

ATTACHMENT 2: APPEAL SUBMISSION PACKAGE

Folder No.	Date (yyyy-mm-dd) 2025-10-17
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Decision Under Appeal

Variance Decision No. 25-207045			
Street No. 33	Street Name YONGE STREET	Lot No.	Plan No.

Appellant Information

First Name		Last Name	
Company Name(if applicable) GWL Realty Advisors Inc.			Telephone No.
Street No.	Street Name	Suite/Unit No.	Mobile No.
City/Town		Province	Postal Code
E-mail Address		Fax No.	

Describe the variance that was applied for:

One site-specific variance is required from Section 694-15A of the Sign By-law. Please see cover letter.

Please provide the reasons/justifications for the appeal (attach any supporting documentation or additional pages as required).

Please see cover letter.

Attachment Required

- A copy of the original decision on the variance application; and
- Copies of any supporting documents

Continue on next page

Application
Sign Variance Appeal

Appellant Information and Declaration

First Name I, Jasmine		Last Name Fraser	
Company Name(if applicable) Aird & Berlis LLP			Telephone No. (416) 863-1500
Street No. of, 181	Street Name Bay Street	Suite/Unit No. 1800	Mobile No. (647) 426-2316
City/Town Toronto	Province Ontario	Postal Code M5J 2T9	Fax No. (416) 863-1515
E-mail Address jcmfraser@airdberlis.com			
do hereby declare the following: - that the statements contained in this application are true and made with full knowledge of relevant matters and of the circumstances connected with this application; - that any supporting documents submitted are prepared for the sign variance(s) appeal described above and are submitted in compliance with copyright law; and, - that the information included in this application and in the documents filed with this application is correct.  Signature Jasmine C.M. Fraser Print Name 2025-10-17 Date (yyyy-mm-dd)			

The personal information on this form is collected under the City of Toronto Act, 2006, S. 136 (b) & (c) and Chapter 694, Signs, General, of the City of Toronto Municipal Code. The information collected will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694 Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the manager, sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, M5H 2N2 416-392-4235.

Receipt No: 1836244

Receipt

NOTE: This is not a Permit. Do not construct until a permit is issued.
You will be notified when your permit is ready.

Folder No:	25 207045 ZSV 00 ZR	Date & Time:	October 17, 2025 04:13 PM
Paid By:	AIRD & BERLIS C/O JASMINE CHUNG 181 BAY ST UNIT 1800 TORONTO ON M5J 2T9		
Project Location:	33 YONGE ST TORONTO ON M5E 1G4		
Project Description:	Zoning Review; Multiple-Use Building; Sign		
Fee Description(s):	Cost Centre Number:	Value:	
Master Card	110584 - PAYMENT	\$-849.04	
Sign Bylaw Appeal Fee	9010 - BL0014 - PAYMENT	\$849.04	
Total:		\$.00	
Paid Amount		\$849.04	

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|---|---|
| ☐ Cash | ☐ Cheque |
| ☒ Master Card | ☐ Debit Card |
| ☐ Money Order | ☐ Certified Cheque |
| ☐ Journal Entry | ☐ Fee Exempt |

Calvin-Smith, Devern
per Treasurer, City of Toronto



Jasmine C. M. Fraser
Associate
Direct: 647.426.2316
E-mail: jcmfraser@airdberlis.com

October 17, 2025

VIA EMAIL: signbylawunit@toronto.ca and expressservices@toronto.ca

Our File No. 334182

Sign Variance Committee

Attn: Sign By-law Unit
Toronto City Hall, Ground Floor, East Tower
100 Queen Street West
Toronto, ON M5H 2N2

Dear Sir or Madame:

**Re: Appeal of Chief Building Official Decision
First Party Sign Variance Application
33 Yonge Street (City File No. 25-207045)**

Aird & Berlis LLP represents GWL Realty Advisors Inc. (the “**client**”) in connection with the above-noted matter.

Our client is the owner of land known municipally as 33 Yonge Street, City of Toronto (the “**Site**”). The Site acts as a gateway to the Financial District. It is prominently located at the northeast corner of Yonge Street and Front Street East. A 13-storey Class A office building with 46,451 square metres of commercial gross floor area is located on the Site. The building is currently tenanted by a number of restaurants on the ground floor.

Background

In the summer of 2024, our client undertook construction to upgrade the building’s façade along Yonge Street (the west elevation). As part of that upgrade, a new overhanging sign introducing the Site’s new name, Berczy Square, was installed above the main entrance of the building off Yonge Street.

The Site also contains a recessed plaza where the main entrance is located. The plaza serves as a transitional space from the public sidewalk to the main building entrance. It is at this location that our client seeks to install a first party electronic wall sign for the purposes of advertising and promoting its tenants’ services (the “**Proposed Sign**” or “**Proposal**”). The Proposed Sign would feature one face, measuring 2.0 metres vertically by 4.1 metres horizontally, and would be located on the ground floor by the main entrance, facing north. Renderings of the Proposed Sign is provided at **Appendix A**.

The Proposed Sign complies with all of the requirements of the Sign By-law except for one provision. A site-specific variance is required from Section 694-15A of the Sign By-

law. Section 694-15A is a general prohibition section which states that “Anything not expressly permitted by this chapter is prohibited”.

Application and Decision

A first party wall sign displaying static copy, topiary sign copy and/or readograph copy is expressly permitted at the Site pursuant to Section 694-20I (first party general sign regulations). However, a first party wall sign displaying *electronic* static copy is not expressly permitted.

Accordingly, on July 30, 2025, our client through its consultants, Kramer Design Associates, filed an application to the City of Toronto to seek a single variance to the Sign By-law (the “**Application**”) to permit the Proposed Sign at the Site.

On September 29, 2025, the Chief Building Official issued a refusal decision with respect to the Application (the “**Decision**”). The reasons for the refusal are as follows:

- the Proposal is not compatible with the development of the premises and surrounding area;
- the Proposal does alter the character of the premises or surrounding area; and
- the Proposal is, in the opinion of the Chief Building Official, contrary to the public interest.

Appeal to Sign Variance Committee

Our client hereby appeals the Decision to the Sign Variance Committee pursuant to Section 694-30K of the Sign By-law. In support of this appeal, please find enclosed a completed appeal form, a copy of the Decision, and other supporting materials as noted in this letter. Payment will be provided online to the City of Toronto in the amount of \$849.07 representing the appeal filing fee.

Grounds for Appeal

Our client submits that the Proposal is compatible with the development of the premises and surrounding area:

- The Proposed Sign will be in keeping with the entrance upgrade that was recently completed on the Site and its neighbouring properties.
- It is noted that the City granted variances from the Sign By-law for Meridian Hall, a theatre and concert venue, located directly across from the Site at the southeast corner of Yonge Street and Front Street East to erect a number of signs, including one electronic wall sign and two first party electronic ground signs in 2019 (City File No. 19-125250). A copy of the Notice of Decision is enclosed.

- Situated immediately across from Meridian Hall, and surrounded by only commercial buildings with ground floor retail stores and restaurants in the Financial District, the Proposed Sign is compatible with the Site and surrounding area.

For the above-noted reasons, the Proposal also does not alter the character of the premises or the surrounding area. The Site forms part of a highly-animated streetscape that is characterized by illuminated signage of various typologies and sizes. We would also note that the placement of the Proposal ensure the requested electronic signage is additive to the improved atrium and west-facing façade of the Site and is not intended to become a feature onto itself. The purpose of the Proposal is to advertise businesses located within the Site in a modern and exciting way that enhances the character of the street and the associated pedestrian experience. The Proposed Sign has received no objections from neighbour properties nor the local ward councillor.

Finally, the Proposal is in the public interest. The Proposed Sign will promote on-site services of the building's commercial tenants and attract more businesses into this area of the Financial District. The Proposed Sign is only visible to southbound pedestrian and vehicular traffic. It is situated 11 metres from the curb of the roadway in the recessed plaza. It is not visible to any residential buildings in the surrounding area.

Overall, the Proposed Sign is compatible with and does not alter the character of the commercial nature of the premises and surrounding areas. It is a first party wall sign that is otherwise permitted by the Sign By-law but for the display of electronic static copy. Only a single variance is requested and such variance is in the public interest and not opposed by the local ward councillor nor the neighbouring owners or occupants.

Our client reserves the right to advance other grounds for appeal at the hearing of the appeal by the Sign Variance Committee. **We ask that this matter be assigned the first available hearing date.**

Should you have any questions or require any further information, please do not hesitate to contact the undersigned.

Yours truly,

AIRD & BERLIS LLP



Jasmine C. Fraser
Associate

JCMF



APPENDIX A

RENDERINGS OF PROPOSED SIGN



Figure 1: West Elevation of Site

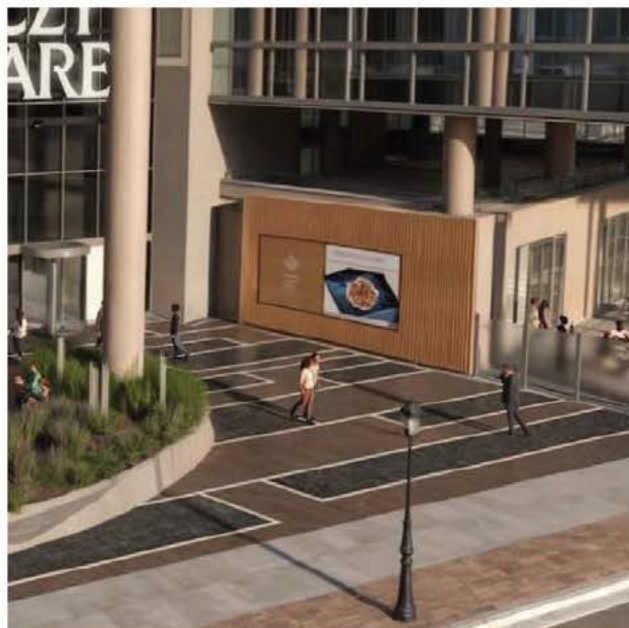


Figure 2: Proposed First Party Electronic Wall Sign

DECISION NOTICE FIRST PARTY SIGN VARIANCE

Location: 33 Yonge Street (25-207045)

Any person who receives notice of the Chief Building Official's decision may appeal the decision to the Sign Variance committee, by filing the notice of appeal and paying the non-refundable fee (\$849.07) within 20 days of service of the notice of decision. Please contact us for more information.

For more
information:



Phone:
416-392-8000



Website:
www.toronto.ca/signs



Email:
signbylawunit@toronto.ca

Please reference the address and file number, so we can better assist you.

WHAT IT'S ABOUT – THE PROPOSAL:



A Sign Variance application has been submitted for one electronic wall sign, displaying electronic static copy. The proposed sign would feature one face, measuring 2.0 metres vertically by 4.1 metres horizontally, and would be located at the 1st storey on the north elevation.

**** BERCZY SQUARE****

DECISION: **REFUSED**

It is the Chief Building Official's decision to refuse the proposal for the following reasons:

- ✓ Belongs to a sign class permitted in the sign district where the premises is located;
- X Is not compatible with the development of the premises and surrounding area;**
- ✓ Does not support the Official Plan objectives for the subject premises and surrounding area;
- ✓ Adversely affects adjacent premises;
- ✓ Will not adversely affect public safety, including traffic and pedestrian safety;
- ✓ Is not a sign expressly prohibited by §694-15B of chapter 694;
- X Does alter the character of the premises or surrounding area; and**
- X Is, in the opinion of the Chief Building Official, contrary to the public interest.**



Decision date: September 29, 2025

Last day to appeal: October 19, 2025

PLEASE TURN
THE PAGE FOR
IMPORTANT
INFORMATION



PLEASE SEE BELOW FOR MORE INFORMATION

THE CHIEF BUILDING OFFICIAL AND SIGN VARIANCE APPLICATIONS:

The role of the Chief Building Official is to make a fair and impartial decision regarding Sign Variance Applications for proposals which deviate from the prescribed regulations of the Sign By-law (Chapter 694, Signs, General), of the City of Toronto Municipal Code. The Chief Building Official considers the submission material provided by the applicant and interested parties, in favour or against the proposal. The Chief Building Official then makes a decision on the application, weighing the submissions filed with respect to the application. The Chief Building Official may grant a variance where it has been established that the proposed sign:

- Belongs to a sign class permitted in the sign district where the premises is located;
- Is compatible with the development of the premises and surrounding area;
- Supports the Official Plan objectives for the subject premises and surrounding area;
- Will not adversely affect adjacent premises;
- Will not adversely affect public safety, including traffic and pedestrian safety;
- Is not a sign expressly prohibited by §694-15B of Chapter 694;
- Does not alter the character of the premises or surrounding area; and
- Is, in the opinion of the Chief Building Official, not contrary to the public interest.

DATE DECISION MAILED ON: September 29, 2025

LAST DAY TO APPEAL THE DECISION OF THE CHIEF BUILDING OFFICIAL TO THE SIGN VARIANCE COMMITTEE: October 19, 2025

APPEALING THE CHIEF BUILDING OFFICIAL'S DECISION:

Any person who receives notice of the Chief Building Official's decision may appeal the decision of the Chief Building Official to the Sign Variance Committee, by filing the notice of appeal in the form and manner approved by the Chief Building Official and paying the non-refundable fee prescribed in Chapter 441, Fees and Charges, within 20 days of service of the notice of decision.

Please note that a decision of the Sign Variance Committee, in the case of a decision to refuse to grant a variance, is final and binding on the date the decision was issued; and in the case of a decision to grant a variance or to grant a variance with conditions, the decision is final and binding 21 days after the date the decision was issued unless an application to consider is filed by the ward councillor in accordance with Subsection 694-30S of the City of Toronto Municipal Code.

Appeal forms and other information are available at the address described below.

Citywide Priorities: Toronto City Hall, 16th Floor, East Tower
100 Queen Street West, Toronto, ON, M5H 2N2

DECISION NOTICE FIRST PARTY SIGN VARIANCE

Location: 1 Front Street East (19-125250)

Any person who receives notice of the Chief Building Official's decision may appeal the decision to the Sign Variance committee, by filing the notice of appeal and paying the non-refundable fee (\$682.82) within 20 days of service of the notice of decision. Please contact the Sign By-Law Unit for more information.

For more
information:



Phone:
416-392-8000



Website:
www.toronto.ca/signs



Email:
signbylawunit@toronto.ca

Please reference the address and file number, so we can better assist you.

WHAT IT'S ABOUT – THE PROPOSAL:



As part of the re-branding of the 'Sony Centre for the Performing Arts' to 'Meridian Hall', a comprehensive Signage Master Plan has been proposed that includes three wall signs, four electronic window signs, two overhanging structure signs, one electronic wall sign, and two electronic ground signs.

DECISION:

1. The variance(s) requested to section(s) 694-6(8), 694-14E, 694-20A(2) and 694-21D, are approved.
2. The variance(s) requested to section(s) 694-14I(1) is refused.

NOTE: The proposed signs are to be erected and displayed substantially in accordance with the plans and materials submitted in support of this variance application, prepared by Kramer Design Associates and dated May 27, 2019.



Decision date: May 23, 2019

Last day to appeal: June 12, 2019

PLEASE TURN THE PAGE FOR IMPORTANT INFORMATION



Mailed on: May 23, 2019

PLEASE SEE BELOW FOR MORE INFORMATION

THE CHIEF BUILDING OFFICIAL AND SIGN VARIANCE APPLICATIONS:

The role of the Chief Building Official is to make a fair and impartial decision regarding Sign Variance Applications for proposals which deviate from the prescribed regulations of the Sign By-law (Chapter 694, Signs, General), of the City of Toronto Municipal Code. The Chief Building Official considers the submission material provided by the applicant and interested parties, in favour or against the proposal. The Chief Building Official then makes a decision on the application, weighing the submissions filed with respect to the application. The Chief Building Official may grant a variance where it has been established that the proposed sign:

- Belongs to a sign class permitted in the sign district where the premises is located;
- Is not a third party sign;
- Is compatible with the development of the premises and surrounding area;
- Supports the Official Plan objectives for the subject premises and surrounding area;
- Will not adversely affect adjacent premises;
- Will not adversely affect public safety;
- Is not a sign expressly prohibited by §694-15B of Chapter 694;
- Does not alter the character of the premises or surrounding area; and
- Is, in the opinion of the Chief Building Official, not contrary to the public interest.

DATE DECISION MAILED ON: May 23, 2019

LAST DAY TO APPEAL THE DECISION OF THE CHIEF BUILDING OFFICIAL TO THE SIGN VARIANCE COMMITTEE: June 12, 2019

APPEALING THE CHIEF BUILDING OFFICIAL'S DECISION:

Any person who receives notice of the Chief Building Official's decision may appeal the decision of the Chief Building Official to the Sign Variance Committee, by filing the notice of appeal in the form and manner approved by the Chief Building Official and paying the non-refundable fee prescribed in Chapter 441, Fees and Charges, within 20 days of service of the notice of decision.

Please note that a decision of the Sign Variance Committee, in the case of a decision to refuse to grant a variance, is final and binding on the date the decision was issued; and in the case of a decision to grant a variance or to grant a variance with conditions, the decision is final and binding 21 days after the date the decision was issued unless an application to consider is filed by the ward councillor in accordance with Subsection 694-30S of the City of Toronto Municipal Code.

Appeal forms and other information are available at the address described below.

**Sign By-Law Unit: Toronto City Hall, Ground Floor, East Tower
100 Queen Street West, Toronto, ON, M5H 2N2**