

ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE



November 17, 2025

City of Toronto Sign By-law Unit

Attn: Ted Van Vliet / Manager

City Hall, Ground Floor East
Toronto, ON M5H 2N2

Dear Mr. Ted Van Vliet,

Re: 4804-4812 Yonge Street Sign Variance Application

4804/12 HRDOV Yonge Realty Limited. (Landlord) authorizes Signage Design Consultant Kramer Design Associates (KDA) to submit an application for a Sign Variance Application (SVA) to replace an existing, first-party window sign on the second storey.

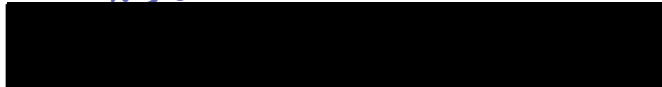
This application has been developed and coordinated with the Yonge North York BIA.



Name of representative

Title

ASO



cc. Jeremy Kramer / KDA
Janet Young / KDA
Brian McCall / KDA

Folder Number	Date (yyyy-mm-dd)
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Project Information

		Lot Number	Plan Number
If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:			
Existing Sign Dimensions		Location	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):			

Property Owner Information

			Last Name	
			Telephone Number	
Street Number	Street Name		Suite/Unit Number	Mobile Number
City/Town	Province	Postal Code	Fax Number	
Email				

Attachment Required

• Sign Variance Data Sheet • Copies of any supporting documents • All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Applicant Information and Declaration

First Name I,		Last Name	
Company Name			Telephone Number
Street Number of	Street Name	Suite/Unit Number	Mobile Number
City/Town	Province	Postal Code	Fax Number
Email			
Do hereby declare the following: • That I am ☐ the Property Owner as stated above ☐ the owner's authorized agent. ☐ an officer/employee of _____, which is an authorized agent of the owner. ☐ an officer/employee of _____, which is the Property Owner's authorized agent. • That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. • That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law • That the information included in this application and in the documents filed with this application is correct. Signature Print Name (First, Last) Date (yyyy-mm-dd)			

Continue on next page

Toronto Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, 136(c) and the City of Toronto Municipal Code, Chapter 694, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information 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 can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-392-4235.



Folder number	Request Date (yyyy-mm-dd)
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This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street Number	Street Name	Lot Number	Plan Number
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Site and Building Data

Lot Area	Lot Frontage	Lot Depth
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
Building Uses(s)		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)
North
South
East
West

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)
--

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary)

Sign Data Sheet

Please ensure that the Sign Numbers/Tags listed in this sheet are indicated on all sign plans.
Use additional pages if required.

Date (yyyy-mm-dd)	Folder No.
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Sign Information

Sign Number (TAG)	Sign Type	Method of Copy Display	Sign Face Dimensions (Maximum)			Sign Depth (meters)	Height from Grade (meters)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Vertical (metres)	Horizontal (metres)	Area (m²)				

Receipt No: 1841231

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 255525 ZSV 00 ZR	Date & Time:	November 19, 2025 11:36:56 AM
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Paid By:	KRAMER DESIGN ASSOCIATES C/O KIRK MOROZOV 103 DUPONT ST TORONTO ON M5R 1V4		
Project Location:	4804 YONGE ST TORONTO ON M2N 5M9		
Project Description:	Zoning Review; Non-Residential Building; Sign		
Fee Description(s):	Cost Center Number:	Value:	
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$1,961.00	
TB-Visa - online	110583 - PAYMENT	-\$1,961.00	
Total:			\$.00
Paid Amount			\$1,961.00
Paid by :TB-Visa - online		_____	

Payment of these fees accepted through the Toronto Building Payments web application.

4804-4812 Yonge Street
Sign Variance Application
November 17, 2025





Yonge Eglinton Centre
(Yonge and Eglinton)
3rd-Party Digital Displays
(2) 14' x 48' Displays



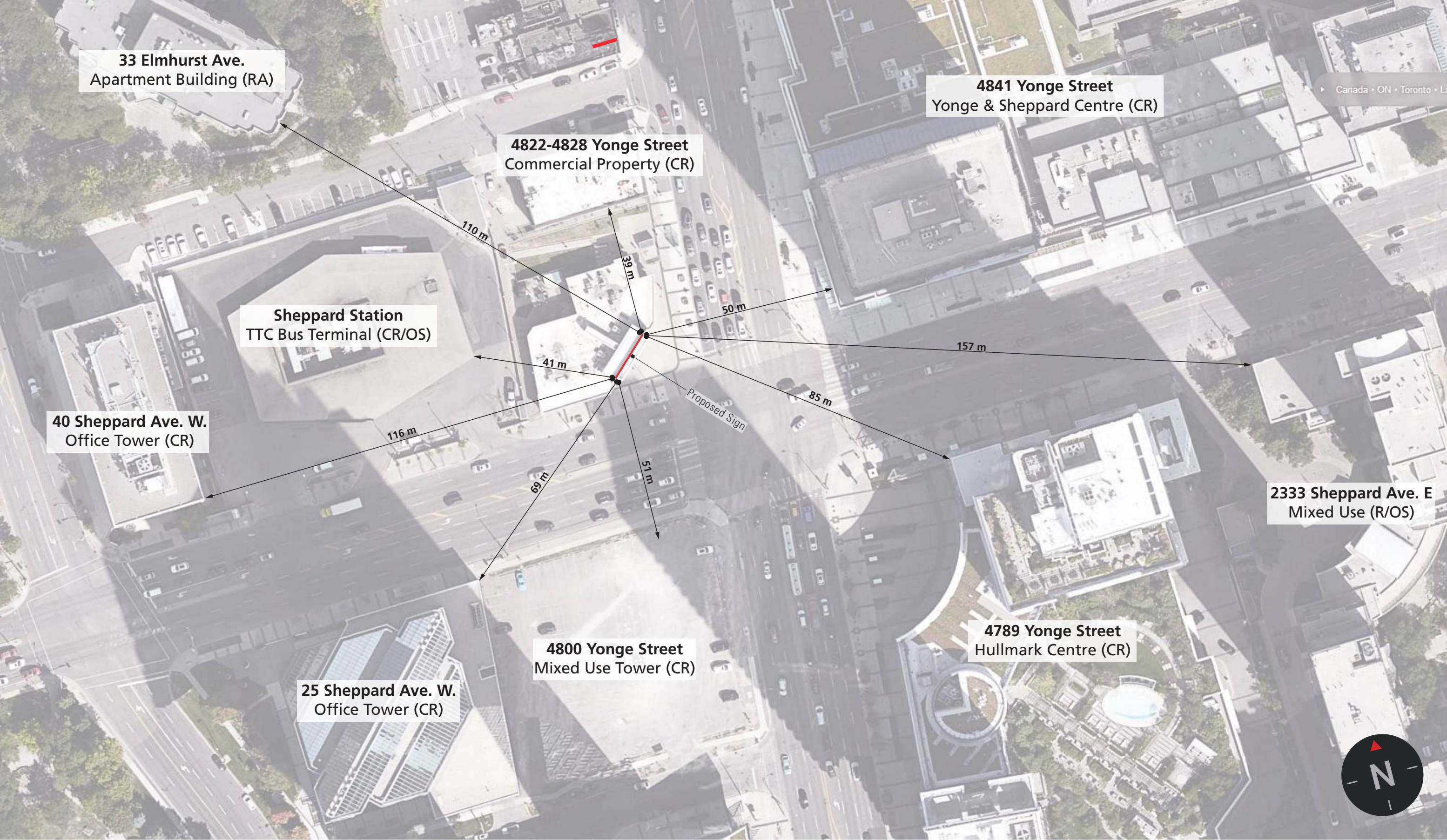
THE WELL
(Spadina and Front)
3rd-Party Digital Displays
(1) 14' x 90' Display, (1) 14' x 48' Display



ARITZIA
(Yonge and Bloor)
1st-Party Digital Window Display
12' x 60' Display



Maison BIRKS
(Bay and Bloor)
1st-Party Digital Window Display
(1) 15' x 20' Display





4841 Yonge Street - Yonge Sheppard Centre
(North East Corner)



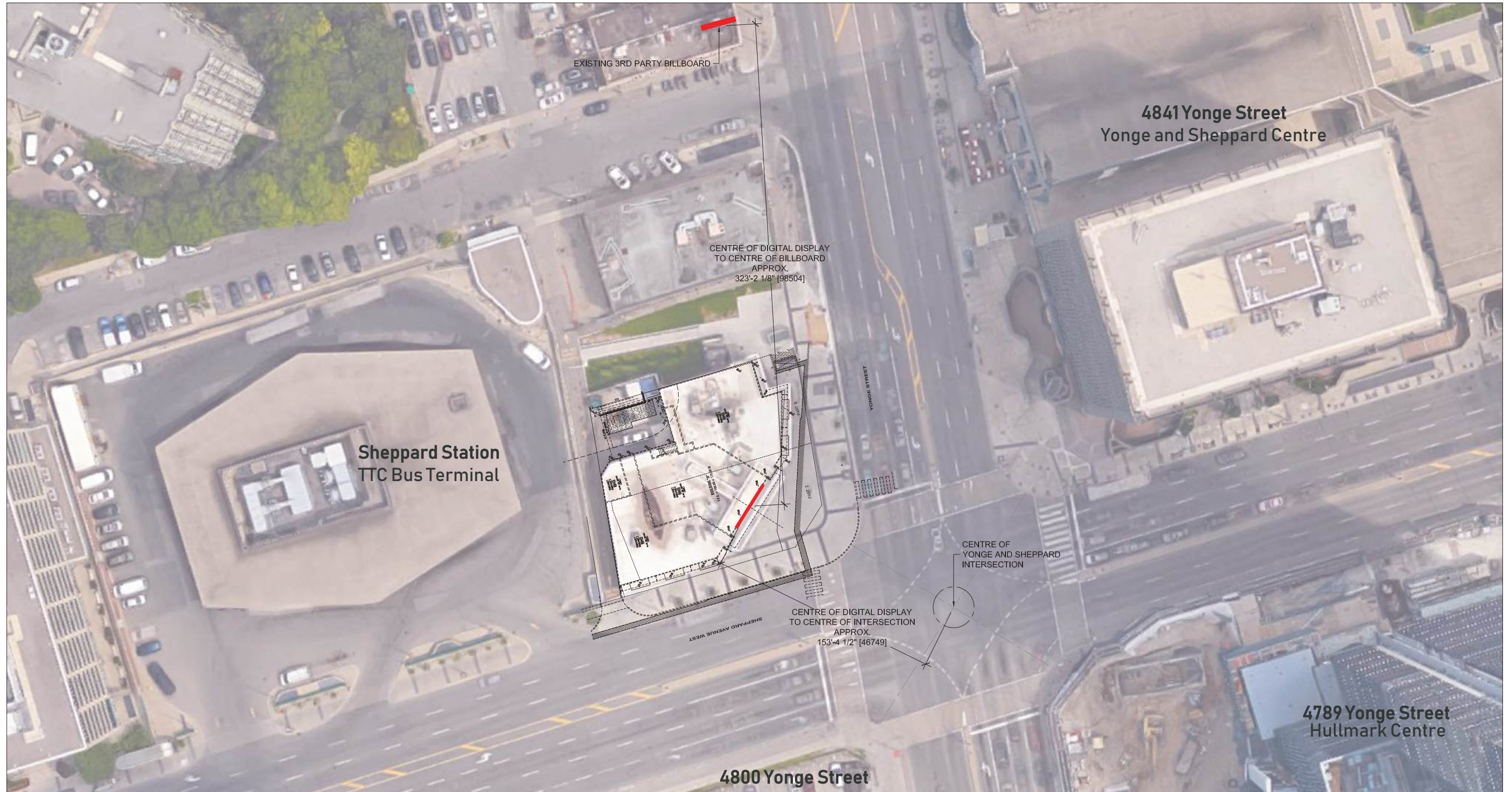
4789 Yonge Street - Hullmark Centre
(South East Corner)



4800 Yonge Street
(South West Corner)



4804-4812 Yonge Street
(North West Corner)



1
W2.0
Exterior Signage
Site Plan
1/64" = 1'-0"



EXISTING CONDITIONS

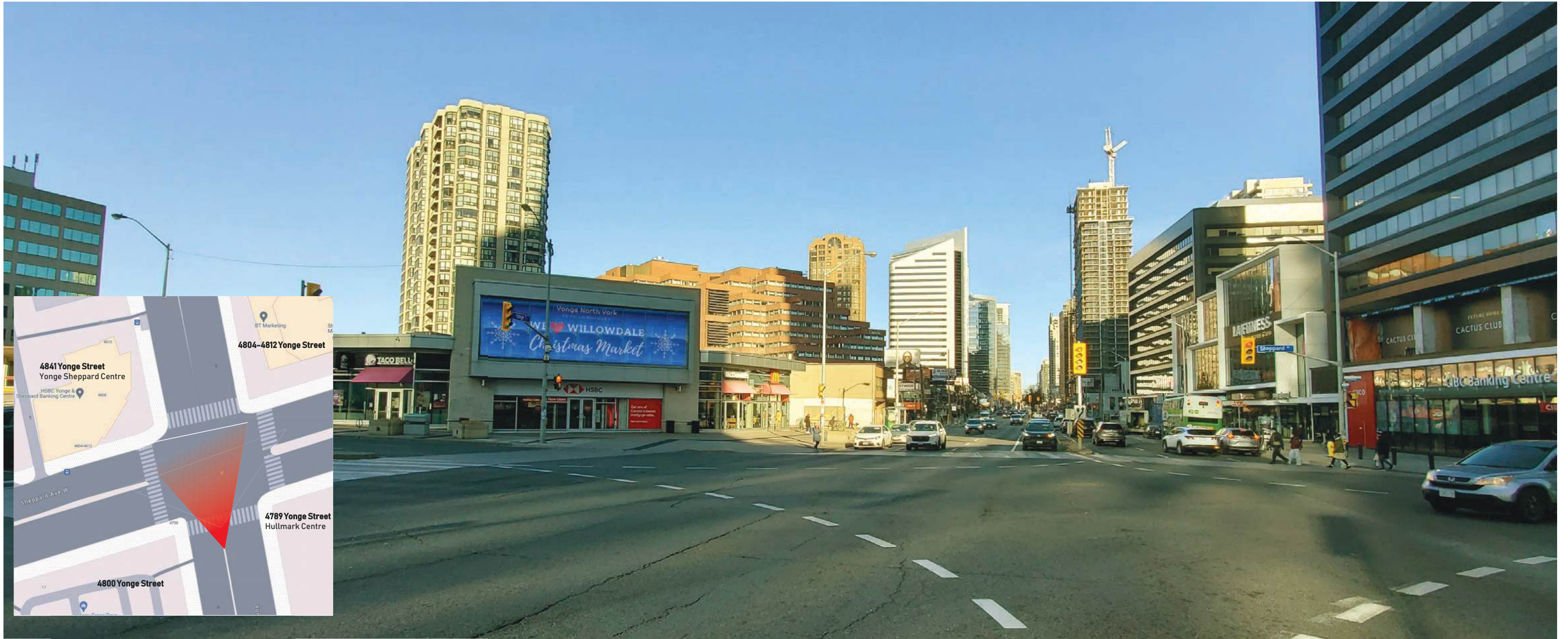


PROPOSED CONDITIONS



NORTHBOUND VIEW (YONGE ST)

EXISTING CONDITIONS



NORTHBOUND VIEW (YONGE ST)

PROPOSED CONDITIONS



WESTBOUND VIEW (SHEPPARD AVE)

EXISTING CONDITIONS



WESTBOUND VIEW (SHEPPARD AVE)

PROPOSED CONDITIONS



SOUTHBOWN VIEW (YONGE ST)

EXISTING CONDITIONS



SOUTHBOUND VIEW (YONGE ST)

PROPOSED CONDITIONS



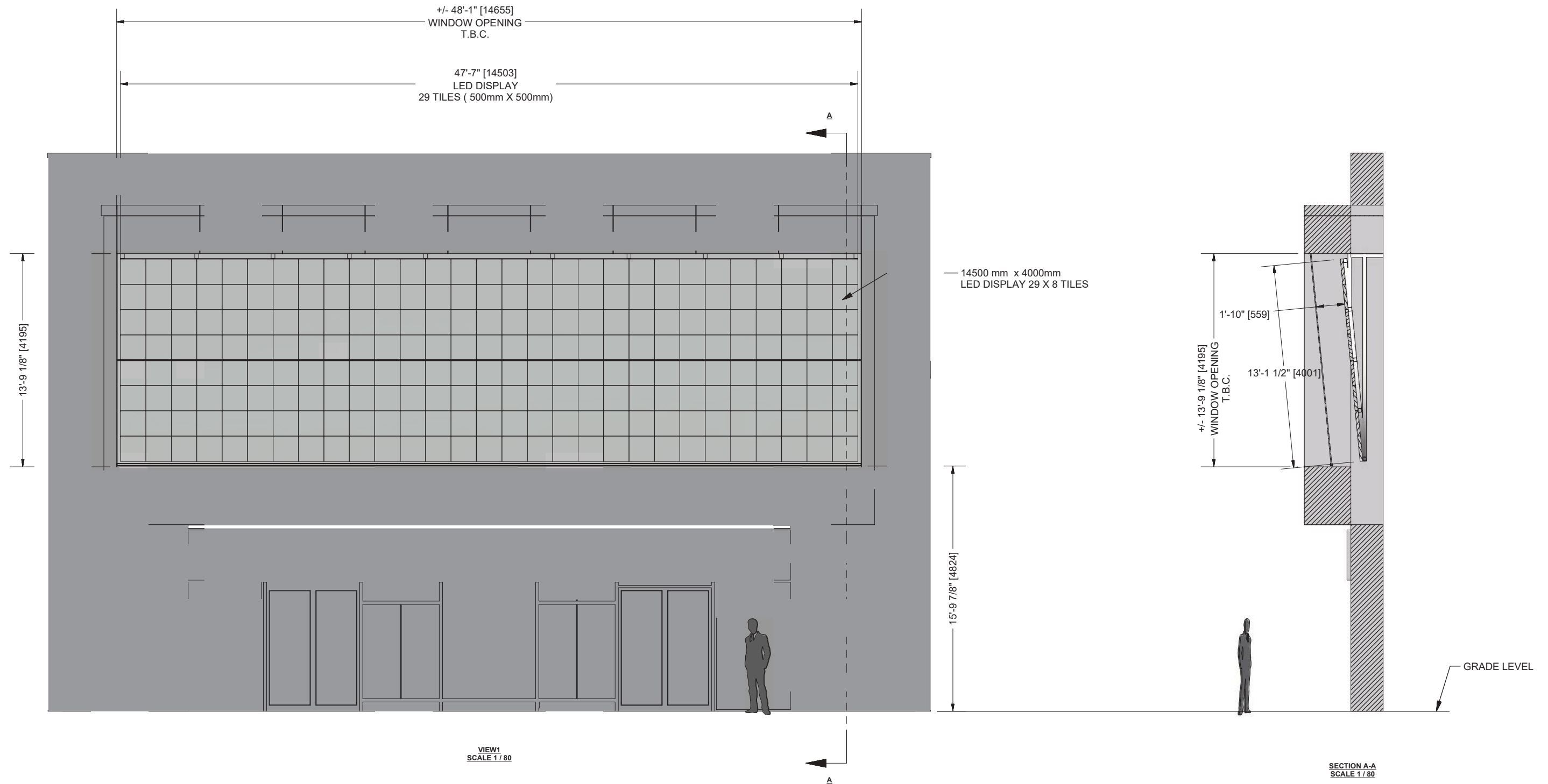
EASTBOUND VIEW (SHEPPARD AVE)

EXISTING CONDITIONS



EASTBOUND VIEW (SHEPPARD AVE)

PROPOSED CONDITIONS



Kramer Tel: 416.921.1078
 Design Fax: 416.921.9934
 Associates www.kramer-design.com

CLIENT 4804-4812 HRDOV YONGE
 REALTY LIMITED

PROJECT 4804-4812 YONGE ST
 Third Party Electronic Window Sign

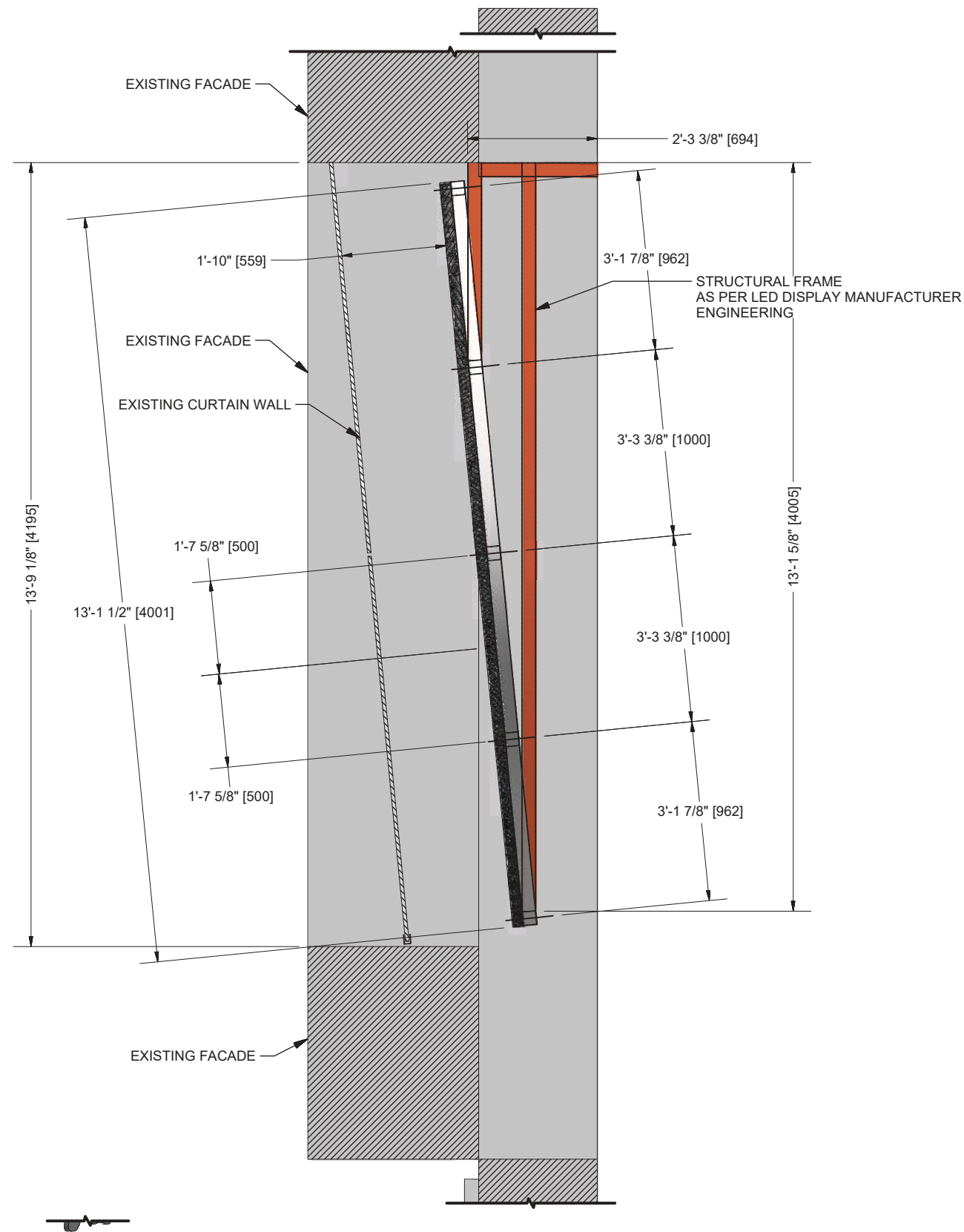
DATE
 Issued for Sign Variance Application November 17, 2025

TITLE 4804-4812 YONGE ST LED

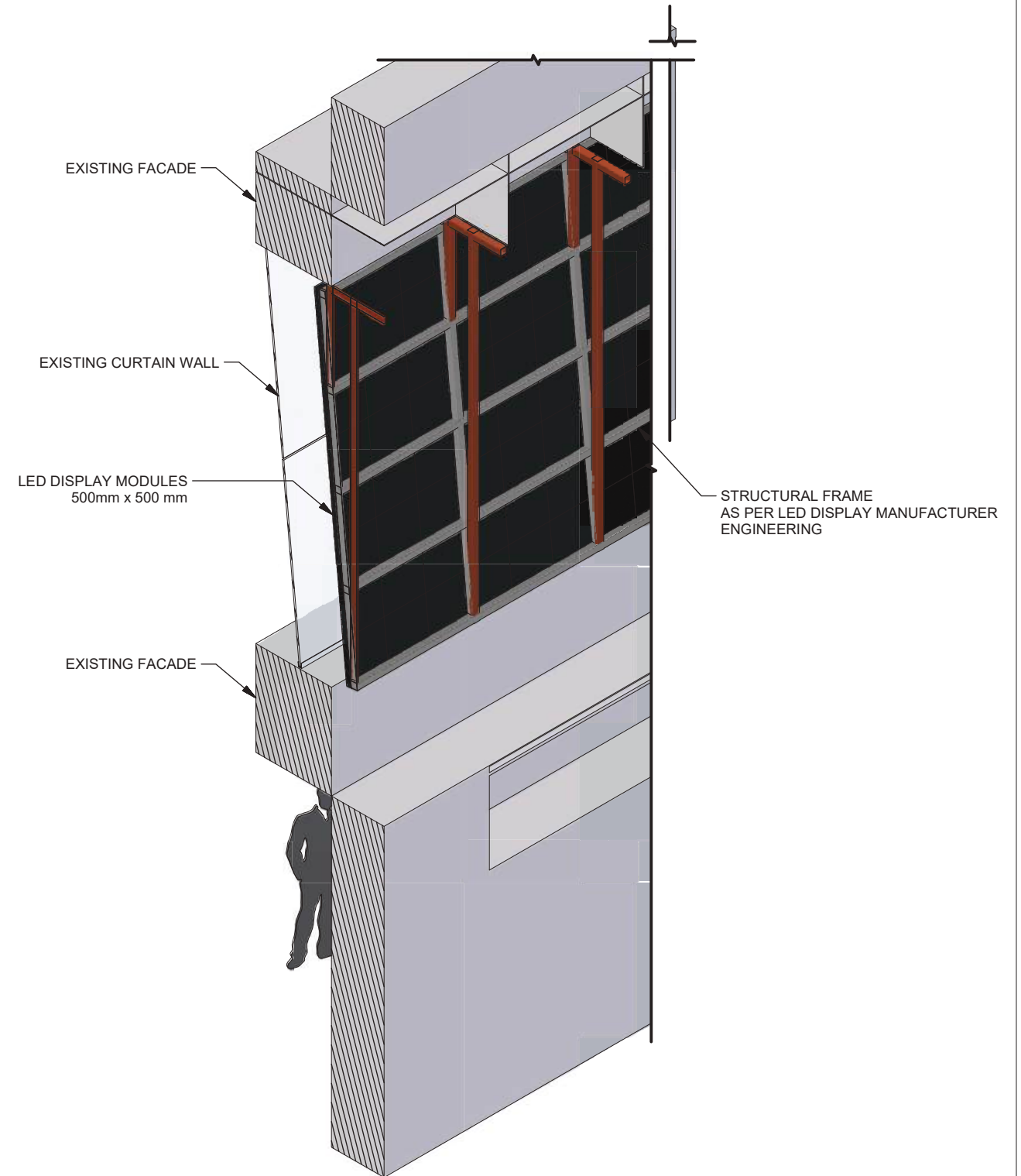
DWG No

These documents are not to be scaled. The design and documents remain the property of KDA and are protected by law. They may not be altered, issued, or reproduced without expressed written consent from KDA. All documents to be returned to KDA at completion of work. Contractor to site verify all details and dimensions and report any and all discrepancies to KDA before commencing with that related portion of the work. Only signed, sealed and stamped documents are to be used for construction purposes.

LED. 1



SECTION B-B
SCALE 1 / 30



Kramer Tel: 416.921.1078
Design Fax: 416.921.9934
Associates www.kramer-design.com

CLIENT 4804-4812 HRDOV YONGE
REALTY LIMITED

PROJECT 4804-4812 YONGE ST
Third Party Electronic Window Sign

DATE
Issued for Sign Variance Application November 17, 2025

TITLE 4804-4812 YONGE ST LED

DWG No

LED. 2

These documents are not to be scaled. The design and documents remain the property of KDA and are protected by law. They may not be altered, issued, or reproduced without expressed written consent from KDA. All documents to be returned to KDA at completion of work. Contractor to site verify all details and dimensions and report any and all discrepancies to KDA before commencing with that related portion of the work. Only signed, sealed and stamped documents are to be used for construction purposes.



November 17, 2025

City of Toronto

City Wide Priorities - Toronto Building
Attn: Nikoo Shabestari / Policy & Research Consultant
City Hall, Ground Floor East
Toronto, ON M5H 2N2

Dear Nikoo,

Re: 4804-4812 Yonge Street - Variance Rationale

Kramer Design Associates (KDA), as Signage Consultants on behalf of 4804/12 HRDOV Yonge Realty Limited, are pleased to submit a Sign Variance Application to replace an existing first-party illuminated, second-storey window sign with an equal size, static digital, third-party window sign.

LETTER OF SUPPORT FROM BIA

KDA has consulted on this proposed sign application with the Yonge North York BIA who are in full support of this application and how the proposed replacement sign will positively contribute to area. A letter supporting this application. (Refer attachment A).

LETTER OF SUPPORT FROM WARD 18 COUNCILLOR LILY CHENG

KDA and the BIA has coordinated with Ward 18 Councillor Lily Cheng who has confirmed support for this sign proposal and the positive contribution it will bring to the Community. (Refer attachment B).

OFFICIAL SURVEY

An official survey has been prepared by R. Avis Surveying Inc (Refer attachment C).

BACKGROUND

The property is located within the Yonge North York BIA at the northwest corner of Yonge Street and Sheppard Avenue in a 'CR' zone (Figure A). The four corners are commercial, mixed-use buildings with Yonge Sheppard Centre on the northeast corner, Hullmark Centre on the southeast corner (Figures B & C) and a mixed-use, commercial residential development by Menkes, with retail podium, on the southwest corner (currently in construction) (Figure D).



Figure A: Yonge & Sheppard Intersection



BACKGROUND (cont'd)



Figure B: Yonge Sheppard Centre N.E. corner.



Figure C: Hullmark Centre S.E. corner



Figure D: 4800 Yonge St. S.W. corner (in construction)



Figure E: 4804-4812 Yonge St. N.W. corner

4804-4812 Yonge Street is a two-storey commercial retail building anchored by HSBC on the corner flanked by McDonalds to the north and Taco Bell to the west (Figure E). A second-storey feature window directly above HSBC has an existing, first-party, illuminated window sign. This proposal is to replace the existing window sign with a third-party, static digital sign that will display a mix of Yonge North York BIA content, local business content and third-party commercial content.

The proposed static digital sign is consistent with the existing static, back-lit sign positioned behind the glass of the second-storey. Originally the developer landlord DovCap proposed a single storey building. At the request of City of Toronto Urban Design, they enhanced the design to have a second-storey with a signage feature to make the corner more visually significant and create a stronger urban street wall.

This requested second storey came at a significant additional cost without increasing the leasable commercial area. The proposed static digital sign will contribute positively to this second storey serving a function as outlined by both the Yonge North York BIA and the Ward Councillor Lily Cheng.



PROPOSAL

KDA has been involved in the revitalization of Yonge and Sheppard for more than a decade having developed the sign master plans for Hullmark Centre and Yonge Sheppard Centre that have been central to urban revitalization of this intersection.

The proposed signage technology upgrade will provide a canvas that combines third-party advertising, Yonge North York BIA communication and additional time dedicated to community messaging related to causes and awareness campaigns. The sign operator will manage the programming and display of commercial content, BIA messaging, community content and will also provide preferred access to Community Businesses.

The replacement of the existing static illuminated sign with a static, digital sign will provide a more sustainable solution where content can be programmed remotely and updated without printing and disposing of signage materials.

The display has been designed to angle down to prevent upward light leak and eliminate light glare in daytime hours. The display is located behind the glass and will appear to seamlessly integrate with the building.

The screen technology will make use of high-resolution LED that can present refined image content, comparable to Yonge Eglinton Centre, The WELL and similar installations at Yonge and Bloor and Yonge and Bay.

Precedent Examples



Yonge Eglinton Centre
(Yonge and Eglinton)
3rd-Party Digital Displays
(2) 14' x 48' Displays



THE WELL
(Spadina and Front)
3rd-Party Digital Displays
(1) 14' x 90' Display, (1) 14' x 48' Display



ARITZIA
(Yonge and Bloor)
1st-Party Digital Window Display
12' x 60' Display



Maison BIRKS
(Bay and Bloor)
1st-Party Digital Window Display
(1) 15' x 20' Display



PROPOSAL (cont'd)

With respect to this digital sign proposal, a Variance is required to allow for the following:

- Third-Party static digital located in a window.
- 98.504 metre separation to another third-party digital sign.
- Distance to a 400 series highway.
- Area coverage of window.

CITY PLANNING NORTH YORK CENTRE

City Council has voted in favour of a plan to transform and revitalize the portion of Yonge Street from Sheppard Avenue to the Finch Hydro Corridor in North York's Willowdale.

The City of Toronto has been carrying out a study called the Reimagining Yonge Street Environmental Assessment (Figure F) in order to evaluate opportunities to improve the streetscape and public realm for all users (pedestrians, cyclists, transit and vehicles) along this part of Yonge Street, and a plan called Transform Yonge was developed in response to the study's findings. Design is to take place between now and 2025 with a possible construction start of 2026.

Creating a narrowed roadway with dedicated bike path and wider sidewalks will contribute to a more vibrant streetscape that supports retail patios, placemaking elements and contemporary, digital signage.

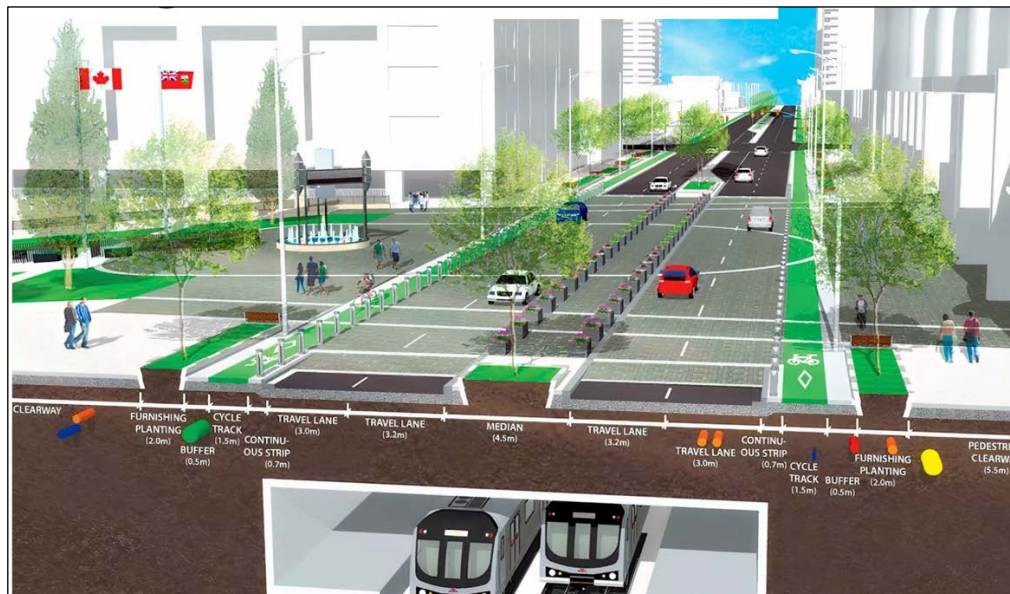


Figure F: Reimagining Yonge Street Environmental Assessment

NORTH YORK CENTRE SECONDARY PLAN

Character of North York Centre South and North York Centre North is to be multi-use in character, containing a variety of office, retail, service, institutional, hotel, entertainment, residential and open space uses. It is intended that North York Centre South will be the preferred location for cultural and governmental uses. This will not preclude such uses from locating in North York Centre North provided that the predominance of the North York Centre South for civic uses is not jeopardized.



NORTH YORK CENTRE SECONDARY PLAN (cont'd)

A broad variety of uses and facilities which will increase the diversity, vitality and interest of the North York Centre for residents of the entire City, as well as the surrounding regions is encouraged. In particular, the retention or, where appropriate, replacement of existing institutional, cultural, entertainment and recreational facilities and the provision of additional new facilities will be encouraged in accordance with the policies of this Secondary Plan.

Major concentrations of employment and residents will be located in North York Centre North and South in conjunction with rapid transit in order to increase the proportion of travel that can be served by transit, and the separation of pedestrians from vehicular traffic as part of a pedestrian system integrated with existing and future development.

YONGE NORTH YORK BIA

The Business Improvement Area, represents business owners in the area with a goal of being a preferred destination for business, residents, visitors and workers.

By promoting the area as accessible, safe, urban, vibrant and alternative destination to downtown Toronto and suburbs. By creating economic growth and opportunity for members, By improving the quality of life through business attraction, capacity building, events, marketing, public realm improvements, retention and revitalization.

SUPPORTING THE OBJECTIVES

The introduction of programmable static signage at 4804–4812 Yonge Street directly supports the objectives of the *North York Centre Secondary Plan* and the Yonge North York BIA. The Secondary Plan envisions North York Centre as a diverse, multi-use district with a vibrant mix of cultural, retail, institutional, entertainment, and residential functions. It encourages facilities and initiatives that enhance vitality, increase activity, and contribute to a dynamic urban environment accessible to residents and visitors across the city and region.

Modernizing the existing signage with programmable static technology aligns with this vision by improving communication, supporting local businesses, and promoting cultural and community activities—thereby contributing to the area's overall diversity and interest. As the Plan emphasizes the importance of pedestrian-oriented environments, transit-supported growth, and an active public realm, enhanced signage that delivers clear, timely information strengthens wayfinding, supports economic activity, and enriches the streetscape experience.

Further, the Yonge North York BIA's mandate is to promote the district as a safe, vibrant, urban destination and to drive economic growth through marketing, events, public-realm improvements, and business support. A programmable static sign directly advances these goals by improving the BIA's ability to promote events, highlight local offerings, and contribute to the ongoing revitalization of the area.

In summary, the proposed programmable static technology is consistent with, and reinforces the planning intent, economic development objectives, and community-building goals of both the North York Centre Secondary Plan and the Yonge North York BIA.



PPR Application # 24 102374 ZPR 00 ZR

Item 1.Sufficiency of Drawings

General Requirements

- Third Party Sign Variance applications require a detailed site plan prepared, dated and signed by an Ontario Land Surveyor (OLS)
- **Stamped survey drawing is included (Refer Attachment C.)**

Item 2.

Sign	Codes	Bylaw	Variance Requested
Sign 1	694-23 A(1)	Where this chapter permits a third party sign, the electricity required to operate the sign shall be provided by: (1) On-site renewable energy production subject to compliance with the requirements of City By-law No. 218-2008; or (2) A distributor recognized and licensed by the Ontario Energy Board and shall be governed by an agreement to purchase renewable energy [694-23 A(1)].	<i>The proposed sign does not comply with the requirements for renewable energy devices listed in City of Toronto By-law 218-2008 or is not governed by an agreement to purchase energy from a renewable energy provider licensed by the Ontario Energy Board.</i> Proposed sign will operate using energy supplied by a renewable energy provider (Bullfrog or equivalent), as per city requirements.

Item 3.

Sign	Codes	Bylaw	Variance Requested
Sign 1	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 [694-22 D]].	<i>The proposed third-party sign is located approximately 85 metres of another lawfully erected third-party sign to the north.</i> <u>This requires variance</u> Currently, several third-party signs along Yonge Street are already positioned much closer together, mounted at similar heights, and oriented in the same direction of travel. In contrast, the proposed sign will be installed at a lower height and oriented differently from existing third-party signs, primarily facing towards traffic travelling westbound along Sheppard Avenue. Additionally, existing signs are static billboards (Figure G) , with no aesthetic integration and rough construction, while proposed sign is designed to seamlessly integrate within the existing building interior façade. Furthermore, unlike the existing billboards, this proposed digital sign will present a mix of community-focused content, the proposed sign will support Yonge North BIA and its constituents.



PPR Application # 24 102374 ZPR 00 ZR (cont'd)

Item 4.

Sign	Codes	Bylaw	Variance Requested
Sign 1	694-25 B	Please be advised, a third-party electronic wall sign is not a sign type permitted in a CR sign district. [694-25 B]	A third-party electronic wall sign is not a sign type permitted in a CR sign district. <u>This requires variance</u> This location previously included a third-party ground sign. During the development planning for this property, the City requested a second-storey with a signage feature be added to enhance the urban character of this otherwise one-storey commercial building. Third-party signs along the Yonge Street corridor and Sheppard Avenue West have been approved, given Yonge Street's clear commercial significance, this proposal aligns with the established character of the area.



PPR Application # 24 102374 ZPR 00 ZR (cont'd)

Existing third-party signs are static billboards (Figure G) , with no aesthetic integration and rough construction, while proposed sign is designed to seamlessly integrate within the existing building interior façade.

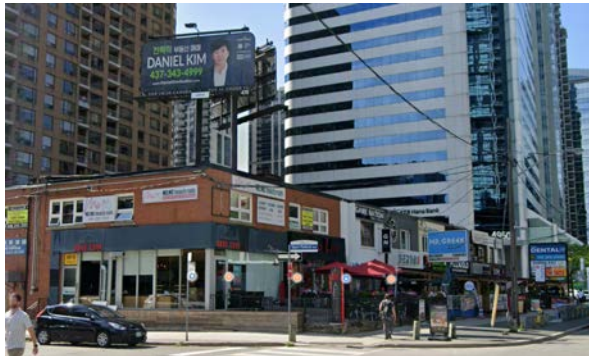


Figure G: Map of existing third-party signs



PPR Application # 24 102374 ZPR 00 ZR (cont'd)

Please refer to the photos of existing third-party signage below:



Existing Roof Sign – 2-sided



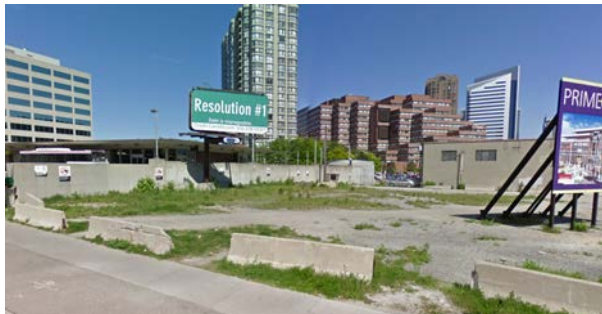
Existing Roof Sign – 2-sided



Existing Roof Sign – 2-sided



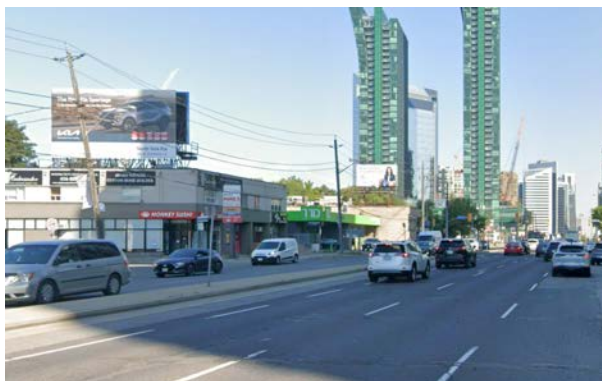
Existing Wall Sign at 4804-4812 Yonge Street



Previous Ground Sign at 4804-4812 Yonge Street



Existing Wall Sign at 4804-4812 on Sheppard Ave.



Existing Roof Sign – 2-sided

4804-4812 YONGE STREET



Existing Roof Sign – 2-sided

Sign Variance Rationale

PG. 9 of 11



694-30A(3): Be compatible with the development of the premises and surrounding area;

The Yonge North York BIA and the City of Toronto Secondary Plan for North York Centre plans for a vibrant, mixed-use community with successful business operations along Yonge Street that attract and retain both businesses and residents. The proposed static, digital window sign is compatible with the development since the size, position and placement in the window is consistent with the previously approved window sign. The space behind the window is utility space and the sign has no impact on the space.

Static digital signage already exists in the area at Meridian Arts Centre located at 5040 Yonge Street and at Questrade located at 5650 Yonge Street. Digital signage is a contemporary solution to outdoor signage and is in-keeping with the surrounding area that has a contemporary character.

The proposed design would be consistent in size, design, and type of copy with the other developments taking place in North York Centre. This proposed design would also provide updated technology to the property, enhancing the image of 4804-4812 Yonge Street and elevating the surrounding area.

Signage contributes to the area's draw and add vibrancy to the intersection of Yonge Street and Sheppard Avenue that is seen as the southern gateway to North York Centre.

The existing sign at 4804-4812 Yonge Street has been contributing to the character of the building since completed in 2021. The proposed upgrade to static digital signage will allow for positive shared content and screentime. Content will be a mix of community and BIA messages plus commercial content.

694-30A(4): Support the Official Plan objectives for the subject premises and surrounding area;

As part of the growth of North York Centre, revitalization and modernization of the streetscape and public realm, replacing the existing signage with a programmable solution supports the official plan.

With the proposed signage, 4804-4812 Yonge Street aims to support the Official Plan objectives for the North York Centre. More specifically, the improved signage will assist in promoting creativity and innovation for arts and culture and enhancing specialty retail and Yonge North York BIA as an important destination as outlined in Policies 2.b) and 2.c) on page 17 of the Official Plan.

This signage design will enhance North York Centre status as a growing, urban destination with state of the art technology. North York Centre is a fast-growing area of Toronto and with improved signage technology, we can enhance and elevate events hosted in the area.

In addition to contributing to North York Centre's strong sense of place, digital signage provides an unparalleled opportunity to raise awareness and disseminate emergency messages, such as Amber Alerts to a large volume of people on an immediate basis.

694-30A(5): Not adversely affect adjacent premises;

The City's goal for this area, based on the Secondary Plan, is to create a vibrant, urban mixed-use environment, the proposed signage faces southeast at the intersection of Yonge Street and Sheppard Avenue. Yonge Sheppard Centre is on the northeast corner with commercial and office uses and Hullmark Centre is on the southeast corner and the future 4800 Yonge Street in development that will feature a commercial podium with residential above.

The proposed static digital sign will be located in the same size and position as the existing back-lit sign that integrates well with the surrounding environment and has no adverse impact.



Character of the Premises

The signage display at 4804-4812 Yonge Street is a key feature of the northwest corner of Yonge Street and Sheppard Avenue. The proposed conversion of the back-lit display to static digital wall sign will be an enhancement to the corner and provide the programming capability to change messages and have a balanced mix of local community content and commercial messaging.

This technology upgrade will improve the appearance of the building and further enhance the image created by this display at the corner of Yonge Street and Sheppard Avenue. The proposed design offers a simple, and minimal aesthetic that is consistent with digital trends. New technology will provide a clear resolution and improved colour rendition that elevates the appearance of the signage display and provides for controlled brightness levels.

Character of the Surrounding Area

The proposed signage will not alter the character of the surrounding area. 4804-4812 Yonge Street falls within the North York Centre and the Yonge North York BIA District where similar signage exists and has been previously permitted. This application is in line with the prior approvals at the premises and the immediate area.

The proposed technology update to this existing signage location is fully supported by the Yonge North York BIA and Ward 18 Councillor Lilly Cheng.

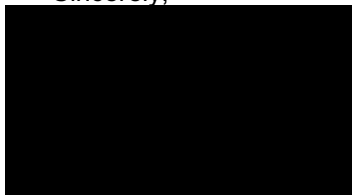
Conclusion

KDA has played a key role in the ongoing revitalization, placemaking, and signage strategy throughout North York Centre, including extensive work around the Yonge Street and Sheppard Avenue intersection. This deep familiarity with the area's planning objectives, character, and community priorities informs our recommendation.

The proposed signage update serves the public interest and aligns with community goals, having received positive support from both the Yonge North York BIA and the Ward 18 Councillor. Their collective endorsements reflect the broader understanding that modernized, programmable static signage will enhance communication, support local businesses, and contribute to a more vibrant streetscape.

Drawing on our experience within this evolving urban district, KDA is confident that our proposal is fully consistent with the established character of North York Centre and will serve as a meaningful improvement to 4804-4812 Yonge Street, strengthening both the site and the surrounding area.

Sincerely,



Jeremy J. Kramer / Principal & Creative Director
AOCAD, SEG, IAAPA

cc. Ward 18 Councillor , Lily Cheng, City of Toronto
Laura Burnham, Executive Director, Yonge North York BIA
Pamela Kalsner, Co-Chair, Yonge North York BIA
Rosa Garofalo, Co-Chair, Yonge North York BIA
Samuel Zimmerman, DovCap
Steven Ruse, DovCap
Janet Young, KDA
Brian McCall, KDA

Monday, September 22, 2025

Attn: City of Toronto, Sign Variance Committee (SVC)

Re: 4804-4812 Yonge – Sign Variance Application

We kindly urge you to consider the benefits of the proposed refresh of the sign at 4804-4812 Yonge Street at the Northwest corner of Yonge and Sheppard.

With 1,600 Members, the Yonge North York Business Improvement Area (BIA) runs along the Yonge Street corridor from Hwy.401 to North of Finch. The area includes a notable hospitality offering, amenities, arts & culture, a range of services, and a prominent office employment area.

The immediate frontage along the Yonge and Sheppard intersection is primarily commercial in nature. Bringing new vibrancy to our Yonge and Sheppard high-power intersection has the potential to attract new positive attention to our district. KDA's proposal will transform the proposed existing sign from a static image into a digital sign with a varied display of content and ads including local content that will enhance the area, and better reflect the North Toronto community.

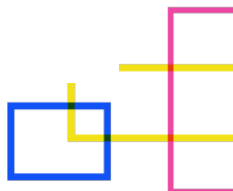
We support this digital sign project as it was outlined to us. In our opinion as a community partner, the size and scope will integrate appropriately within the existing space, it will provide a quality experience for the viewer. Fresh signage content will also enhance the curb appeal of this significant intersection in the BIA. We would also be happy to share any consultation materials with the business community.

Currently, the BIA promotes the Yonge North York destination including businesses and commercial offerings through our growing social media and e-newsletter channels. With your support of this project it will provide another vehicle to enhance communications through:

- promoting tourism and destination marketing including a range of festivals, cultural activities in the area, and art,
- sharing important informational business and community notices to keep all informed, and
- supporting local economic development by promoting local businesses and offerings.

The installation is timely and will complement the vision of recognizing our district as a vibrant destination to live, work and play, and is in line with our Public Realm Master Plan's vision for more engaging and vibrant public spaces in Yonge North York BIA.

As development, public infrastructure projects and population driven by a high demographic of newcomers continue to grow in the Yonge North York corridor, this project will create a more dynamic public realm and further bring Mel Lastman's vision of a vibrant city centre to life.





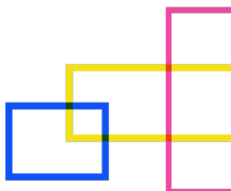
YONGE NORTH YORK

We feel that the project is in the collective interest of the main street area as a whole and will more effectively contribute to the community than the space's current usage. Please feel free to contact Laura Burnham with any questions or concerns at l.burnham@yongenorthyork.com.

Sincerely,

Board of Directors for the Yonge North York BIA

cc. Laura Burnham, Executive Director



LILY CHENG

Councillor | Ward 18 Willowdale

   @lilychengto



City of Toronto
Attn: Ted Van Vliet, Manager
Sign Bylaw Unit Variance, Tax & Permits
City Hall, Ground Floor East
Toronto, ON M5H 2N2

Thursday, September 25, 2025

Attn: Ted Van Vliet, Manager

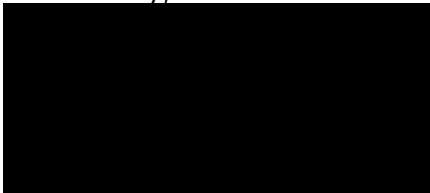
Re: 4804-4812 Yonge – Bylaw Amendment Application / CR Zone:

As Councillor for Ward 18 - Willowdale, I am pleased to express my support for the proposed upgrade of the sign located at the northwest corner of Yonge and Sheppard, at 4804-4812 Yonge Street. The sign proposed by KDA is an appropriate design solution for the evolving neighbourhood at a significant intersection in the commercial district at Yonge and Sheppard.

This sign will be a valuable communications tool for the community, local businesses, and for festival organizers. It will act as another vehicle to promote various attractions in the community. Additionally, real-time information including community news, local events, and more, will offer valuable communications to residents, workers, and visitors to the BIA. The digital sign would also create a new medium for the Yonge North York BIA to showcase public art and culture for all to enjoy.

Overall, this new sign will represent a positive contribution to the vibrancy of the streetscape and it will reinforce the BIA as a modern and forward-looking business district, and community.

Sincerely,



Lily Cheng
Councillor, Ward 18, Willowdale

"Alone we can do so little. Together, we can do so much." – Helen Keller

Tel: 416-392-1371 | Councillor_Cheng@Toronto.ca
Toronto City Hall, 100 Queen St. West, 2nd Floor, B36, Toronto, ON, M5H 2N2