

**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

February 7, 2025

Clarification Note:

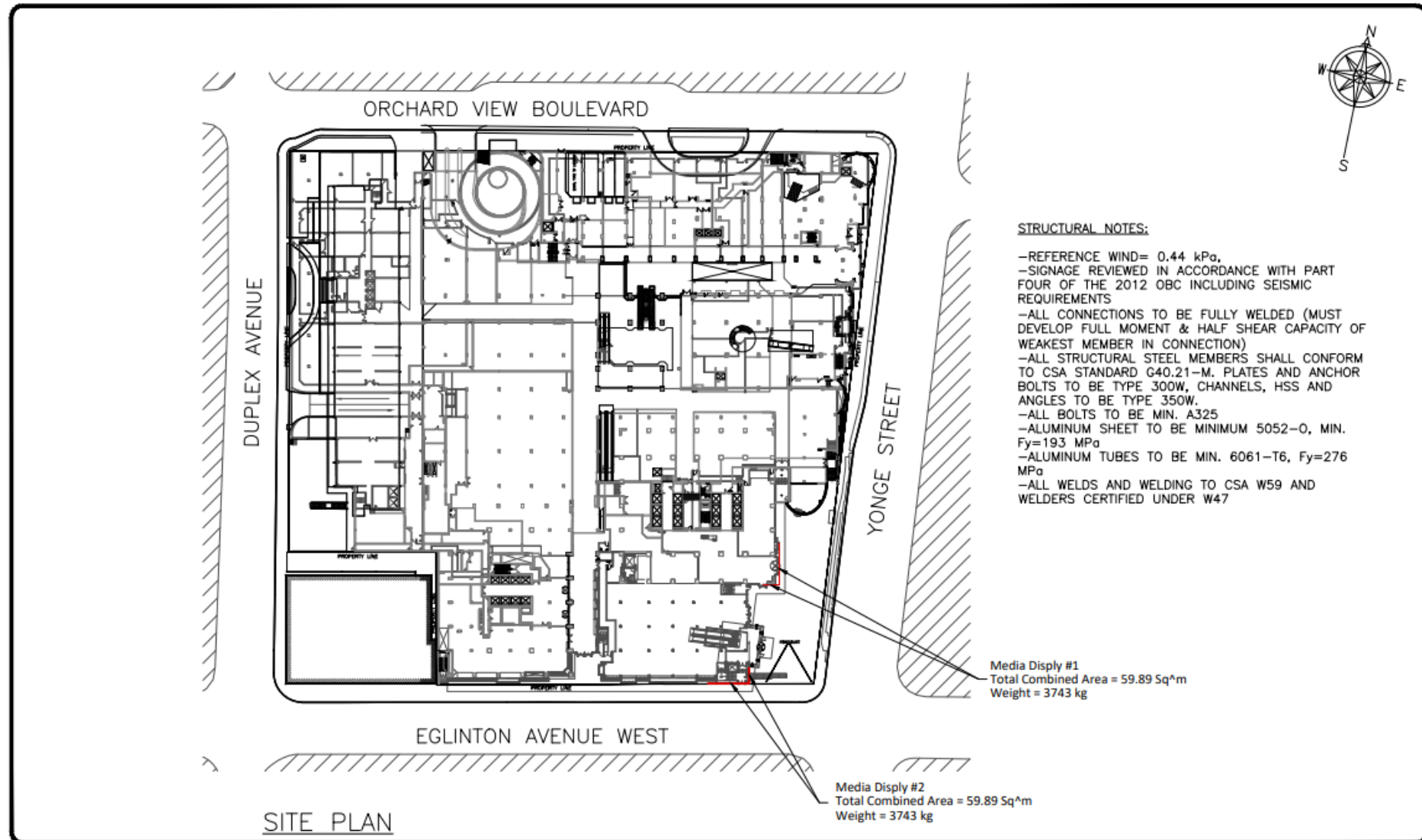
In February 3, 2025 a revised report was submitted to the Clerk, to make a correction to the ward where the premises is located, as indicated in Page 1:

- The property municipally known as 2300 Yonge Street is located in Ward 8 – Eglinton-Lawrence.

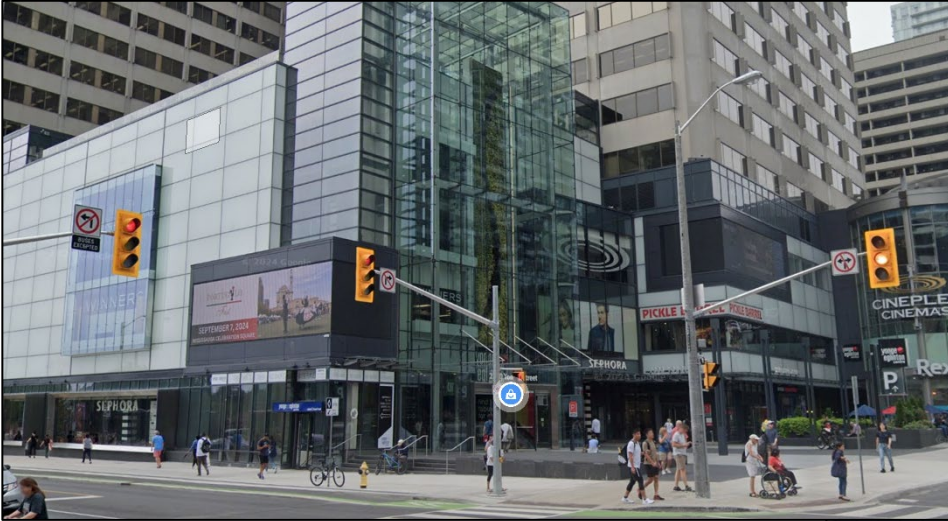
Proposed Signs' Description

Attributes	Sign 1	Sign 2
Sign Type	Electronic Wall Sign	Electronic Wall Sign
Sign Copy Type	Electronic Static Copy	Electronic Static Copy
# of Sign Faces	Two sign faces in a “L-shape” configuration	Two sign faces in a “L-shape” configuration
Sign Location	3 rd storey - South and East elevations	2 nd storey - South and East elevations
Face Orientation	Southerly and Easterly directions	Southerly and Easterly directions
Sign Face Dimensions (width x length)	Face 1 (east): 10.89m (W) x 4.19m (L) Face 2 (south): 3.54m (W) x 4.19m (L)	Face 1 (east): 3.54m (W) x 4.19m (L) Face 2 (south): 10.89m (W) x 4.19m (L)
Sign Face Area	64.51 square metres	64.51 square metres
Sign height	Max 14.41 metres	Max 9.78 metres

Site Plan



Render

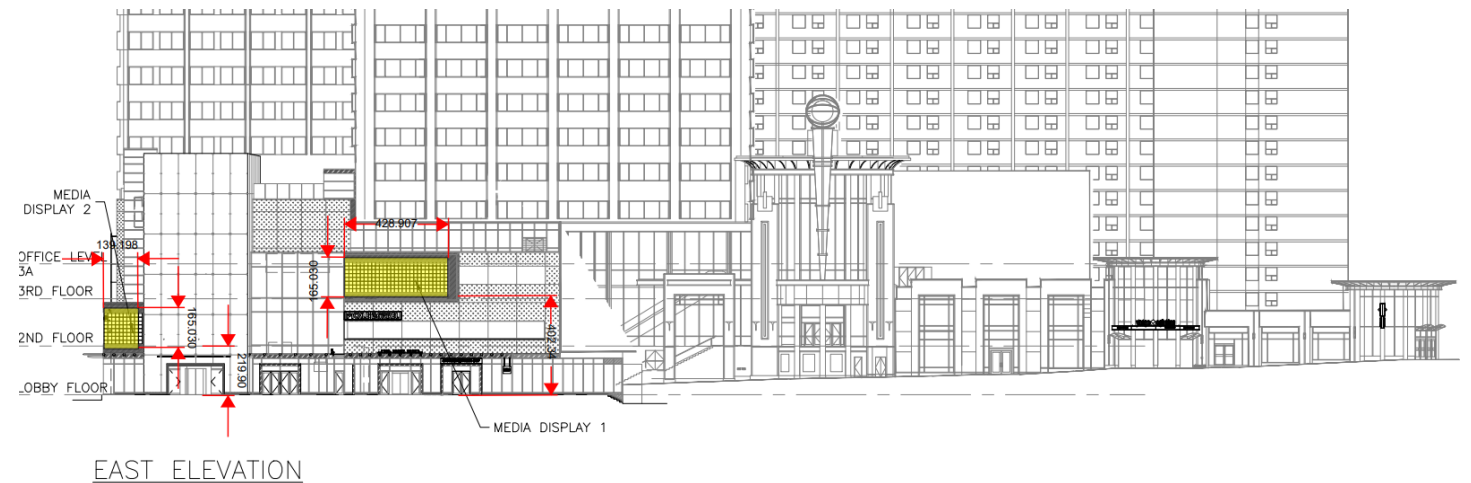
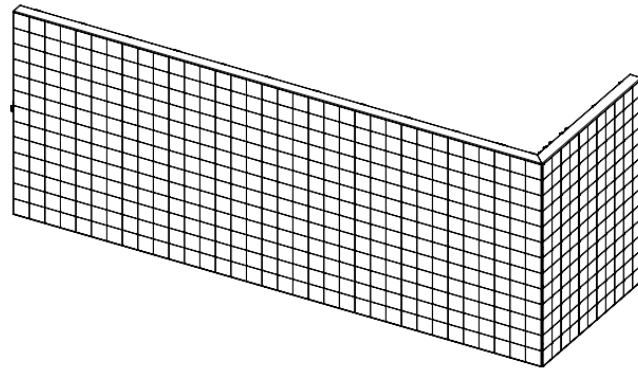
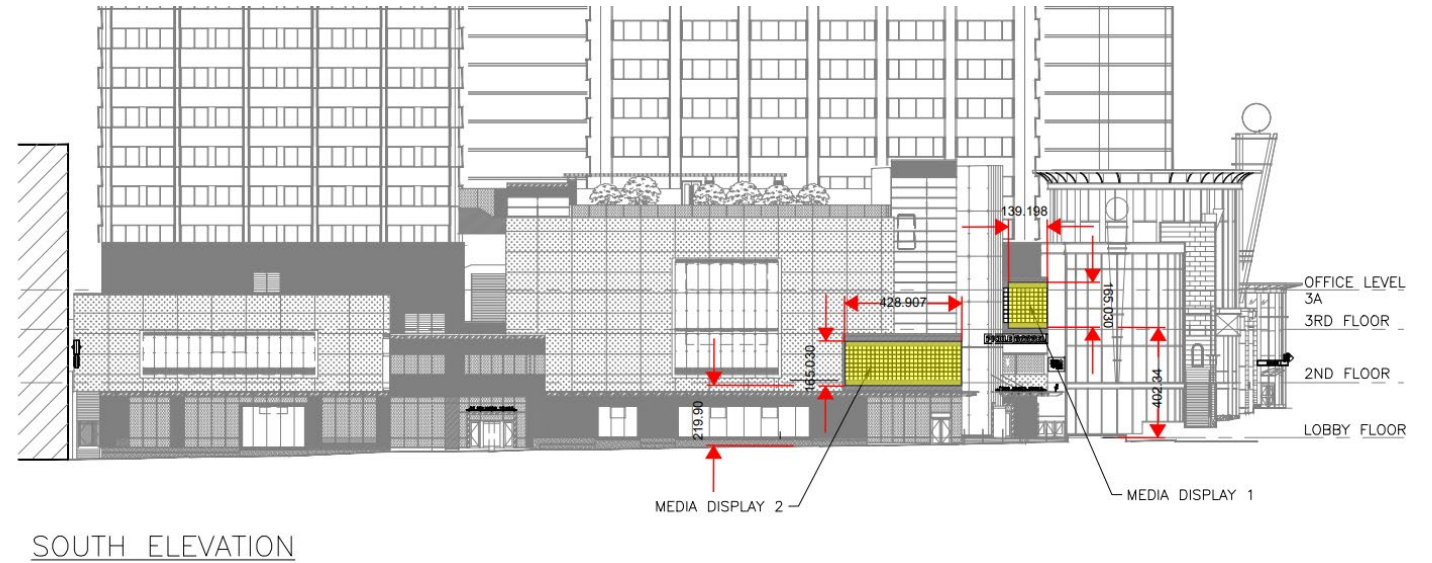
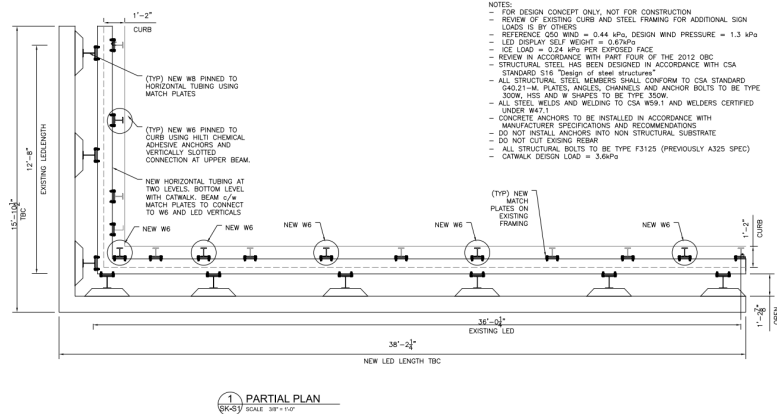


Existing

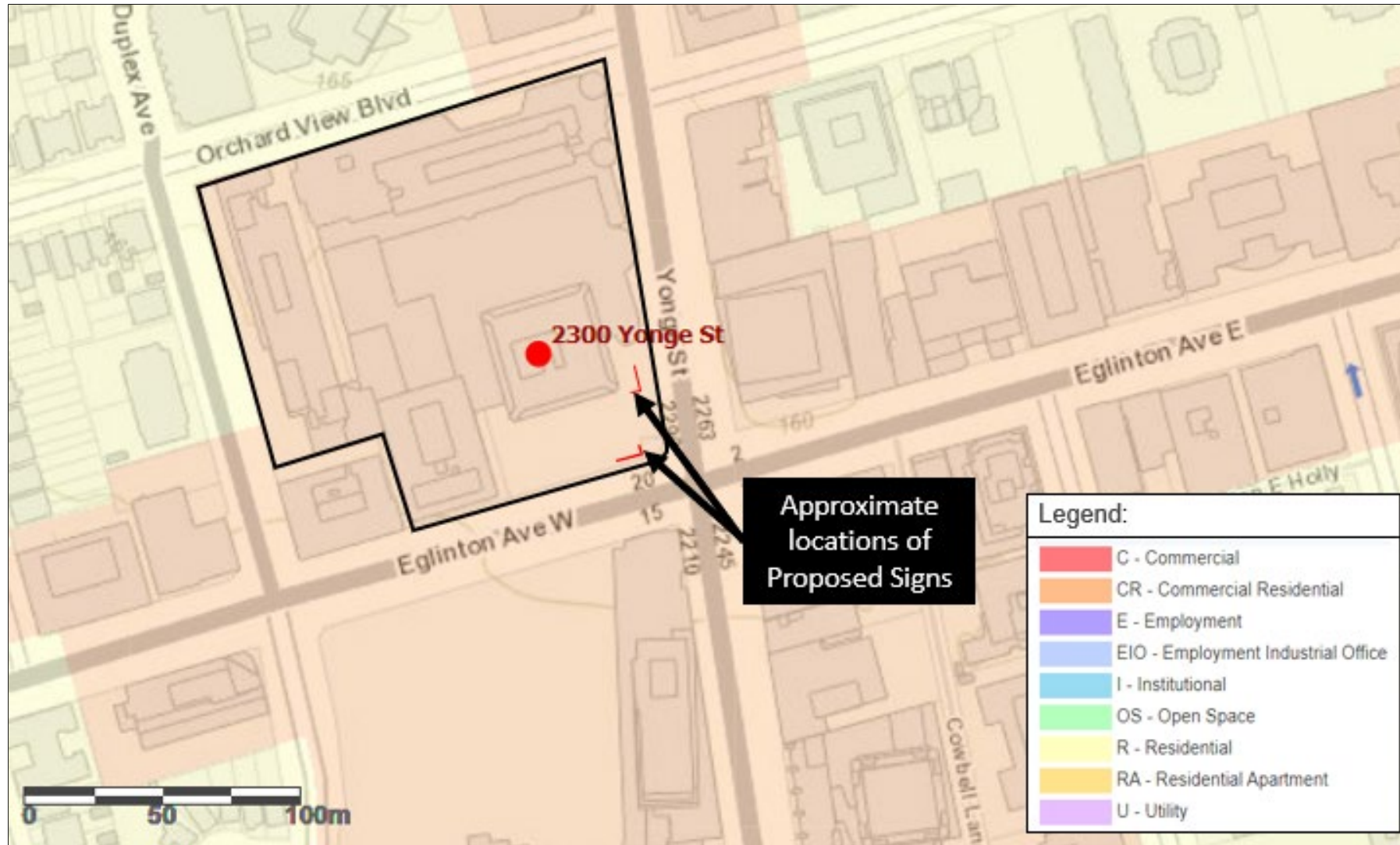


Proposed

Proposed Signs' Details & Elevations



Sign District Designation



Sign District Map

Requested Variances

- Variances sought for Proposed Sign 1 and Proposed Sign 2 are the same:

Sign By-Law Reference	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.	The Proposed Signs would be less than 100 metres of each other.

Conditions

- Should variances be granted, each of the variances sought would be subject to the following conditions:

Condition 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
Condition 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
Condition 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.
Condition 4	The sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise
Condition 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
Condition 6	The sign shall be located and oriented substantially in accordance with the diagrams in attachments

Sign Variance Criteria – Established Criteria

According to §694-30A an application for variance may only be granted where it is established that the proposed sign meets each of the eight established criteria:

694-30A(1) - The Proposed Signs belong to a sign class permitted in the Sign District.

- Third party signs are permitted in the Commercial Residential Sign Districts

694-30A(6) - The Proposed Signs will not be a sign prohibited by §694-15B.

- Neither Proposed Sign 1 nor Proposed Sign 2 would be a sign prohibited as described in §694-15B.

Sign Variance Criteria – Established Criteria

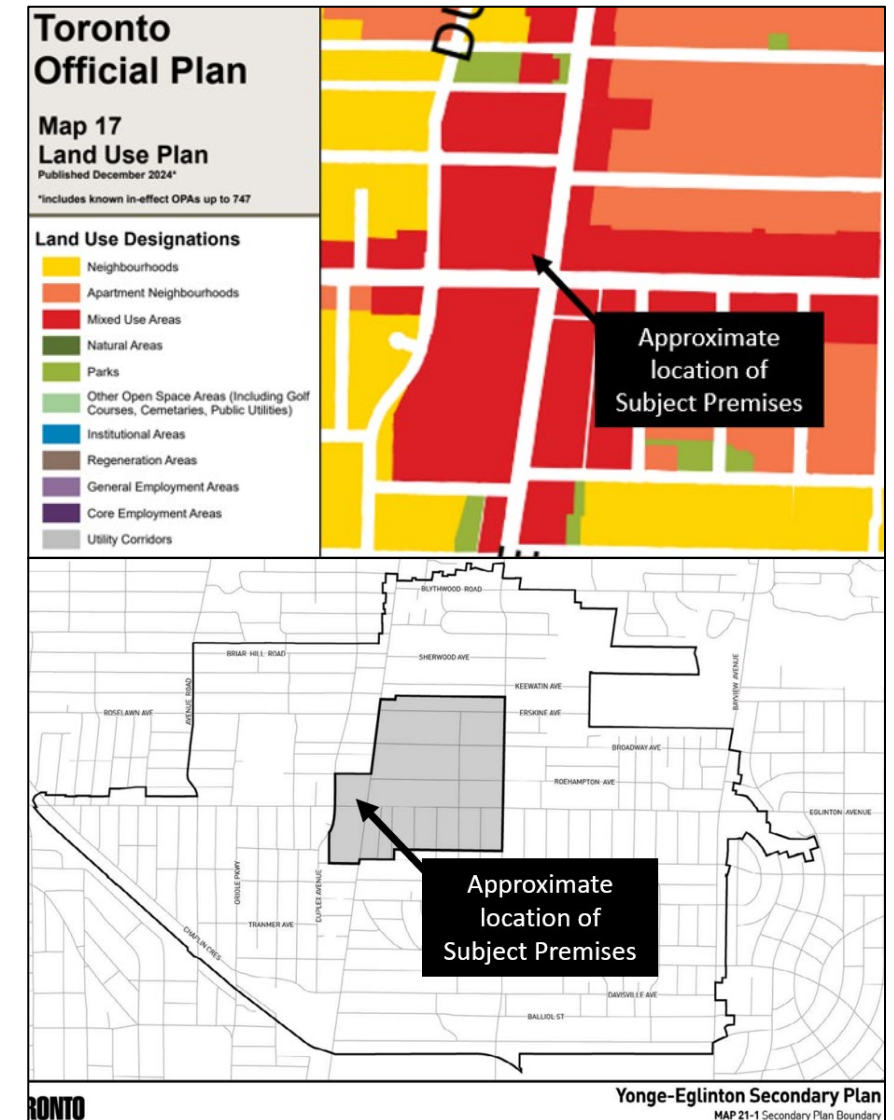
694-30A(2): The Proposed Signs will not be compatible with the development of the premises and surrounding area

- Third-party wall signs are permitted in CR Sign Districts, however third-party electronic wall signs are not. Consequently, there are no performance standards for such signs.
- Third-party signs are typically not permitted in proximity to residential areas, however Existing Signs are in place for many years without registered complaints.
- Numerous new developments have significantly transformed the area, which is now considered a 'dynamic live-work district'.
- The Proposed Signs would result in changes to the building, could detract from the original design intent.
- Increase in sign face area may not be compatible open space envisioned at the Yonge and Eglinton Crossroads.

Sign Variance Criteria – Established Criteria

694-30A(3) - The Proposed Signs will not support Official Plan objectives for the subject premises and surrounding area.

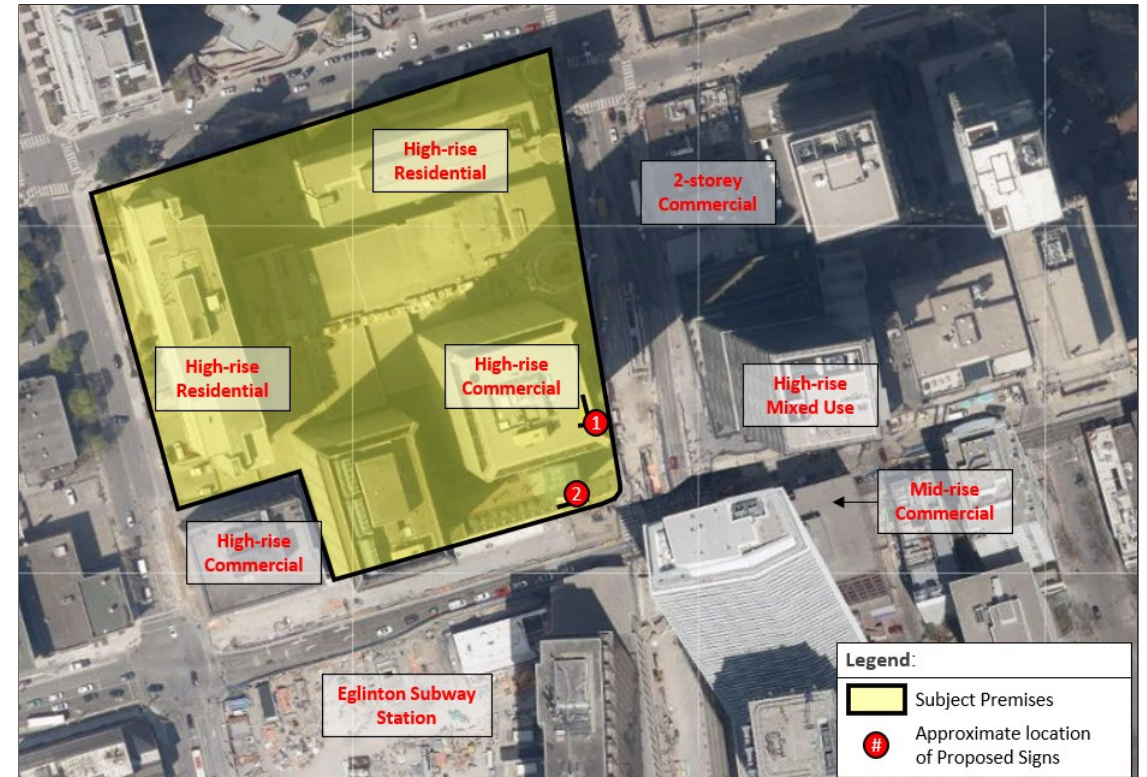
- Area is designated Mixed Use in the Official Plan and subject to Yonge-Eglinton Secondary Plan
- Official Plan identifies the Yonge Eglinton Crossroads: a large-scale square comprising squares at each of the four corners of the intersection.
- The Secondary Plan directs that the squares "*will be coordinated in their design, configuration, and layout to complement each other and together create a significant civic focal point*".
- Submissions have not provided sufficient information to confirm that the Proposed Signs would support this objective.



Sign Variance Criteria – Established Criteria

694-30A(4) - The Proposed Signs will not adversely affect adjacent premises.

- Subject Premises and surrounding areas designated as CR Sign Districts with mixed commercial and residential properties.
- Proposed Signs would replace two Existing Signs with similar configurations and copy, and be around 35% larger.
- Existing Signs approved with a 15-degree light projection limit to reduce light spill into residential properties, condition would be maintained.
- Condition to operate Proposed Signs at a maximum brightness of 150 NITS to offset the increase in sign face area.



Sign Variance Criteria – Established Criteria

694-30A(5) - The Proposed Signs will not adversely affect public safety, including traffic and pedestrian safety.

- The Proposed Sign meets the Sign Bylaw requirements:
 - Does not obstruct any sight triangles for vehicular traffic.
 - Not located within the visibility zone.
 - Complies with the Sign By-law provisions for message duration and transition.
- Proposed Signs, like Existing Signs, would be less than 30 meters from Yonge and Eglinton intersection. Transportation Services indicated that, subject to the limited brightness condition, the impacts of the Proposed Signs should not represent such a significant departure from the existing conditions.
- There is no reasonable basis for new public safety concerns including traffic and pedestrian safety.

Sign Variance Criteria – Established Criteria

694-30A(7) - The Proposed Signs will alter the character of the premises or surrounding area.

- The Proposed Signs should not alter the character of the area in respect to: number of signs or sign faces; type of copy displayed given that would be subject to the same conditions as the Existing Signs; impacts, retaining light projection condition, along with the reduced brightness condition.
- When approved, Existing Signs were integrated into the building architecture and design. The Proposed Signs will alter the original design of the building, which could lead to a loss of this visual structure and proportions.
- Not sufficient information was provided to demonstrate that the Proposed Sign would not alter the character of the premises.

Sign Variance Criteria – Established Criteria

694-30A(8): The Proposed Sign will be contrary to the public interest.

- Variances are required to permit two third-party electronic wall signs in a CR Sign District.
- Not sufficient information was provided to ensure that the Proposed Signs:
 - Would be in keeping with the squares intended for Yonge Eglinton Crossroads in the Official Plan;
 - Not detract from the original design intent of the building, to allow for the Existing Signs' increase length.
- Community Concerns: Public safety, traffic safety and compatibility with the area.
- Even subject to the conditions, CBO is of the opinion that submissions were not sufficient to ensure that the Proposed Signs, would not be contrary to the public interest.

Conclusion and CBO Recommendation

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.

QUESTIONS?