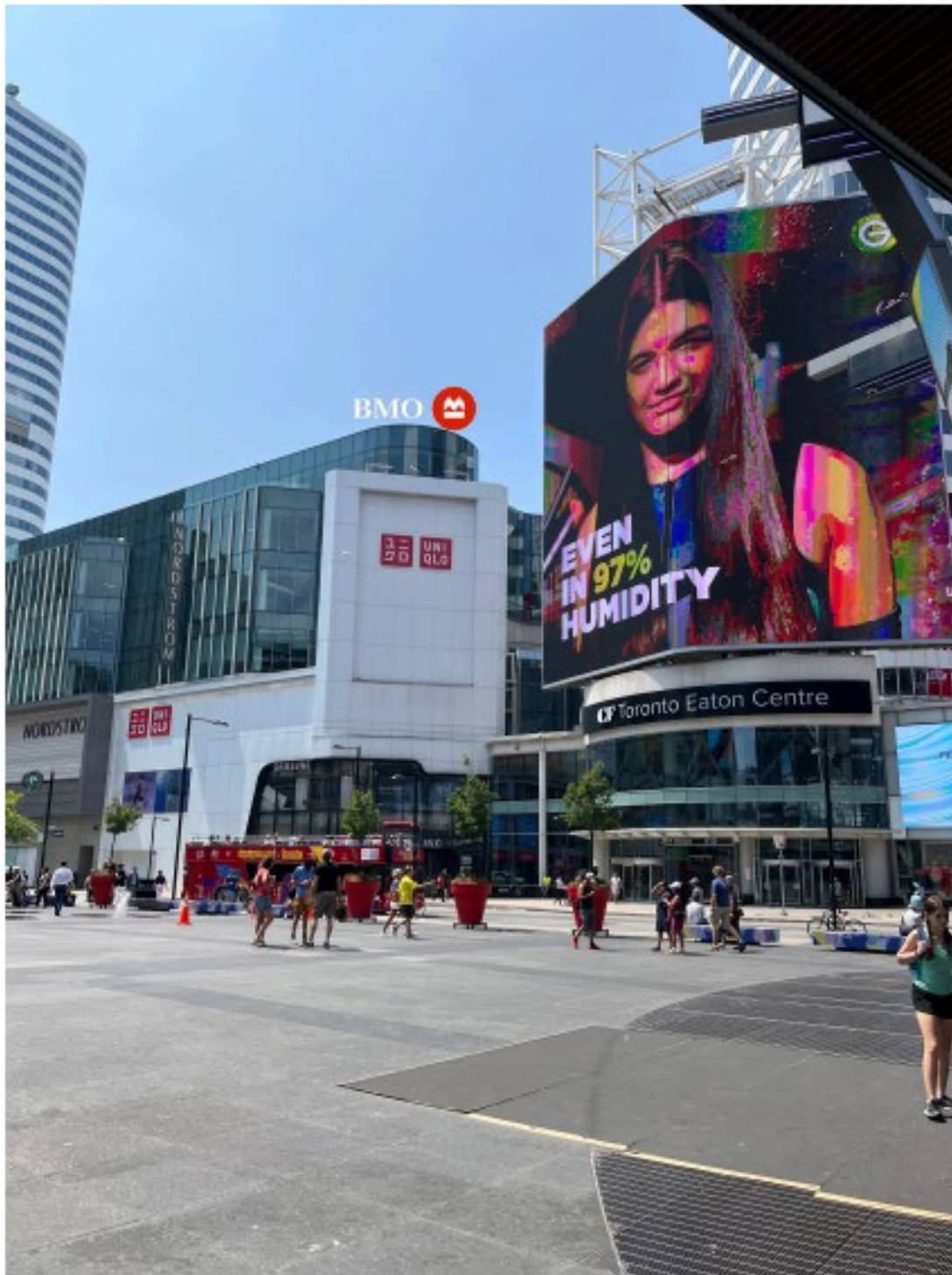
The proposed signs are not prohibited by Section 694-15B of the By-law as roof signs are approved in the Yonge-Dundas area.

8) Not alter the character of the Premises or surrounding area.

The proposed sign will not alter the character of the premise as the sign has a low profile and does not draw extra attention to the building. The proposed sign does not create additional clutter as the Dundas Square Special Sign District has many signs and the proposed sign fits with this area and the type of signage that is existing. The proposed sign is 26.65m², with the UNI QLO having area of 13.5m² and the 'V-shaped' digital screen approximate area of 728m². In comparison to both of these signs, directly next to our proposed signs is within proportion and visual site line as these two signs.

9) Not be, in the opinion of the decision maker, contrary to the public interest.

We feel that the proposed sign will not be contrary to public interest. The proposed sign is located at the upper most storey of the building in order to be seen as you approach the building. The proposed sign is in similar construction to other roof signs in this area, and is it a static copy sign, it does not add more distraction then the digital signs in the area.



ATTACHMENT 4 – DECISION OF CBO TO REFUSE THE PROPOSED SIGNAGE MASTER PLAN

DECISION NOTICE FIRST PARTY SIGN VARIANCE

Location: 33 Dundas Street West (23-179630)

Any person who receives notice of the Chief Building Official's decision may appeal the decision to the Sign Variance committee, by filing the notice of appeal and paying the non-refundable fee (\$712.78) within 20 days of service of the notice of decision. Please contact the Sign By-Law Unit for more information.

For more
information:



Phone:
416-392-8000



Website:
www.toronto.ca/signs



Email:
signbylawunit@toronto.ca

Please reference the address and file number, so we can better assist you.

WHAT IT'S ABOUT – THE PROPOSAL:



A proposal to erect and display one illuminated first party roof sign displaying static copy. The proposed sign is located on the roof of Eaton Centre -facing Dundas Square-. The sign is measuring 3.05 metres vertically by 8.74 metres horizontally at the height of 38 metres from the grade. *** BMO***

DECISION: **REFUSED**

It is the Chief Building Official's decision to refuse the proposal for the following reasons:

- ✓ Belongs to a sign class permitted in the sign district where the premises is located;
- ✓ Is not a third party sign;
- X **Is not 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 public safety, including traffic and pedestrian safety;
- ✓ Is not a sign expressly prohibited by §694-15B of chapter 694;
- X **Does alter the character of the premises or surrounding area; and**
- X **Is, in the opinion of the Chief Building Official, contrary to the public interest.**



Decision date: October 17, 2023

Last day to appeal: November 13, 2023



Please see reverse for more information.



Toronto at your service

PLEASE TURN THE PAGE FOR IMPORTANT INFORMATION



Mailed on: October 18, 2023

PLEASE SEE BELOW FOR MORE INFORMATION

THE CHIEF BUILDING OFFICIAL AND SIGN VARIANCE APPLICATIONS:

The role of the Chief Building Official is to make a fair and impartial decision regarding Sign Variance Applications for proposals which deviate from the prescribed regulations of the Sign By-law (Chapter 694, Signs, General), of the City of Toronto Municipal Code. The Chief Building Official considers the submission material provided by the applicant and interested parties, in favour or against the proposal. The Chief Building Official then makes a decision on the application, weighing the submissions filed with respect to the application. The Chief Building Official may grant a variance where it has been established that the proposed sign:

- 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, including traffic and pedestrian 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.

DATE DECISION MAILED ON: October 17, 2023

LAST DAY TO APPEAL THE DECISION OF THE CHIEF BUILDING OFFICIAL TO THE SIGN VARIANCE COMMITTEE: November 13, 2023

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 694-305 of the City of Toronto Municipal Code.

Appeal forms and other information are available at the address described below.

**Sign By-Law Unit: Toronto City Hall, Ground Floor, East Tower
100 Queen Street West, Toronto, ON, M5H 2N2**