

Application for Two Variances, each Subject to Three Conditions, Respecting the Modification of One Third Party Electronic Roof Sign - 304 Yonge Street

Date: January 24, 2025

To: Sign Variance Committee

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

Wards: University-Rosedale (Ward 11)

SUMMARY

Branded Cities Company Canada (the "Applicant") has applied for two variances, each subject to three conditions, required to allow the Chief Building Official ("CBO") to issue a sign permit to modify an existing third party electronic roof sign, containing two sign faces (the "Existing Sign"), into a roof sign with three sign faces (the "Proposed Modified Sign"), on the premises municipally known as 304 Yonge Street (the "Subject Premises"). The Subject Premises also include the addresses 306 Yonge Street and 595 Bay Street, commonly known as the Atrium on Bay ("AOB").

The Subject Premises is located in the Dundas Square Special Sign District (DS-SSD) and is currently subject to specific provisions in Schedule C, Additional Special Sign District Regulations, to Chapter 694, Signs, General, which allows for third party electronic roof signs and the Existing Sign specifically. The specific provisions allow the Existing Sign to have no more than two sign faces, and only the south facing sign face may display electronic copy. To modify the Existing Sign into the Proposed Modified Sign, the Applicant requires variances from the regulations in place. The Proposed Modified Sign would have three sign faces, a maximum height not exceeding 39.75 metres from the top of the roof and would be displaying electronic static and electronic moving copy. The Proposed Modified Sign is described further in Attachment 1.

Following a review of the Applicant's submissions review of additional information collected by the City's staff in a supplemental investigation, 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 three variances, subject to all of the noted conditions, as required to allow for the issuance of a permit to modify the Existing Sign into the Proposed Modified Sign as described further in Attachment 1 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 sections 4.F(1)(a) and 4.F(1)(e)[3] to Schedule C, Additional Special Sign District Regulations, to Chapter 694, Signs, General, each subject to three conditions, as required to allow for the issuance of a permit respecting the modification of the Existing Sign so that it has the characteristics of the Proposed Modified Sign, as further described in Attachment 1 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

PH23.19 - Area-Specific Amendment to the Sign By-law: 306 Yonge Street

At the meeting of June 8 and 9, 2021, City Council adopted an Area-Specific Amendment, to amend Section 4. F of Schedule C, Additional Special Sign District Regulations, to Chapter 694, Signs, General, to delete the existing Sign By-law regulations concerning third party signs applicable to the premises municipally known as 306 Yonge Street and replace with new regulations concerning a third party electronic roof sign containing two sign faces.

<https://secure.toronto.ca/council/agenda-item.do?item=2021.PH23.19>

TE31.33 - 595 Bay Street and 306 Yonge Street - Official Plan and Zoning By-law Amendment Application - Preliminary Report

At the meeting of February 16, 2022, the Toronto and East York Community Council directed staff to schedule a community consultation meeting for the application located at 595 Bay Street and 306 Yonge Street together with the Ward Councillor. The Application proposes to amend the Official Plan and Zoning By-law to permit the demolition of a portion of the existing retail and office building (Atrium on Bay) fronting on Yonge Street and Edward Street to construct a 34-storey mixed-use building. The proposal includes a total of 317 rental residential dwelling units and incorporates retail space at the ground floor, second floor and basement levels.

<https://secure.toronto.ca/council/agenda-item.do?item=2022.TE31.33>

TE12.13 - 595 Bay Street and 306 Yonge Street - Official Plan and Zoning By-law Amendment Application - Appeal Report

At the meeting of April 17 and 18, 2024, City Council directed the City Solicitor and appropriate City staff to attend the Ontario Land Tribunal in opposition to the current application regarding the Official Plan and Zoning By-law Amendment appeal for the lands at 595 Bay Street and 306 Yonge Street and to continue discussions with the applicant in an attempt to resolve outstanding issues.

(<https://secure.toronto.ca/council/agenda-item.do?item=2024.TE12.13>)

ISSUE BACKGROUND

Required Variances

Table 1: Summary of Requested Variance

Section	Requirement	Proposal
Section 4F(1)(a), Schedule C, Chapter 694	Notwithstanding §§ 694-9B, 694-18E(2), 694-22D and Subsections 4A, and B, of Schedule C, Additional Special Sign District Regulations, but subject to all other provisions of this Chapter, the premises municipally known as 306 Yonge Street, may contain an electronic roof sign provided the sign shall contain no more than two sign faces.	The Proposed Modified Sign would contain three sign faces.
Section 4F(1)(e)[3], Schedule C, Chapter 694	Notwithstanding §§ 694-9B, 694-18E(2), 694-22D and Subsections 4A, and B, of Schedule C, Additional Special Sign District Regulations, but subject to all other provisions of this Chapter, the premises municipally known as 306 Yonge Street, may contain an electronic roof sign provided the sign face on the north facing elevation of the electronic roof sign shall display static copy only.	The Proposed Modified Sign would contain a sign face on the north facing elevation that would display electronic static copy.

If granted, each of the variances would be subject to all of the following conditions:

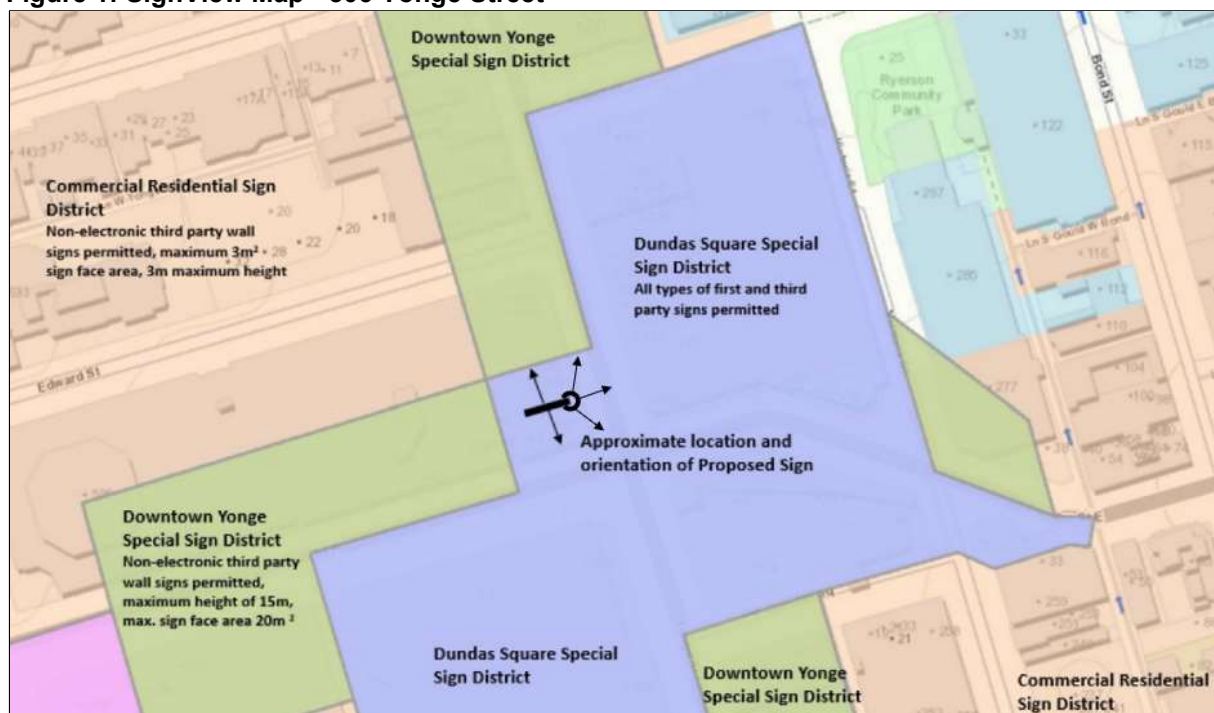
- **Condition 1:** The sign faces on the north and east elevations shall have louver technology installed, which shall sufficiently shield illumination from the sign to the satisfaction of the Chief Building Official.
- **Condition 2:** The sign faces on the north and east elevations shall operate with a reduced brightness of 80 NITS between sunset and sunrise.
- **Condition 3:** The sign shall be located, oriented and designed substantially in accordance with the diagrams labeled "Drawings of the Proposed Modified Sign".

Sign Attributes and Site Context

There is currently one third party roof sign on the Subject Premises. The variances are sought to allow a permit to convert the Existing Sign into the Proposed Modified Sign. The Proposed Modified Sign is an electronic roof sign with three sign faces, one displaying electronic moving copy and two displaying electronic static copy. The Proposed Modified Sign would be located at the property commonly known as the Atrium on Bay, on the existing media tower situated on the roof, near the westerly limit of the Subject Premises.

The Subject Premises is located in Ward 11, on the west side of Yonge Street and the north side of Dundas Street, approximately 30 metres northwest of the intersection of Yonge Street and Dundas Street. It is located in the Dundas Square Special Sign District (DS-SSD), which allows for, and contains, many large scale electronic signs. The Subject Premises is subject to regulations contained in Schedule C of the Sign By-law, which outline the regulations for the entirety of the Dundas Square Special Sign District.

Figure 1: SignView Map - 306 Yonge Street



To the north the Subject Premises is the Downtown Yonge Special Sign District (DY-SSD). The DY-SSD serves as a transition between the very large and animated signs permitted within the DS-SSD and the surrounding Commercial Residential (CR), Institutional (I) and Open Space (OS) Sign Districts. The regulations for the DY-SSD permit larger static third-party wall signs, positioned higher above grade, with fewer restrictions on illumination times compared to the adjacent sign districts.

The Subject Premises currently contains retail spaces at the ground floor level and office uses in the upper storeys of the building. There are currently no residential uses on this property. Although the Subject Premises is largely surrounded by commercial and office buildings, staff have identified at least three mixed use developments within 250 metres of the Proposed Modified Sign's location at: 335 Yonge Street, 8 Elm Street and 363-391 Yonge Street, around 90 metres, 170 metres and 200 to the north, respectively. Staff have also identified one application under appeal for a new development on the Subject Premises.

Surrounding premises:

North: Downtown Yonge Special Sign District (DY-SSD), low-rise commercial

East: Dundas Square Special Sign District (DS-SSD), mid-rise commercial (the Tenor)

South: Dundas Square Special Sign District (DS-SSD), commercial (the Eaton Centre)

West: Dundas Square Special Sign District (DS-SSD), office towers (the Atrium complex).

COMMENTS

Applicant Information

The Applicant has stated that they have been authorized by the owner of the property municipally known as 304 Yonge Street to apply for two variances, each subject to three conditions, required to allow for a permit to be issued for the modification of one third party electronic roof sign, which would display three sign faces, displaying electronic moving and electronic static sign copy, as further described in Attachment 1.

Application Background

The Proposed Modified Sign would be located at the roof of the building, on a structure identified by the Applicant as the "AOB Media Tower", close to the east boundary of the property. There is currently one third party roof sign on the AOB Media Tower. The Existing Sign contains two faces: the northern face displays static copy and southern face displays electronic moving copy and faces Sankofa Square. The Existing Sign is regulated by a Sign By-law Amendment adopted in 2021, which restricted the number of sign faces to a maximum of two, limited the sign copy displayed to static copy on the northern face and electronic copy limited to the southern face.

The Applicant is now requesting variances to the regulations in place to modify the Existing Sign. The modifications would allow the north-facing sign face to display

electronic static copy, as well as allow for a third sign face, which would be located on a platform on the east side of the Existing Sign's structure.

Figure 2: Renders of the Proposed Modified Sign



The Proposed Modified Sign would contain the following:

- One rectangular sign face, not exceeding 24.0 metres by 39.7 metres, facing approximately on a southerly direction, displaying electronic moving copy;
- One rectangular sign face, not exceeding 9.5 metres by 19.5 metres, facing approximately on a northerly direction, displaying electronic static copy.
- One curved sign face, not exceeding 9.3 metres by 12.2 metres, facing approximately to the south, east and north directions, displaying electronic static copy.

The Proposed Modified Sign is described further in Attachment 1.

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 Modified 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, which had no attendees. As of the date of this report, no comments or concerns have been received from the public and a letter in support of the application was received from the BIA.

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

The Sign By-law contains criteria to be used in evaluating variance applications. Specifically, §694-30A states that an application for variance may only be granted where it is established that the proposed sign meet 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, does not provide a sufficient basis to conclude that the eight required criteria established in §694-30A of the Sign By-law have been met.

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 within the designated Dundas Square Special Sign District (DS-SSD), and that third party sign class is permitted in the DS-SSD. The CBO has confirmed that, as per information contained in the Applicant's submission, the Proposed Modified Sign belongs to the third party sign class because it would advertise, promote, or direct attention to businesses, goods, services, matters, or activities that would not be available at, or related to, the premises where the sign would be located.

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

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

In 2009, City Council adopted a report and recommendations relating to the "Signage Vision" for the Downtown Yonge BIA, which provided guidelines for large-format signage applications for properties with principal frontages directly on Yonge Street and Sankofa Square, at the time known as Yonge-Dundas Square. The "Signage Vision" recognized that vibrant and large-scale signage existed and has become a defining characteristic of this area, and that future large-format signage in this area should be subject to rules that are exceptional to any other location in the city. The "Signage Vision" also identified Sankofa Square as the heart of the area and identified it as appropriate for the highest 'peak' for signage intensity, animation and scale. This "Signage Vision" was one of many sources of information considered in the creation of the DS-SSD and the DY-SSD in the Sign By-law.

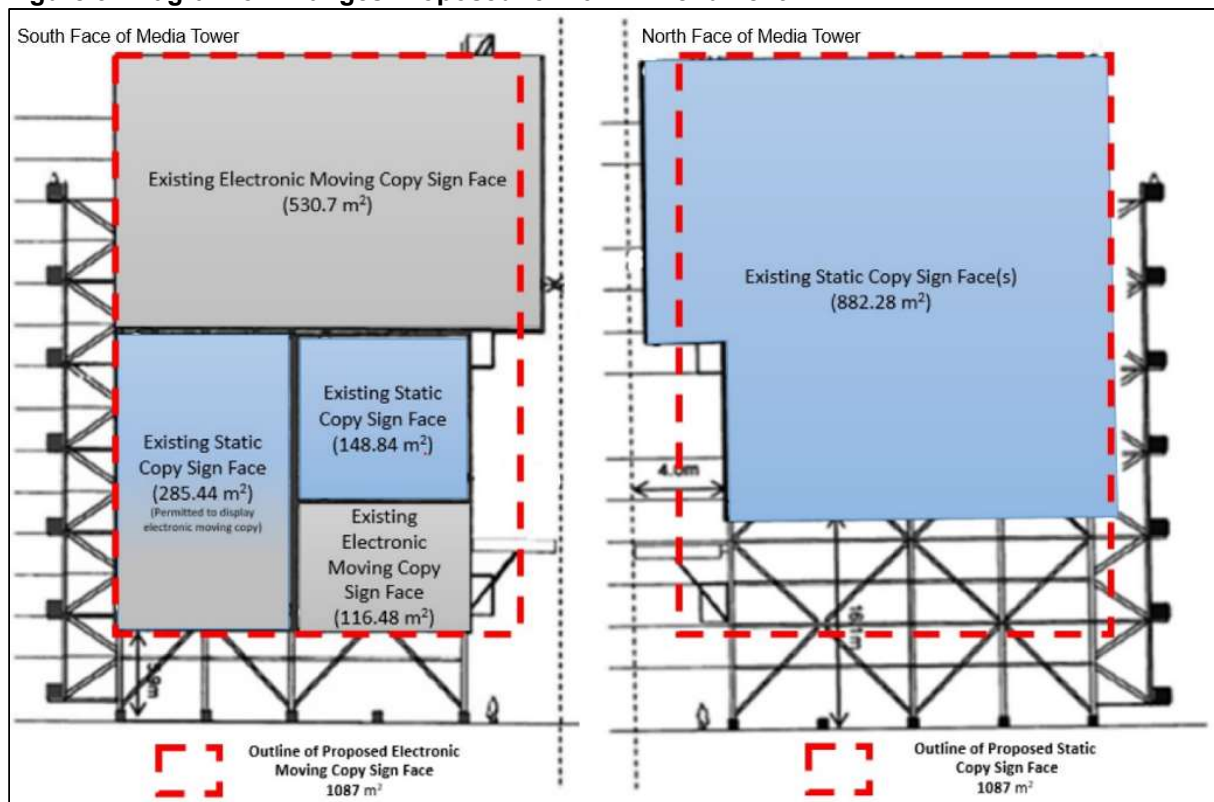
In their submissions, the Applicant referenced a 2021 City staff report, which stated, "the AOB Media Tower at 304 Yonge Street was specifically built to contain some of the largest and tallest signs in Dundas Square and has always done so". They assert that

although the north façade does not directly face the Square, the Proposed Modified Sign would continue to make the AOB Media Tower a landmark within the area.

The report cited by the Applicant pertains to an amendment to the Sign By-law adopted by City Council in 2021, which modified regulations related to a third-party roof sign at the Subject Premises. At that time, proposed changes to the roof sign were considered consistent with City Council's vision for the area. The trend observed was the replacement of static or mechanical copy signs with electronic sign faces. Consequently, the amendment to replace the static portion of the southern face, facing Sankofa Square, with electronic content was deemed consistent with modifications to other signs and structures in the vicinity. Furthermore, the sign was required to reduce its brightness from 500 NITS to 300 NITS, a 40% reduction, enhancing compliance with the standards in place.

When the amendment was adopted, the number of sign faces was restricted to a maximum of two, as well as the type of copy displayed was limited to static copy on the northern face and electronic copy on the southern face. During the 2021 assessment, although the proposed north-facing sign face was larger than its predecessor, it would still display static copy and the brightness would reduce compared to the existing condition. Moreover, the additional sign face area was restricted to the lower portion of the sign structure, on the basis of intending to minimize the impact of the Existing Sign on surrounding properties.

Figure 3: Diagram of Changes Proposed for 2021 Amendment



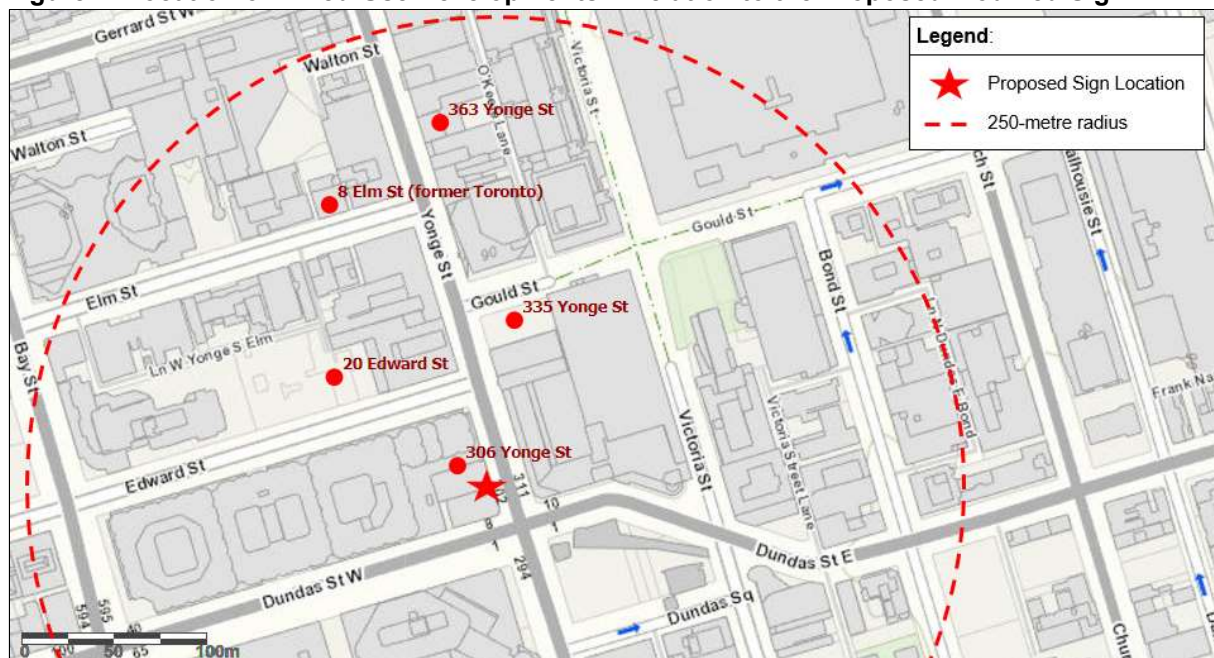
The Applicant now proposes to reduce the sign face area and change the type of copy on the north-facing sign from static to electronic. Additionally, the Applicant plans to add

a new sign face on the east side of the existing structure, which will be visible from multiple directions due to its curved shape.

Staff investigation revealed that at least three new high-rise residential developments are planned or undergoing construction to the north of the Proposed Modified Sign's location; residential uses are considered to be sensitive to the impacts of nearby signs.

While the Applicant proposes operating the sign at a reduced brightness of 80 NITS as a condition of variances being granted, staff believe that the north-facing sign displaying electronic static copy could negatively impact nearby residential developments. The face proposed on the north elevation of the AOB Media Tower would also be located in the higher portion of the sign, making it visible from a distance (see Figure 2).

Figure 4: Location of Mixed-Use Developments in relation to the Proposed Modified Sign



The north-facing sign faces would primarily be visible to properties in the adjacent DY-SSD to the north, rather than Sankofa Square. Consequently, they do not contribute to the "Dundas Square Landmark Signage" vision outlined by City Council. Moreover, they are inconsistent with the DY-SSD regulations, which serve as a transition between the large, animated signs permitted in Sankofa Square and the surrounding Commercial Residential, Institutional, and Open Space Sign Districts.

There is also an Official Plan and Zoning By-law amendment application for the Subject Premises, which includes demolishing part of the existing retail and office building fronting Yonge Street and Edward Street to allow for the construction of a 34-storey mixed-use tower, immediately north of the Proposed Modified Sign (see Figure 5). The Zoning By-law amendment application is pending approval.

Figure 5: Render of Proposed Development



The Applicant has stated that the sign owner and the developer have continued to work in collaboration to incorporate the existing Media Tower into the design of the 34-storey building. The residential units at the sign level will face east and west, with no south-facing windows, thereby avoiding light pollution from the sign faces. According to the submissions, once the development is built, the north sign face will be decommissioned due to obstruction.

Despite the potential removal of the north sign face if proposed development is approved, staff believe that the east sign face would still impact the residential units due to its proximity to the building.

The CBO is of the opinion that the Applicant's submissions were not sufficient to demonstrate that the Proposed Modified Sign would be compatible with the development of

the Subject Premises and surrounding area or with Council's vision for signage on the Subject Premises, and as a result, that this criterion has not been established.

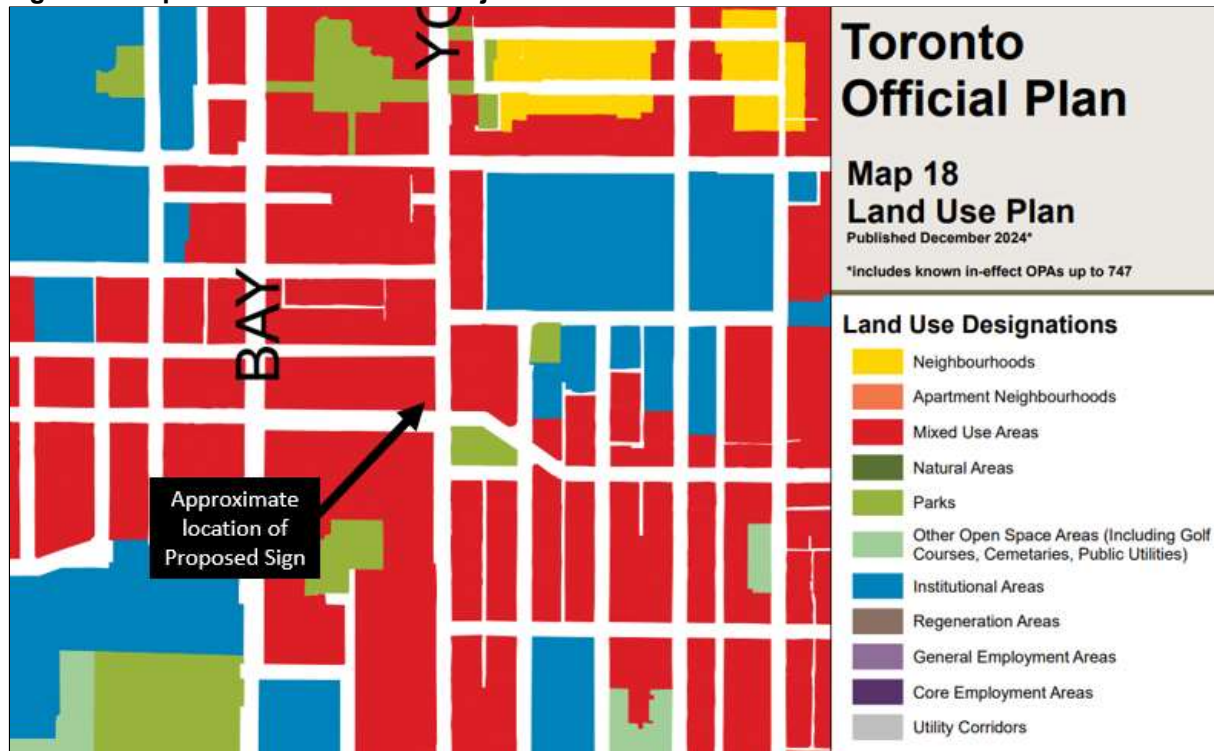
Section 694-30A(3): The proposed sign supports Official Plan objectives for the subject premises and surrounding area

The Subject Premises is designated as a Mixed Use Area in the Official Plan. The Applicant asserts that Mixed Use Areas are areas within the city that blend various land uses, such as office, retail, institutional, entertainment, residential, recreational, and cultural, to achieve multiple objectives. The Subject Premises is also within the Downtown Plan Secondary Plan, where it is designated 'Mixed Use Areas 2'.

As part of the staff review, it was found that that Area-Specific Policy 174 in the Official Plan also relates to the area containing 306 Yonge Street. The general planning objectives of Policy 174 are to promote and enhance Downtown Yonge Street as a primary location for street-related retail and entertainment uses by attracting new investment to Downtown Yonge Street. Policy 174 outlines several provisions for achieving these objectives, and contains specific references to signage specifically with respect to Yonge-Dundas Square, Policy 174a.ii.c.iv encourages the following attributes:

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

Figure 6: Map 18 Land Use Plan - Subject Premises



The Applicant's submission material states that the proposed alterations to electronic digital copy will support businesses by providing a medium to more seamlessly promote themselves and economic activity within the Yonge-Dundas area. The Submissions do not mention any specific policy that would be supported by the Proposed Modified Sign. Staff review of the Proposed Modified Sign against the Official Plan policies for the premises and surrounding area conclude that the Proposed Modified Sign is consistent with the objectives of Area-Specific Policy 174 of the Official Plan, in the same manner as the Existing Sign support these same policies.

After reviewing the Applicant's submission materials, as well as the Signage Vision and its associated background documents, staff agree that the Proposed Modified Sign, like the Existing Sign, somewhat supports the Official Plan objectives. As such, the CBO is of the opinion that this criterion has been established.

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

The Applicant asserts that the Proposed Modified Sign would be situated in a mixed-use neighborhood with a substantial commercial presence. Numerous similar signs, including third-party signs that are generally illuminated and feature electronic moving copy, already exist in close proximity. Additionally, several existing signs face northward, indicating a precedent for this proposal. They also state that the proposal for both sign faces aligns with methods of copy generally permitted as-of-right in this sign district, per §694-15C and that the AOB Media Tower and its signage display have existed since the early 2000s, with no reported safety impacts.

The Applicant further contends that the Proposed Modified Sign will not increase illumination impacts on adjacent premises. The light analysis submitted details that the proposed condition of implementing blocking louver technology would shield and mitigate illumination concerns for nearby residents to the west. The Applicant has also proposed as a condition of variances being granted, to operate the Proposed Modified Sign at a reduced nighttime brightness of 80 NITS, where the Sign By-law would normally permit 300 NITS. They assert that the current north-facing static sign face is permitted to be continuously lit by large lights, thus the shift to electronic static copy, combined with a reduction in commercial advertising footprint and brightness, is expected to significantly reduce light pollution, thereby not adversely affecting adjacent premises.

Figure 7: Light Impact Diagrams - Northern face and Eastern face (from Submissions)



Staff investigation has identified several new high-rise residential developments planned or under construction within 250 metres to the north of the Proposed Modified Sign's location. Despite the Applicant's proposal to operate the sign at a reduced brightness, staff believe that the variable light levels that would be emitted from north-facing sign faces displaying electronic static copy, with a total sign face area of near 300 square metres, could negatively impact nearby residential developments.

Moreover, as indicated previously there is an Official Plan and Zoning By-law application for the Subject Premises proposing construct a 34-storey mixed-use tower immediately north of the Proposed Modified Sign. Although the amendment application is pending approval, staff believe that the new development would be impacted by the east sign face of the Proposed Modified Sign due to its proximity.

Although the illumination conditions may minimize some of the adverse impacts, the submissions do not adequately address concerns regarding how the non-permitted copy type and additional sign face would not impact nearby sensitive residential land uses.

As a result, the CBO is of the opinion that this criterion has not been established.

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

The 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 Modified Sign would be situated entirely outside this prohibited zone for signs.

While the Proposed Modified Sign is located in proximity to sidewalks and roadways, it is the CBO's opinion that it would not be situated in proximity to sidewalks, roadways, or driveways in a manner that could create impact on pedestrian or traffic safety. In addition, the Proposed Modified Sign shall comply with the minimum clearance requirement from the grade to the bottom of the sign faces set out in the Ontario Building Code.

Regarding potential concerns about driver distraction, the City has regulations to adequately address the potential for adverse safety impacts for all signs (set back from intersections, distance from street lines, and pedestrian triangles), including signs displaying electronic static copy. The Proposed Modified Sign would be placed in proximity with an intersection and the submissions indicate that as it will be mounted on a Media Tower on the roof of the building, the sightlines would not easily be visible to any traffic and/or pedestrians. Additionally, the Media Tower and signage display has existed since the early 2000s, with no reports of impacts on traffic or pedestrian safety.

With the proposed configuration, the Proposed Modified Sign will contain multiple faces visible at the same time, which deviates from the Sign By-law general requirements for the display of sign faces on the same sign. In addition to that, the Proposed Modified Sign would have its content changed at different times, given that at least one of the faces would be permitted to display electronic moving copy. This could lead to potential issues associated with the Proposed Modified Sign's layout in light of the general safety regulations. Transportation Services Division was consulted and informed that they have no Traffic Safety concerns arising from the Proposed Modified Sign.

Therefore, based on the review of the available information in addition to staff's investigation with respect to the Proposed Modified Sign, the requested variances along with the conditions do not raise a reasonable basis for any concern around public safety. 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

While the Sign By-law generally prohibits roof signs, 694-15.B(2) has an exception which allows for a roof sign located in the DS-SSD. According to staff review, the

Applicant's documents and drawings contains sufficient information to confirm that Proposed Modified Sign is a roof sign located in the DS-SSD, and as a result it is not a sign 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

Currently, there is one third-party roof sign on the Subject Premises. The Existing Sign is regulated by a Sign By-law Amendment adopted in 2021, which limited the number of sign faces to a maximum of two and restricted the type of copy to static on the northern face electronic copy on the southern face. The Applicant now seeks to change the type of copy displayed on the northern sign face and add a new curved sign face on the existing structure.

The Applicant states that the proposal for the north side of the Media Tower would reduce the number of sign faces from four to one, with the remaining sign face being significantly smaller, resulting in a nearly 73% reduction and a significant decrease in sign clutter. However, staff notes that this statement is inaccurate, as both the Sign By-law Amendment adopted in 2021 and the sign permit issued in 2022 allow for only one sign face on the north elevation. Despite the reduction in area, replacing the static copy on the northern face with electronic static copy could impact the surrounding area. Moreover, the electronic display would be placed on the higher portion of the existing structure, primarily visible to properties in the DY-SSD to the north, rather than Sankofa Square. Consequently, this modification would not contribute to the "Dundas Square Landmark Signage" vision outlined by City Council and would also not be consistent with DY-SSD regulations.

The Applicant's submissions indicate that the platform for the proposed cylindrical sign face has been periodically used for various campaigns with no reported issues, therefore, they do not foresee any problems with future uses of the existing podium display. However, staff could not identify any sign permit applications associated with sign faces erected on the platform.

The curved design of the new sign face on the east elevation of the AOB Media Tower is likely to detract from other signs in the area. The Proposed Modified Sign would not conform to the rectangular and back-to-back configurations typically allowed by the Sign By-law and would be visible from multiple directions. With the additional east face, the Proposed Modified Sign would feature multiple sign faces which would be visible simultaneously. This addition of an extra sign face, beyond the two allowed, and their simultaneous visibility, could contribute to visual clutter.

In the CBO's opinion, the Applicant has not provided sufficient evidence to ensure that the Proposed Modified Sign would not alter area's character. As such, this criterion has not been established.

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

The Proposed Modified Sign will comply with the provisions set out in the Sign By-law for third party electronic signs in terms of the requirement for use of renewable energy, message duration and with the illumination and time-of-day regulations.

The Applicant references a 2021 City staff report, indicating that the AOB Media Tower at the Subject Premises was intentionally designed to accommodate large signs, reinforcing its landmark status. This report was part of the 2021 Sign By-law amendment, which allowed modifications to the roof sign at the address. During the 2021 assessment, the proposal was deemed acceptable as the changes would reduce brightness, and the electronic content would remain visible only from Sankofa Square, where there are already multiple electronic signs. The amendment also limited the number of sign faces to two. The current application seeks to alter the type of copy on the northern face and introduce a new curved sign face on the east side of the existing structure.

Although the property already features an electronic third-party roof sign, the proposed replacement of static copy on the northern face with an electronic sign face could impact the surrounding area. The northern face would primarily be visible to properties in the DY-SSD to the north, rather than Sankofa Square. Consequently, the replacement of the copy on the northern static copy face with electronic static copy does not support to the "Dundas Square Landmark Signage" vision outlined by City Council.

The proposed addition of a sign face on the east elevation, which would also be visible from properties to the north, could conflict with the development of the Subject Premises. There is an ongoing application for a residential tower immediately north of the Proposed Modified Sign's location. Residential uses are considered sensitive land uses, and the proximity between the sign face and the residential tower, even with the proposed reduced brightness, could lead to adverse impacts on the new residential units.

Adding a sign face on the east elevation of the AOB Media Tower would also result in multiple sign faces being visible simultaneously, potentially contributing to visual clutter. Additionally, the curved design of the new sign face detracts from the visual coherence of other signs in the area.

It is the CBO's opinion that the Applicant's materials have not provided sufficient information to confirm that the Proposed Modified Sign will not be contrary to the public interest, and that this criterion has not been established.

CONCLUSION

The Applicant's submitted materials, even supplemented with the additional information obtained from research and investigation by staff, have not provided sufficient information for the CBO to form the opinion that it has been established that the

Proposed Modified Sign has met all required eight criteria for approval of the requested variance, subject to the noted conditions.

As such, the CBO is not supportive of the Sign Variance Committee granting the requested variances, each subject to multiple conditions.

CONTACT

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SIGNATURE

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Project Director, Business Transformation and Citywide Priorities
Toronto Building

ATTACHMENTS

Attachment 1 – Description of Signs, Requested Variances and Required Conditions
Attachment 2 – Applicant's Submission Package