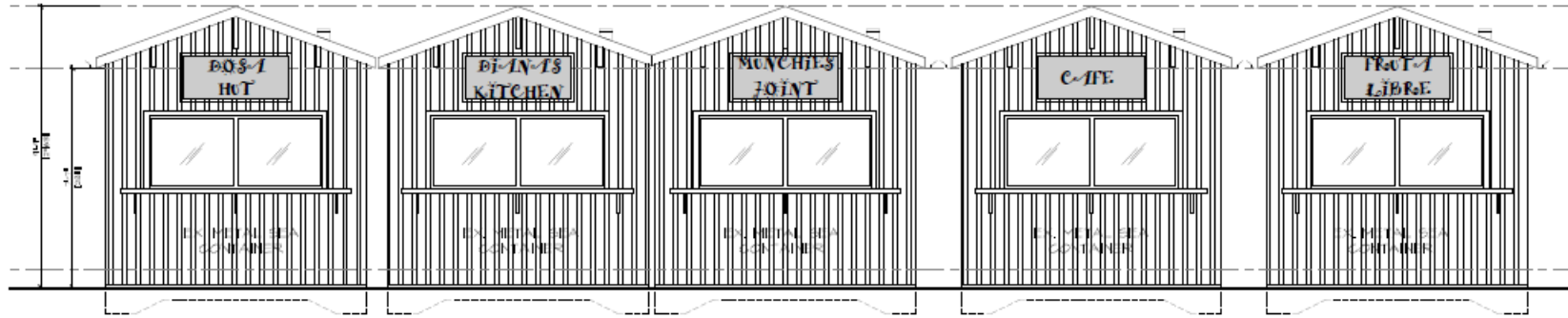


Appeal the Chief Building Official's Decision for a Signage Master Plan Application for Multiple First Party Signs

335 Yonge Street

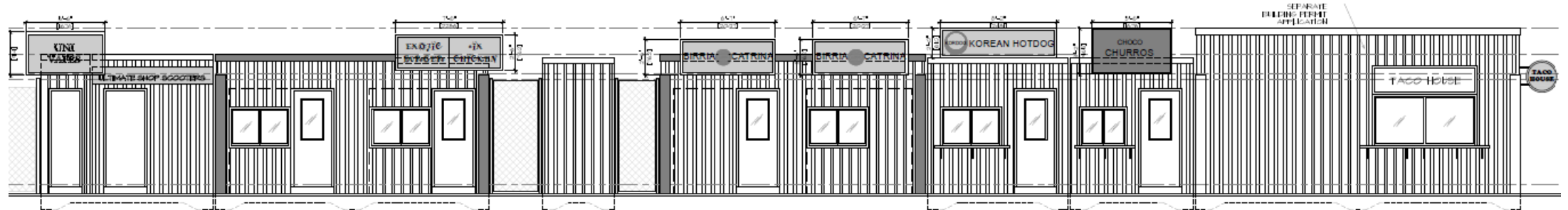
February 6, 2026

Proposed Signage Master Plan



MAIN ELEVATIONS - TYPE 'A'

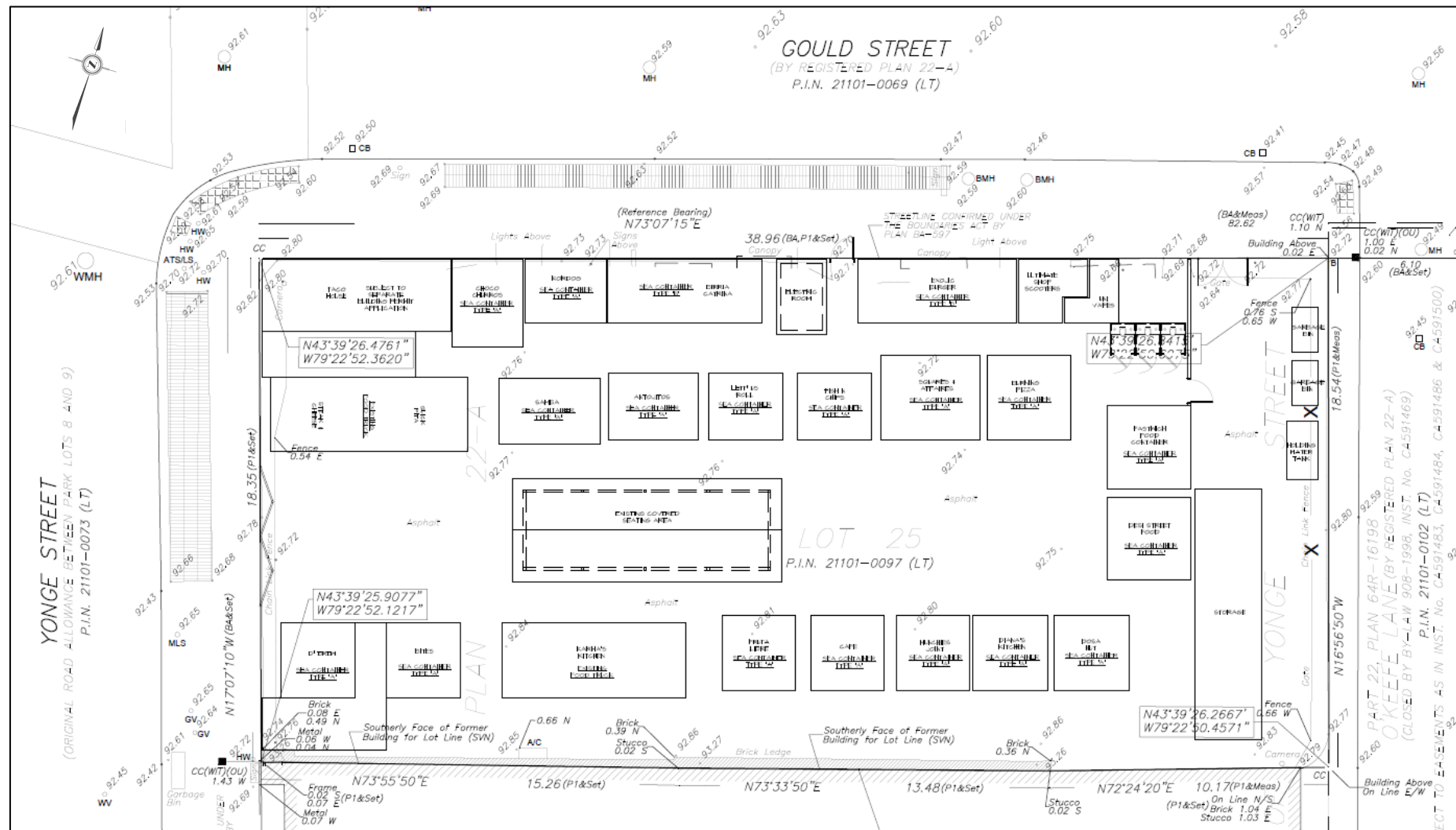
SCALE: 3/8"=1'-0"



MAIN ELEVATIONS - TYPE 'B'

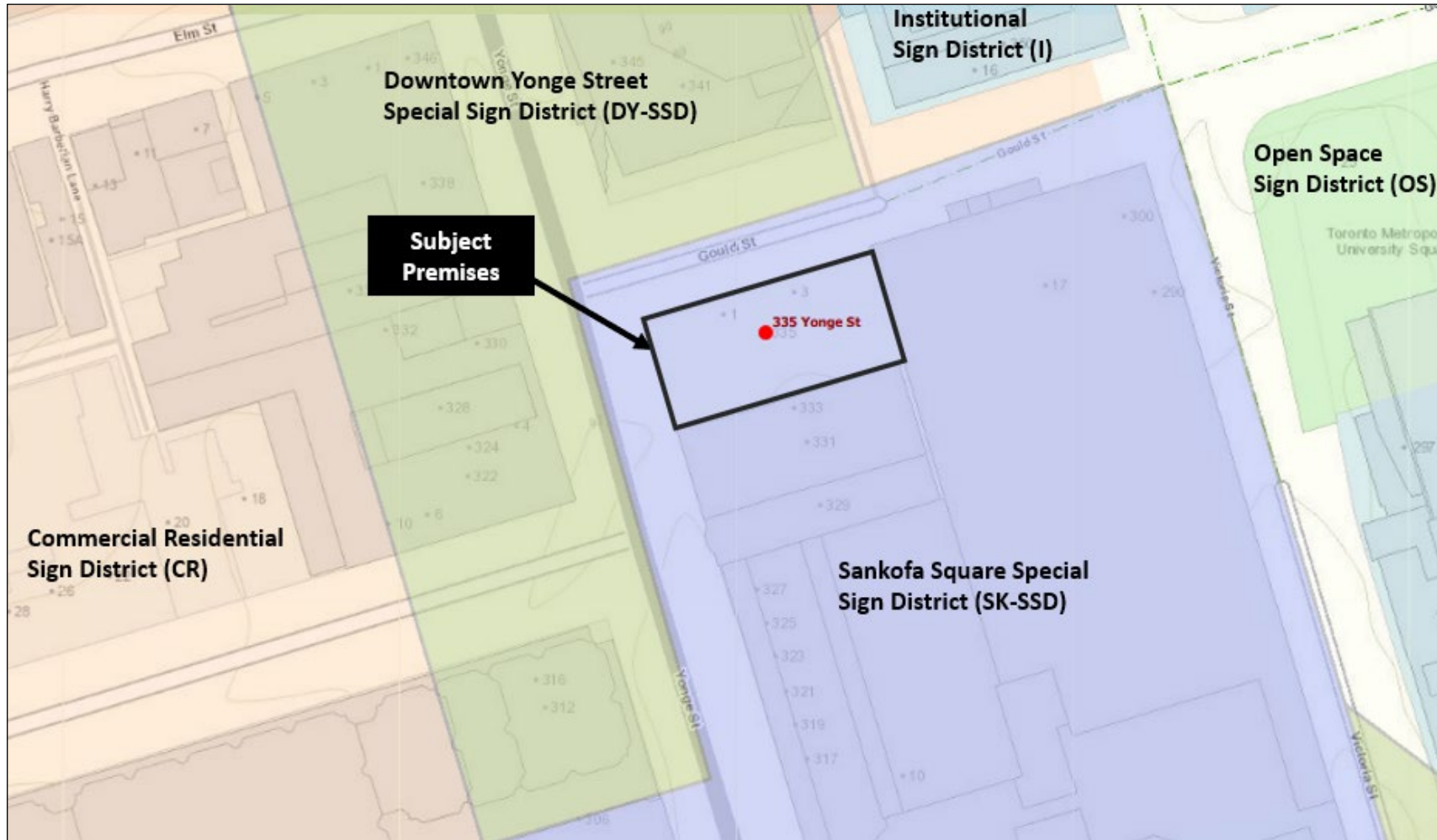
SCALE: 3/8"=1'-0"

Proposed Signage Master Plan



Partial Site Plan

Sign District Designation



Sign District Map

Requested Variance

Sign By-Law Reference	Requirement	Proposal
Schedule C - 3E(5)	The Sankofa Square Special Sign District - SK-SSD - may contain a wall sign other than a sign displaying a logo or corporate symbol permitted by Subsection D above, provided, the sign shall not extend above the wall or parapet wall of a building.	18 proposed wall signs extend above the wall or parapet wall of a building.

Sign Variance Criteria – Established Criteria

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

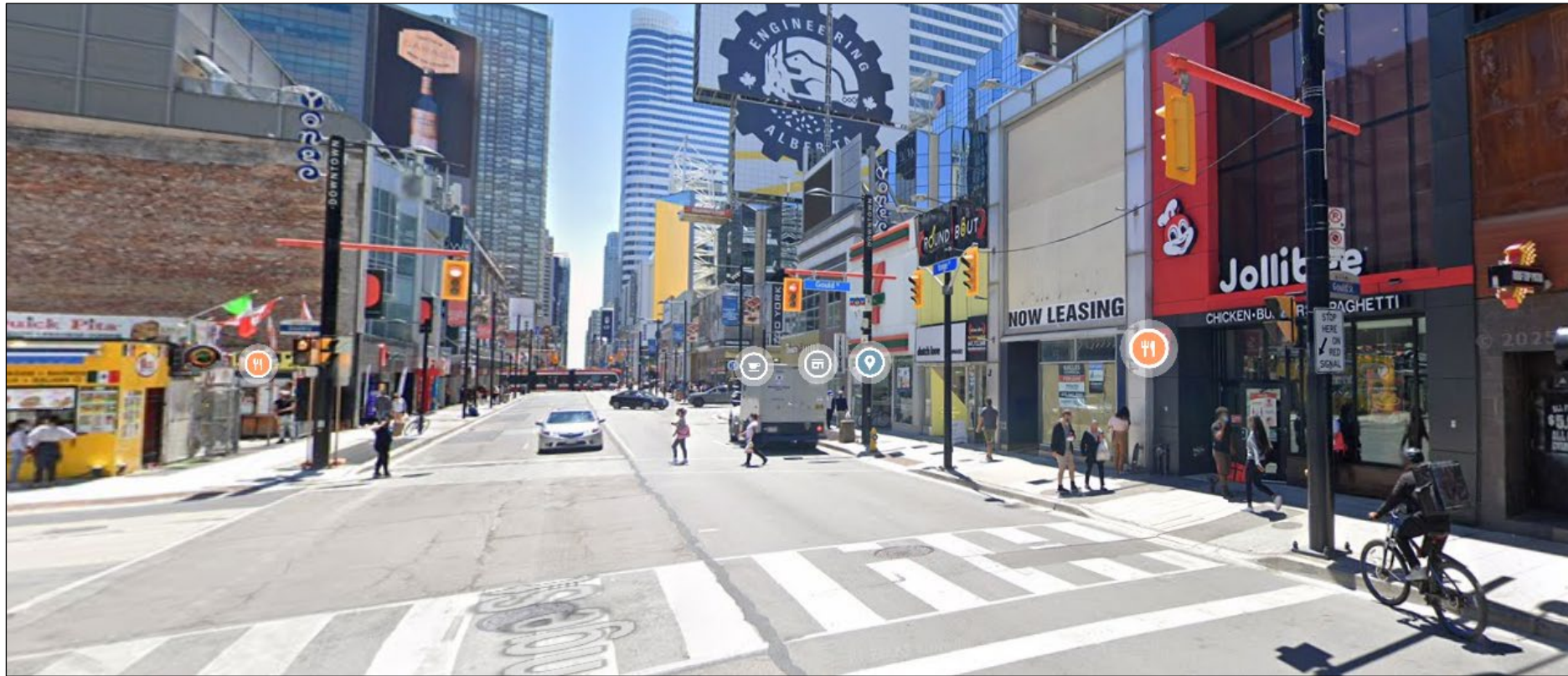
- First party signs are permitted in the Sankofa Square Special Sign District (SK-SSD)

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

- The Proposed Signs do 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 Signs are compatible with the development of the premises and surrounding area



Google Street View at Gould and Yonge streets intersection facing south

Sign Variance Criteria – Established Criteria

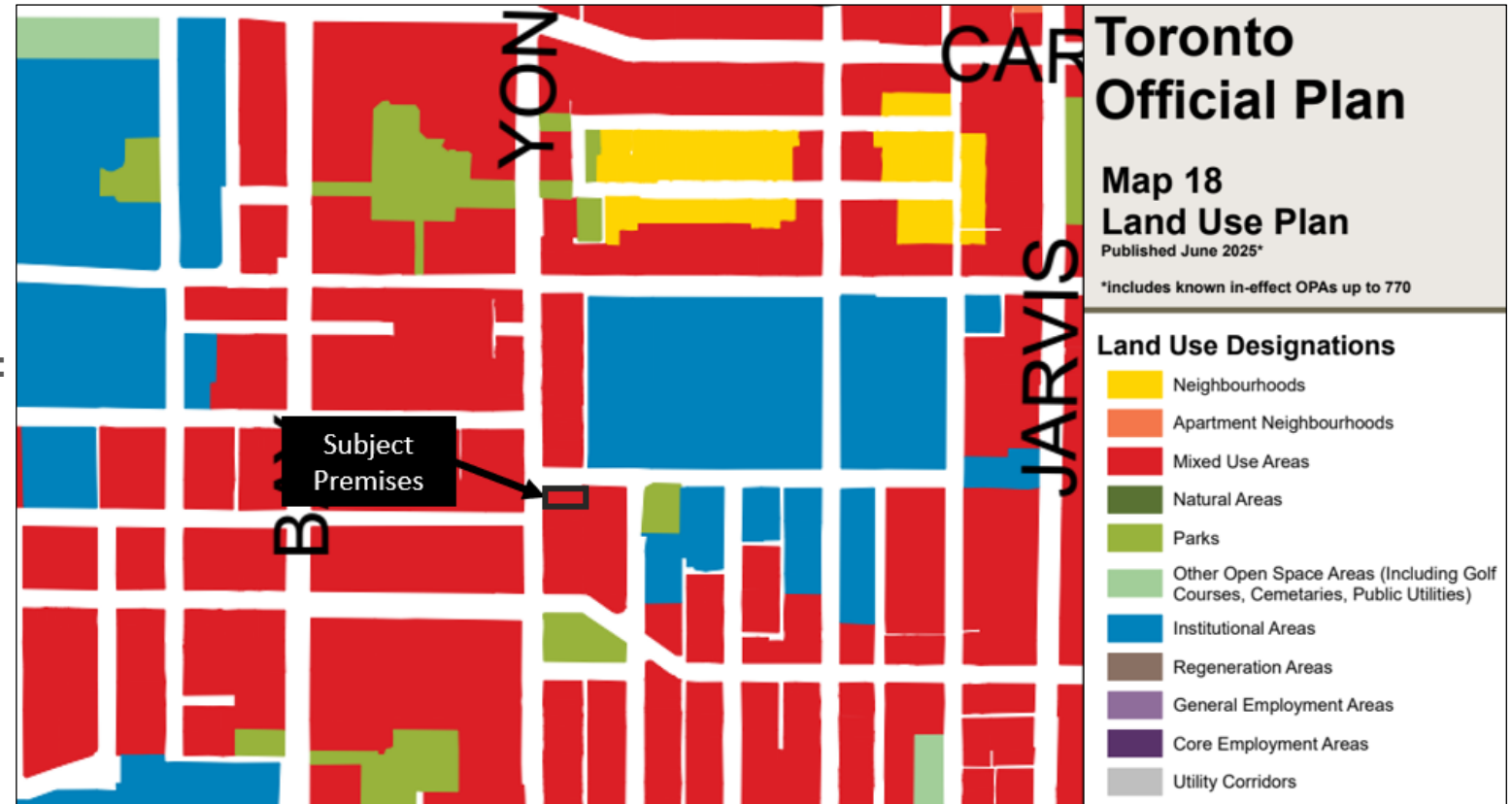
694-30A(2): The Proposed Signs are compatible with the development of the premises and surrounding area

- The Subject Premises is located within the SK SSD, characterized by dense commercial uses and prominent signage.
- The Proposed Signs identify commercial and food service uses at grade, are pedestrian-oriented and located on single-storey structures – consistent with existing context of Yonge Street.
- Consultation with City Planning confirmed no defined timeline for redevelopment of the Subject Premises; the SMP assessment is therefore based on the current condition.
- The Proposed SMP regularizes signage, and improves existing conditions by consolidating and coordinating signage, enhancing visual cohesion without introducing new sign types.
- **Appellant Concern:** Temporary structures and multiple signs are incompatible with existing and anticipated future development.
 - The concerns raised relate primarily to the structures – Chapter 694 regulates signs only.
- **CBO Opinion:** The Proposed SMP does not hinder redevelopment of the Subject Premises and is compatible with existing use and context. This criterion is met.

Sign Variance Criteria – Established Criteria

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

Official Plan Map Land Use Plan:
335 Yonge Street



Sign Variance Criteria – Established Criteria

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

- Subject Premises is designated Mixed Use Areas within the Downtown Plan Secondary Plan (Mixed Use Areas 2).
- Official Plan policies promote retail, entertainment, and investment along Downtown Yonge Street – identified uses are in keeping with these objectives.
- Area-Specific Policy 174 encourages signage contributing to a vibrant, identifiable commercial core.
- **Appellant Concern:** References Official Plan policies related to building edges, massing, and architectural form.
 - Concerns are related to urban design principles and built-form – not in the scope of Chapter 694.
- **CBO Opinion:** Review of the Proposed SMP has indicated that the Proposed Signs would facilitate business identification and support economic activity consistent with OP objectives for Mixed Use Areas and current uses on the Subject premises. As such, this criterion is met.

Sign Variance Criteria – Established Criteria

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

- The signs in the proposed SMP would replace existing signs that have been in place for years without known adverse impacts.
- Upon the implementation of the Proposed SMP, the overall number of signs on the site would be reduced, resulting in less visual clutter.
- No increased impacts on adjacent premises compared to existing conditions are anticipated.
- Coordinated signage scheme improves visual cohesion .
- **CBO Opinion:** No adverse effects arising from the Proposed SMP are expected; this criterion is established.

Sign Variance Criteria – Established Criteria

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

- The Proposed Signs would meet the Sign Bylaw requirements:
 - Not obstruct any sight triangles for vehicular traffic.
 - Not be located within the visibility zone.
 - Not flash or display any form of intermittent illumination and likely not be confused with traffic signals.
- The Proposed Signs shall be designed and installed as per the Ontario Building Code.
- **CBO Opinion:** Based on available information, the Proposed Signs in the Proposed SMP do not raise public safety concerns; this criterion is met.

Sign Variance Criteria – Established Criteria

694-30A(7) - The Proposed Sign does not alter the character of the premises or surrounding area.

- Sign types, scale, and placement are consistent with grade-related commercial signage in the SK-SSD and the existing signage in the immediate surrounding area.
- Proposed SMP consolidates existing signage, reduces clutter and improves visual coordination.
- No new sign types or atypical visual elements are introduced beyond what is already characteristic of the district.
- **Appellant Concern:** Questions compatibility with Yonge Street's historic retail character, and with future vision for higher-quality buildings and public realm improvements.
 - These concerns relate to broader built-form and infrastructure matters, not signage.
- **CBO Opinion:** The Proposed Signs reflect existing district character and would not alter the established look and feel of the area; this criterion is established.

Sign Variance Criteria – Established Criteria

694-30A(8): The Proposed Sign will not be contrary to the public interest.

- Public notice was provided in accordance with Chapter 694 and all submissions were reviewed.
- Assessment focuses on signage-related matters, economic competition, enforcement, and structural matters are outside Chapter 694 and, cannot be determinative of public interest for the decision-making.
- Approval of the Proposed SMP does not constitute approval of individual signs, nor does it authorize any existing or proposed structures on the Subject Premises.
 - Full compliance with all other applicable laws and regulations governing the site and buildings, including the City's Sign By-law and the Ontario Building Code are still required.
- **Appellant Concern:** Approval of the Proposed SMP would legitimize undesirable site conditions and contribute to economic and character decline.
- **CBO Opinion:** The Proposed SMP improves signage coordination, reduces visual clutter, supports active commercial uses, and aligns with established Sign By-law and Official Plan objectives, thereby aligns with the public interest.

Conclusion and CBO Recommendation

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

The Sign Variance Committee grant the requested variance to Subsection 3E(5) of Schedule C, Additional Special Sign District Regulations, to Chapter 694, Signs, General, required for the implementation of the Proposed SMP on the premises municipally known as 335 Yonge Street.

QUESTIONS?