

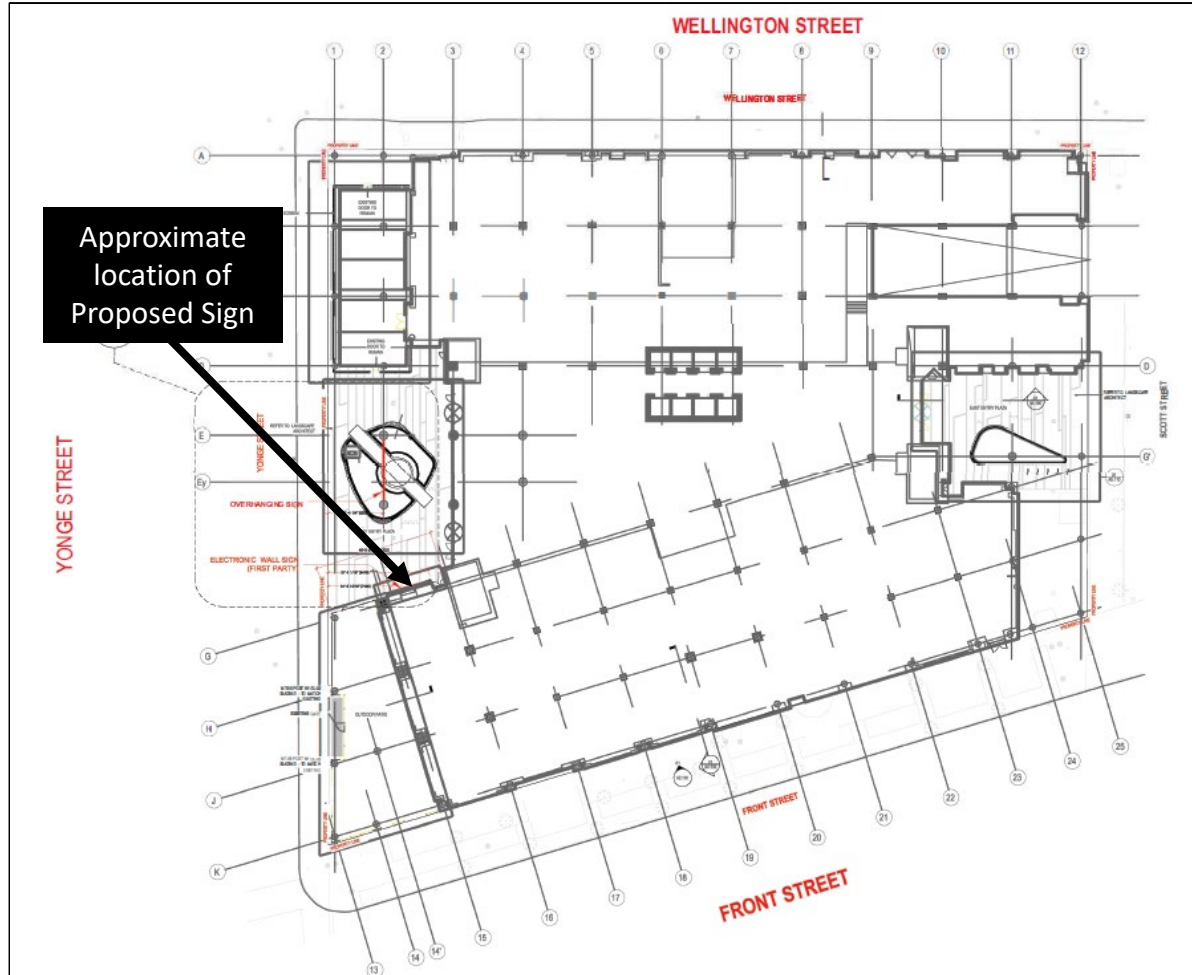
**Appeal of the Chief Building Official's Decision for a
Sign Variance Application for
One First Party Electronic Wall Sign**

33 Yonge Street
February 6, 2026

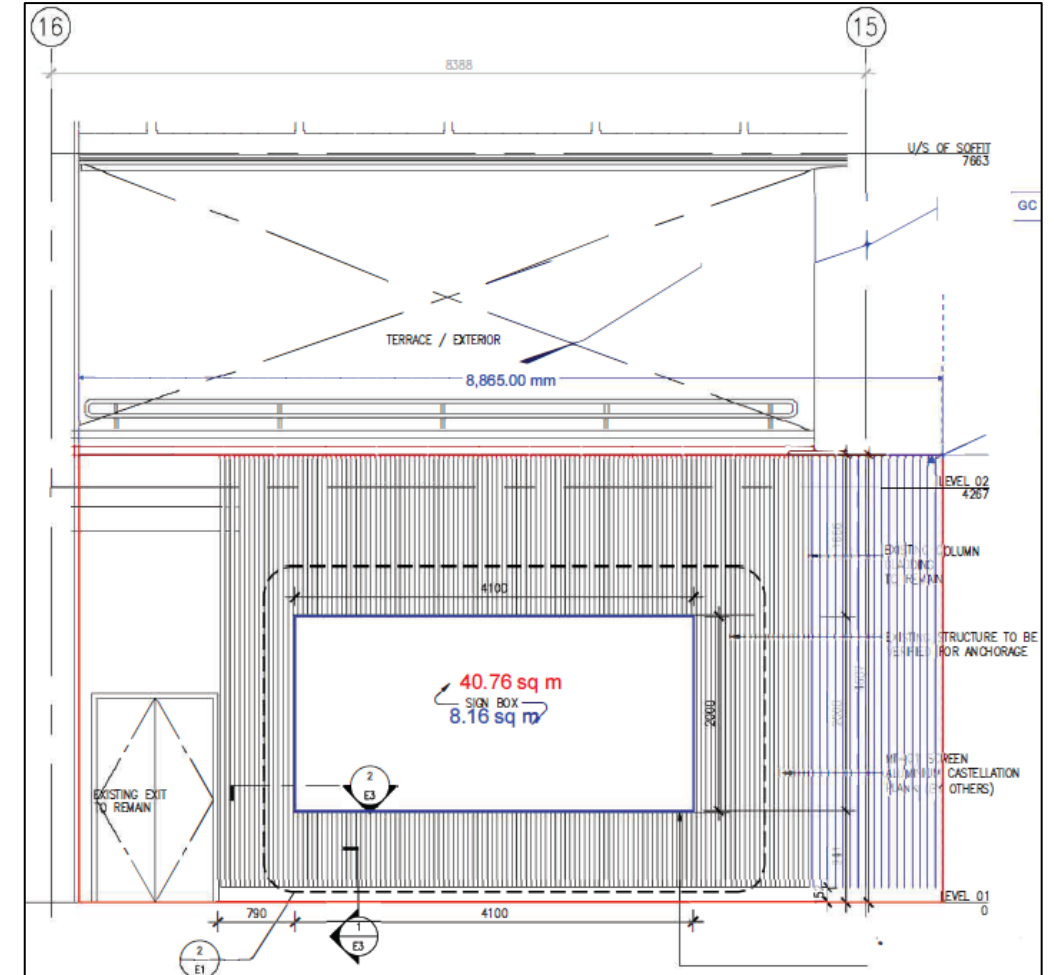
Proposed Sign Description

Sign Type	Electronic Wall Sign
Sign Copy Type	Electronic Static Copy
# of Sign Faces	One Sign Face
Sign Location	West Elevation
Face Orientation	North
Sign Face Dimensions (width x length)	4.1 metres x 2.0 metres
Sign Face Area	8.2 square metres
Sign height	Max 2.95 metres

Proposed Sign Details

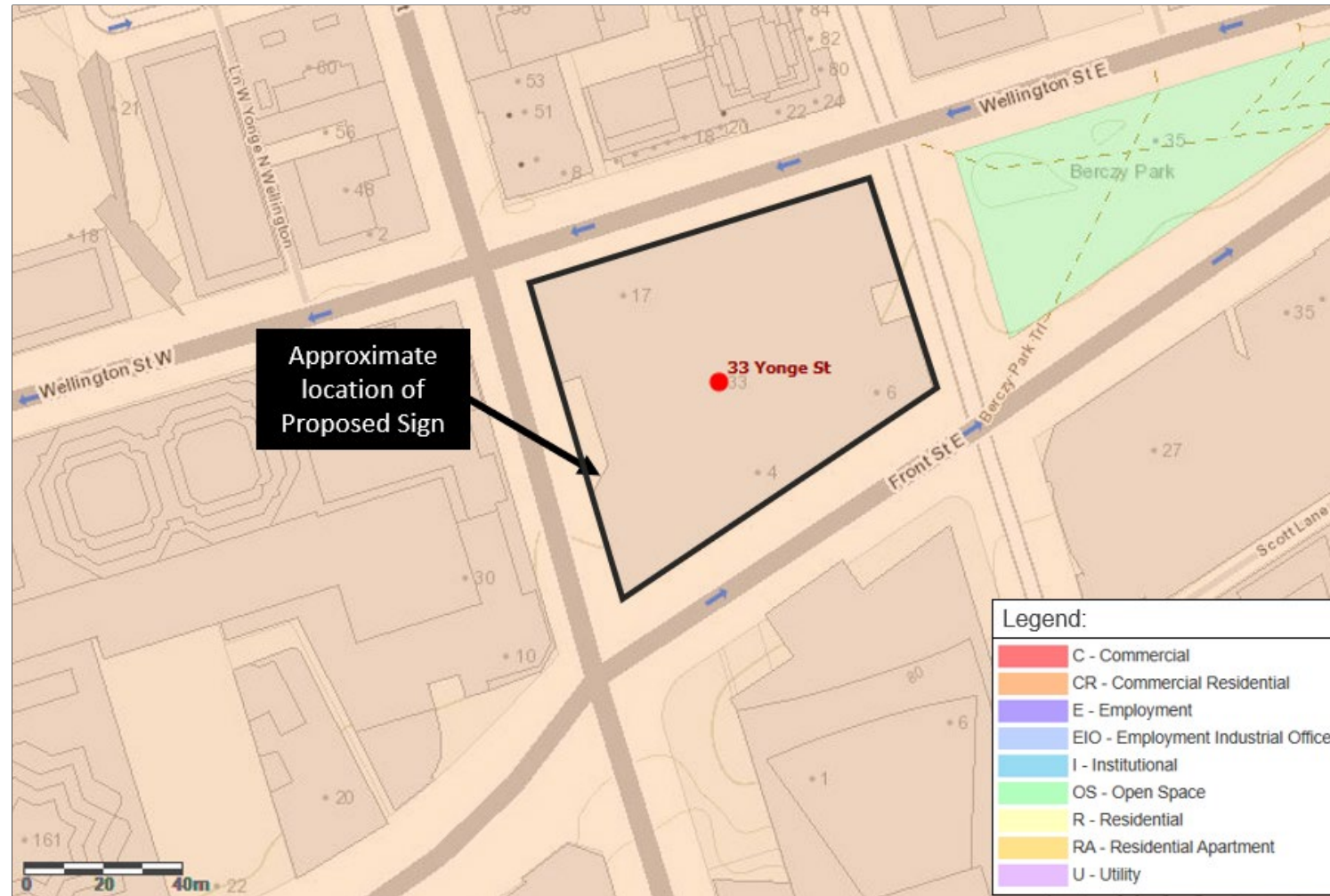


Site Plan



Elevation

Sign District Designation



Sign District Map

Requested Variance

Sign By-Law Reference	Requirement	Proposal
§ 694-15.A	Anything not expressly permitted by the Chapter 694 is prohibited.	Signs belonging to the electronic wall sign type are not expressly permitted in the CR - Commercial Residential Sign District.

Sign Variance Criteria – Established Criteria

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

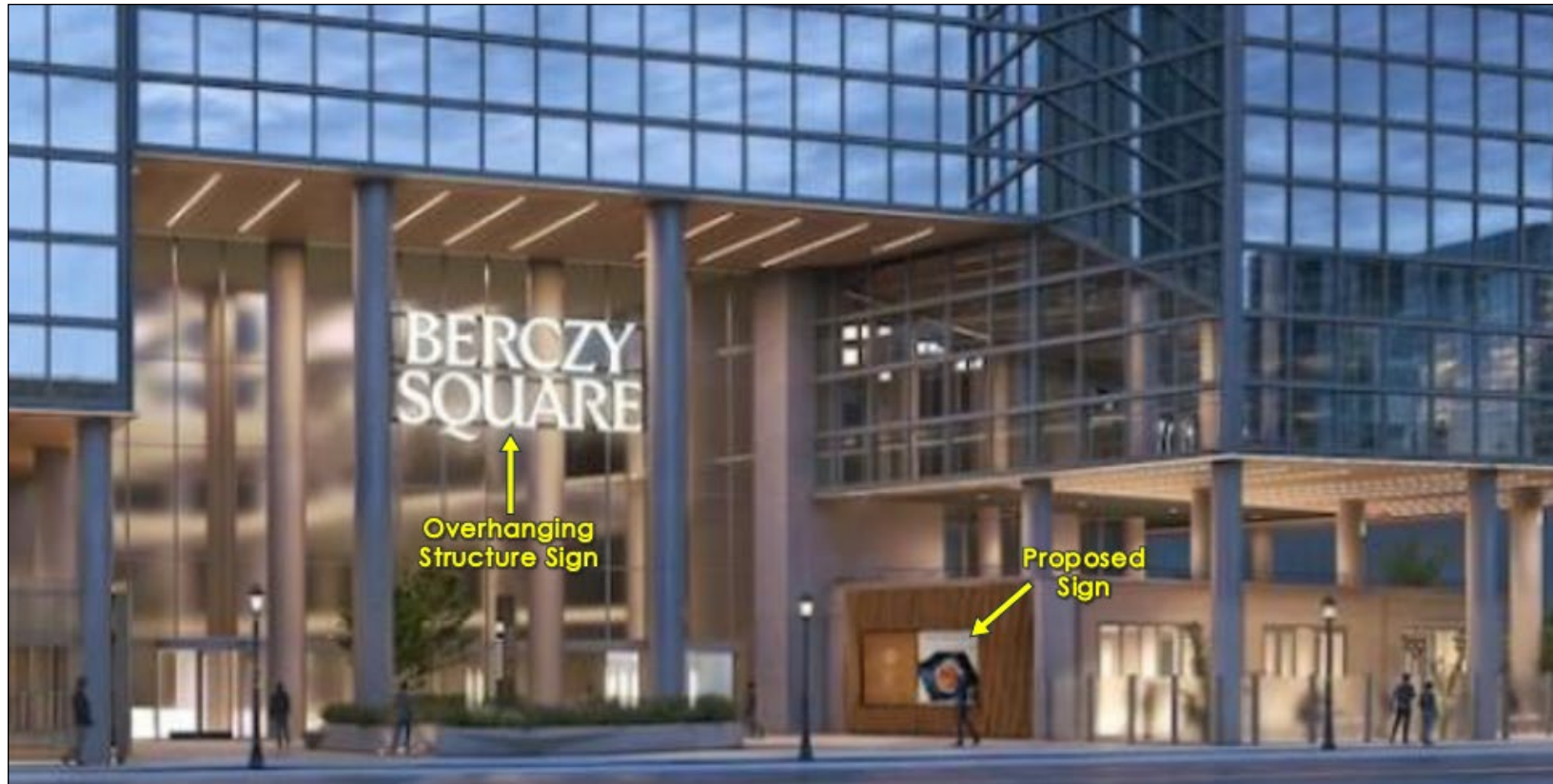
- The Proposed Sign belongs to the first party sign class. First party signs are permitted in the CR-Commercial Residential Sign District

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

- The Proposed Sign does not meet the description of any of the signs which are specifically prohibited by §694-15B

Sign Variance Criteria – Established Criteria

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



Rendering of Proposed Sign and Overhanging Structure Sign

Sign Variance Criteria – Established Criteria

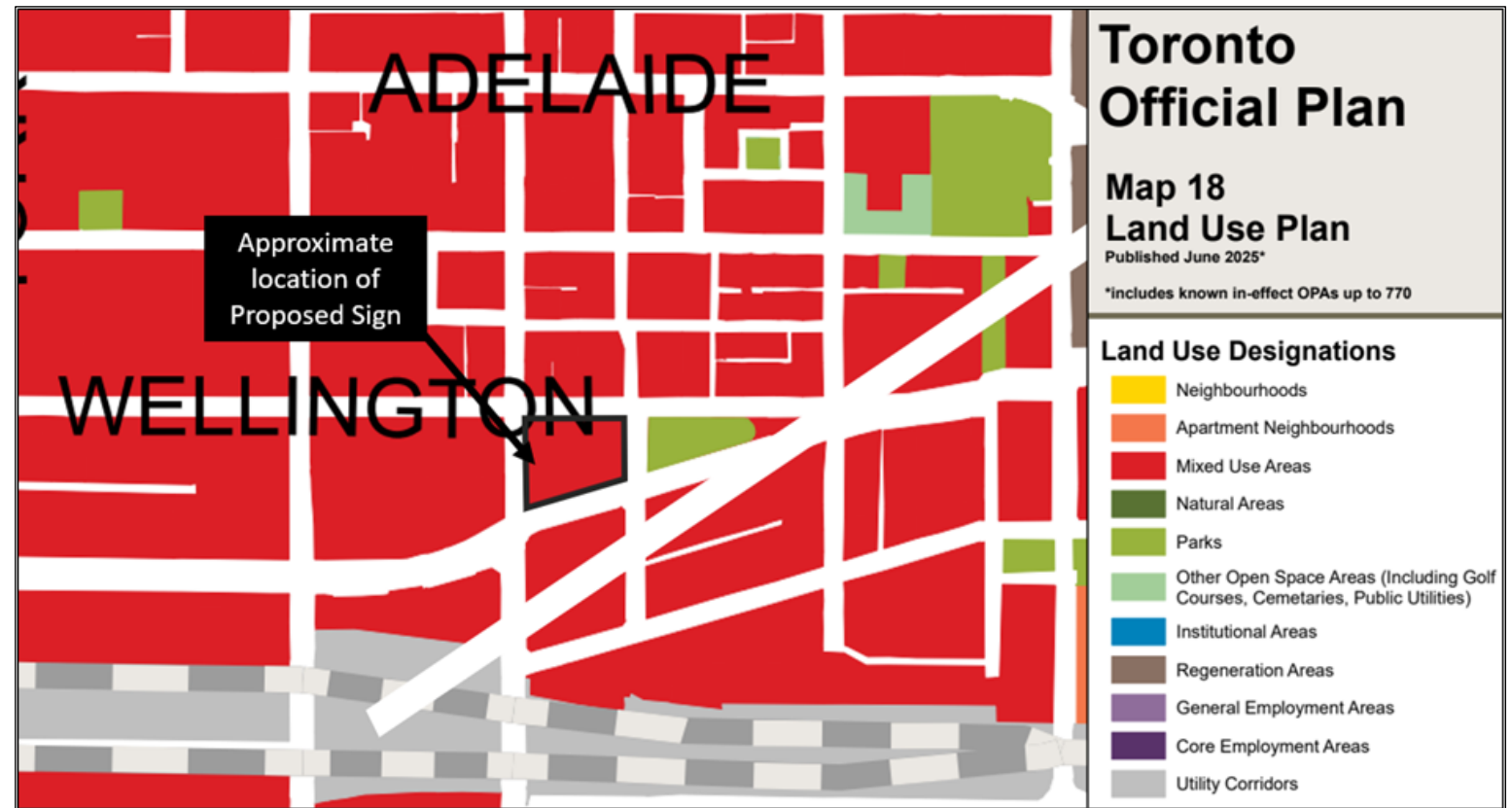
694-30A(2): The Proposed Sign is not compatible with the development of the premises and surrounding area

- The Subject Premises is located in a dense downtown context characterized by commercial, office and cultural uses.
- The Applicant asserts that the presence of electronic signs nearby establishes compatibility with the surrounding area.
- Staff review confirms the electronic signs identified by the Applicant are associated with Meridian Hall and St. Lawrence Centre for the Arts – cultural venues not comparable to the commercial use of the Subject Premises.
- Electronic signage is uncommon on nearby commercial and office buildings. Commercial signs in the area are generally consistent with the CR Sign District provisions.
- Adjacent lands form part of the Union Station Heritage Conservation District, where electronic signage is discouraged.
- **CBO Opinion:** The submissions do not justify approval a non-permitted sign type, which would detract from signs on surrounding multi-tenant commercial buildings and adjacent heritage context. This criterion has not been met.

Sign Variance Criteria – Established Criteria

694-30A(3) - The Proposed Sign supports Official Plan objectives for the subject premises and surrounding area.

Official Plan Map Land Use Plan:
33 Yonge Street



Sign Variance Criteria – Established Criteria

694-30A(3) - The Proposed Sign supports Official Plan objectives for the subject premises and surrounding area.

- The Subject Premises is designated Mixed Use Areas within the Official Plan
 - *Areas within the city that promote a balanced and dynamic community, accommodating diverse needs by combining commercial, residential, institutional, and open space uses.*
- The Proposed Sign displaying first party content would support business identification and contribute to commercial activity.
- Staff agree signage may be in keeping with Mixed Use objectives in principle, however signs conforming with the provisions of CR sign districts could achieve similar objectives without a variance.
- **CBO Opinion:** By enhancing the identification of the services and activities available on the Subject Premises, the Proposed Signs could contribute to Official Plan objectives. This criterion is established.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign is located at the first storey within a recessed plaza space.
- Orientation and setback limit visibility and potential light spill on adjacent properties.
- Surrounding context is predominantly non-residential at lower levels.
- While it was not confirmed whether the Proposed Sign may be visible from nearby residential buildings, given its location, staff agree that impacts on adjacent premises are expected to be minimal.
- **CBO Opinion:** No adverse effects arising from the Proposed Sign are expected; this criterion is established.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign would meet the Sign By-law requirements:
 - Not obstruct any sight triangles for vehicular traffic.
 - Not be located within the visibility zone.
 - Shall comply with the 10-second message duration rule to minimize distraction
- The Proposed Sign will also be designed and installed as per the Ontario Building Code.
- **CBO Opinion:** Based on available information, the Proposed Sign does not raise public safety concerns; this criterion is met.

Sign Variance Criteria – Established Criteria

694-30A(7) - The Proposed Sign alters the character of the premises or surrounding area.

- The Applicant contends that electronic signage is already integrated into the area character.
- Staff review confirms that existing electronic signs in the area are associated with cultural institutions, which are not comparable to the commercial use of the building on the Subject Premises.
- The Proposed Sign would introduce a non-permitted sign type that is uncommon on nearby multi-tenant commercial buildings,
- Additionally, precedent is not a criterion under §694-30A for evaluating variance applications
- Introducing this sign type would represent a notable departure from prevailing signage patterns and detract from the established character of the area.
- **CBO Opinion:** The Proposed Sign would alter the character of the area; this criterion is not met.

Sign Variance Criteria – Established Criteria

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

- The Proposed Sign introduces a sign type not contemplated or permitted within the CR Sign District.
- The Applicant indicated that the Proposed Sign is needed to support economic vitality and tenant viability.
- Staff notes that economic performance, business success or operational sustainability are not criteria under §694-30A.
- The Applicant has not provided site-specific conditions to justify approval of a non-permitted sign type, nor why compliant signs could not achieve the intended purpose.
- **CBO Opinion:** The Applicant has failed to establish that the Proposed Sign will not be contrary to the public interest; this criterion is not met.

Conclusion and CBO Recommendation

The Chief Building Official and Executive Director, Toronto Building, recommends that:

The Sign Variance Committee refuse to grant the variance to section 694-15.A as required to allow for the issuance of a permit respecting the erection and display of the Proposed Sign contained in the Proposed Sign Variance, on the premises municipally known as 33 Yonge Street.

QUESTIONS?