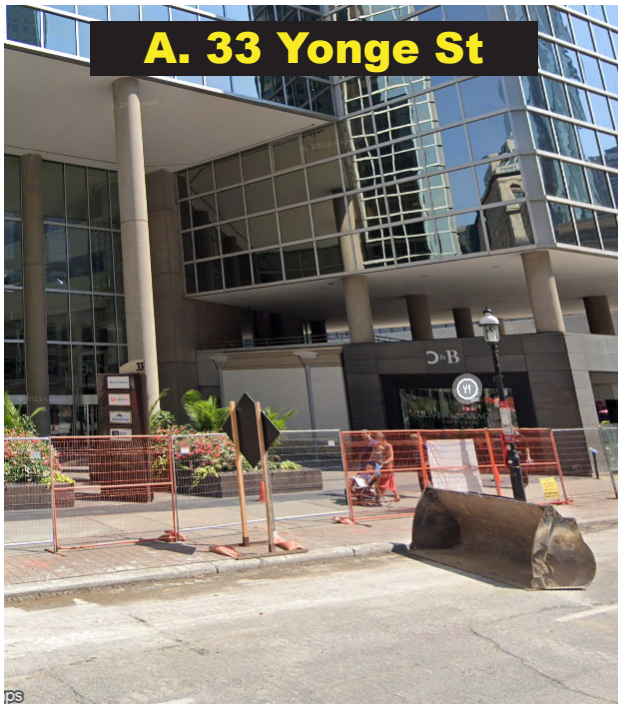


Proposed and Existing Electronic Sign Locations

SB20.2

33 Yonge Street

**Sign Variance
Application**



A. 33 Yonge St



B. 1 Front St E



Proposed and Existing Electronic Sign Locations

SB20.2

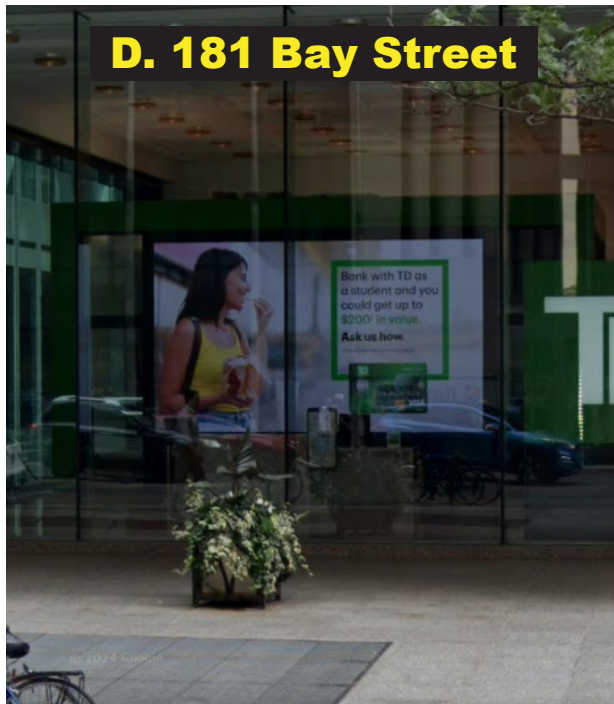
33 Yonge Street

**Sign Variance
Application**

C. 72 Front St W



D. 181 Bay Street





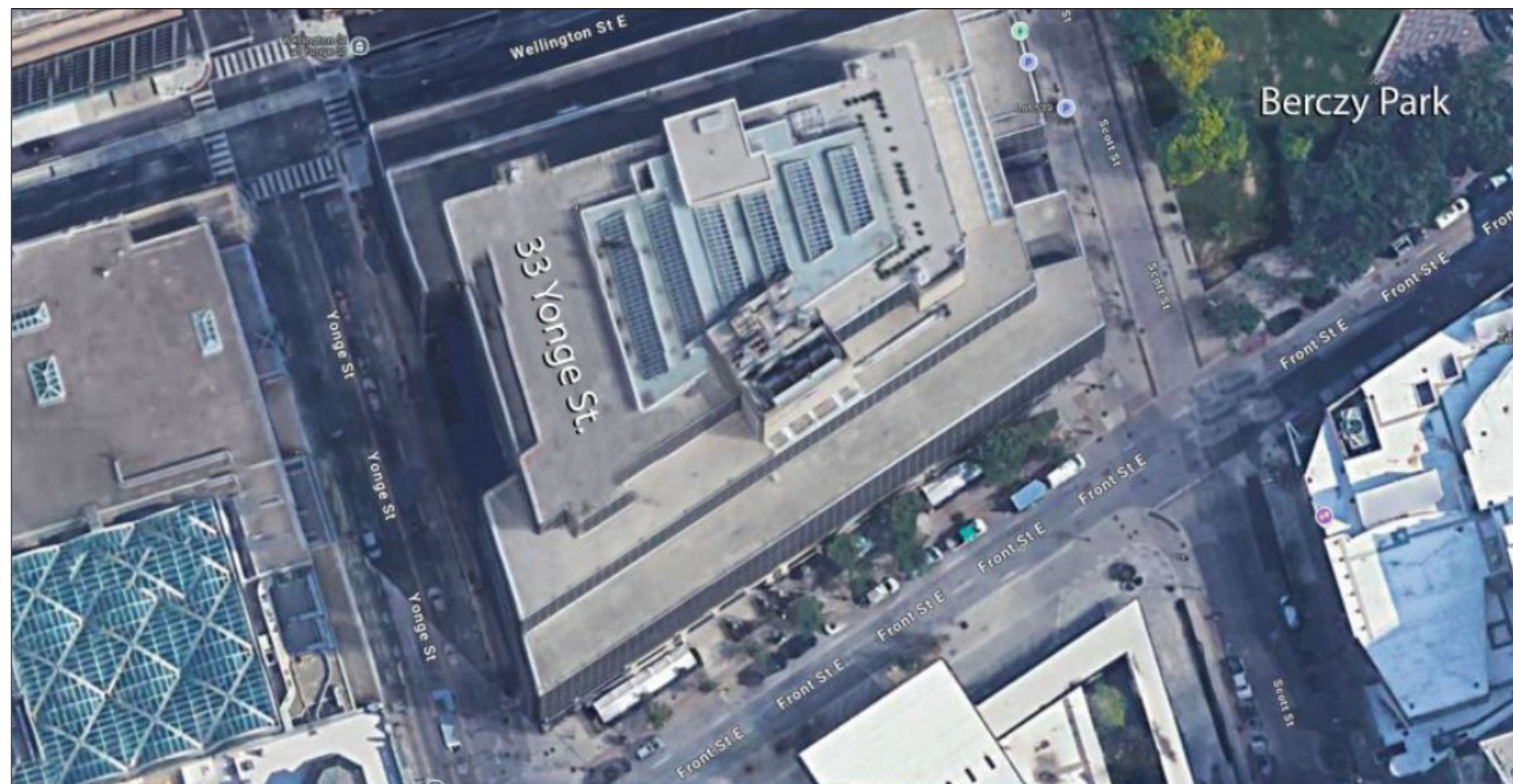
33 Yonge Street

Background

33 Yonge Street (the “Property”) is a prominent Class A office building located at the northeast corner of Yonge Street and Front Street East in downtown Toronto. The Property was recently named Berczy Square, aligning with its adjacency to Berczy Park and reflecting its role as a gateway to the Financial District.

The building occupies a highly visible and accessible site within a major commercial corridor and is bound by Yonge Street to the west, Front Street south, Wellington Street to the north, and Scott Street along with Berczy Park to the east. Situated within a Commercial Residential (CR) zone under the City of Toronto Zoning By-law, the Property is located in a vibrant mixed-use area.

The Property features primary pedestrian entrances along Yonge and Front Streets, and includes a recessed plaza at its northwest corner. This plaza serves as a transitional space from the public sidewalk to the main building entrance and is the proposed location for the first-party electronic wall sign. The sign would be visible exclusively to southbound traffic on Yonge Street.

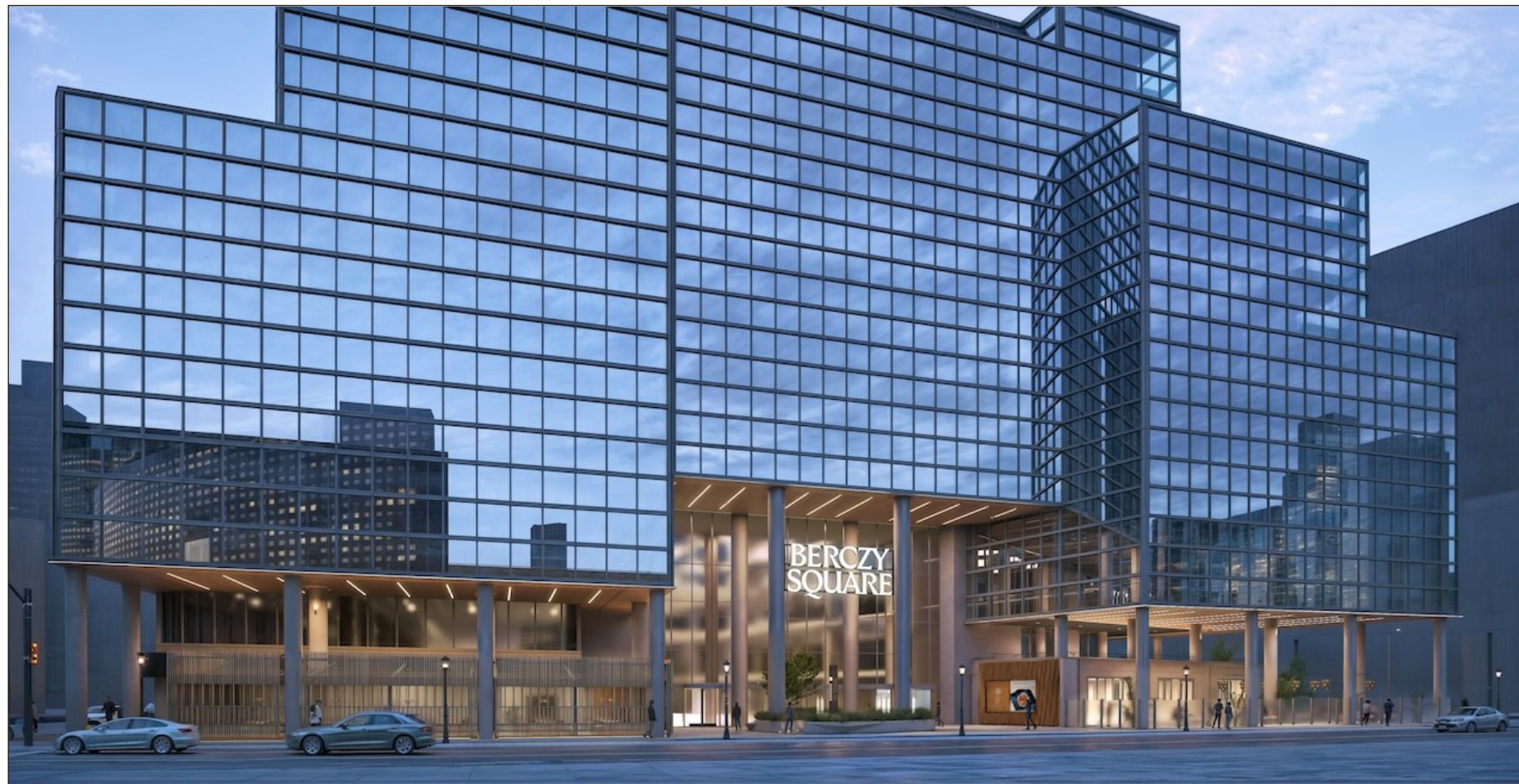


Stakeholder Engagement

As part of the overall design process, KDA engaged with the property owner, GWL, Dialog Architects, Sign Bylaw Staff, Ward 13 Staff as well as a notable Heritage Consultant to ensure the design is appropriate for the building and context.

Prior to KDA's involvement, the architects vision for the new Yonge Street entrance was to have a digital wall sign that could communicate events and dining experiences within Berczy Square.

This collaboration resulted in signage that not only enhances brand recognition for the newly named building, Berczy Square, but also incorporates a first-party digital sign intended to promote on-site services and tenants - encouraging patronage and enriching the overall visitor experience. The digital wall sign will encourage the public to enter the lobby that includes a series of curated dining options.



Provincial Policy Statement and Provincial Plans

The Subject Property is within the urban growth centre of the built-up area boundary, an intensification area identified in the Growth Plan. Policy 2.2.3.1 states urban growth centres will be planned to accommodate significant employment growth. Policy 2.2.5.2 states major offices will be directed to urban growth centres with existing or planned frequent transit service.

KDA's signage approach for this development respects the character of the surrounding streetscape while reinforcing the identity of Berczy Square as a prominent commercial destination.

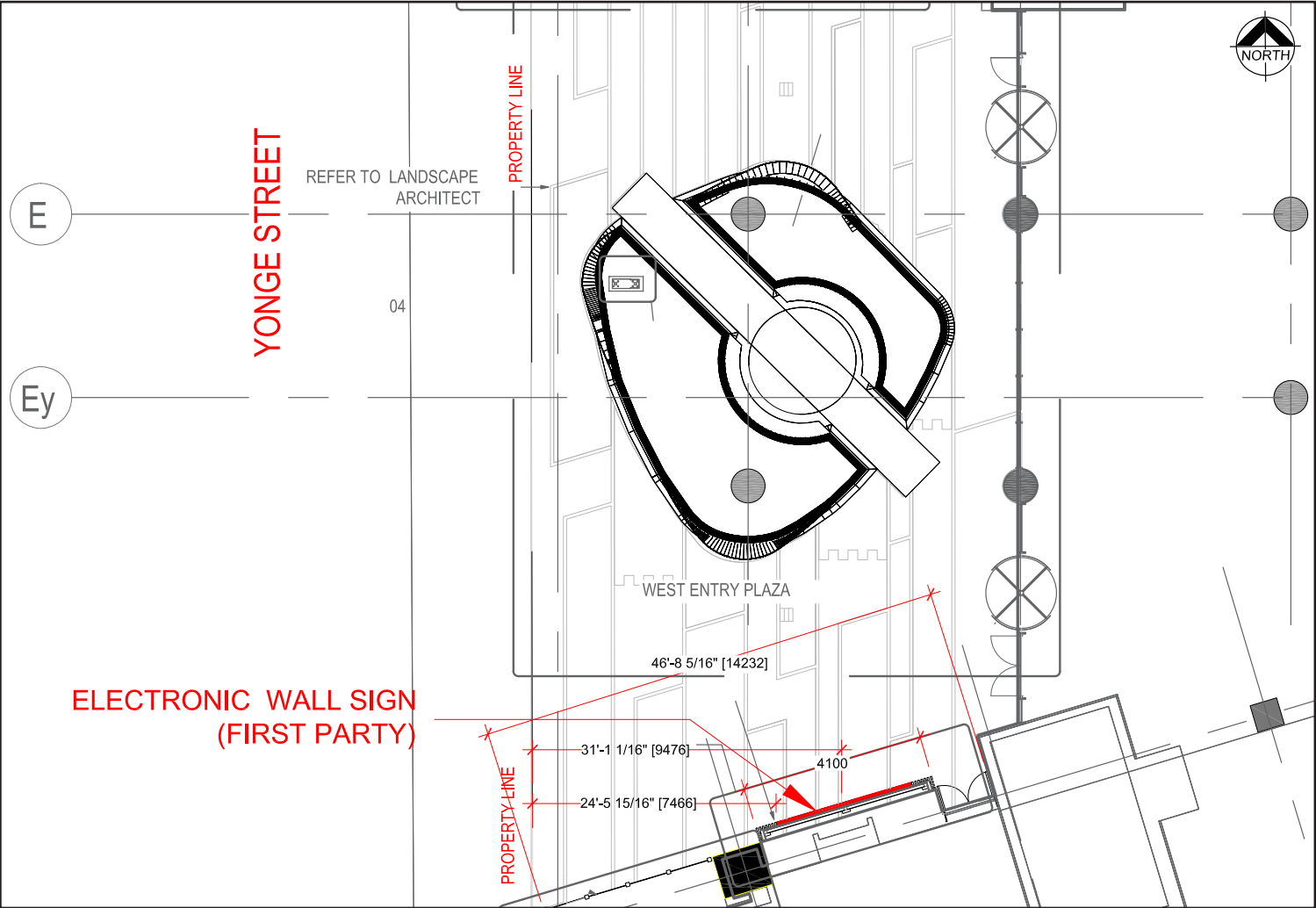
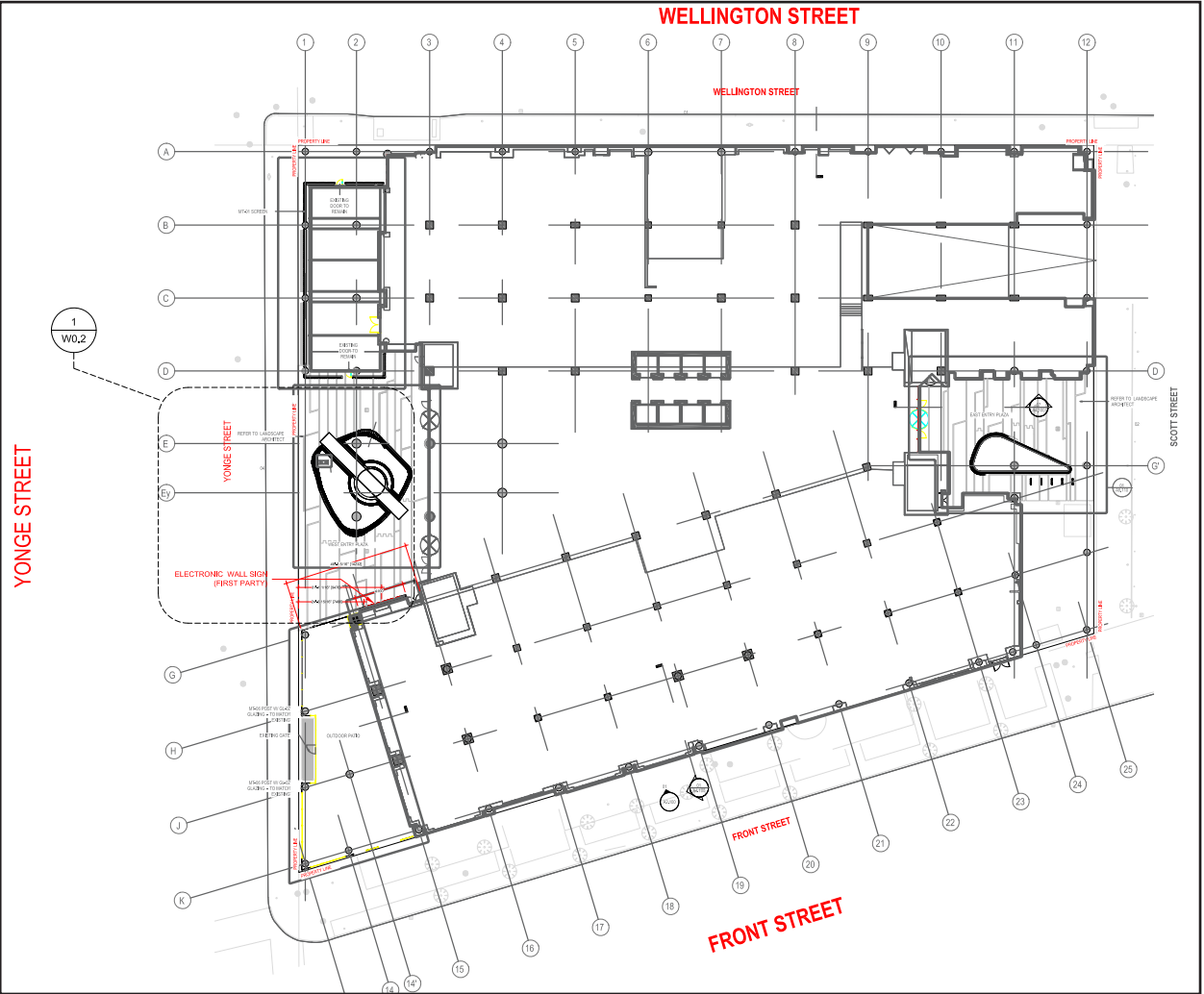
The signage, including the primary identification sign and static digital display promoting building tenants, enhances the visibility of on-site businesses and contributes to the creation of high-quality workplace amenities within a Class A office environment, reinforcing back-to-work initiatives and the broader goal of revitalizing the downtown core.



Site and Surrounding Area

The Property is situated at the southeast corner of Yonge Street and Front Street East, within a dense and highly area of downtown Toronto. The immediate context is predominantly commercial in nature, characterized by high-rise office buildings, retail spaces, restaurants, and hospitality uses. Notable landmarks in the vicinity include the Sony Centre, the Hockey Hall of Fame, and Union Station - reinforcing the area's function as a major commercial, cultural, and transit hub.

The surrounding buildings are largely non-residential, and the location of the proposed sign - set back within a plaza and oriented toward Yonge Street - ensures there is no adverse impact on residential properties. The sign will be visible only to southbound vehicular and pedestrian traffic along Yonge Street, further limiting its reach and mitigating any potential light spill or disruption. The commercial character of the area makes it an appropriate and context-sensitive location for a first-party digital sign of this nature.



Economic Impact

The tenants at 33 Yonge Street, Berczy Square, are currently experiencing a measurable decline in visitation and foot traffic - a trend affecting many commercial properties across Toronto's downtown core. The proposed first-party digital wall sign is intended to serve as a proactive economic tool, offering a digital platform to promote the services, retail offerings, and amenities within the building. By encouraging increased awareness, visitation, and repeat engagement, the signage will help support tenant success and long-term commercial viability.

More broadly, the introduction of this sign contributes to the ongoing activation and economic resilience of the urban core. It aligns with the objectives of the Provincial Policy Statement and Provincial Plans by supporting a strong, livable, and economically vibrant downtown. The proposal encourages the efficient use of existing infrastructure, fosters a competitive business environment, and promotes the vitality of mixed-use areas - all of which are foundational goals of provincial policy frameworks.

