

February 5, 2025

Sign Variance Committee
City Clerk's Office
Toronto City Hall
100 Queen Street West,
2nd Floor, West Tower
Toronto, ON M5H 2N2

Attention: Anita Jones, Secretariat
Delivered by email to: sbc@toronto.ca

**Re: SB14.1 - Application for Two Variances, each Subject to Three Conditions,
Respecting the Modification of One Third Party Electronic Roof Sign - 304 Yonge
Street**

Dear Chair Janet Ross and Members of the Sign Variance Committee,

I am writing to provide my support for the sign variance application and proposed changes to the existing signage at the Atrium on Bay Media Tower, located at the northeast corner of Yonge and Dundas.

The location of this signage will not be altered by these proposed modifications. The Atrium on Bay Media Tower and signage is pre-existing on the property, having existed for several decades, in a primarily commercial area and within the Dundas Square Special Sign District (DS-SSD). While the signage is just outside of my ward's boundaries, the DS-SSD is primarily within my ward and was created with the Square as the primary focal point.

I am satisfied that the proposed modifications to the existing north sign face to a digital format will not be intrusive or detrimental to any businesses or residents in the area. I also note that this sign face will be significantly reduced in overall size, and, in its digital format, it will conform with other signs in the surrounding area.

Similarly, I am satisfied with the proposed addition of a vertical, curved digital display on the eastern-most part of the Atrium on Bay Media Tower. This podium was installed in the early 2000s and has been used periodically for various campaigns and temporary creative installations since that time.

In addition to the commercial advertising, these types of dynamic displays can be leveraged for enhancing the activations on the Square, display public service announcements - as was done during the COVID-19 Pandemic, advertising special events, and will be instrumental in assisting the City of Toronto in realizing our goals and objectives. As we fully transition to Sankofa Square and transform its operations, these displays will likely play a crucial role in our efforts to enhance the Square's vibrancy, maximize its utilization, and re-establish it as a must-visit destination.

Overall, I believe that the proposed changes to modernize the signage is more sustainable than traditional, paper-based signage. I have been advised that the signage will be equipped with sensors that can adjust brightness and turn off the display, when and as needed. I understand that these displays will adhere to all specifications within the Sign Bylaw and illumination will not exceed any maximum allowances.

Like New York Times Square, signage is one of the unique features of this area's distinct character and is a contributing factor to making this an iconic tourist destination. I understand that the Downtown Yonge Business Improvement Area has also submitted a letter of support for this application.

Given these considerations, I hope that the Sign Variance Committee looks favourably on this application and grants the necessary variances. Should you have any questions please do not hesitate to contact me.

Thank you for your thoughtful consideration,



Chris Moise
City Councillor
Ward 13 - Toronto Centre

CM/tj