

Application for Two Variances, Each Subject to Four conditions, Respecting One Third Party Electronic Wall Sign - 11 Bay Street

Date: March 10, 2025

To: Sign Variance Committee

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

Wards: Spadina-Fort York (Ward 10)

SUMMARY

Zelinka Priamo Ltd (the "Applicant") has applied for two variances, each subject to four conditions, required to allow the Chief Building Official ("CBO") to issue a sign permit to erect and display a third party electronic wall sign, displaying electronic static copy (the "Proposed Sign"), on the premises municipally known as 11 Bay Street (the "Subject Premises").

The Proposed Sign features a single rectangular sign face with a width not exceeding 12.80 meters, a maximum length of 3.70 meters, a sign face area not exceeding 46.90 square meters, and a maximum height of 12.80 meters. The Proposed Sign is described further in Attachment 1.

The Proposed Sign would be situated within 130 metres of the F.G Gardiner Expressway, entirely within an area governed by a site-specific area restriction that prohibits third-party signs from being displayed within 400 meters of this Expressway. The Subject Premises is designated as a Commercial Residential ("CR") Sign District, where third party electronic wall signs, such as the Proposed Sign, are not expressly permitted. Therefore, variances to Chapter 694 are necessary to allow for a non-permitted third party sign type to be erected within an area where City Council has determined that no third party signs shall be displayed.

Following a review of the Applicant's submissions and additional information provided by staff, the CBO has determined that insufficient information was provided to demonstrate that the eight required criteria in §694-30A of the Sign By-law have been established with respect to the two variances, each subject to four conditions, as detailed 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 694-15.A and 694-24A(3), each subject to four conditions, as required to allow for the issuance of a permit respecting the erection and display of the Proposed 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

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

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

At its 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 of 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.

ISSUE BACKGROUND

Required Variances

Table 1: Summary of Requested Variances

| Section | Requirement | Proposal |
|-------------------|--|--|
| 694- 15.A | Anything not expressly permitted by Chapter 694 is prohibited. | The Proposed Sign is a third party electronic wall sign, which is a sign type not expressly permitted in CR-Sign Districts. |
| 694-24A(3) | A third party sign shall not be erected or displayed or caused to be erected or displayed in whole or in part within 400 metres of any limit of the F.G. Gardiner Expressway from a point 250 metres west of Strachan Avenue to the easternmost limit of Booth Avenue. | The Proposed Sign would be displayed approximately 130 metres of the limit of F.G. Gardiner Expressway from a point 250 metres west of Strachan Avenue to the easternmost limit of Booth Avenue. |

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

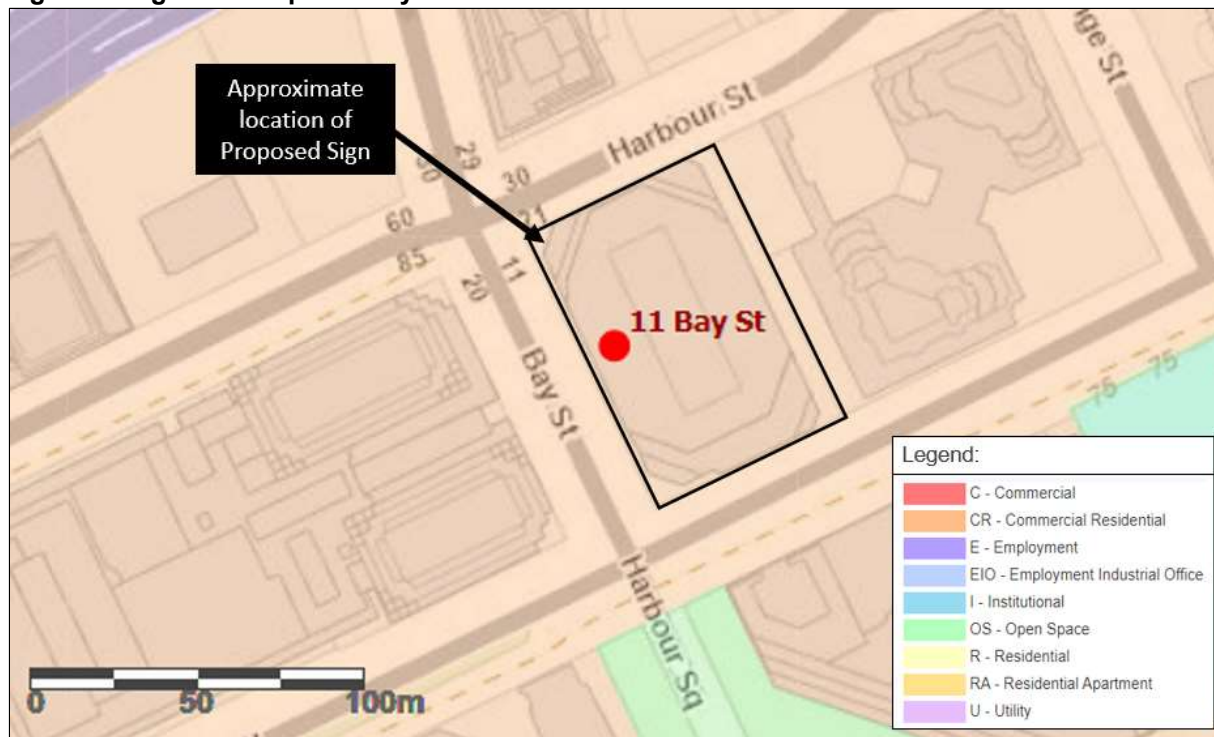
- **Condition 1:** The existing first party wall sign shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;
- **Condition 2:** The sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise;
- **Condition 3:** Light shielding technology must be installed on the Proposed Sign, which shall sufficiently block illumination from projecting onto any residential tenancies or occupancies located within 250 metres, to the satisfaction of the Chief Building Official
- **Condition 4:** The sign shall be located substantially in accordance with the with the diagram labeled "Location of Proposed Sign", as further described in Attachment 1 to this report.

Sign Attributes and Site Context

The Proposed Sign would be a third party electronic wall sign, displaying electronic static copy, which would be placed at the second storey of the building on the Subject Premises, on the northwest elevation. It would feature a single rectangular sign face with maximum sign face area of 46.90 metres, and measurements not exceeding 12.80 meters horizontally by 3.70 meters vertically. The Proposed Sign is described further in Attachment 1.

The Proposed Sign would be located at the property municipally known as 11 Bay Street. The Subject Premises is located on the east side of Bay Street and south of Harbour Street, in Ward 10 - Spadina-Fort York. The Subject Premises contains a two-storey building occupied by the Westin Harbour Castle Conference Centre. The surrounding areas contain primarily commercial and residential uses, with a residential building identified on the properties immediately to the north. 11 Bay Street is designated as a CR Sign District and surrounded by CR signs districts in all directions, see SignView Map in Figure 1.

Figure 1: SignView Map - 11 Bay Street



Surrounding premises:

North: Commercial Residential (CR) Sign District, high-rise mixed-use building

East: Commercial Residential (CR) Sign District, high-rise mixed-use building

South: Commercial Residential (CR) and Open Space (OS) Sign Districts, high-rise hotel

West: Commercial Residential (CR) Sign District, high-rise office building

COMMENTS

Applicant Information

The Applicant stated that they have been authorized by the owner of the property municipally known as 11 Bay Street to apply for two variances, each subject to four conditions, required to allow for a permit to be issued for one third party electronic wall sign, with one rectangular sign face displaying electronic static copy, as further described in Attachment 1.

Application Background

The Subject Premises is designated as a CR Sign District, where signs belonging to third party sign class are permitted, only if they fall under one of the following sign types as defined: wall sign and topiary wall sign. These permitted third party signs are limited to one sign face, with maximum sign face area of 3.0 square meters and a maximum height of 3.0 meters. CR Sign Districts further restrict these third party signs from facing a street and from being positioned less than 30 metres of an intersection.

The Sign By-law defines wall signs and electronic wall signs as different sign types. Regulations for CR Sign Districts do not permit third-party electronic signs of any type, as such there are no specific set of regulations for electronic wall signs such as the Proposed Sign. A variance to Chapter 694 is necessary to allow the Proposed Sign to exist at all in a CR Sign District.

The Proposed Sign would feature one rectangular sign face, measuring 3.66 metres vertically by 12.80 metres horizontally, facing on the northwesterly direction. The Proposed Sign would be situated approximately 7 meters of intersection of Bay Street and Harbour Street on the second storey of the building. According to the Applicant's submission, the Proposed Sign would be replacing an existing first party sign which is located at the approximate same location. The Proposed Sign is described further in Attachment 1.

Figure 2: Existing Sign and Render of Mock-up of Proposed Sign



Community Consultation

In compliance with the Sign By-law requirements, notice of the application was provided to all property owners within a 250-meter radius of the Subject Premises. Additionally, the Applicant was instructed to post a notice of the application in a publicly visible location on the premises where the sign is proposed to be erected, for a minimum of 30 days prior to the City's consideration of the application, as stipulated in the Sign By-law.

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

The Sign By-law contains criteria to be used in evaluating variance application for Proposed Signs. 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 ("SVC") 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 Staff's review, the Subject Premises can be confirmed as being designated as a 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, the Proposed 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

The Subject Premises is designated CR Sign District and surrounded by CR Sign Districts in all directions. The area is predominantly comprised of mixed-use buildings, with a residential building identified on the property to the north.

The Proposed Sign would be replacing an existing static copy first party sign in approximately the same location on the northwest façade of the building (the "Existing Sign"). According to the Applicant's submissions, the Existing Sign has been in place for over 20 years without any known compatibility concerns or impacts on adjacent lands. The Applicant contends that the Proposed Sign is generally a like-for-like replacement in terms of size, location, and illumination.

The assertion that the Proposed Sign is a "like-for-like replacement" for the Existing Sign is inaccurate. First party and third-party signs belong to different sign classes and are subject to significantly different regulations under the Sign By-law. Furthermore, the Existing Sign features static copy, whereas the Proposed Sign would display electronic static copy. Chapter 694 regulates wall signs and electronic wall signs as distinct sign types. Therefore, despite being placed in similar locations, the Existing Sign and the Proposed Sign are fundamentally different under the Sign By-law.

Additionally, it is important to note that if the Existing Sign were to be replaced with a new first party sign with the exact same attributes, such a sign would not be permitted, as it would exceed the maximum permissible sign face area in relation to the second storey wall. Consequently, the statement that the Proposed Sign is a direct replacement

of the Existing Sign does not support this application, as the sign would not be permitted even if it were a first party sign.

While CR Sign District provisions permit third-party wall signs, they do not expressly allow electronic wall signs. Consequently, there are no district specific regulations for third party electronic wall signs, like the Proposed Sign.

Permitted third party signs in CR Sign Districts are subject to the following limitations: they must have only one sign face, with a maximum sign face area of 3.0 square meters and a maximum height of 3.0 meters. Additionally, these signs are prohibited from facing a street and must not be positioned within 30 metres of an intersection. The Proposed Sign's attributes, in excess of what would generally be permitted and facing two streets, significantly deviate from the Sign By-law regulations. Table 1 provides a comparison between the Sign By-law regulations for third-party wall signs in a CR Sign District and the Proposed Sign.

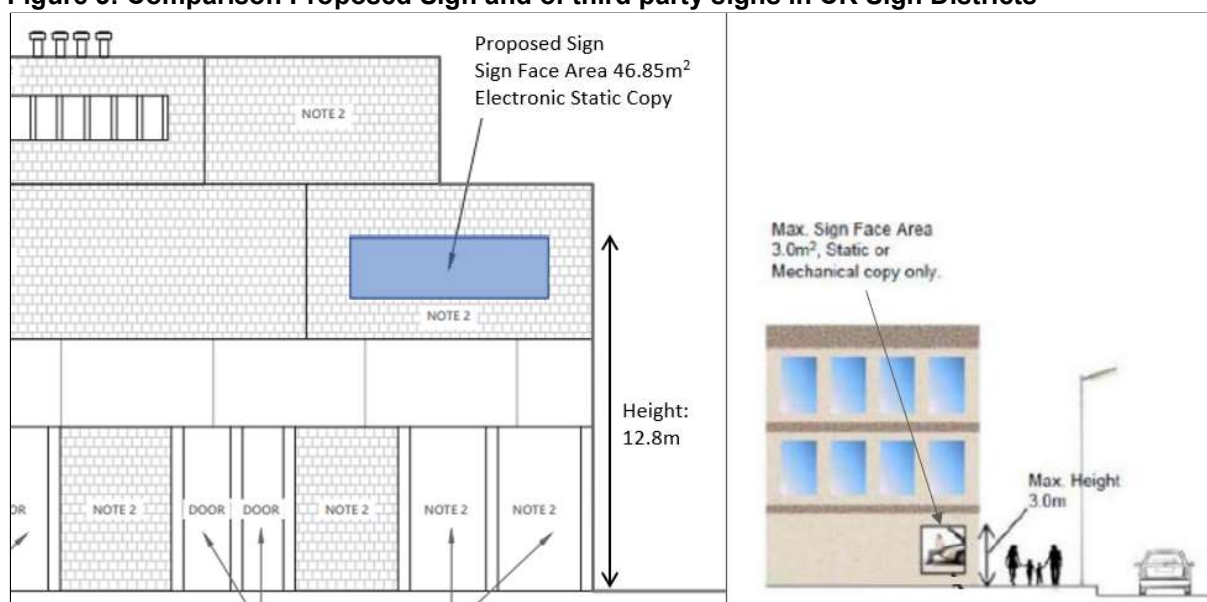
Table 2: Comparison of regulations for third party signs in CR Sign Districts and Proposed Sign

| | Permitted Signs | Proposed Sign |
|-------------------|---|---|
| Sign Type | Wall Sign or Topiary Wall Sign | Electronic Wall Sign |
| Sign Copy | Static Copy; Mechanical Copy; or Topiary Sign Copy | Electronic Static Copy |
| Size | Sign face area shall not exceed 3.0 square metres | Sign face area of 46.85 square metres |
| Height | Not exceed 3.0 metres | The height of the Proposed Signs would exceed 12.80 metres. |
| Location | Not be erected facing a street | Facing Bay St and Harbour St |
| | Not be erected within 30.0 metres of the intersection of a major street with any other street | 7.0 metres of Bay St and Harbour St intersection |
| # of faces | No more than one sign face | One sign face |

The provisions of the Sign By-law regulating signs in CR sign districts are intended to promote more pedestrian-oriented signs and advertisements, primarily to identify local businesses. In the submissions, the Applicant contends that the Proposed Sign's location on the second storey, set back from the ground floor building line, limits its visibility to pedestrians utilizing the adjacent sidewalks. Given its limited visibility, it is unclear how the Proposed Sign would be consistent with the Sign By-law objectives for signs in CR sign districts.

Moreover, the property immediately to the north was identified as a mixed-use building, containing a residential tower, use which is considered sensitive. The submissions lack sufficient information demonstrating how the Proposed Sign, being fifteen times larger and more than four times taller than what is allowed for a third-party sign in the CR Sign District, would be compatible with the area.

Figure 3: Comparison Proposed Sign and of third party signs in CR Sign Districts



In addition to all the above, the Proposed Sign would be situated approximately 130 metres of the F.G. Gardiner Expressway, entirely within an area governed by a site-specific area restriction. The area within 400 meters of the F.G. Gardiner Expressway from a point 250 metres west of Strachan Avenue to the easternmost limit of Booth Avenue is one of 84 areas in the city where Council has determined that no third party signs shall be displayed. These site-specific area restrictions were imposed by City Council based on the determination that third party signs in these locations are inconsistent and incompatible with the surrounding area and would not contribute positively to the quality of Toronto's appearance.

The Applicant indicated that while Proposed Sign may be visible to traffic travelling eastbound on the Expressway, in the same manner as the existing illuminated sign is; the visibility would be limited due to the size and distance to the Expressway in addition to the proposed SITELINE technology. They assert that the decreased illumination levels of the Proposed Sign when compared to the Existing Sign would decrease the overall amount ambient light in the area visible from the Expressway.

Staff acknowledge that the Existing Sign is visible from the F.G. Gardiner Expressway. However, first-party signs are not subject to the site-specific area restriction that applies to third-party signs. Given that the Proposed Sign would be situated in close proximity to and visible from the F.G. Gardiner Expressway, staff believes that the relationship between the Proposed Sign and the expressway is significant, and directly contradicts the restriction in place.

Additionally, on December 13, 2023, City Council approved in principle the Ontario-Toronto New Deal, which includes a provincial commitment to upload the Gardiner Expressway and the Don Valley Parkway to the Government of Ontario, subject to a due diligence review still underway. The due diligence review is a provincially led process and includes an assessment of the highways, financial and legal reviews and corridor management controls. As the Proposed Sign will have a relationship with the F.G. Gardiner Expressway, City staff have informed the Province of the application.

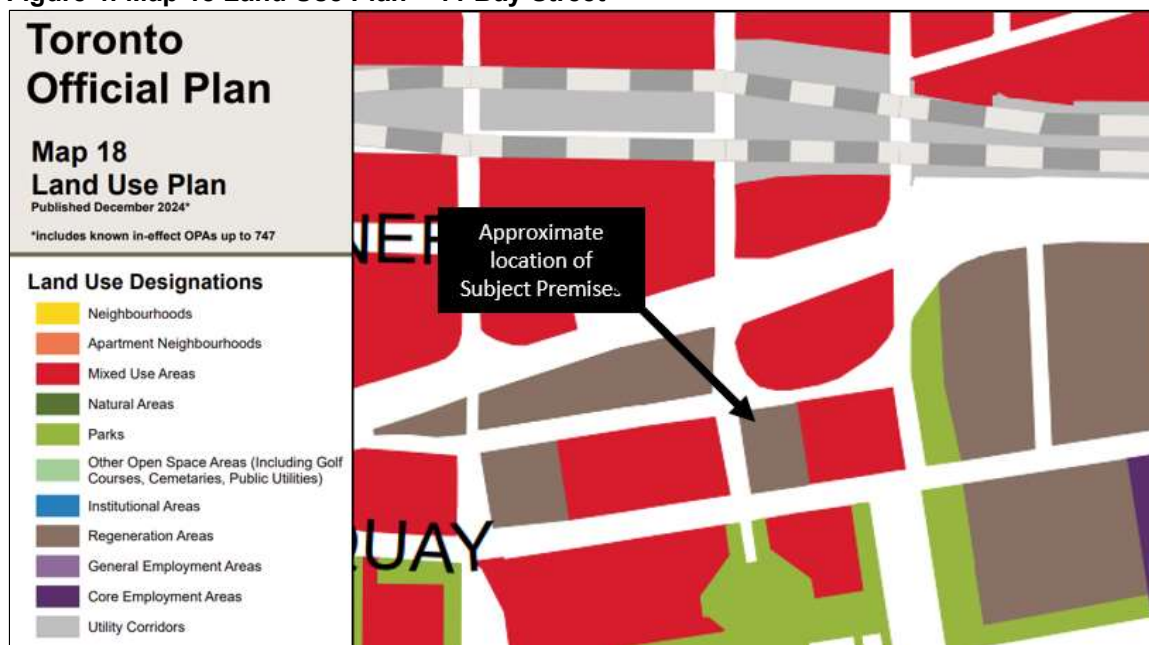
The submissions do not sufficient demonstrate how allowing the erection of a sign type not permitted in the CR Sign District, exceeding the maximum allowable sizes, deviating from the general regulations, and within an area where such signs are restricted, would be compatible with Council's vision for the area and the overall objectives of the Sign By-law.

As a result, the CBO is of the opinion 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 Regeneration Areas in the Toronto's Official Plan, and subject to the Central Waterfront Secondary Plan. According to the Secondary Plan, the Regeneration Areas may contain a variety of mixed-use development ranging from industries to housing to community services and parks, subject to further studies. The surrounding properties to the northwest is also Regeneration Areas, and to the north, east, west and south the lands are mostly comprised of Mixed Use lands.

Figure 4: Map 18 Land Use Plan – 11 Bay Street



Mixed Use Areas, such as the surrounding properties, 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 identified on the surrounding properties.

Third-party electronic signs are generally inconsistent with the Official Plan objectives for Mixed-Use areas, given the sensitive uses typically expected and encouraged for those lands. The property immediately to the north was identified as a mixed-use building, containing a residential tower, which is considered sensitive. The submissions indicate that the illumination impacts may be controlled to mitigate impacts on the property to the north. However, staff are of the opinion that the Applicant's submissions

lack information to justify how a non-permitted sign type, fifteen times larger and more than four times taller than what is allowed for a third party sign in the CR Sign District, would be compatible with the Official Plan objectives for Mixed Use lands.

The Applicant acknowledges the City's goals and policies related to creating a comfortable, vibrant, and safe public realm, and contends that replacing the Existing Sign with the Proposed Sign will not hinder the achievement of the Official Plan and Secondary Plan objectives, which would be implemented through future redevelopment. The Applicant also contends that the Proposed Sign's location on the second storey, set back from the ground floor building line, limits its visibility to pedestrians utilizing the adjacent sidewalks. Given its limited relationship with the public realm, it is unclear how the Proposed Sign would contribute to achieving the mentioned City's goals. The criterion applicable to this section requires the Proposed Sign must support these Official Plan objectives rather than not restricting their achievement. Submissions do not indicate a single policy that the Proposed Sign would support.

After reviewing the Applicant's submission materials, CBO is of the opinion that sufficient evidence was not provided to demonstrate that the Proposed Sign would support the Official Plan objectives for the subject premises and surrounding area. As a result, this criterion has not been established.

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

CR Sign Districts do not permit third-party electronic signs of any type, as they are generally inconsistent with the sensitive uses typically expected for those lands, including residential areas.

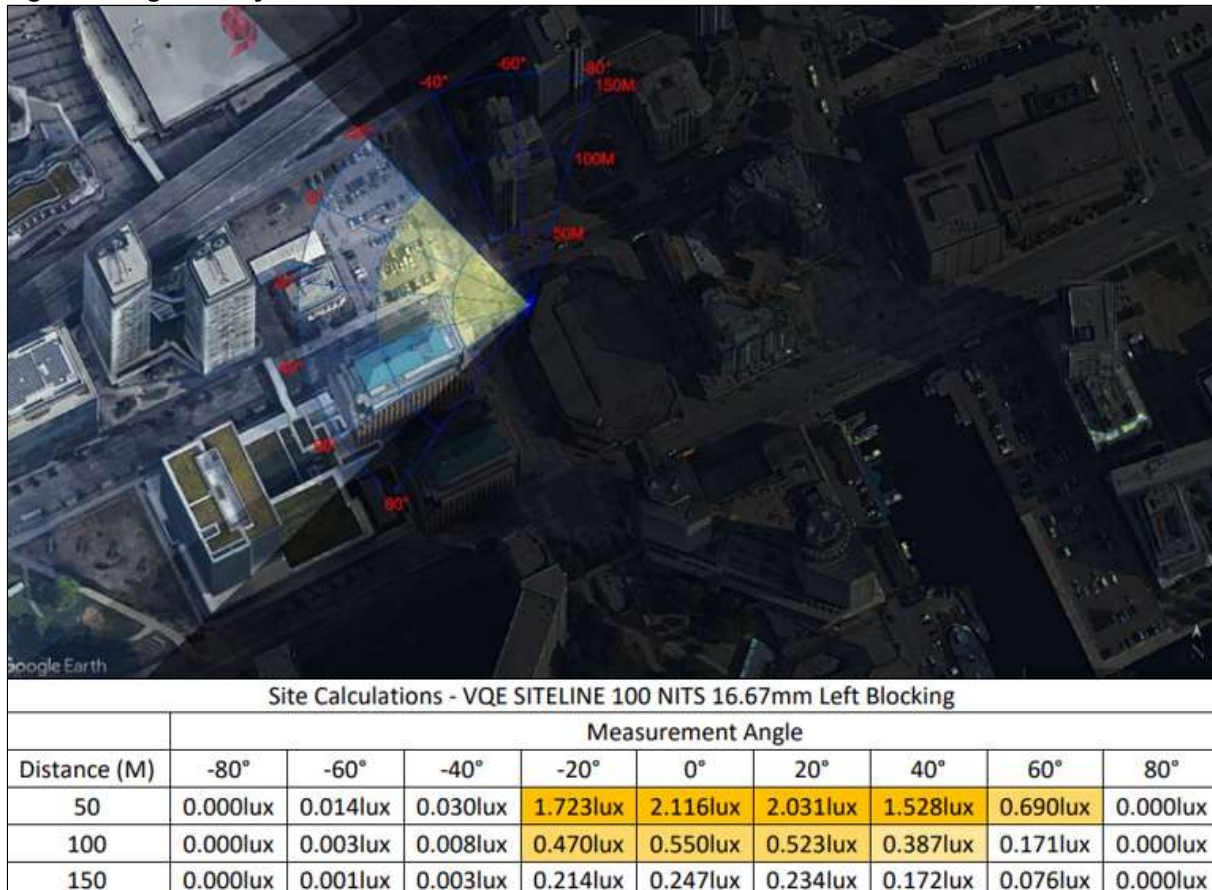
The Applicant claims that the intersection of Bay and Harbour Streets, a major downtown intersection, provides an appropriate location for third party advertising due to its visibility. The Applicant's submissions state that the Existing Sign operates at 200 nits during nighttime hours, whereas, as a condition of variances being granted, the Proposed Sign would operate with a maximum value of 150 nits, limiting light trespass onto nearby properties. They further contend that ambient light conditions during nighttime hours are high in the immediate area of this intersection and that the Proposed Sign would not directly face any existing buildings or structures.

Regarding the proximity to the residential building to the northeast intersection of Bay and Harbour Streets, the Applicant provided in the supporting documents a Lighting Analysis, indicating that the copy technology will result in “*no light impact ... meaning any residential zones in those areas will not be of concern.*” They assert that the digital display of the Proposed Sign would improve the existing condition concerning illumination impacts on the residential units.

Staff noted that the light impact study was conducted with a brightness level of 100 nits, which is lower than the 150 nits proposed by the Applicant as a condition for the Proposed Sign. Despite the potential reduction in brightness, the Sign By-law generally considers electronic signs to have a greater impact than static copy signs and,

therefore, imposes more restrictive regulations on electronic signs. In addition to the illuminated display, electronic signs change copy more frequently than static copy signs, resulting in variable illumination levels and colors, which can also cause impacts.

Figure 5: Light Study



Despite the above, the Proposed Sign, as opposed to the Existing Sign, would display a method of copy not permitted in the CR Sign District. Due to the class, size and location, the Proposed Sign would detract from other signs in the surrounding area, which are mostly in keeping with the regulations for signs in CR sign districts. Additionally, the Proposed Sign would be located near an intersection controlled by traffic lights and could adversely affect the intersection.

It is the CBO's opinion that insufficient information was provided to establish that the Proposed Sign would not adversely affect adjacent premises. As a result, this criterion has not been met.

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

While the Proposed Sign is located in proximity to sidewalks, it is the CBO's opinion that it would not be in a manner that could create impact on pedestrian safety. In addition, the Proposed Sign shall comply with the requirements from the Ontario Building Code.

The City has established regulations to adequately address potential safety impacts for all signs, including those displaying electronic static copy, by setting requirements for setbacks from intersections, distance from street lines, and pedestrian triangles. Regulations for third-party wall signs in CR Sign Districts mandate a minimum distance of 30 meters between third party wall signs and major street intersections. This requirement is broadly applicable to most third-party electronic signs regulated by the Sign By-law. The Proposed Sign, located only 7 metres from the Bay Street and Harbour Street intersection, does not meet this requirement.

Submissions indicate that the Proposed Sign will contain electronic static copy oriented to be visible to road users traveling south on Bay Street and east on Harbour Street. However, no information has been provided addressing potential impacts on the intersection, which is controlled by traffic lights. The Applicant merely states that the Proposed Sign would operate at a lower brightness than the Existing Sign. Despite the reduced brightness, the sign copy would change from static to electronic. Electronic signs that transition from one message to the next, which may result in drivers being more likely to notice the change in the displayed message, increasing the likelihood of prolonged glances. Due to its proximity to an intersection controlled by traffic lights, Transportation Services Division was consulted and confirmed to have traffic safety concerns, such as potential driver distraction and interference with traffic signals.

Based on the review of the available information, staff believe that an insufficient basis was provided to ensure that the Proposed Sign would not adversely affect public safety. As such, the CBO is of the opinion that this criterion has not been established.

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

According to staff review, the Applicant's documents and drawings contains sufficient information to confirm that Proposed Sign does not meet 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 and its surroundings are located in a CR Sign District, predominantly comprised of mixed-use buildings. While CR Sign Districts permit third party wall signs, they do not expressly allow electronic wall signs, which are regulated as different sign types under Chapter 694. The regulations for third party wall signs in CR Sign Districts are very restrictive, and the Proposed Sign's attributes significantly deviate from these existing regulations (see Table 1).

The property immediately to the north was identified as a mixed-use building containing a residential tower, which is considered sensitive. The Applicant's submissions lack sufficient information demonstrating how the Proposed Sign, being fifteen times larger and more than four times taller than what is allowed for a third party sign in the CR Sign District, would be in keeping with the character of the vicinity. Furthermore, there are no nearby signs with comparable attributes, making the Proposed Sign a significant deviation from existing signage in the surrounding area.

The Subject Premises also falls within one of the 84 Area-Specific Restrictions listed in section 694-24A of the Sign By-law. These restrictions reflect a decision by City Council that there is a municipal interest in characterizing specific areas of the City by the absence of any third party sign.

Figure 6: View of the Subject Premises from F.G. Gardiner Expressway



The Applicant asserts that the Proposed Sign, similar to the Existing Sign, may be visible to eastbound traffic on the F.G. Gardiner Expressway. However, this visibility would be limited due to the sign's size and distance from the Expressway. Furthermore, the Applicant suggests that the conditions to install SITELINE technology and adjust illumination levels would reduce the overall ambient light visible from the Expressway compared to the existing condition. They contend that the proposed replacement of the Existing Sign's copy type and display method would have a negligible impact on the overall character of the area.

However, according to the Sign By-law, this assertion is inaccurate. First and third party signs are fundamentally different under Chapter 694 and are subject to distinct regulations. For instance, the restriction on third party signs along the Gardiner Expressway does not apply to first party signs. Consequently, even if the Proposed Sign results in reduced illumination or brightness compared to the Existing Sign, the placement of the Proposed Sign, being a third party sign, conflicts with sign policies for the area. As a result, replacing a first party wall sign with a third party electronic wall sign would alter the area's character, which is intended to be free of third-party signs.

Staff believes that the Proposed Sign, located only 130 metres away and being visible from the F.G. Gardiner Expressway, would have a significant relationship with the expressway, directly contradicting the existing restriction. As a result, the erection and display of the Proposed Sign within an area where City Council has determined that no third party signs shall be displayed would be contrary to the City's municipal interests for both the area and the City as a whole.

As a result, it is the CBO's opinion that this criterion has *not* been established.

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

The Applicant is seeking two variances, subject to four conditions, which would allow for: a) a third party sign of a sign type that is not expressly permitted in the associated sign district; and b) the installation of this non-permitted sign type within an area where City Council has established that should be characterized by the absence of any third party signs.

The Proposed Sign's location and attributes significantly deviate from the established limitations for third party signs in CR Sign Districts. The Proposed Sign's size and height far exceed the permitted dimensions, and its placement near a major intersection fails to comply with the required setbacks, raising safety concerns.

Additionally, the introduction of a third-party electronic sign deviates from the objectives of the Sign By-law for CR Sign Districts, designed to promote pedestrian-oriented signs and advertisements for local businesses, detracting from other signs in the area and potentially undermining the sensitive uses expected for these lands.

The Proposed Sign also falls within an area restricted by a site-specific regulation that prohibits third-party signs within 400 meters of the F.G. Gardiner Expressway. Despite of Applicant's claims, the Proposed Sign located only 130 metres of the F.G. Gardiner Expressway, and visible from the Expressway, would have relationship with the expressway, directly conflicting with the area-specific restriction.

As mentioned previously, in 2023, City Council approved in principle the Ontario-Toronto New Deal, which includes a provincial commitment to transfer the Gardiner Expressway and the Don Valley Parkway to the Government of Ontario, subject to a due diligence review currently underway. This provincially led review encompasses assessments of the highways, financial and legal reviews, and corridor management

policies. Given the relationship between the Proposed Sign City and the F.G. Gardiner Expressway staff have informed the Province of the application.

Staff believe that installing and displaying the Proposed Sign in this particular area would conflict with the municipal interests for both the immediate vicinity and the broader city goals.

Consequently, in the CBO's opinion, the Applicant has failed to establish the Proposed Sign will not be contrary to the public interest, and this criterion has not been met.

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 to form the opinion that it has been established that the Proposed 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, subject to five conditions.

CONTACT

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SIGNATURE

Ted Van Vliet
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