

ATTACHMENT 2 – APPEAL SUBMISSION PACKAGE

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

		Lot No.	Plan No.

Appellant Information

		Last Name	
			Telephone No.
Street No.	Street Name	Suite/Unit No.	Mobile No.
City/Town	Province	Postal Code	Fax No.
E-mail Address			

Describe the variance that was applied for:

Please provide the reasons/justifications for the appeal (attach any supporting documentation or additional pages as required).

Attachment Required

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

Continue on next page

Application

Sign Variance Appeal

Appellant Information and Declaration

First Name I,		Last Name	
Company Name(if applicable)			Telephone No.
Street No. of,	Street Name	Suite/Unit No.	Mobile No.
City/Town	Province	Postal Code	Fax No.
E-mail Address			
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 _____ Print Name _____ 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.

Receipt No: 1771778

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:	24 136208 ZSV 00 ZR	Date & Time:	September 19, 2024 12:37 PM
Paid By:	BADER GROUP INC C/O ROBERT BADER 38 ALBANI ST TORONTO ON M8V 1X2		
Project Location:	991 KENNEDY RD TORONTO ON M1P 2K5		
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	Konstas, Elayne per Treasurer, City of Toronto
☒ Visa ☐ Debit Card	
☐ Money Order ☐ Certified Cheque	
☐ Journal Entry ☐ Fee Exempt	

ATTACHMENT 3 – SIGN VARIANCE SUBMISSION PACKAGE

LETTER OF AUTHORIZATION

Owner / Agent Address

Kennedy Towers
Development Inc.
1810 Midland Ave
Scarborough, ON M1P 3C2

Contact: _____

Tel: _____

Fax: _____

Location Site Address

991 Kennedy Road
Toronto ON M1P 2K5

Contact: Don James

Tel: 647-567-6511

Fax: _____

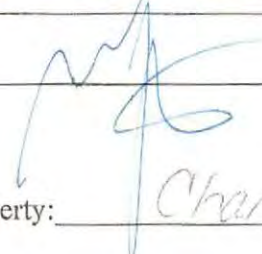
I, (PLEASE PRINT) _____, owner/agent of

(Location Site), 991 Kennedy Rd Scarborough ON M1P 2K5

property, give **PATTISON SIGN GROUP** authorization to install signage at the above mentioned property.

This letter shall also serve to authorize **PATTISON SIGN GROUP** and it's authorized agent Robert Bader to act as our agent when applying for the necessary municipal approvals and permits.

Date: 22-03-2024

Owner/Agent: x 

Legal description of property: Charitable Gaming Hall

Folder Number	Date (yyyy-mm-dd)
	2024-04-12

Project Information

Street Number 991	Street Name KENNEDY ROAD	Lot Number	Plan Number
Describe the variance(s) being applied for: PLEASE REFER TO ATTACHED RATIONALE			
If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:			
Existing Sign Dimensions 1.98m WIDE x 4.53m HIGH		Location GROUND SIGN WESTERLY PROPERTY BOUNDARY	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): PLEASE REFER TO ATTACHED RATIONALE			

Property Owner Information

First Name DON		Last Name JAMES	
Company Name (if applicable) KENNEDY TOWERS DEVELOPMENT INC.			Telephone Number (647) 567-6511
Street Number 1380	Street Name MIDLAND AVENUE	Suite/Unit Number	Mobile Number
City/Town TORONTO	Province ONTARIO	Postal Code M1P 3C2	Fax Number
Email			

Attachment Required

- Sign Variance Data Sheet
- Copies of any supporting documents
- All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Applicant Information and Declaration

First Name I, ROBERT		Last Name BADER	
Company Name BADERGROUP INC.			Telephone Number (437) 234-5368
Street Number of 38	Street Name ALBANI STREET	Suite/Unit Number	Mobile Number (437) 234-5368
City/Town TORONTO	Province ONTARIO	Postal Code M8V 1X2	Fax Number
Email robertbader1973@gmail.com			
Do hereby declare the following: • That I am ☐ the Property Owner as stated above • ☐ the owner's authorized agent. • ☒ an officer/employee of BADERGROUP INC., 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.			
Robert Bader * Digitally signed by Robert Bader Date: 2024.04.14 22:12:41 -04'00' Signature		ROBERT BADER Print Name (First, Last)	
		2024-04-12 Date (yyyy-mm-dd)	

Continue on next page

Toronto Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, 136(c) and the City of Toronto Municipal Code, Chapter 694, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information 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 can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-392-4235.

Folder number	Request Date (yyyy-mm-dd)
	2024-04-12

This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street Number	Street Name	Lot Number	Plan Number
991	KENNEDY ROAD		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
10,753.60	125.4	86.3
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
1		
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
4.27	1	1,860
Building Uses(s)		
ASSEMBLY CHARITABLE GAMING HOUSE		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	PLEASE REFER TO ATTACHED RATIONALE
South	PLEASE REFER TO ATTACHED RATIONALE
East	PLEASE REFER TO ATTACHED RATIONALE
West	PLEASE REFER TO ATTACHED RATIONALE

Proposal

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

Continue on next page

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- 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
- 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, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 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 describe in detail how the proposal satisfies each of the criteria listed above
(use additional pages if necessary)

~~PLEASE REFER TO ATTACHED RATIONALE~~

Sign Data Sheet

Date (yyyy-mm-dd)	Folder No.
2024-04-12	

Sign Information

Method of Copy Display			Sign Face Dimensions (maximum)			Sign Depth (metres)	Sign Height (metres)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (metres)	Width (metres)	Area (m ²)				
1			2.44	5.03	12.27	0.25	4.27		Yes
2			2.13	1.52	3.24	0.76	4.53		Yes

* Please ensure that the sign numbers listed in this sheet are indicated on all sign plans

Receipt No: 1745537

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:	24 136208 ZSV 00 ZR	Date & Time:	April 17, 2024 12:45:09 PM
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Paid By:	BADER GROUP INC C/O ROBERT BADER 38 ALBANI ST TORONTO ON M8V 1X2		
Project Location:	991 KENNEDY RD TORONTO ON M1P 2K5		
Project Description:	Zoning Review; Multiple-Use Building; Sign		
Fee Description(s):	Cost Center Number:	Value:	
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$897.89	
TB-Visa - online	110583 - PAYMENT	-\$897.89	
Total:			\$.00
Paid Amount			\$897.89
Paid by :TB-Visa - online			

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



BADER GROUP INC.

Robert Bader
(437) 234-5368
robert@badergroup.ca
38 Albani Street, Toronto, Ontario, M8V 1X2
www.badergroup.ca

May 1, 2024

File #: 24-112

Delivered by email: signbylawunit@toronto.ca
Jacqueline.Kissoondial@toronto.ca

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

ATTENTION: JACQUELINE KISSOONDIAL, SIGN BUILDING CODE EXAMINER INSPECTOR
RE: SIGN VARIANCE APPLICATION – 991 KENNEDY ROAD (RAMA GAMING HOUSE)

Dear Jacqueline,

On behalf of our client, Pattison Sign Group (now known as “Pattison ID”), in support of a signage proposal at the property municipally known as 991 Kennedy Road, we are pleased to submit an application requesting minor variances to the City’s Sign By-law. We anticipate favourable consideration of this application at your earliest opportunity.

Offering two convenient locations in the Greater Toronto Area, Rama Gaming House provides the best opportunity for enjoyment of popular Vegas-style games and bingo. Licensed by the Ontario Lottery Gaming Commission (OLGC), with fantastic associate food and entertainment options, Rama Gaming House brings sophisticated excitement to the gaming community.

SITE AND BUILDING CONTEXT

Rama Gaming House currently operates out of a single-storey building formerly known as “Kennedy Bingo”. Since obtaining its Charitable Gaming License from the OLGC, Rama Gaming House has greatly improved its service offerings which include convenient free parking, an expanded food and drink menu, and electronic “Vegas-style” gaming machines.

Rama Gaming House is designated as a Commercial Residential (CR) Sign District (refer to Figures 1 & 2). It is located on the east side of Kennedy Road, just south of Lawrence Avenue East and north of Eglinton Avenue East. The property is immediately surrounded to the north, east and south by employment and utility uses, including hydro-transmission corridors, a large hydro-electric transfer station, and a railway corridor encompassing the

Stouffville GO Transit Line. Across Kennedy Road, on the west side, is a residential, low-rise detached subdivision of homes.

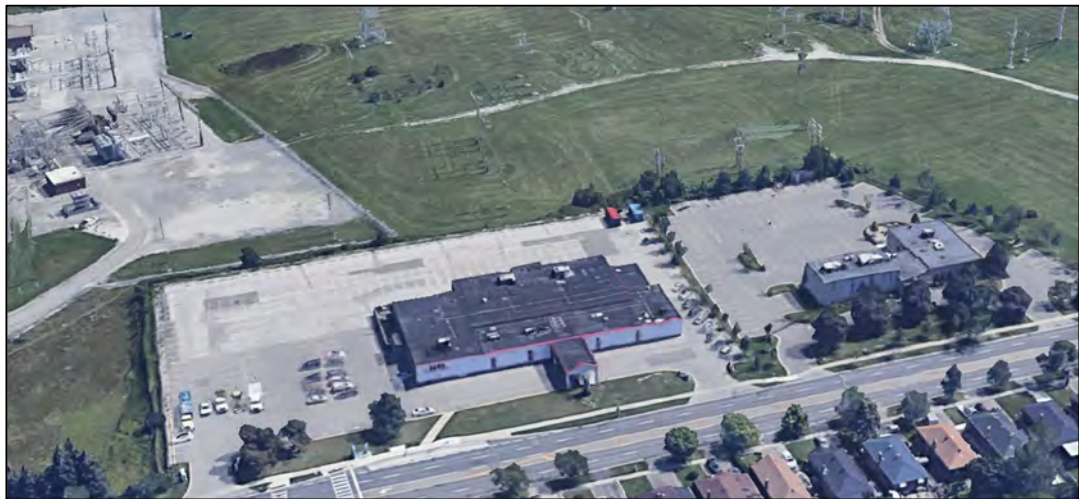


FIGURE 1: AERIAL VIEW OF 991 KENNEDY ROAD (RAMA GAMING HOUSE)

The Kennedy Road Right-of-Way is +/- 30 metres and is classified as a **Major Street** in the City’s Official Plan, encompassing two northbound and two southbound lanes of vehicular traffic, along with a centre median and east/west turn lanes. This **Major Street** benefits from a wide boulevard, productively used for snow storage during the winter months and as a suitable medium for boulevard tree planting. There is neither current nor planned cycling infrastructure along this portion of Kennedy Road.



FIGURE 2: SIGN DISTRICT MAP EXCERPT IDENTIFYING 991 KENNEDY ROAD (RAMA GAMING HOUSE)

SIGNAGE PROPOSAL

This sign variance application seeks to:

1. Affix an illuminated, double-sided sign face on the existing ground sign located in the front yard of the property and immediately adjacent to the buildings' porte-cochere, with dimensions measuring 1.52 metres (5'-0") horizontally and 2.13 metres (7'-0") vertically, and proposed to display electronic static copy; and



FIGURE 3: IMAGES OF EXISTING AND PROPOSED GROUND SIGN

2. Install one illuminated wall sign on the northerly building wall, directed to vehicular traffic travelling south along Kennedy Road. The dimensions of the proposed wall sign are 5.03 metres (16'-6") horizontally by 2.44 metres (8'-0") vertically. The proposed wall sign is to occupy only 8.6% of the northerly-facing building wall and is to display electronic static copy.



FIGURE 4: PROPOSED WALL SIGN

REQUESTED VARIANCES

To realize the requests that are the subject of this application, the following variances are required to provide for the proposed electronic wall sign and the proposed alterations to the existing ground sign:

- i. A variance to the provision contained at §694-14E which requires that signs shall display only static copy unless otherwise expressly permitted. This request seeks electronic static copy display on a proposed wall sign and electronic copy display, in part, on an existing ground sign;
- ii. A variance to the provision contained at §694-15A which states that anything not expressly permitted by the Sign By-law is prohibited. Electronic wall signs and electronic ground signs are not expressly permitted in the Commercial-Residential (CR) Sign District; and
- iii. A variance to the provision contained at §694-20I which only permits first party signs to display static copy, topiary sign copy, or readograph copy whereas this application seeks electronic static sign copy display on a proposed wall sign and, in part, on an existing ground sign.

SIGN ATTRIBUTES

Further to Figure 3 above and Figure 5, the existing ground sign currently contains various sign faces on the double-sided sign structure. The existing ground sign stands approximately 4.27 metres (16'-0") in height and is composed of a plinth, four individual sign faces set between two structural uprights, and finished with a flat-top cap. One of the four sign faces identifies the municipal address; the second of four sign faces is contentless or blank; the third of four sign faces contains an electronic static display; and the fourth sign face identifies the Rama Gaming House business operating out of 991 Kennedy Road.

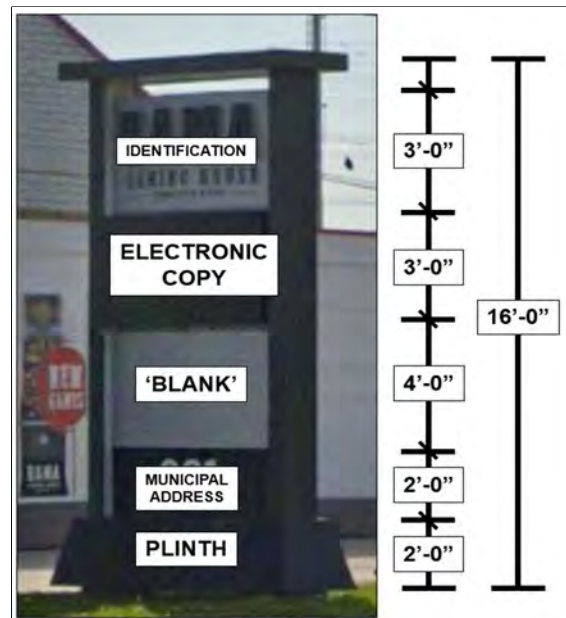


FIGURE 5: EXISTING GROUND SIGN - DIMENSIONED

This application does not seek to alter any of the physical attributes of the existing ground sign. The existing ground sign is approximately 1.83 metres (6'-0") in width, providing an overall sign face area of approximately 5.26 square metres. Further, both the existing sign and the "renovated" sign subject to this current application comply in all respects with the Sign By-law provisions respecting illumination, as contained at §694-18, specifically:

- Not be illuminated during the issuance of a smog alert (§694-18A&B);
- Not be illuminated (operational) between the hours of 11:00 p.m. and 7:00 a.m. unless associated with a lawful business operating during this period [§694-18C(4)(a)];
- Not be up-lit [§694-28E(1)];
- Not project light onto any adjacent premises located in an R, RA, CR, I, or OS sign district [§694-28E(2)];
- Restrict light levels within 10.0 metres of all points of the proposed sign face by not more than 3.0 lux above the ambient lighting level [§694-28E(3)];
- Not exceed more than 5000 nits during the daytime [§694-28E(4)]; and
- Not exceed more than 300 nits overnight and at dusk and dawn [§694-28E(5)].

The request that is the subject of this application is to simply expand the method by which sign copy is displayed on the sign, as electronic static copy.

Additionally, the proposed wall sign will also comply in all respects with the Sign By-law provisions respecting illumination, as contained at §694-18, as cited above.

ESTABLISHED CRITERIA

Recent amendments to Chapter 694 were passed by Toronto City Council and enacted by By-law 402-2024 subsequent to the submission of this First Party Sign Variance application. In accordance with the principles of natural justice, this application should be considered under the process that existed prior to these amendments coming into force and effect.

§694-30A of the Sign By-law states that an application for a variance from the By-law provisions may only be granted where it is established that the proposed sign meets all nine of the criteria. In support of a favourable decision respecting this application, we provide the following response to each of the criteria:

(1) Belong to a sign class permitted in the sign district where the premises is located.

Sign class designation is provided at §694-4 of the Sign By-law. There are two designated classes of sign; first party signs and third party signs. Both the existing sign and the sign subject to this current application are designated as a first party sign. First party signs are defined as:

A sign which identifies, advertises, promotes or directs attention to a business, service or activity available at the premises where the sign is located and shall include a Development Sign.

The signs subject to this current application will operate in accordance with the definition for first party signs. The sign will identify, advertise, promote or direct attention to a business, service or activity available at 991 Kennedy Road and associated with Rama Gaming House.

(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 existing ground sign, the proposed renovations thereto, and the proposed wall sign, all subject to this current application are designated as a first party sign.

(3) Be compatible with the development of the premises and surrounding area.

The existing ground sign was deemed compatible with the development of the premises and the surrounding area. The physical attributes and the characteristics of the existing sign are unchanged through this current application. The sign subject to this current application remains in the same location and will operate in the same manner as the existing sign, save for a modest increase in the size in which the sign copy is displayed. There is no material impact on the surrounding area through the proposed change in which sign copy is displayed. The ground sign subject to this current application will comply with all of the Sign By-law provisions respecting time-of-day operation and any other provisions respecting electronic signs. The image quality, kinetic energy and brightness of the existing ground sign and the sign subject to this current application will be identical.

Although 991 Kennedy Road is designated as a Commercial Residential (CR) Sign District, there are no residential uses occurring nor are there any there are no current or future plans to provide for residential uses at the property. The immediate surrounding area has been predominately developed and used for employment and utility purposes; hydro-transmission corridors, a large hydro-electric transfer station, and a railway corridor encompassing the Stouffville GO Transit Line. These subject and surrounding uses are not classified as sensitive, which ensures compatibility with the signage proposed in this application.

Due to the sensitive uses occurring on the west side of Kennedy Road, the proponent is accepting of certain conditions to secure the compatibility of the signage, as follows:

- The brightness of the proposed altered ground sign and the proposed wall sign not exceed 300 NITS; and
- The brightness of the proposed altered ground sign and the proposed wall sign be monitored and controlled in such a way that the cumulative light emitted by both signs will not increase the light levels at a distance of 10 metres from the signs by more than 3.0 lux above the ambient lighting level.

The signs subject to this current application will comply with these conditions, thereby ensuring compatibility with the surrounding area and satisfying any initial concerns with respect to the nearby residential uses.

Furthermore, the signs subject to this application maintains compatibility with the development of the premises and surrounding area through the ubiquity of electronic signs approved through similar circumstances, to provide a sample:

- In June 2014, the Sign Variance Committee granted minor variances to provide for an electronic ground sign for a window retailer at the property municipally known as 1590 The Queensway (<https://secure.toronto.ca/council/agenda-item.do?item=2014.SB29.1>);
- In November 2014, the Sign Variance Committee granted minor variances to provide for an electronic wall sign for supermarket located at the property municipally known as 5930 Finch Avenue East (<https://secure.toronto.ca/council/agenda-item.do?item=2014.SB32.4>);
- In December 2016, the Sign Variance Committee granted minor variances to provide for an electronic ground sign for a building materials warehouse and showroom located at the property municipally known as 310 Oakdale Road (<https://secure.toronto.ca/council/agenda-item.do?item=2016.SB13.3>);
- At the property municipally known as 800 Islington Avenue, following a circuitous approvals route, the provision of one large electronic ground sign for a film industry supply and rental warehouse (<https://secure.toronto.ca/council/agenda-item.do?item=2015.PG4.11>);
- In 2018, the Chief Building Official granted the necessary variances to allow for the Bank of Nova Scotia to install a large ground sign, displaying electronic static copy, in front of its corporate headquarters at 40 King Street West.

(4) Support the Official Plan objectives for the subject premises and surrounding area.

As stated, the immediate surrounding area is designated and used for employment and utility purposes. These uses are classified as non-sensitive, and the signage proposed in this application is supportive of the Official Plan objectives that apply to the surrounding area. In effect, this Official Plan designation serves to protect and enhance the planned function of the surrounding area by, among other things, prohibiting sensitive land uses within designated *Utility Corridors*. The signage proposed in this application is therefore compatible with, and will not detract from, the planned function of the surrounding *Utility Corridors*.

While 991 Kennedy Road is designated as a *Mixed Use Area* (see figure below), there are no current or future plans to introduce sensitive land uses. The subject premises operates as a charitable gaming house, which although aligns with the Official Plan policy provisions respecting *Mixed Use Areas*, remains a non-sensitive land use.

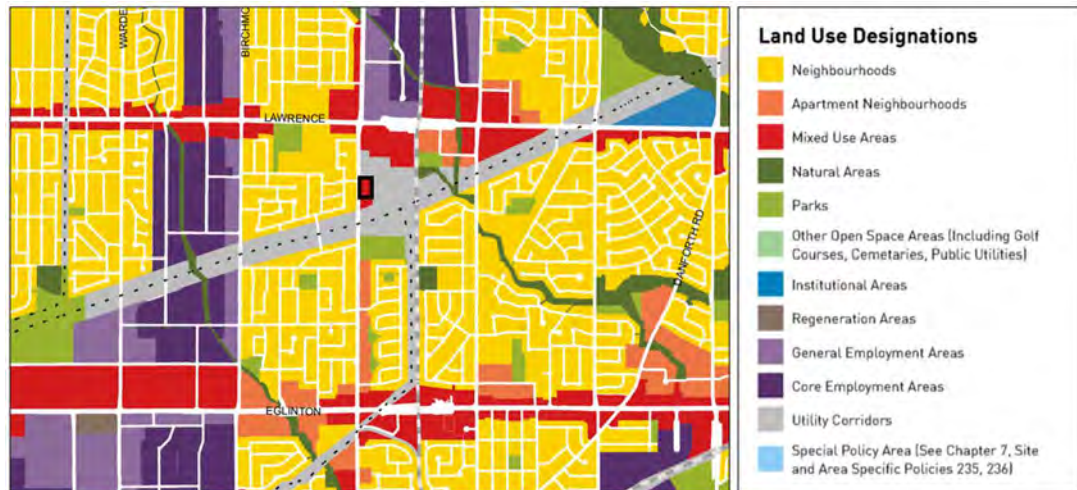


FIGURE 6: OFFICIAL PLAN LAND USE MAP EXCERPT (MAP 20); [REDACTED] DENOTES SUBJECT LOCATION

(5) Not adversely affect adjacent premises.

The signs subject to this application will not adversely affect adjacent premises. The proposed wall sign cannot be viewed from any adjacent premises located to the east, north-east, south-east, south, south-west, and west. Likewise, with the conditions imposed, light trespass from the proposed signage is managed.

As there is no physical alterations nor relocations proposed to the renovated ground sign in this current application, the increase in display area of the electronic static component continues to not adversely affect adjacent premises.

(6) Not adversely affect public safety, including traffic and pedestrian safety.

The signs that are the subject of this application are not located in a *Visibility Zone*, as defined by the Sign By-law. The existing ground sign, the proposed renovations thereto, and the proposed wall sign comply with the provisions contained at §694-17A. There is no cycling infrastructure on Kennedy Road, a four-lane high-volume arterial road. These facts indicate that the proposed sign poses no public safety concern. In that manner, the proposed sign will not adversely affect public safety.

Further to the conditions respecting illumination and operational requirements that are proposed in this application, this too, will contribute to ensuring public safety, including traffic and pedestrian safety, is not adversely affected.

(7) Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B.

Sign By-law prohibitions, as contained at §694-15B, are outlined as follows:

- i. A sign erected on a tree or a fence;

- ii. A roof sign, except a first party roof sign included in a Signage Master Plan consisting solely of first party signs, or a roof sign located in the Dundas Square Special Sign District;
- iii. A sign erected on a parked vehicle or trailer where the primary purpose of the vehicle or trailer is the display of the sign;
- iv. A sign erected on a vehicular, railway or pedestrian bridge;
- v. A sign which obstructs or interferes in any way with the use of any fire escape, fire exit, door, flue, air intake, exhaust, or required parking space or window, but shall not include a window sign permitted by this chapter;
- vi. A sign which interferes with any electrical or telephone wires or associated supports;
- vii. A sign emitting sound or odour;
- viii. A sign discharging any gas, liquid, or solid;
- ix. A sign containing interactive copy;
- x. An electronic roof sign, except a first party electronic roof sign included in a Signage Master Plan consisting solely of first party signs, or an electronic roof sign located in the Dundas Square Special Sign District.

It is confirmed that the sign subject to this current application is not descriptive of the signs identified on the list of prohibitions. The sign that is subject to this current application is not prohibited.

(8) Not alter the character of the premises or surrounding area.

The immediate surrounding area is characterized by utility and railway infrastructure. A hydro corridor runs perpendicular to the railway corridor to the east and to the north, the area is wholly dedicated to heavy hydro-utility public works. The proposed signage is consistent with the predominant character and function of other *Utility Corridor* uses, those being railway and hydro transmission uses in the immediate surrounding area, as designated in the Official Plan.

§694-19 of the Sign By-law likewise designates the surrounding area as a Utility (U) Sign District and an Employment (E) Sign District. The sign class and sign type being proposed is recognized and permitted in the Utility (U) Sign District and the Employment (E) Sign District and the method of copy display, electronic static copy, is found in such districts throughout the city.

The proposed sign is therefore compatible with and will not alter the character of the premises or surrounding area.

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

There have been significant advances made in digital signage technology since the establishment of a new signage regime for the City, in 2009. The Sign By-law has responded, most recently by incorporating legislative changes that were considered through a comprehensive illuminated and electronic sign review which included:

- A Planning and Design Review of the impact of electronic and illuminated signs on surrounding land uses and methods used in other municipalities to address that;
- A Traffic Safety Study which examined the potential safety implications of electronic signs;
- Public and Stakeholder Consultations; and
- A Public Opinion Poll on electronic and illuminated signs.

The legislative changes to the Sign By-law included, in part:

- Expanding the areas where electronic signs can be located;
- Requiring an amendment to the Sign By-law where such signs are not otherwise permitted;
- Reducing the permitted brightness of these sign types by 40%; and
- Recognizing electronic signs as a separate sign type (not just a method in which sign copy is displayed).

The substance of the review revealed that people are concerned with such signs located where they live, particularly such a sign type's "impact on residential dwelling units in upper storeys of mixed-use buildings."

To be sure, the proposed sign is not located where people live and with the requested conditions respecting light trespass imposed on the proposed signage, there is no impact whatsoever on residential dwelling units in upper storeys of mixed-use buildings.

In addition, Rama Gaming House, operating as a charitable gaming house under the authority of the OLC, is one of many gaming houses across the province. What is common, to the point of widespread, in the majority of these licensed charitable gaming houses, is the presence of electronic displays on their associate signage. Figure 7, below, provides a limited and not exhaustive sample of electronic signage associated with charitable gaming houses across the province.

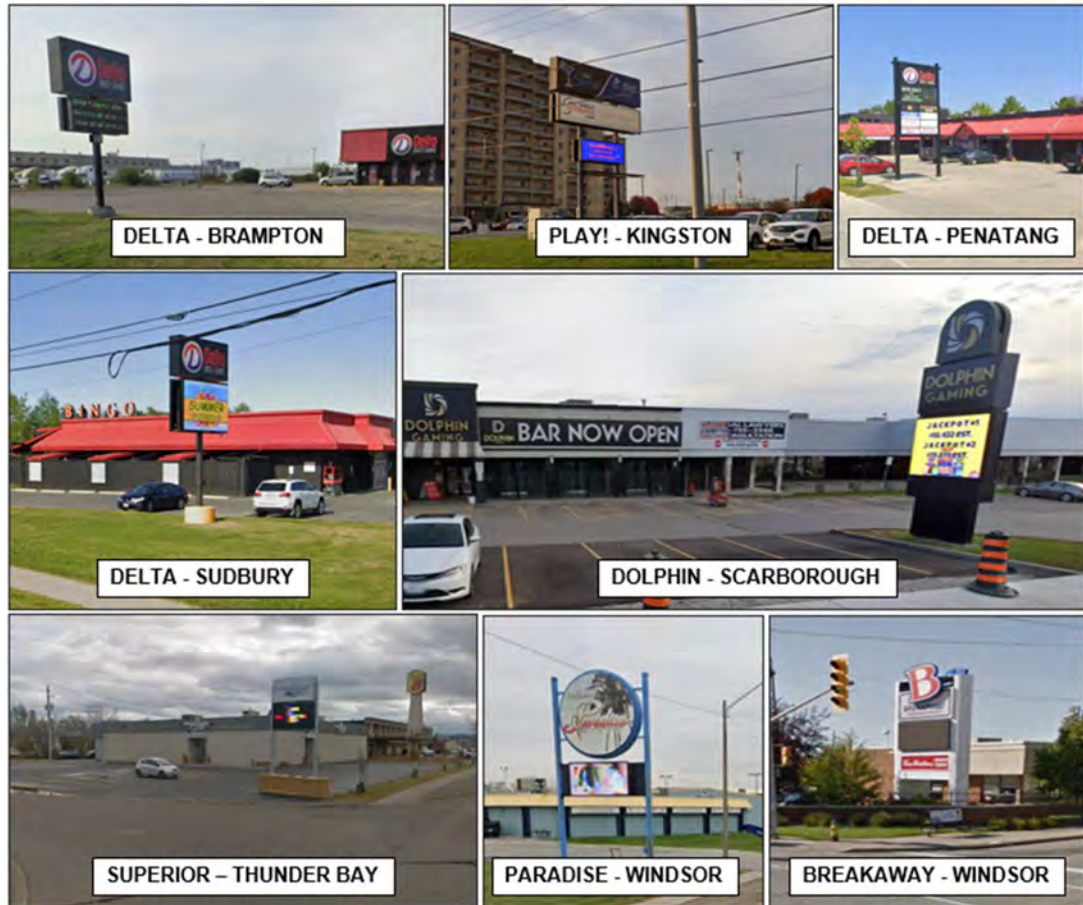


FIGURE 7: SAMPLE OF ELECTRONIC SIGNAGE AT GAMING HOUSES ACROSS THE PROVINCE

It is for these reasons that the proposed sign is not contrary to the public interest.

We trust that this is in accordance with your expectations, and we look forward to your favourable consideration of this request. If you have any questions, please contact the undersigned.

Regards,

Robert Bader
 (437) 234-5368
robertbader1973@gmail.com

ATTACHMENT 4 – CBO’S DECISION NOTICE

DECISION NOTICE FIRST PARTY SIGN VARIANCE

Location: 991 Kennedy Rd (24-136208)

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 (\$816.38) 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:



The applicant has proposed to erect and display one static, illuminated double-sided electronic ground sign on the westerly frontage of the property. Proposal also includes one static, illuminated electronic wall sign on the northerly frontage of the building wall.

****RAMA CASINO HOUSE****

Dimensions:

Ground Sign: 2.13m L x 1.52m W x 0.76m D x 4.53m H

Wall Sign: 2.44m L x 5.03m W x 0.25m D x 4.27m H

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;
- X **Is not compatible with the development of the premises and surrounding area;**
- X **Does not support the Official Plan objectives for the subject premises and surrounding area;**
- X **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;
- 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: August 26, 2024

Last day to appeal: September 23, 2024

PLEASE TURN THE PAGE FOR IMPORTANT INFORMATION



Mailed on: August 26, 2024

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: August 26, 2024

LAST DAY TO APPEAL THE DECISION OF THE CHIEF BUILDING OFFICIAL TO THE SIGN VARIANCE COMMITTEE: September 23, 2024

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 below.

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