

Terry Patterson

From: Jasmine C. M. Fraser
Sent: October 5, 2026 4:37 PM
To: Fernanda Patza; signbylawunit
Subject: 207 Queen's Quay W - First Party Sign Variance Appeal - October 22, 2026 Hearing
Attachments: 207 Queens Quay W - Hearing Presentation - October 2026.pdf; 207 Queens Quay W - Heritage Memo - ERA Architects - October 2026.pdf

Good afternoon,

I am counsel for the Appellant in the above-noted appeal. A Notice of Appeal was filed on August 14, 2026 and understand that the appeal will be heard by the Sign Variance Committee on Thursday, October 22, 2026.

Attached please find a presentation that I intend to use at the hearing along with an opinion letter prepared by heritage consultants ERA Architects, for City staff and the Committee's review ahead of the hearing.

Of note, among other minor revisions, the proposed wall signs have been reduced in size from 17.68 m to 11.51 m (in length) (see DWG No. W2.3 on page 22 of the presentation). No additional and/or different variances are sought.

Kindly confirm receipt. At this time, I also wish to register as a speaker at the October 22nd hearing.

Jasmine

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Queen's Quay Terminal

Exterior Signage Design

Issued for Variance Appeal
September 24, 2026



NORTHAM
REALTY ADVISORS LIMITED

Existing Area Signs

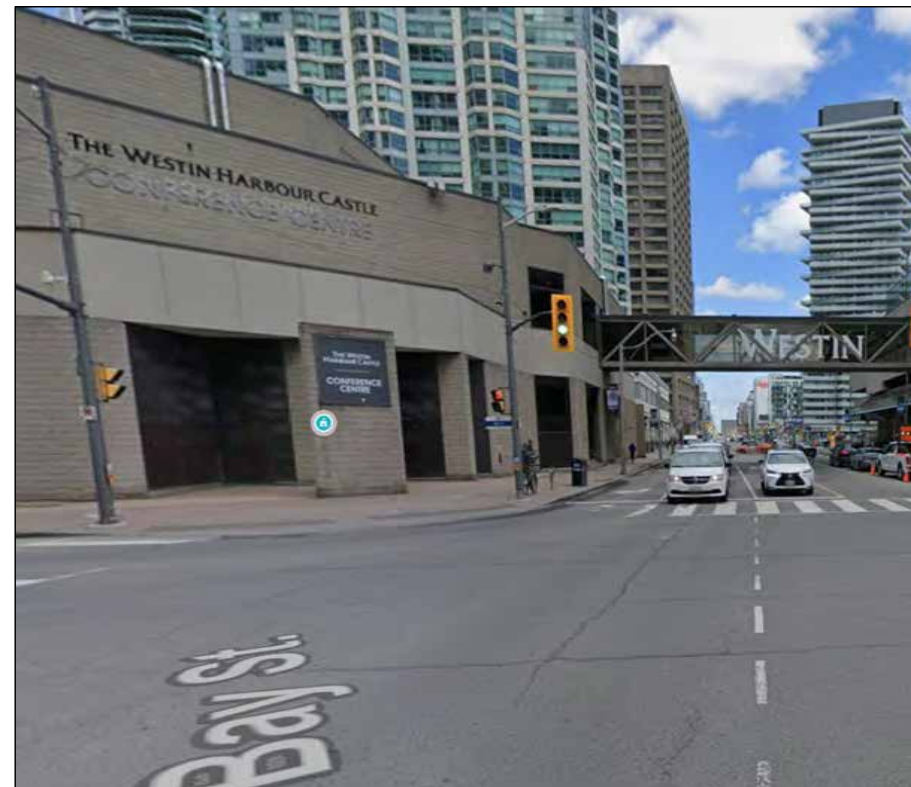
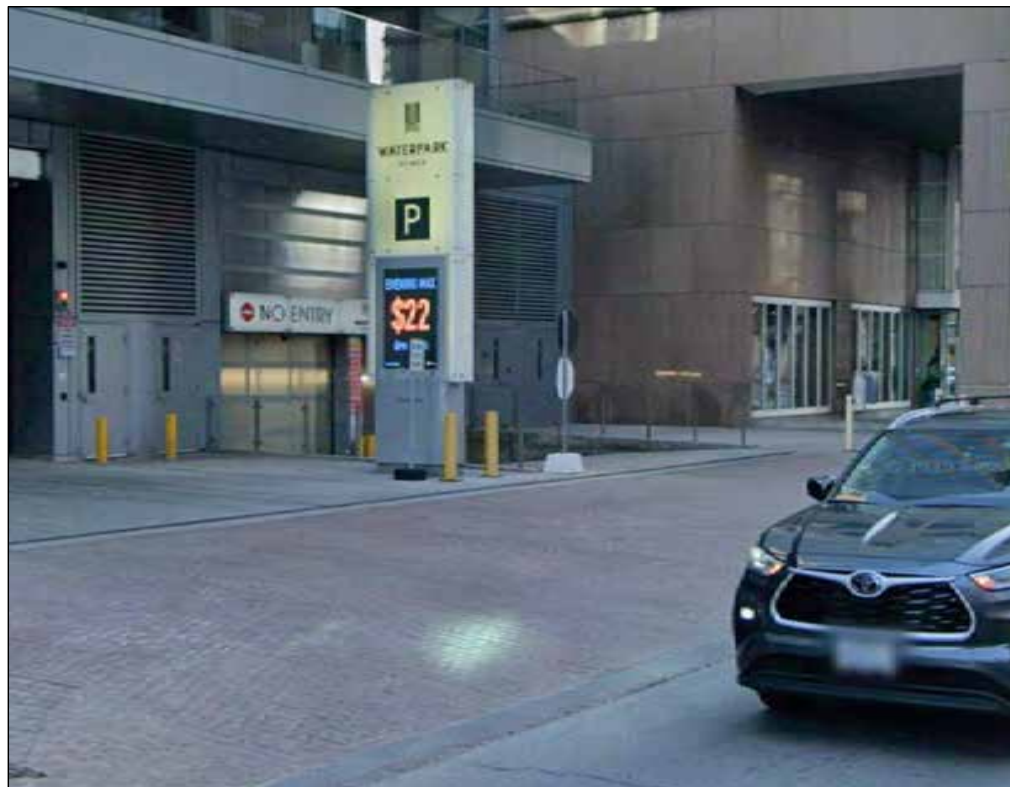
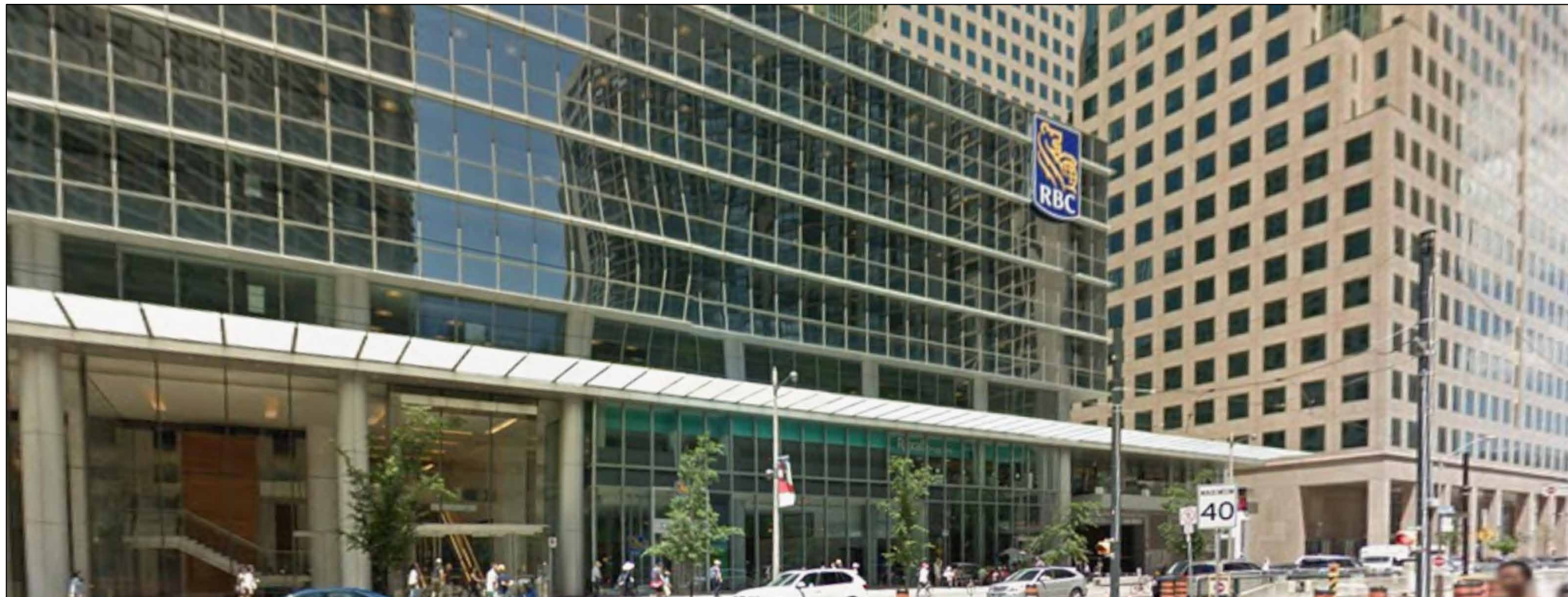


 Kramer Design Associates Tel: 416.921.1078 Fax: 416.921.9934 www.kramer-design.com	CLIENT	Northam Realty Advisors Limited	PROJECT	Queens Quay Terminal Signage Program	DATE		TITLE	Existing Area Signs	DWG No
					Issued for Variance Appeal	September 9, 2026			W1.0
							APPROVAL		
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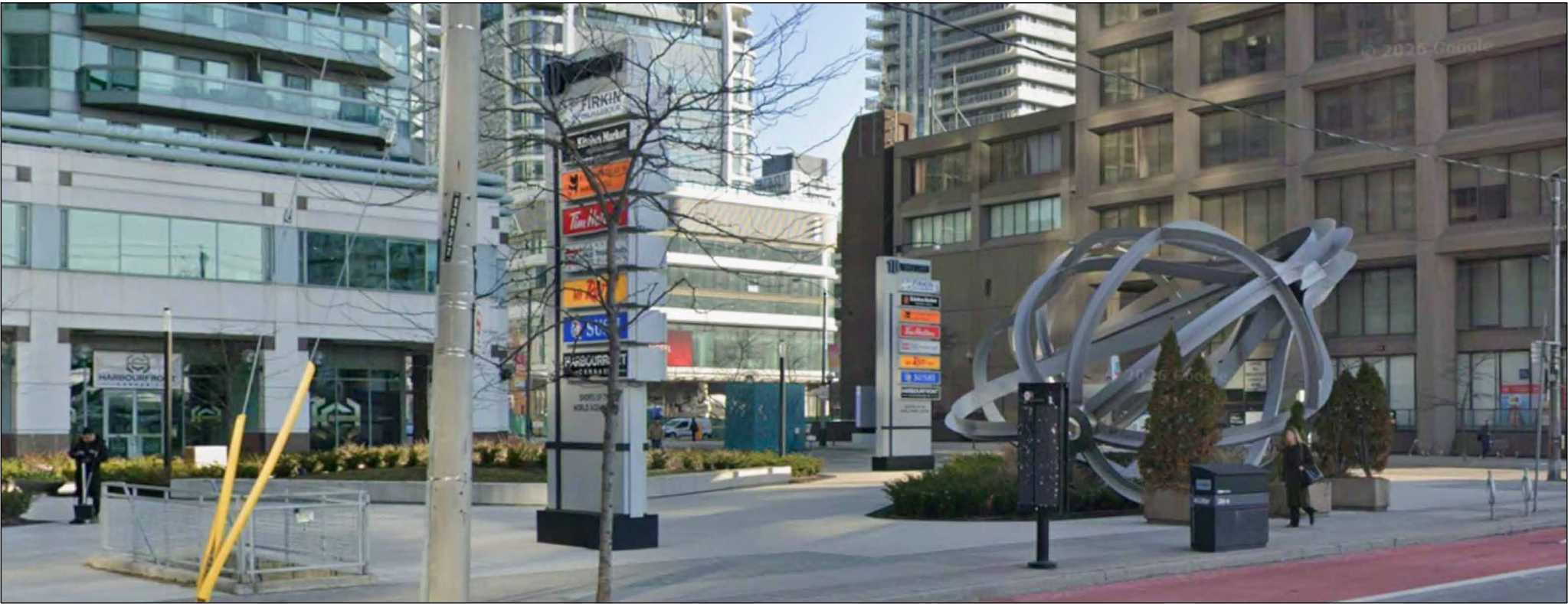
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					Issued for Variance	June 11, 2026			W1.0a
							APPROVAL		
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					Issued for Variance Appeal	September 24, 2026			W1.0b
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1 10 Queens Quay W - 2 Multi-Tenant Ground Signs
W1.0c



2 100 Queens Quay E - Farm Boy Above 2nd Storey
W1.0c



3 100 Queens Quay E - LCBO Sign on 3rd Floor
W1.0c



4 100 Queens Quay E - Anchor Tenant Sign on 4th Floor
W1.0c



5 130 Queen's Quay E - Branding on 5th Floor
W1.0c

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					Issued for Variance Appeal	September 24, 2026			W1.0c
							APPROVAL		
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Existing Signs on Heritage Buildings



1 Canada Malting Co.
W1.0d



2 West Block - 500 Lake Shore Blvd W
W1.0d



3 West Block - 500 Lake Shore Blvd W
W1.0d



4 Tip Top Tailors - 637 Lake Shore Blvd W
W1.0d



5 The Power Plant Gallery - 231 Queen's Quay W
W1.0d

 Kramer Design Associates Tel: 416.921.1078 Fax: 416.921.9934 www.kramer-design.com	CLIENT		PROJECT	Queen's Quay Terminal Signage Program	DATE		TITLE	Existing Signs on Heritage Buildings	DWG No
	Northam Realty Advisors Limited				Issued for Variance	June 11, 2026			W1.0d
					Revised	October 2, 2026			
							APPROVAL		
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Historic Images of Queen's Quay Terminal



1

Projecting Sign and Rooftop Letters

W1.0e

Date: 1929



2

Sign on Fascia and Rooftop Letters and Billboard

W1.0e

Date 1963



3

Rooftop Billboards

W1.0e

Date: 1970s



4

Rooftop Billboards

W1.0e

Date: 1970s

 Kramer Design Associates Tel: 416.921.1078 Fax: 416.921.9934 www.kramer-design.com	CLIENT	Northam Realty Advisors Limited	PROJECT	Queen's Quay Terminal Signage Program	DATE		TITLE	Historic Images of Queen's Quay Terminal	DWG No
					Issued for Variance	June 11, 2026			W1.0e
					Revised	September 24, 2026			
							APPROVAL		
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Queen's Quay Terminal Site Conditions



1 Looking Southwest from Queen's Quay
W1.0f



2 Looking South from Queen's Quay
W1.0f



3 Looking Southeast from Queen's Quay
W1.0f



4 Northeast Corner Looking Southwest September 2026
W1.0f



5 Northeast Corner Looking Southwest
W1.0f



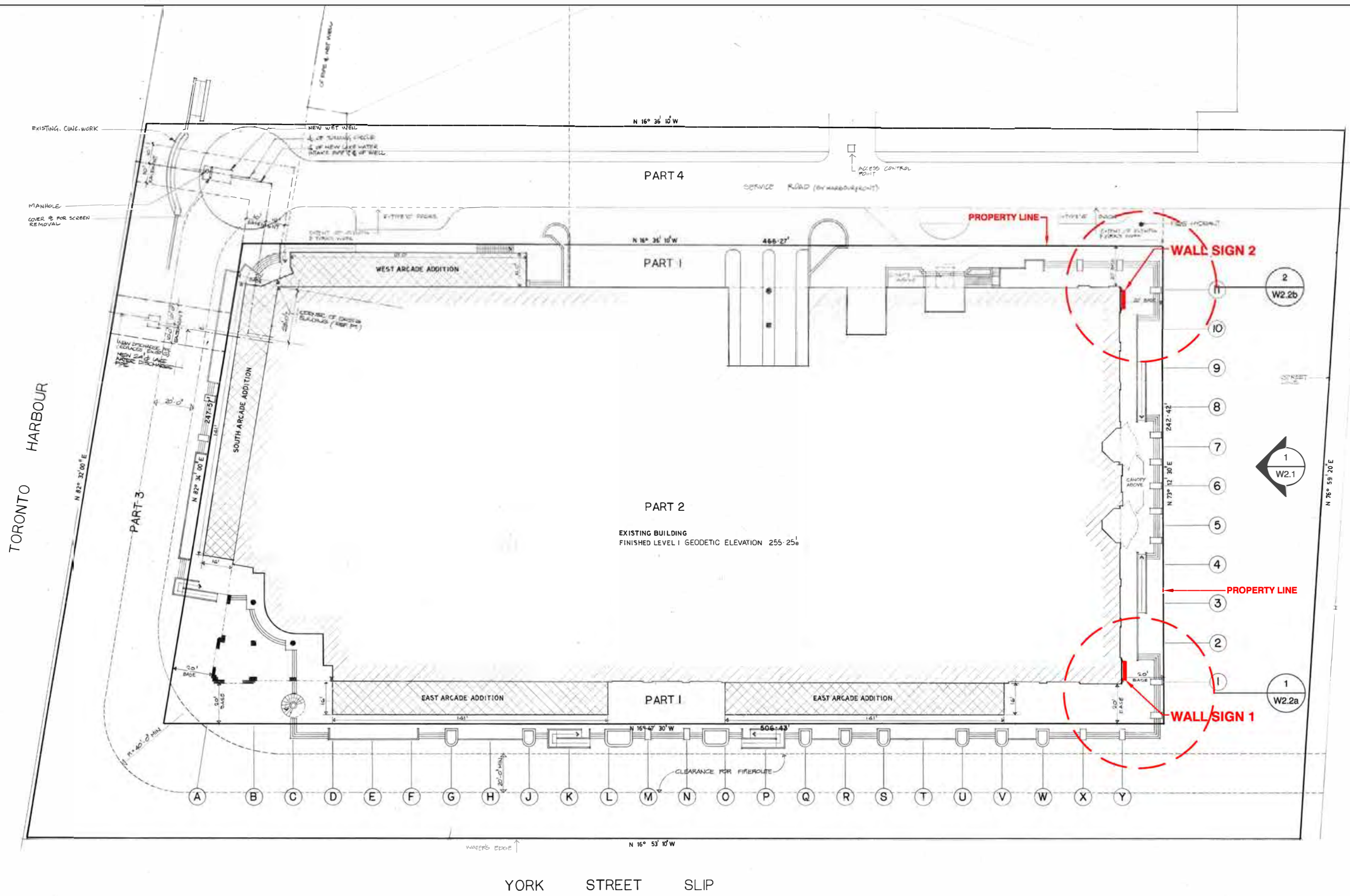
6 Southeast Corner Looking North
W1.0f



7 Southwest Corner Looking North
W1.0f

 Kramer Design Associates Tel: 416.921.1078 Fax: 416.921.9934 www.kramer-design.com	CLIENT	Northam Realty Advisors Limited	PROJECT	Queen's Quay Terminal Signage Program	DATE		TITLE	Existing Site Conditions	DWG No
					Issued for Variance	June 11, 2026			W1.0f
					Revised	September 24, 2026			
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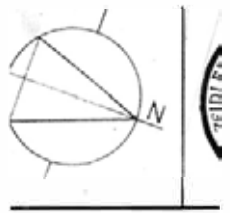
Proposed First Party Wall Signs



EXIST. 10" R.TORV
EXIST. 2" SAN. BELVEK
EXIST. HYDR. CONDUIT
EXIST. WATER MAIN

QUEENS QUAY WEST

NOTE:
SITE INFORMATION TAKEN FROM PLAN OF SURVEY OF PART OF BLOCK 12, REGISTERED PLAN 514-E, CITY OF TORONTO, BY JACCONNELLY, TORONTO, KNAUTH & ASSOCIATES, LAND SURVEYORS, AND SHOWN IN THEIR PLAN NO. 28, DATED JAN. 8, 1981.



1 Sign Location Plan
W2.0a Scale: 1:600

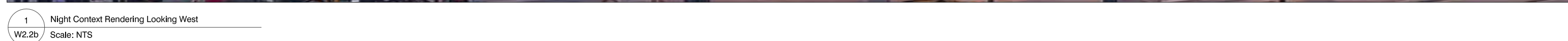
CLIENT	Northam Realty Advisors Limited	PROJECT	Queen's Quay Terminal Signage Program	DATE		TITLE	Site Plan Details	DWG No
		Issued for Variance		June 11, 2026		W2.0a		
							APPROVAL	
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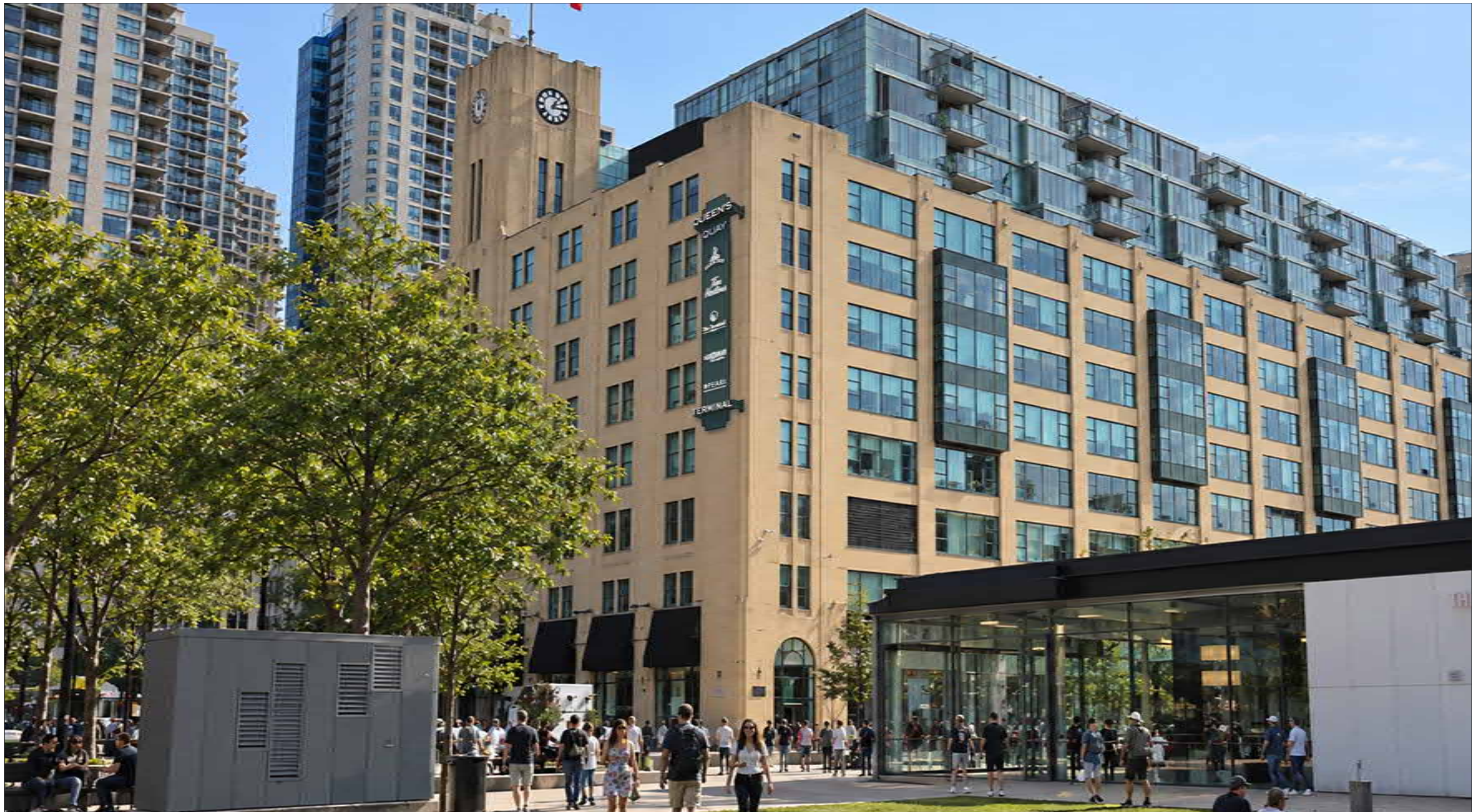
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1 Context Rendering Looking West
W2.2a Scale: NTS

 Kramer Tel: 416.921.1078 Design Fax: 416.921.9934 Associates www.kramer-design.com	CLIENT	Northam Realty Advisors Limited	PROJECT	Queen's Quay Terminal Signage Program	DATE		TITLE	Context Rendering Looking West	DWG No
					Issued for Variance	June 11, 2026			W2.2a
					Revised	September 24, 2026			
							APPROVAL		
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[illegible]



Context Rendering Looking East

Scale: NTS

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W2.2c

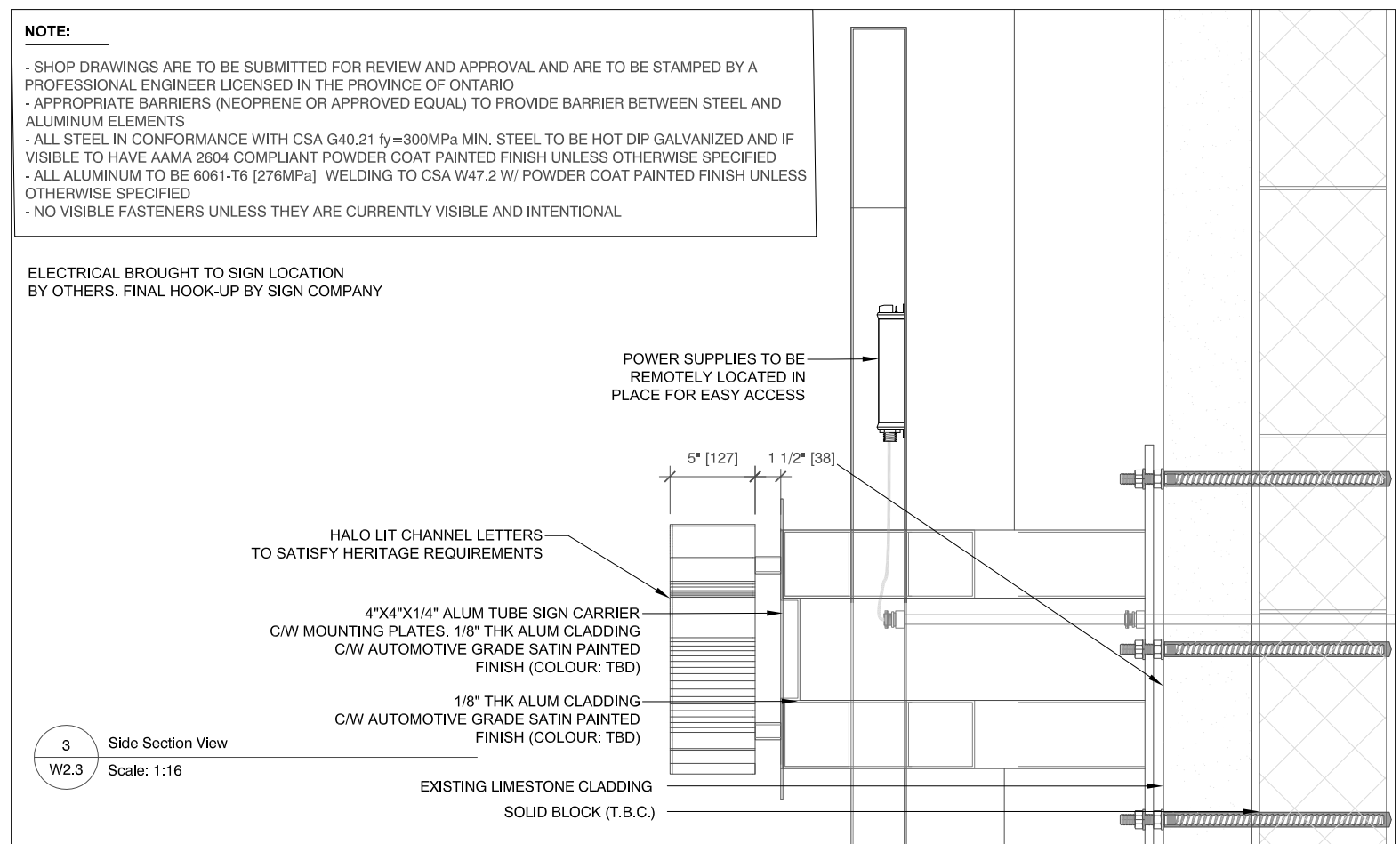
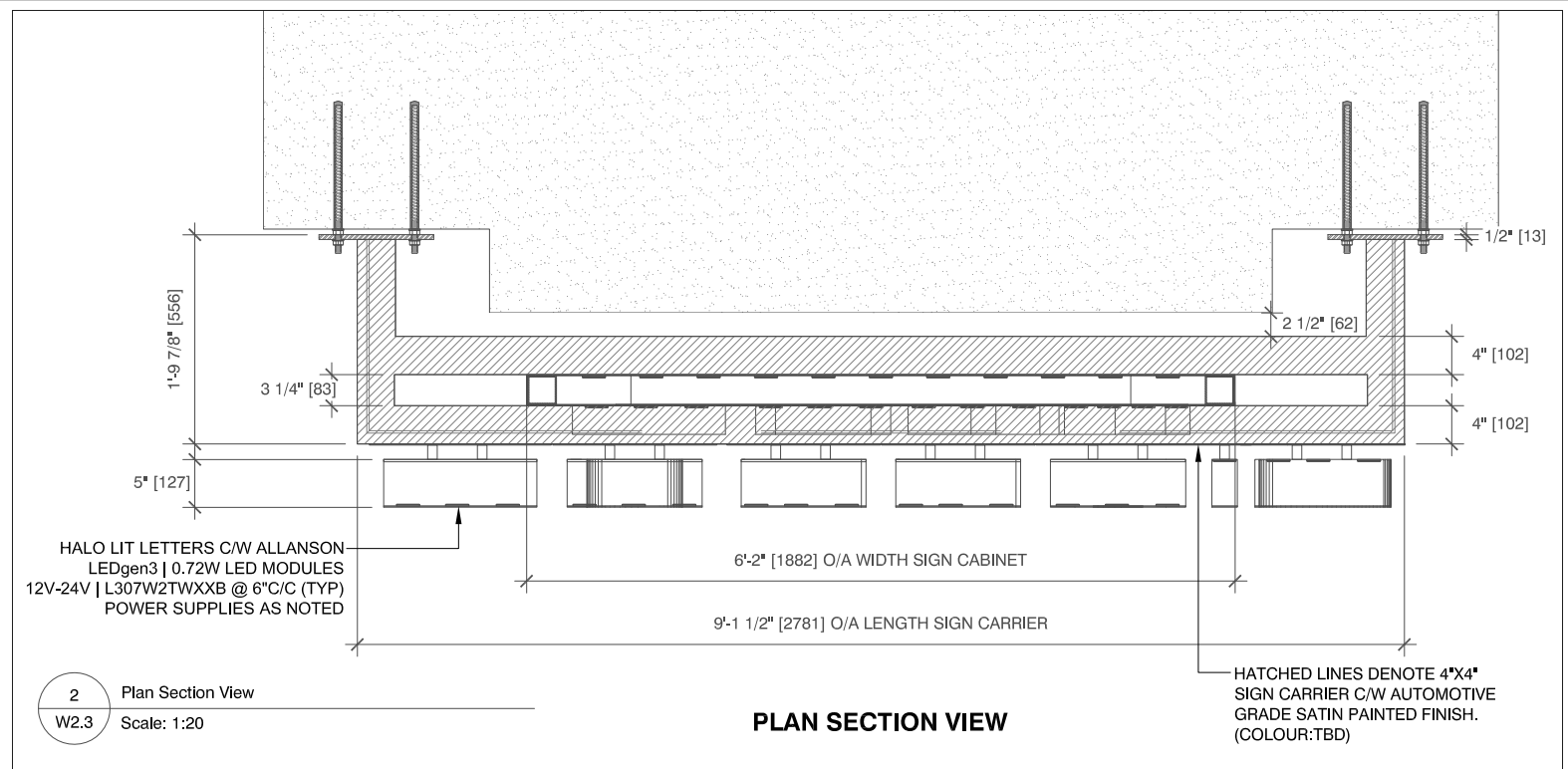
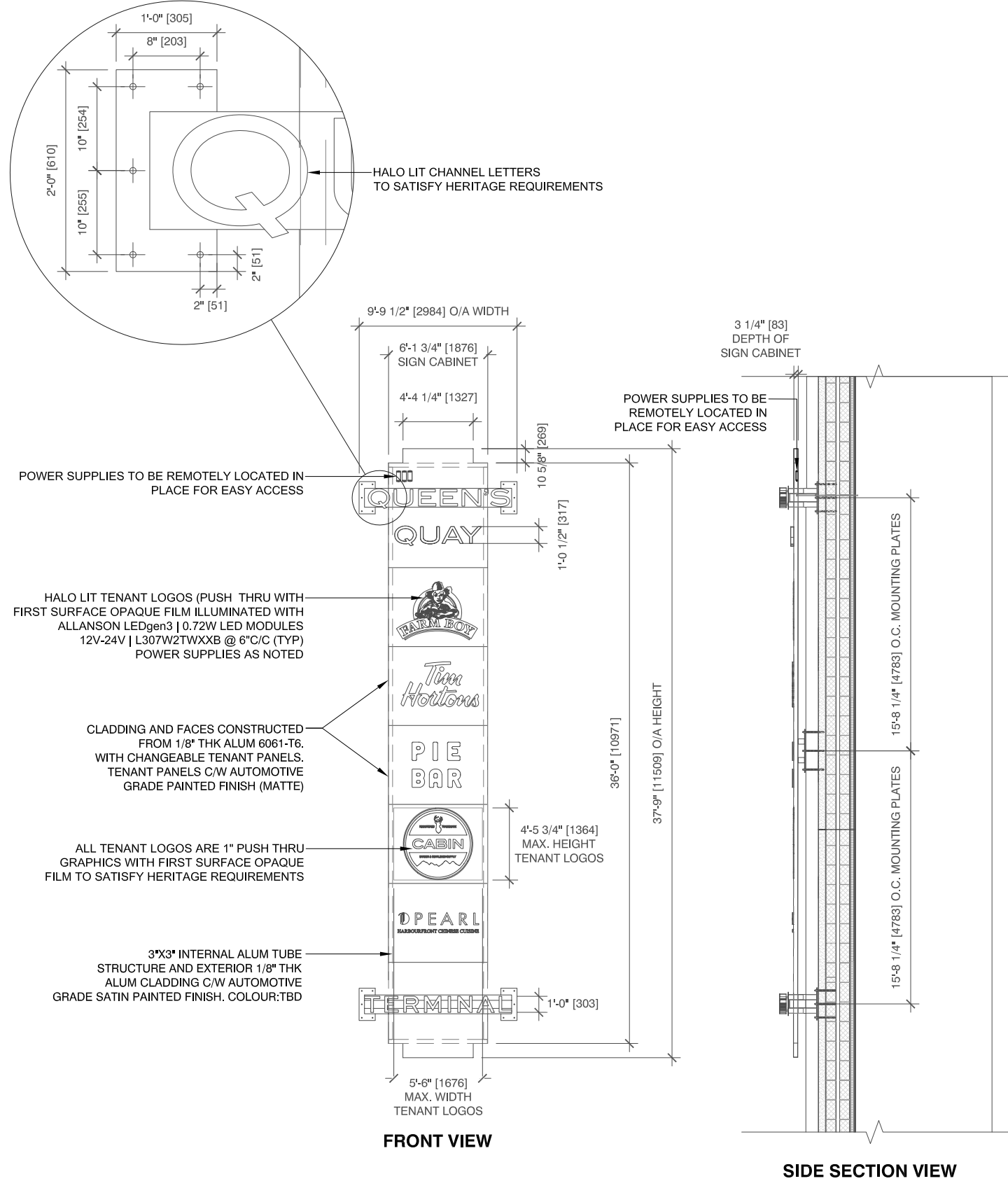
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Scale: NTS

 Kramer Tel: 416.921.1078 Design Fax: 416.921.9934 Associates www.kramer-design.com	CLIENT	Northam Realty Advisors Limited	PROJECT	Queen's Quay Terminal Signage Program	DATE		TITLE	Night Context Rendering Looking East	DWG No
					Issued for Variance Appeal	August 12, 2026			W2.2d
					Revised	September 24, 2026			
							APPROVAL		
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Technical Information



HERITAGE MEMORANDUM

Subject: **FIRST PARTY SIGN VARIANCE APPLICATION**
207 QUEENS QUAY WEST (CITY FILE NO. 26-184194)

Issued To: Sign Variance Committee
Attn: Sign By-law Unit
Toronto City Hall, Ground Floor, East Tower 100 Queen Street West
Toronto, ON, M5H 2N2
E: signbylawunit@toronto.ca

Project: **207 Queen's Quay West (ERA Project # 26-206)**

Date Issued: October 5, 2026

Purpose

ERA Architects (ERA) was retained by Kramer Design Associates (KDA) to evaluate the Exterior Signage Design for 207 Queen's Quay West ("the Site") prepared by KDA, dated June 11, 2026 ("the prior proposal"). To prepare this heritage memorandum, ERA evaluated the prior proposal in light of the cultural heritage value of the Site, the history of signage on the building, the current conditions on the Site, applicable heritage policies and guidelines, and relevant local precedents. This evaluation led ERA to propose a number of revisions to the prior proposal, resulting in the revised Exterior Signage Design for the Site prepared by KDA, dated September 24, 2026 ("the current proposal"). The purpose of this memo is to summarize ERA's background research, and to assess the heritage impacts and mitigation measures of the current proposal.

Summary of Findings

The Site, which is listed on the Toronto Heritage Register, contains the former Toronto Terminal Warehouse which was constructed in the 1920s and redeveloped as a mixed-use complex in the early 1980s. Throughout its history, the Site has included large-scale, first- and third-party signs located on and above the primary north elevation of the building. The variety, quantity, and scale of the signage found on the building has, however, decreased significantly in recent years, reducing the visibility of building tenants. This problem is compounded by the fact that the lower portion of the primary north elevation is heavily obscured as viewed from the public realm.

The current proposal calls for the installation of a pair of wall signs on the pilasters located at the east and west corners of the north elevation, above the second storey of the building. Having evaluated the impact of the current proposal, ERA is of the opinion that the proposed signs are physically and visually compatible with, subordinate to, and distinguishable from the heritage resource, and that they help to conserve its cultural heritage value. The scale and positioning of the proposed signs is consistent with the signage found on other local heritage resources of a similar scale and era of construction. Furthermore, from a heritage perspective, the proposed signs satisfy each of the tests stipulated by § 694–30 A of the City of Toronto Sign By-law.

Background Information

Heritage Value

The Site, which is located along the City's Central Waterfront, on the south side of Queen's Quay West near the base of York Street, was listed on the City of Toronto Heritage Register on June 20, 1973. The Site contains the former Toronto Terminal Warehouse which was designed by Moores & Dunford, a New York City-based architecture firm that specialized in reinforced concrete warehouse structures. The Terminal Warehouse is the largest and only remaining example of the firm's work in Canada. Constructed in 1926 and 1927, the original eight-storey, 950,000-square foot complex was designed to accommodate the storage of both dry and perishable goods transported via the adjoining pier and two dedicated railway lines that ran through the first floor of the building. In keeping with its functional requirements, the bulk of the building is a utilitarian post and beam structure. The building's distinguishing architectural details are located on its primary north elevation. This symmetrical facade is composed of a central clock tower and a series of pilasters and bays, including a pair of oversized corner pilasters that echo the form of the tower with a simplified profile that extend above the typical parapet, with stepped corner detail.

The Terminal Warehouse continued to serve its original function as a warehouse facility occupied by a wide range of importers and other businesses until it was adapted to serve new uses in the early 1980s. Designed by Zeidler/Roberts Architects of Toronto, the former Terminal Warehouse was redeveloped as a 12-storey mixed-use complex housing retail, cultural, office, and residential uses. The redeveloped Queen's Quay Terminal, along with the neighbouring Harbourfront Centre and Powerplant Contemporary Art Gallery, were important early components of the revitalization of the Toronto's Central Waterfront, helping to transform this former industrial area into a vibrant mixed-use precinct. While not adjacent, there is a nearby designated heritage property to the east at 145 Queen's Quay West, the Toronto Ferry Company Waiting Room.

Signage History

During both phases of its history—as the Toronto Terminal Warehouse and the redeveloped Queen's Quay Terminal—the Site has been characterized by the presence of large-scale, first- and third-party signs, many of which would not be in conformance with the requirements of the current City of Toronto Sign By-law. An examination of available archival images suggests that the variety, quantity, and scale of the signage found on the building has been decreased significantly in recent years (see Appendix A).

Large-scale signs were present in several locations on the building throughout the life of the Toronto Terminal Warehouse from the late 1920s until its redevelopment in the early 1980s. While the signage on the Terminal Warehouse was likely beyond the scope of Moores & Dunford's original design, this added layer was present on the building as early as 1928. Archival images taken immediately after construction was completed show large cut-letter sans serif signage located at the roof level on several elevations, including the primary north elevation, see photo 1. This signage served to identify the building as the "Terminal Warehouse" to vehicles approaching from either the harbour or the shore, and also identified the functional parts of the complex, including those areas used for both "Dry Storage" and "Cold Storage". An additional layer of third-party signage was added at the roof level by 1930 when archival images show a pair of angled cut-letter signs for "Nestlé's Milk" flanking the central clock tower above the north elevation, see photo 2. Third-party billboard signs advertising a number of firms, including "White Rose Motor Oil" (1940s) see photo 3, "White Rose Gasoline" (1950s and 1960s) see photo 4, and Royal Trust (1970s and 1980s), see photo 5 occupied this same space at the roof level above the north elevation prior to the redevelopment of the Terminal Warehouse in the early 1980s.

Various projecting and wall-mounted signs were also present on the oversized pilasters located at the east and west corners of the building's primary north elevation throughout the functional life of the Terminal Warehouse. Given the wide range of importers and other businesses that operated out of the warehouse complex, the signs located on the east and west pilasters likely functioned as first-party signage intended to identify building occupants. Archival images taken in the late 1920s show a large projecting sign on the east pilaster extending from just above grade to the third floor level, see photos 1 and 2. Images taken in the 1960s, 1970s, and 1980s show a range of other wall-mounted signs occupying this same portion of the east pilaster see photos 4, 5, and 6. Available archival images also show a tall wall mounted sign on the west pilaster throughout this same period of time, see photo 5. This sign, which extended from just above grade to the fifth floor level, identified the "Terminal Building" in a sans serif typeface similar to the cut-letter signage identifying the "Terminal Warehouse" at the roof level above a number of elevations, including the north elevation.

Large-scale signs continued to be found at multiple locations on the north elevation following the redevelopment of Queen's Quay Terminal in the early 1980s see photos 7 and 8. The redevelopment saw the addition of four residential floors above the original warehouse building making roof-level signage less desirable due to the potential for obstructed views. A pair of static billboards were, however, present at the roof level above the eighth storey following the Queen's Quay redevelopment in the 1980. The billboards, which flanked the central clock tower, appears to have advertised the new condominium residences in the complex. A large wall-mounted cut-letter sign for office tenant "Swiss Bank" was also present at the top of the east pilaster on the north elevation in the 1980s and 1990s see photo 7. This first-party signage included the name and logo of the bank and extended from the eighth floor level to the roof line of the original Terminal Warehouse building. An examination of available archival images captured over the past two decades, suggests that the variety, quantity, and scale of the signage found on the building has decreased in recent years.

Current Conditions

- The property is surrounded on all sides by lands owned by Harbourfront Centre and does not front on the public street, see Appendix B photos 9, 10, and 11. Within that surrounding property, there is signage and a building that further obscures and obstructs views from the public right of way and limits the visibility of signage on the building, see photos 12 and 13. As seen in the context photos, only the upper portions of the existing building are consistently visible from the public realm.
- The lower portion of the primary north elevation of the building is heavily obscured from Queen's Quay West by mature trees planted in the open space located between Queen's Quay West and the Site, significantly reducing the visibility of signage located on the north elevation below the second storey, see photo 14.
- The variety, quantity, and scale of the signage located on and near the north elevation of the building has decreased in recent years, and is significantly reduced from the historic signage found on the north elevation both prior to and in the decades immediately following the redevelopment of the Site.
- Queen's Quay Terminal is a multi-use complex occupied by a variety of retail, office, and residential uses. The identity and location of the Site's current retail and office tenants is not being effectively communicated by the current signage located on and near the north elevation of the building facing Queen's Quay West.

Heritage Evaluation of Current Proposal

ERA has evaluated the Exterior Signage Design for the Site prepared by KDA, dated September 24, 2026 (“the current proposal”) in light of the cultural heritage value of the Site, the history of signage on the building, and the current conditions on the Site, all of which are described in the preceding section of this heritage memorandum, as well as applicable heritage policies and guidelines, and relevant local precedents. The *Standards and Guidelines for the Conservation of Historic Places in Canada* (“the Standards & Guidelines”) provide a framework with which to evaluate the current proposal. The Standards & Guidelines stipulate the following:

“New signs should be compatible with the building in terms of size, scale, material, style and colour. They should also not obscure, damage or destroy character-defining elements.”

The Standard & Guidelines further identify the following three tests that any new addition to an historic place or any related new construction should meet:

“Make new work physically and visually compatible with, subordinate to, and distinguishable from the historic place.”

The current proposal calls for the installation of a pair of wall signs of equal size on the oversized pilasters located at the east and west corners of the north elevation. While the proposed signs are located above the second storey of the building, and therefore do not conform with § 694–21 D (5) (a) of the City of Toronto Sign By-law, ERA is of the opinion that these new signs are physically and visually compatible with, subordinate to, and distinguishable from the heritage resource, and that they help to conserve its cultural heritage value. ERA has evaluated the impact of the proposal in relation to the following:

- *Size and Scale relative to the North Elevation:* The size and scale of the proposed signs are appropriate relative to the both the north elevation and the corner pilasters on which they are located. The proposed signs, which are smaller than those proposed in the prior proposal, are less than half of the height of the corner pilasters, making them visually compatible with the original eight-storey building.
- *Position on the North Elevation:* Whereas the signs in the prior proposal were located at the roofline, the signs in the current proposal have been lowered to align with the bottom edge of the windows at the eighth storey. By lowering the signs, the current proposal maintains the prominence of the roofline of the building, ensuring that the proposed signs respond to the distinguishing architecture of the north elevation and are visually subordinate to the building.
- *Design:* The design incorporates a stepped profile at top and bottom that echoes the profiles of the pilasters and tower. It also names the building in horizontal bands at top and bottom that visually tie it back and physically anchor it to the location. The text uses a sans serif typeface that echoes the original typeface on the building signage and includes the “Terminal” moniker directly referencing the historic naming as Terminal Warehouse.
- *Size and Position relative to Bay Window Additions:* The top and bottom edges of the proposed signs align with the top and bottom edges of the bay windows located on the east and west elevations of the building, which were added to the building as part of the redevelopment in the early 1980s. The alignment of the proposed signs with the bay windows creates a compatible visual association between these newer elements of the building, ensuring that the proposed signs are compatible with the design of the redeveloped Queen’s Quay Terminal. Additionally, the width of the sign is narrower than the wall plane and the pilaster to make it subordinate in scale to its location.

- *Material and Colour:* The material and colour of the proposed signs echo those found in the secondary details around the building such as the three-storey bays on the east and west facades, the metal windows, louvres and the entrance canopy. This ensures that the new signage is both compatible with other secondary elements around the building, yet distinguishable from the fabric of the concrete building with cream coloured stucco finish.

Having reviewed the current proposal, ERA is of the opinion that the proposed signs are physically and visually compatible with, subordinate to, and distinguishable from the heritage resource, that they do not obscure, damage or destroy its character-defining elements, and that they help to conserve its cultural heritage value.

A review of the following three precedents (see Appendix C), all of which are buildings of a similar scale and era of construction to the Toronto Terminal Warehouse, further suggests that the scale and positioning of the signage proposed for the Site is consistent with signage found on other local heritage resources:

- *438 Church Street—Maple Leaf Gardens:* includes a pair of projecting box signs mounted on the piers located at the southwest and northeast corners of the building that has a comparable scale and position to the signage proposed for the Site. The projecting signs, which provide first-party signage for multiple building tenants, extend from the second to fourth floor level, see photos 17 and 18.
- *500 Lake Shore Boulevard West—Loblaws's Groceries Company:* includes a projecting box sign mounted on the pier located at the southeast corner of the building that has a comparable scale and position to the signage proposed for the Site. The projecting sign, which provide first-party signage for Loblaws, extends from the second to fourth floor level. The building also features large custom formed box signs between the second and third floor levels on the south elevation of the building and large individual cut letters mounted on a carrier bar between the second and third floor levels on the east elevation of the building, see photo 19.
- *497 Richmond Street West—Water Work Building:* includes a pair of wall mounted banner signs located at east and west ends of the south elevation of the building that has a comparable scale to the signage proposed for the Site. The banners, which provide first-party signage for multiple building tenants, extend from the first to second floor level see photo 20.

Finally, ERA is of the opinion that, from a heritage perspective, the proposed signs satisfy each of the following five relevant tests stipulated by § 694–30 A of the City of Toronto Sign By-law:

- *(2) Be compatible with the development of the premises and surrounding area:* The design of the proposed signs is compatible with the architecture of the Terminal Warehouse and the secondary details associated with the later redevelopment of the Site. The scale and positioning of the proposed signs responds to the architectural details of the north elevation, are appropriate given site constraints limiting the visibility of the lower portion of the north elevation, are comparable to signage found on other local heritage resources, and are in keeping with signage found on buildings in the surrounding area. The proposal has no impact on the nearby heritage property.
- *(3) Support the Official Plan objectives, (see 3.1.6 Heritage Conservation, and specifically Policies 4 and 5) for the subject premises and surrounding area:* The proposed signs are physically and visually compatible with, subordinate to, and distinguishable from the heritage resource and are designed to conserve the cultural heritage values, attributes, and character of the property.
- *(4) Not adversely affect adjacent premises:* For the reasons stated above, the proposed signs are compatible with the Site, in keeping with signage found on buildings in the surrounding area, and will have no adverse impacts on adjacent premises.

- *(7) Not alter the character of the premises or surrounding area:* The proposed signs are compatible with the design of the Terminal Warehouse and the secondary details associated with the later redevelopment of the Site. By incorporating the “Terminal” moniker in a sans serif typeface that echoes the original cut-letter signage on the building, the proposed signs strengthen the connection to the historic Terminal Warehouse, allowing the Site to better express its historical value and character within the Quay’s Quay streetscape.
- *(8) Not be, in the opinion of the decision maker, contrary to the public interest:* The proposed signs are in the public interest, enhancing the visibility of an important heritage resource as seen from the public realm.

We trust this is to your satisfaction. If you have any questions, please do not hesitate to contact us.

Thank You,

Andrew Pruss
Principal, ERA Architects



Enclosure/Attachments:

- A. Historic Signage on Site
- B. Context Photos
- C. Precedents

A. Historic Signage on Site



Photo 1. 1929 photograph of Terminal Warehouse with cut-letter signage at roof level and projecting sign at east pilaster on north elevation (TPL Digital Archive)



Photo 2. 1930 photograph of Terminal Warehouse with signage for "Nestlé's Milk" at roof level and projecting sign at east pilaster on north elevation (Library and Archives Canada)



Photo 3. 1946 photograph of Terminal Warehouse with signage for "White Rose Motor Oil" at roof level (Library and Archives Canada)



Photo 4. 1963 photograph of Terminal Warehouse with signage for "White Rose Gasolines" at roof level and tall wall mounted sign at west pilaster on north elevation (Google)



Photo 5. c. 1980s photograph of Terminal Warehouse with signage for "Royal Trust" at roof level and tall wall mounted sign at west pilaster on north elevation (City of Toronto Archives)



Photo 6. c. 1980s photograph of Terminal Warehouse with unused signage support structure at roof level and wall mounted sign at east pilaster on north elevation (City of Toronto Archives)



Photo 7. c. 1980s–1990s
photograph of Queen's Quay
Terminal with signage for "Swiss
Bank" at top of east pilaster on
north elevation (City of Toronto
Archives)



Photo 8. c. 1980s–1990s
photograph of Queen's Quay
Terminal with signage for
condominium residences at roof
level (City of Toronto Archives)

B. Context Photos



Photo 9. View of the Site looking southwest from the northeast corner of Queen's Quay West and York Street (ERA, 2026)



Photo 10. View of the Site looking southwest from Love Park (ERA, 2026)

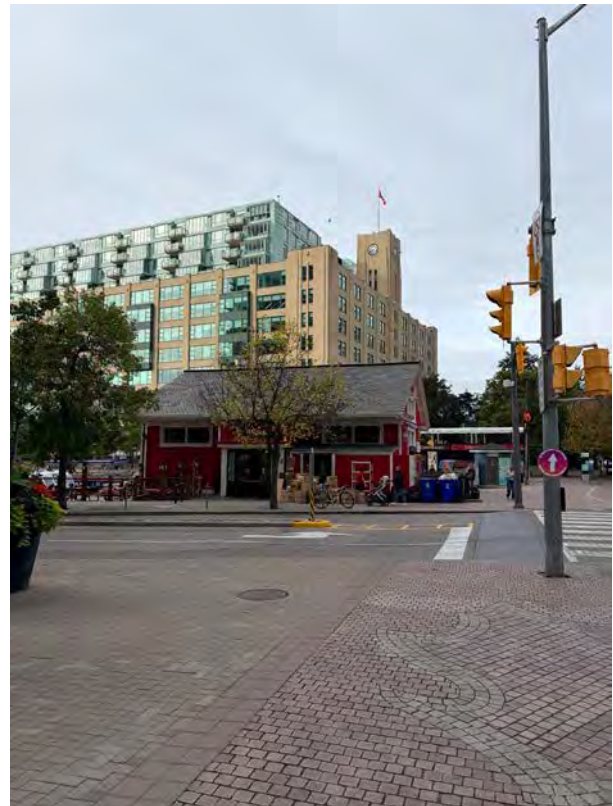


Photo 11. View of the Site looking west from the southeast corner of Queen's Quay West and Harbour Square (ERA, 2026)



Photo 12. View of the Site looking southwest from Queen's Quay West (ERA, 2026)



Photo 13. View of the Site looking southwest from Queen's Quay West (ERA, 2026)



Photo 14. View of the Site looking south from Queen's Quay West (ERA, 2026)



Photo 15. View of the Site looking northwest from Waterfront Trail (ERA, 2026)



Photo 16. View of the Site looking east from Queen's Quay West (ERA, 2026)

C. Precedents



Photo 17. 438 Church Street (Maple Leaf Gardens) with projecting sign at northeast corner of building (Google Maps, 2026)



Photo 18. 438 Church Street (Maple Leaf Gardens) with projecting sign at southwest corner of building (Google Maps, 2026)



Photo 19. 500 Lake Shore Boulevard West (Loblaws Groceries Company) with projecting sign at southeast corner of building and custom formed box sign on south elevation (Google Maps, 2026)



Photo 20. 497 Richmond Street West (Water Works Building) with wall mounted banner sign at west end of south elevation (Google Maps, 2026)