

From: Ulla Colgrass [REDACTED]
Sent: March 17, 2025 1:16 PM
To: Clerk
Cc: Edward Hore; YQNA Planning Committee; Tom Davidson
Subject: [External Sender] Toronto Agenda Item 2025.SB15.2

City of Toronto Agenda Item

Re. 2025.SB15.2 - Application for Two Variances, Each Subject to Four conditions, Respecting One Third Party Electronic Wall Sign - 11 Bay Street

<https://secure.toronto.ca/council/agenda-item.do?item=2025.SB15.2>

I am writing on behalf of York Quay Neighbourhood Association (YQNA) on the Central Waterfront to object to the proposed Third Party Electronic Sign on 11 Bay Street. We rejected the previous application for the same sign and do so again for the reasons that staff points out, attached here.

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.

Sincerely
 Ulla Colgrass

Ulla Colgrass
YQNA, Planning Committee
Toronto, Canada

