

Multiple Applications Respecting One Third Party Electronic Wall Sign requiring Two Variances and another One Third Party Electronic Wall Sign requiring Two Variances - 2300 Yonge Street

Date: January 21, 2025

To: Sign Variance Committee

From: Project Director, Business Transformation and Citywide Priorities, Toronto Building

Wards: Scarborough-Agincourt (Ward 22)

SUMMARY

Sussex PDG Permitting & Development Group (the "Applicant") has applied for two variances required to allow the Chief Building Official ("CBO") to issue sign permits for the erection and display of two third party electronic wall signs, displaying electronic static copy ("Proposed Sign 1" and "Proposed Sign 2"), on the premises municipally known as 2300 Yonge Street (the "Subject Premises").

Proposed Sign 1 and Proposed Sign 2 (collectively the "Proposed Signs") would be double-faced third party electronic wall signs displaying electronic static copy. Proposed Sign 1 and Proposed Sign 2 are described further in Attachments 1 and 2, respectively. The Proposed Signs would be replacing two existing electronic wall signs at approximately the same locations.

The Subject Premises is designated as a Commercial Residential ("CR") Sign District, which allows third party wall signs, however does not permit the electronic wall sign type. Variances to Chapter 694 are necessary to allow the Proposed Signs, displaying electronic static copy, to be erected in a CR Sign District. Additionally, the Applicant seeks to position these signs in closer proximity to other electronic third party signs than what would be permitted by the Sign By-law.

Following a review of the Applicant's submissions and additional information provided by staff, the CBO has determined that there was not sufficient information to conclude that the eight required criteria in §694-30A of the Sign By-law have been established with respect to the requested variances for Proposed Sign 1, subject to all of the noted conditions, as described further in Attachment 1 of this report. The CBO has also determined that there not was sufficient information to conclude that the eight required criteria in §694-30A of the Sign By-law have been established with respect to the

requested variances for Proposed Sign 2, subject to all of the noted conditions, as described further in Attachment 2 of this report.

RECOMMENDATIONS

The Chief Building Official and Executive Director, Toronto Building, recommends that:

1. The Sign Variance Committee refuse to grant the requested variances to section 694-15.A and 694-22.D each subject to six conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign 1, as further described in Attachment 1 to this report.
2. The Sign Variance Committee refuse to grant the requested variances to section 694-15.A and 694-22.D, each subject to six conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign 2, as further described in Attachment 2 to this report.

FINANCIAL IMPACT

There are no current or known future year financial impacts arising from the recommendations contained in this report.

DECISION HISTORY

SB25.2 - Application by Kramer Design Associates for Six Variances With Respect to a Sign Proposal for Two Third Party Wall Signs - 2300 Yonge Street

At the meeting of January 28, 2014, the Sign Variance Committee approved the variances required to allow the issuance of permits for the erection and display of two third party wall signs, displaying electronic static copy, on the subject premises.

<https://secure.toronto.ca/council/agenda-item.do?item=2014.SB25.2>

IE30.7 - Midtown Infrastructure Implementation Strategy - Final Report

At the meeting of June 15 and 16, 2022, City Council adopted the Midtown Infrastructure Implementation Strategy providing direction on infrastructure coordination, improving and expanding parkland and the public realm, and identifying sites with potential to accommodate new community facilities, and directed City staff to utilize the strategy in the review of development applications, future capital planning processes and advancing partnership opportunities with City Agencies and Boards.

<https://secure.toronto.ca/council/agenda-item.do?item=2022.IE30.7>

PH11.6 - Improvements to the Sign By-law Amendment and Sign Variance Process

At the meeting of April 18, 2024, City Council adopted amendments to Toronto Municipal Code Chapter 694, Signs, General, to modify the provisions concerning the processing of applications for amendments to, and variances from the provisions the Sign By-law, and delegate authority to the Chief Building Official and Executive Director, Toronto Building to implement amendments to sign district designations contained in Schedule A, Maps, and related matters.

<https://secure.toronto.ca/council/agenda-item.do?item=2024.PH11.6>

ISSUE BACKGROUND

Required Variances

Table 1: Summary of Requested Variance for Sign 1

Section	Requirement	Proposal
694- 15.A	Anything not expressly permitted by Chapter 694 is prohibited.	Third party electronic wall signs are not expressly permitted in CR Sign Districts.
694-22.D	A third party sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected.	Proposed Sign 1 would be erected less than 100 metres of another third party sign.

If granted, each of the two requested variances for Proposed Sign 1, would be subject to the following conditions:

- 1) A minimum of 50% of the hourly sign copy displayed within the hourly operating period on each of the sign faces shall be first party copy, or a combination of 50% of the displayed sign copy of goods available at the premises, and 50% of first party copy;
- 2) A maximum of 50% of the sign copy displayed within the hourly operation period on each of the sign faces shall be third party copy;
- 3) The sign is designed and operates so that direct light projection would not exceed an angle of 15 degrees above the horizontal plane drawn from the highest point of each sign face;
- 4) The sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise;

5) Any and all existing third party signs located on the Subject Premises shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;

6) The sign shall be located and oriented substantially in accordance with the diagrams labeled "Drawings of the Proposed Sign 1".

Table 2: Summary of Requested Variance for Sign 2

Section	Requirement	Proposal
694- 15.A	Anything not expressly permitted by Chapter 694 is prohibited.	Third party electronic wall signs are not expressly permitted in CR Sign Districts.
694-22.D	A third party sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected.	Proposed Sign 2 would be erected less than 100 metres of another third party sign.

If granted, each of the two requested variances for Proposed Sign 2, would be subject to the following conditions:

1) A minimum of 50% of the hourly sign copy displayed within the hourly operating period on each of the sign faces shall be first party copy, or a combination of 50% of the displayed sign copy of goods available at the premises, and 50% of first party copy;

2) A maximum of 50% of the sign copy displayed within the hourly operation period on each of the sign faces shall be third party copy;

3) The sign is designed and operates so that direct light projection would not exceed an angle of 15 degrees above the horizontal plane drawn from the highest point of each sign face;

4) The sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise;

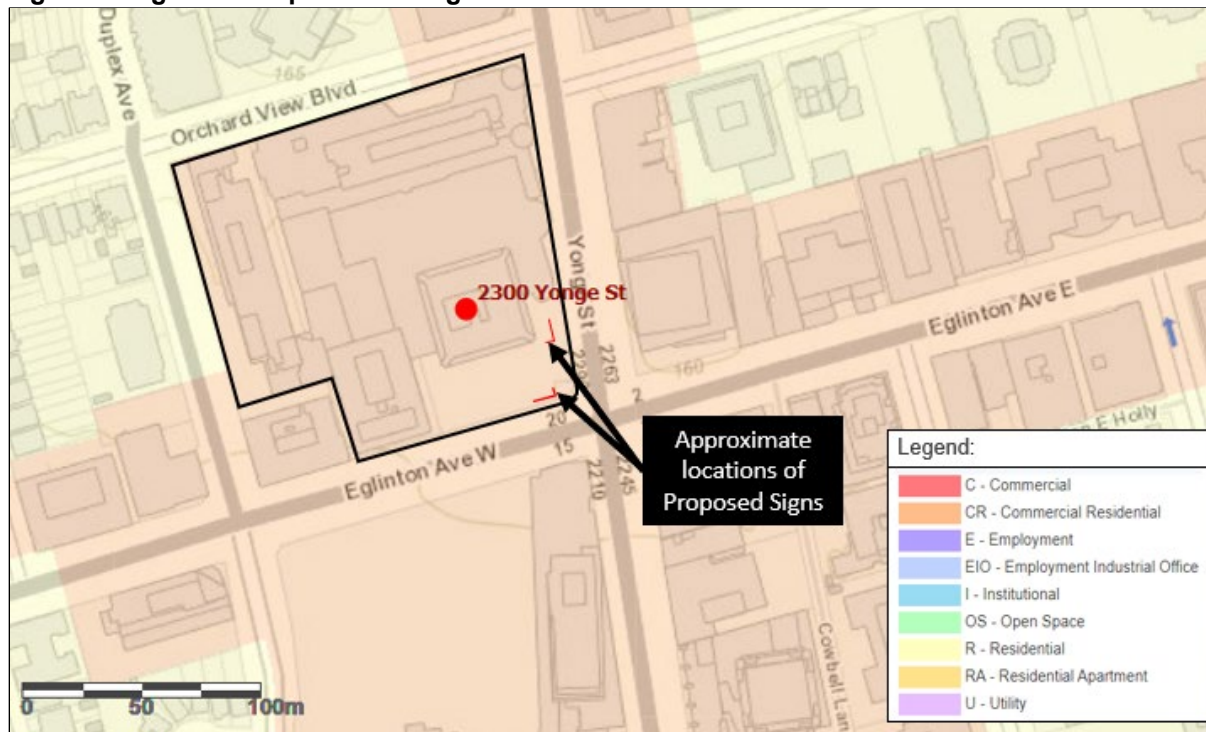
5) Any and all existing third party signs located on the Subject Premises shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;

6) The sign shall be located and oriented substantially in accordance with the diagrams labeled "Drawings of the Proposed Sign 2".

Sign Attributes and Site Context

The Proposed Signs would be located at the property municipally known as 2300 Yonge Street. The Subject Premises is in in Ward 8 - Eglinton-Lawrence, on the west side of Yonge Street and north of Eglinton Avenue West, and it is occupied by the Yonge and Eglinton Centre, which is a mixed-use development with office, residential and retail. The surrounding areas contain primarily commercial and residential uses. The Subject Premises is designated as a CR Sign District and surrounded by CR signs districts in all directions.

Figure 1: SignView Map - 2300 Yonge Street



Surrounding premises:

North: CR Sign District, high-rise mixed-use building.

East: CR Sign District, high-rise mixed-use building.

South: CR Sign District, mid-rise commercial building and Eglinton Station.

West: CR Sign District, high-rise commercial tower.

The Subject Premises currently contains two electronic wall signs (the “Existing Signs”), each with two sign faces displayed in a “L-shape” configuration. The Proposed Signs would replace the Existing Signs at the approximately same locations, have similar configurations.

Proposed Sign 1 would contain the following:

- One rectangular sign face, not exceeding 4.20 metres by 10.90 metres, facing approximately on an easterly direction, displaying electronic static copy.

- One rectangular sign face, not exceeding 4.20 metres by 3.55 metres, facing approximately on a southerly direction, displaying electronic static copy.

Proposed Sign 2 would contain the following:

- One rectangular sign face, not exceeding 4.20 metres by 3.55 metres, facing approximately on an easterly direction, displaying electronic static copy.
- One rectangular sign face, not exceeding 4.20 metres by 10.90 metres, facing approximately on a southerly direction, displaying electronic static copy.

The Proposed Signs would be situated approximately 20 meters apart and located less than 30 meters from the intersection of Yonge Street and Eglinton Avenue West. Attachments 1 and 2 to this report provide further descriptions of Proposed Sign 1 and Proposed Sign 2, respectively.

COMMENTS

Applicant Information

The Applicant has stated that they have been authorized by the owner of the property municipally known as 2300 Yonge Street to make two variance applications required to allow for permits to be issued for two third party electronic wall signs, each featuring two sign faces, displaying electronic static copy, as further described in Attachment 1 and Attachment 2.

Application Background

The Subject Premises is designated as a CR Sign Districts, where third party signs are permitted, limited to wall signs and topiary wall signs containing one sign face, with maximum sign face area of 3.0 square meters and height of 3.0 meters. The Proposed Signs would each feature two rectangular sign faces, displayed in a "L-shape" configuration, one measuring 4.19 metres vertically by 10.89 metres horizontally and the other 4.19 metres vertically by 3.54 metres horizontally. The sign faces on the Proposed Signs would be oriented easterly and southerly, targeting traffic traveling along Yonge Street and Eglinton Avenue (East and West). The Proposed Signs would be situated approximately 20 meters from each other and located less than 30 meters of the intersection of Yonge Street and Eglinton Avenue West, Proposed Sign 1 on the third storey and Proposed Sign 2 on the second storey of the building at 2300 Yonge Street.

While third party signs are permitted in CR sign Districts, third party electronic wall signs, like the Proposed Signs, are not permitted. As a result, there are no specific performance standards for third party electronic wall signs in CR Sign Districts in the Sign By-law. Since the Sign By-law was amended in 2024, removing the sign type from the criteria from the requirements for granting a Sign Variance, applicants must provide

additional evidence and analysis to demonstrate the compatibility of a proposal with the existing and planned development of the area.

According to the Applicant's submissions, two third party electronic static copy wall signs have existed on the Subject Premised since 2014. The Existing Signs were permitted by variances granted in 2014. The Applicant is seeking new variances to replace the Existing Signs, which are currently positioned and configured in a similar manner as the Proposed Signs would be. The proposal includes increasing the sign face area of each of the Existing Signs from approximately 47.50 square meters to 65.0 square meters. This change represents an increase in sign face area of more than 35%.

Figure 2: Existing Signs in relation to Proposed Signs



The variances granted for the Existing Signs in 2014 were subject to three conditions: that a minimum of 50% of the hourly sign copy displayed within the hourly operating period on each of the sign faces shall be first party copy, or a combination of 50% of the displayed sign copy of goods available at the premises, and 50% of first party copy; that a maximum of 50% of the sign copy displayed within the hourly operation period on each of the sign faces shall be third party copy; and, that the sign is designed and operates so that direct light projection would not exceed an angle of 15 degrees above the horizontal plane drawn from the highest point of each sign face. The Applicant has requested these conditions for the Proposed Signs should variances be granted.

Community Consultation

The CBO has adopted a practice of engaging in enhanced consultation process concerning variance applications for electronic signs. 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 of the proposal.

The CBO also informed the public of an additional virtual Community Consultation. The virtual Community Consultation session was held on the evening of January 13, 2025. No one attended the Community Consultation session, and as of the date of this report, the City was contacted by one member of community objecting the Proposed Signs. The main concerns raised by this member were regarding public safety and compatibility with the area.

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

The Sign By-law contains criteria to be used in evaluating variance application for a proposed sign. Specifically, §694-30A states that an application for variance may only be granted where it is established that the proposed sign meets each of the eight established criteria.

The Sign Variance Committee is required to conduct an evaluation and determine that party seeking the proposed variances meets all eight of the mandatory criteria, on the basis of the information presented by the parties before the SVC. The CBO has determined that, in the CBO's opinion the information submitted by the Applicant and staff, provide a sufficient basis to conclude that the eight required criteria established in §694-30A of the Sign By-law have not been met, for both Proposed Sign 1 and Proposed Sign 2.

Applying the Established Criteria

Section 694-30A(1): The proposed sign belongs to a sign class permitted in the Sign District where the premises is located

Based on the review of staff, the Subject Premises can be confirmed as being designated as an CR Sign District, and that CR Sign Districts permit third party sign class. The CBO has confirmed that, as per information contained in the Applicant's submission, both Proposed Sign 1 and Proposed Sign 2 belong to the third party sign class because they 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 criterion has been established.

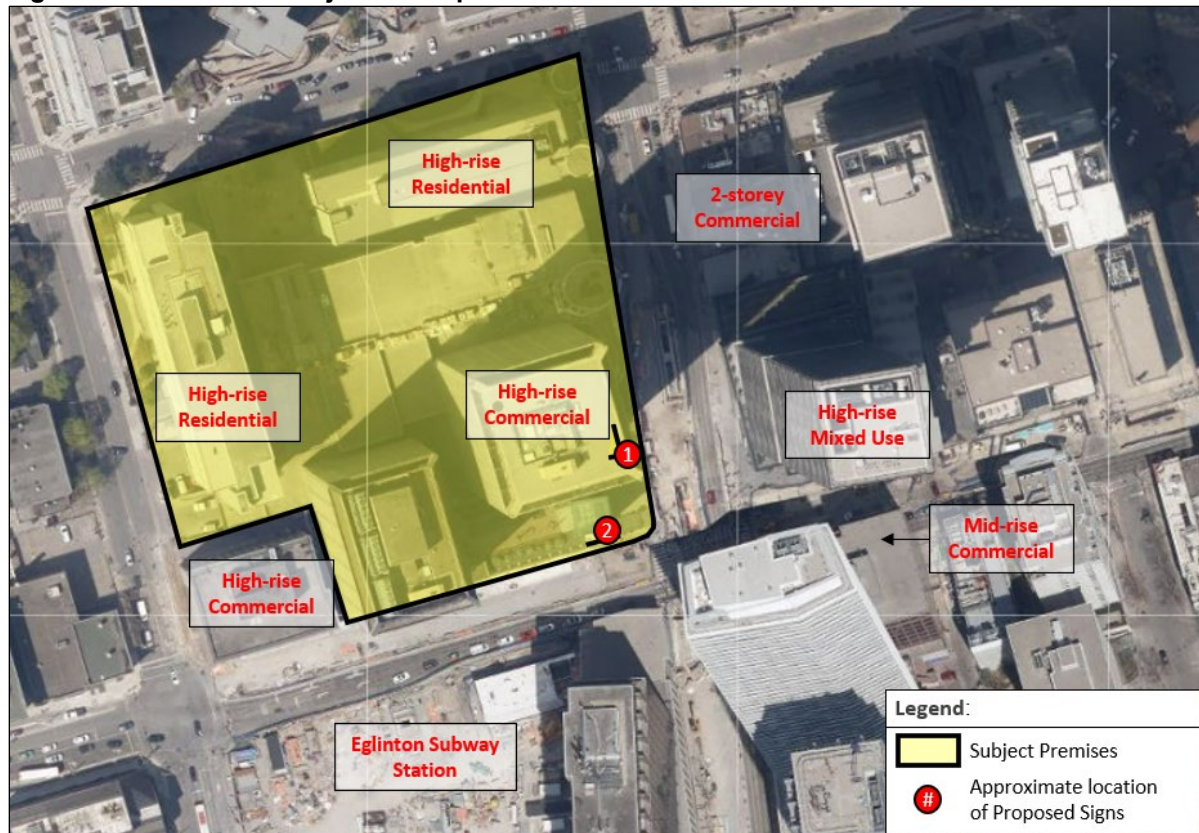
Section 694-30A(2): The proposed sign is compatible with the development of the premises and surrounding area

The Subject Premises is designated as a CR Sign District and is surrounded by CR Sign Districts in all directions. Although provisions for CR Sign Districts allow for third-party wall signs, electronic wall signs are not expressly permitted. Consequently, there are no specific provisions for third-party wall signs of the electronic type, such as the Proposed Signs.

The Applicant's submissions state that two third-party electronic static copy wall signs have been on the premises since 2014. They state that the Yonge-Eglinton Centre, a designated Urban Growth Centre and Major Transit Station Area, is a focal point for growth and intensification, serving as a dynamic commercial and employment hub. According to the submissions, the Proposed Signs, slightly larger than the Existing Signs, will remain compatible with the area's development and character, and updating the signs will enhance its vibrancy and appeal.

Staff research identified that variances were granted for the Existing Signs in 2014, during a period of intense redevelopment around the Yonge and Eglinton intersection. Since then, numerous new developments, including mixed-use buildings with residential towers, have significantly transformed the area, which is now considered a 'dynamic live-work district'. Although third-party signs are typically not permitted in proximity to residential areas, staff agree with the Applicant that the Existing Signs have been part of the neighborhood's landscape for years without any registered complaints.

Figure 3: Aerial View - Adjacent Properties Uses



When variances were granted in 2014 for the Existing Signs, the proposal was approved with specific conditions. These conditions required that 50% of the hourly sign copy be dedicated to first-party advertisements to promote local businesses or goods available at the premises. Additionally, the angle of light projection from the sign face was to be limited to an upward angle of 15 degrees. These measures aimed to support businesses on the Subject Premises and to minimize the illumination impact on residential properties, particularly those located on the higher levels of surrounding buildings. The Applicant confirmed that the conditions of the Existing Signs will be maintained for the Proposed Signs if variances are granted. They stated that first-party content will remain an integral part of the programming and will continue to be offered to tenants to support local businesses.

However, when the Existing Signs were approved, they were embedded in the architecture, and the concept included a black border around those two signs, with the banding repeated elsewhere in the building's design language. The Proposed Signs

would result in the removal of this cladding, thereby causing a loss of visual structure and detracting from the original design intent.

In 2022, City Council adopted the Midtown Infrastructure Implementation Strategy, which specifies enhancements to the pedestrian environment along Yonge Street and the creation of distinctive, landscaped, publicly accessible squares. The Strategy and the Official Plan identify the Subject Premises as part of the Yonge Eglinton Crossroads, a large-scale square comprising squares at each of the four corners of the intersection. The design of these open spaces should be coordinated in their design, configuration, and layout to complement each other and together create a significant civic focal point.

Although the Existing Signs may be integrated with the area, the Applicant has not sufficiently demonstrated how the increase in sign face area resulting in the Proposed Signs would complement the open space envisioned at the Yonge and Eglinton Crossroads.

The CBO is of the opinion that the Applicant's submissions are insufficient to demonstrate that the Proposed Signs, subject to all the noted conditions, would be compatible with the development of the Subject Premises and the surrounding area. Consequently, this criterion has not been met.

Section 694-30A(3): The proposed sign supports Official Plan objectives for the subject premises and surrounding area

The Subject Premises is designated as a Mixed Use Area in the Toronto's Official Plan. Mixed Use Areas are intended to promote a balanced and dynamic community by accommodating diverse needs through a combination of commercial, residential, institutional, and open space uses, similar to the uses currently located on the Subject Premises and surrounding properties. It is also within the area designated as the Yonge-Eglinton Centre, which are dynamic mixed-use areas that are focal points for accommodating economic and residential growth.

Figure 4: Official Plan Land Use Designation and Secondary Plan



Third party electronic signs are generally not in keeping with the Official Plan objectives for Mixed Use areas, given the potential sensitive uses that may occur on these lands.

The provisions of the Sign By-law regulating signs in Mixed Use Areas, or CR sign districts, are intended to promote more pedestrian-oriented signs and advertisements, primarily to identify local businesses.

However, the Subject Premises has featured two third party electronic wall signs for many years. The Applicant contends that the proposal is consistent with Official Plan policies for the Yonge-Eglinton Centre, as updating the Existing Signs will add vibrancy and appeal to The Centre and enhance the appeal of the Yonge-Eglinton intersection.

Staff investigation identified that the Subject Premises is also subject to the Yonge-Eglinton Secondary Plan. In consultation with City Planning Division, it was found that the Yonge-Eglinton Secondary Plan provides specific guidance on the vision for the area. The Secondary Plan directs that the Yonge Street Squares at the Yonge and Eglinton Crossroads "*will be coordinated in their design, configuration, and layout to complement each other and together create a significant civic focal point*". They have indicated that since the Proposed Signs will directly impact the public realm and, as such, would not support this objective.

The Applicant's submission materials have not provided sufficient information to confirm that the Proposed Signs would support of the Official Plan objectives for the premises and the surrounding area. As such, the CBO is of the opinion that this criterion has not been established.

Section 694-30A(4): The proposed sign does not adversely affect adjacent premises

The Subject Premises is designated as a CR Sign District and is bordered by other CR Sign Districts in all directions. The land use in this area comprises a mix of commercial and residential properties, consistent with the typical characteristics of CR Sign Districts.

As mentioned previously, the Proposed Signs would be replacing two Existing Signs, currently located at approximately the same positions, with similar configurations and same type of copy. The Applicant highlights that the Existing Signs are already situated within a mixed-use neighborhood, above a highly active area and the intersection of two major arterial roads with substantial commercial activity. They state that several similar signs exist in the vicinity, including multiple third party electronic and generally illuminated signs, though no evidence was provided for the specific signs in question.

Staff investigation determined that the Existing Signs were approved with the condition that they must be designed and operated to ensure direct light projection does not exceed 15 degrees above the horizontal plane from the highest point of each sign face. This condition was imposed to reduce light spill into the residential properties, located at a higher elevation than the Existing Signs. The Applicant confirmed that this condition would be maintained for the Proposed Signs if the variances are granted.

The Proposed Signs would have sign face area more than 35 percent larger than the Existing Signs. The Applicant states that this increase in sign face area is minor, and this modification will not impact adjacent premises. As part of the submissions, The

Applicant provided a light analysis study, which assesses the lighting impacts of the digital billboards within this context if operating at brightness of 300 NITS (the maximum allowed by the Sign By-law).

Figure 5: Light Impact Study - Proposed Sign 1

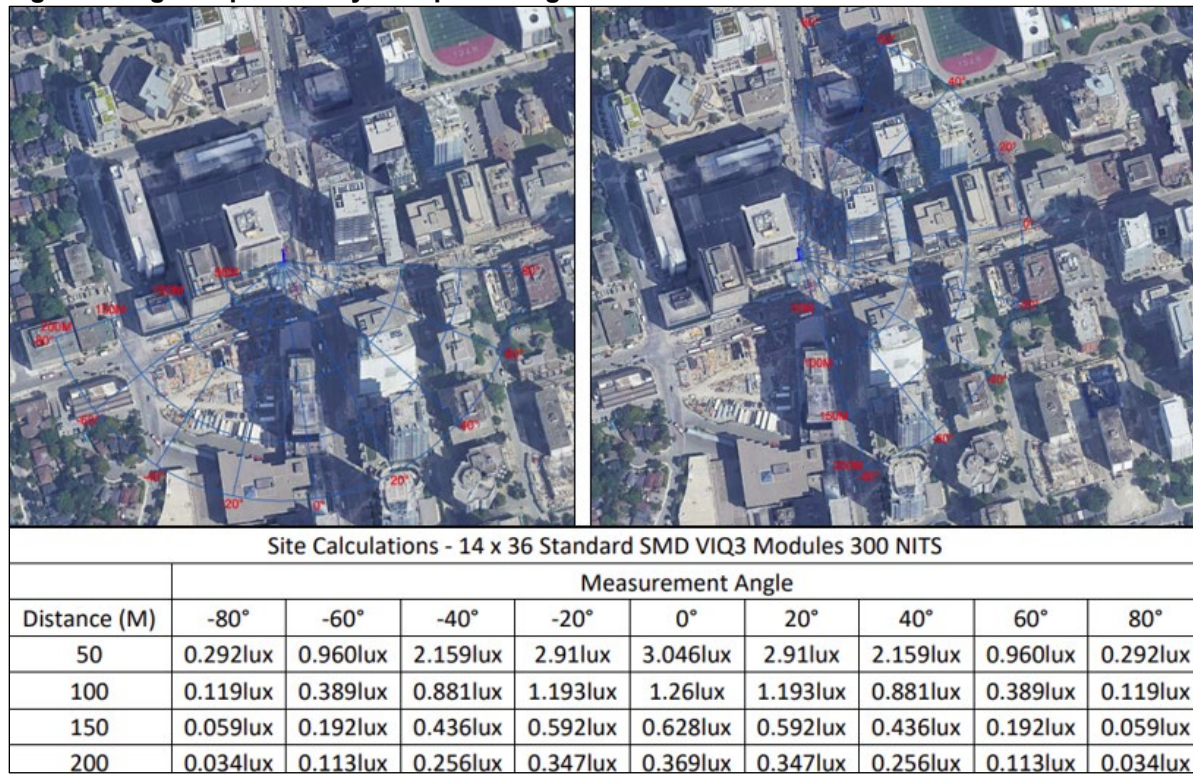
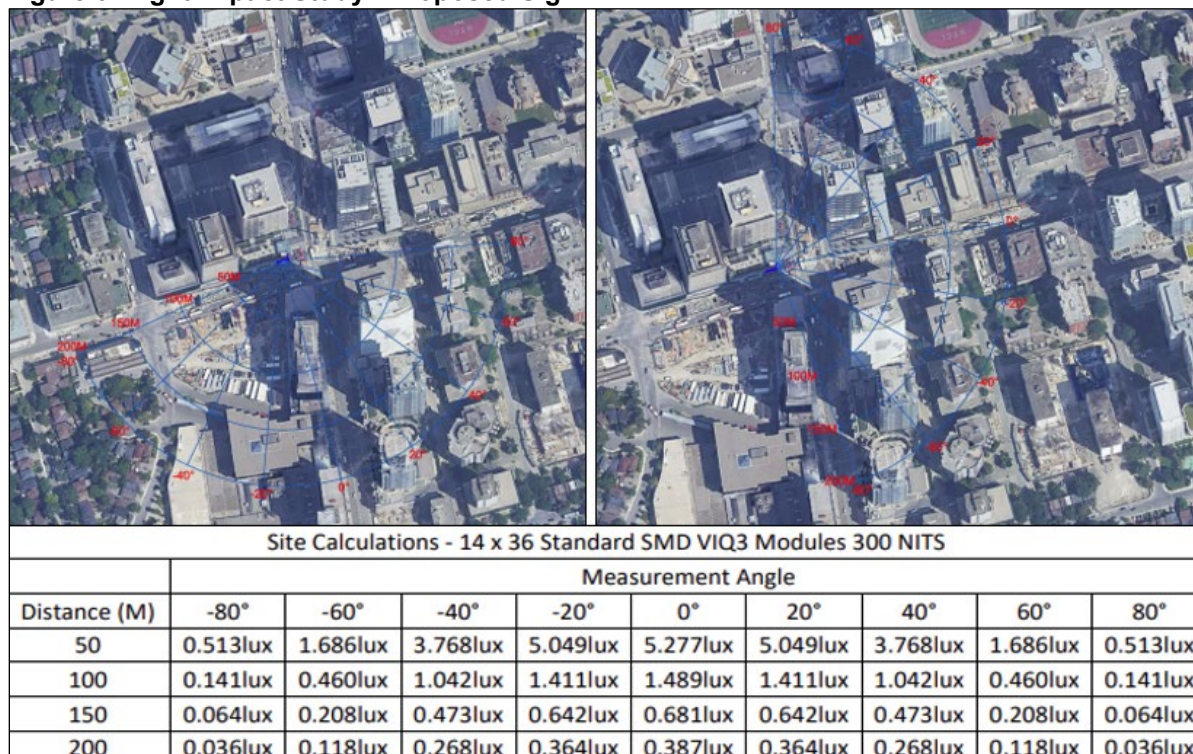


Figure 6: Light Impact Study - Proposed Sign 2



The Applicant confirmed that they would be agreeable to a condition requiring the Proposed Signs to operate at a maximum brightness of 150 NITS to reduce the potential impacts of the increased sign face areas. As such, should variances be granted, both Proposed Signs shall be subject to the maximum brightness condition. The CBO is of the opinion that, subject to light projection and maximum brightness conditions, expected impacts of the alterations to the Existing Signs resulting in the Proposed Signs should not significantly detract from the present circumstance. As a result, this criterion has been established.

Section 694-30A(5): The proposed sign does not adversely affect public safety, including traffic and pedestrian safety

The City's Sign By-law regulations are designed to ensure that there are no adverse impacts on public safety for signs which meet the requirements. These regulations are designed to work in conjunction with other regulations which would also apply to signs. The current criterion is intended to ensure that variances are not granted where they would result in signs that would have adverse impacts on public safety.

The Sign By-law has requirements for signs not to be within a "Visibility Zone" – defined as the area within three metres of the outermost points of a vehicular ingress or egress of a property where it intersects with a street. The Proposed Signs would be situated entirely outside this prohibited zone for signs.

Regarding potential concerns about driver distraction, the City has existing regulations to adequately address the potential for adverse safety (set back from intersections, distance from street lines, and pedestrian triangles) impacts for all signs, including signs displaying electronic static copy. With electronic signs that change from one message to the next, shorter message durations may result in drivers being more likely to observe a change in the message being displayed, which may result in a higher likelihood that a driver would glance at it for a longer duration. The Proposed Sign would comply with the Sign By-law provisions for a message duration of 10 seconds between changes in copy.

Given that the proposed signs are located less than 30 meters from the intersection of Yonge Street and Eglinton Avenue West, which is controlled by traffic lights, and that the sign faces would all be visible simultaneously, staff consulted with the Transportation Services Division. Their feedback indicated that, with the limited brightness condition, the impacts of the Proposed Signs should not represent such a significant departure from the existing conditions that new safety concerns could be of reasonable expectation.

Based on the review of the available information in addition to staff's investigation, the requested variances along with the conditions do not raise a reasonable basis for any concern around public safety arising from the Proposed Signs.

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

Section 694-30A(6): The proposed sign is not a sign prohibited by §694-15B

According to staff's review, the Applicant's documents and drawings contain sufficient information to confirm that neither Proposed Sign 1 nor Proposed Sign 2 meets the description of any of the signs which are specifically prohibited by §694-15B.

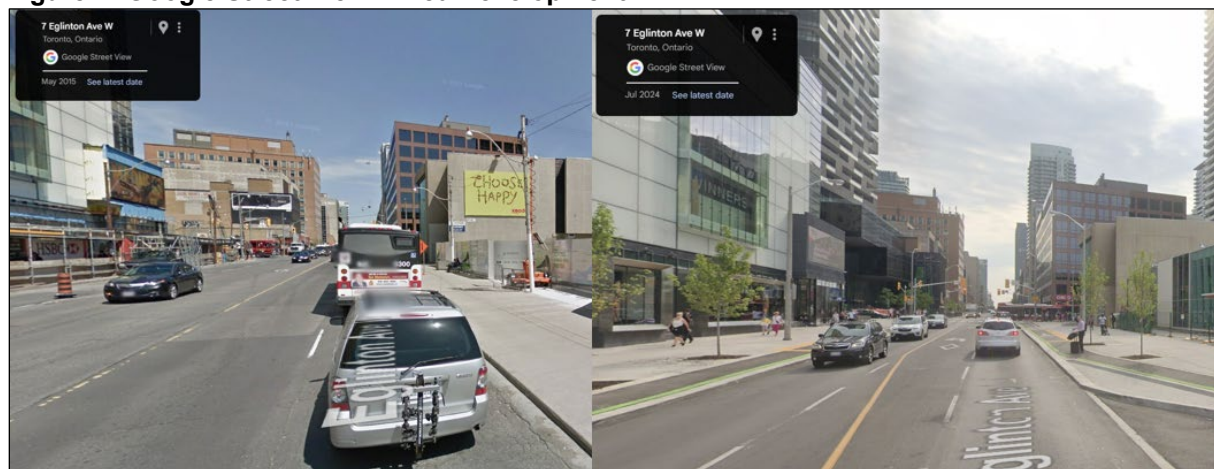
As such, the CBO is of the opinion that this criterion has been established.

Section 694-30A(7): The proposed sign does not alter the character of the premises or surrounding area

The Subject Premises is designated as a CR Sign District and is surrounded by CR Sign Districts in all directions. Although CR Sign District provisions allow for third party wall signs, there are no specific provisions for third party wall signs of the electronic type, such as the Proposed Signs.

The Proposed Signs are intended to replace two Existing Signs that currently display electronic static copy. These signs are located at approximately the same positions and exhibit similar configurations, and the alteration will result in an increase in sign face area of around 35%. Despite the increase in sign face area, the alterations to the Existing Signs resulting in the Proposed Signs would not increase the number of signs or sign faces displaying electronic static copy beyond what currently exists on the subject premises. Consequently, the Proposed Signs will not contribute to sign clutter or alter the character of the area in this respect.

Figure 7: Google Street View - Area Development



The Applicant stated that the conditions of the Existing Signs, which require a percentage of the sign copy to be dedicated to first-party advertisements to support local businesses and limit the angle of light projection to minimize the illumination impact on residential properties, will be retained. Staff believe that, subject to these conditions, along with the reduced brightness condition, the Proposed Signs should not represent a significant departure from the current situation.

However, City Planning highlighted that when the Existing Signs were approved, they were integrated into the building architecture and design. The Proposed Signs would

alter the original design of the building, which could lead to a loss of this visual structure and proportions. The Applicant's Submissions do not address this concern.

Given the above, it is the CBO's opinion that not sufficient information was provided to demonstrate that the Proposed Sign would not alter the character of the premises or surrounding area. Therefore, this criterion has not been established.

Section: 694-30A(8): The proposed sign is not contrary to the public interest

The Applicant is seeking variances to allow for the erection and display of two third-party electronic wall signs displaying electronic static copy on the Subject Premises, designated as a CR Sign District. Since third-party electronic wall signs are not expressly permitted in CR Sign Districts, there are no district-specific regulations for this type of sign. Should the variances be granted, the Proposed Signs will be required to comply with the general provisions set out in the Sign By-law for third-party electronic signs, including requirements for renewable energy use, message duration, illumination, and time-of-day regulations.

The Proposed Signs would replace the Existing Signs on the Subject Premises, which are currently situated in approximately the same positions and have similar configurations. As a condition of variances being granted for the Proposed Signs, the Existing Signs will be removed, and associated permits revoked.

During the consultation period, a community member raised concerns about the Proposed Signs, specifically regarding public safety and compatibility with the surrounding area. Members of the community are in a unique position to provide feedback on any impacts or other concerns regarding the Proposed Signs. The community member highlighted that the area is both commercial and residential, and the increase in sign face area would not add value to the neighborhood. Moreover, they presented concerns about the busy intersection, questioning traffic safety.

Given the proximity between the Proposed Signs and the intersection, staff consulted with the Transportation Services Division. Their feedback, contingent upon the maximum brightness condition, indicated that the impacts of the Proposed Signs should not significantly differ from existing situation, and new safety concerns are not reasonably expected.

The Proposed Signs, like the Existing Signs, if approved, would be subject to conditions that: a percentage of the sign copy be allocated to first-party advertisements; the percentage of third-party advertising be limited; the light projection angle from the sign face be restricted to 15 degrees; and the brightness between sunset and sunrise shall not exceed 150 NITS. Staff is of the opinion that, subject to these conditions, the impacts of the Proposed Signs will not significantly differ from the Existing Signs.

The Subject Premises is part of the Yonge Eglinton Crossroads, a large square that will encompass all quadrants of the intersection. Official Plan guidelines indicate that these open spaces should be designed to complement each other and form a significant civic focal point. The Applicant has not sufficiently demonstrated how the Proposed Signs

would fit into this vision. The Applicant has also failed to demonstrate how the changes to the Existing Signs, which will result in alterations to the building, would still be in keeping with the original design intent.

As such, it is the CBO's opinion that the Applicant's materials, even when supplemented by staff's research, did not provide sufficient information to confirm that the Proposed Signs, subject to all conditions, will not be contrary to the public interest, and this criterion has not been established.

CONCLUSION

The Applicant's submitted materials, even supplemented with the additional information obtained by research and investigation by staff, have not provided sufficient information for the CBO determine that the Proposed Signs, subject to the conditions imposed, have met all required eight criteria for approval of the requested variances.

As such, the CBO is not supportive of the Sign Variance Committee granting the requested variances for Proposed Sign 1, subject to six conditions, as further described in Attachment 1 to this report. The CBO is also not supportive of the Sign Variance Committee granting the requested variances for Proposed Sign 2, subject six conditions, as further described in Attachment 2 to this report.

CONTACT

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SIGNATURE

Ted Van Vliet
Project Director, Business Transformation and Citywide Priorities
Toronto Building

ATTACHMENTS

Attachment 1 – Description of Proposed Sign 1, Requested Variances and Required Conditions

Attachment 2 – Description of Proposed Sign 2, Requested Variances and Required Conditions

Attachment 3 – Applicant's Submission Package