

Appeal of the Chief Building Official's Decision for a Sign Variance Application for Two First Party Wall Signs

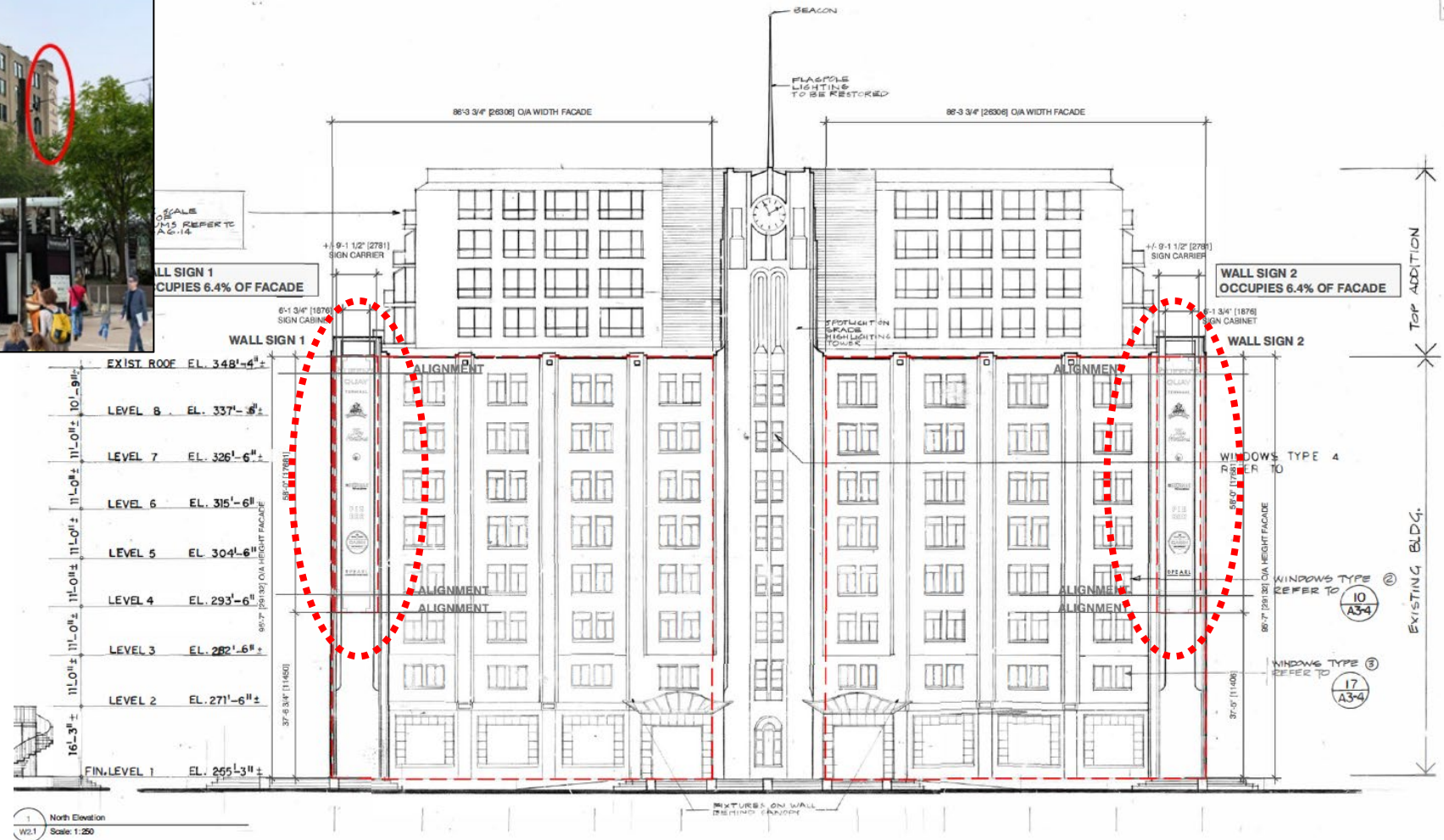
207 Queens Quay West

October 22, 2026

Proposed Signs' Description

Sign Type	Wall Signs
Sign Copy Type	Static Copy
# of Sign Faces	One Sign Face (each)
Sign Face Dimensions (width x length)	1.88 metres x 17.68 metres
Sign Face Area	33.24 square metres
Sign height	Max 29.13 metres
Location & Orientation	North Elevation, facing north
Illumination	Illuminated

Proposed Signs' Location



Sign District Designation

207 Queens Quay West:

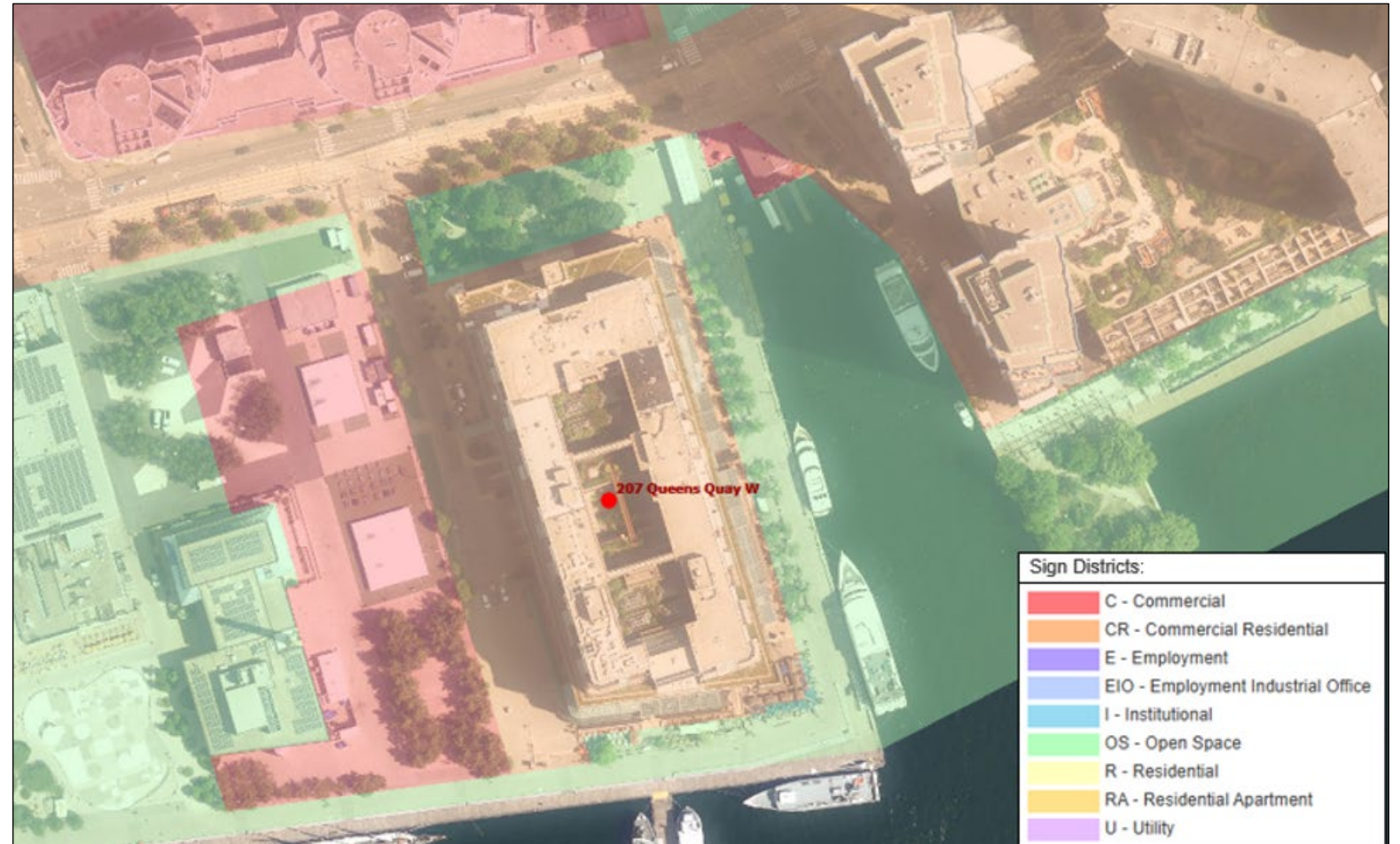
CR Sign District

North: Toronto Waterfront Park – OS Sign District

South: Toronto Waterfront Park – OS Sign District

East: Waterfront Trail – OS Sign District

West: Exhibition Common – CR Sign District



Sign District Map

Requested Variances

Sign By-law Reference	Requirement	Proposal
694-21.D(5)(a)	A CR-Commercial Residential sign district may contain a wall sign, other than a sign displaying a logo or corporate symbol, provided the sign shall not be erected above the second storey.	The Proposed Signs would be located above the second storey.

Sign Variance Criteria

According to the Sign By-law, an application for variance may be granted where it is established that the proposed sign (or signs) meets each of the eight outlined criteria in 694-30.A.

CBO Opinion: The following criteria were established:

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 I-Institutional Sign District

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

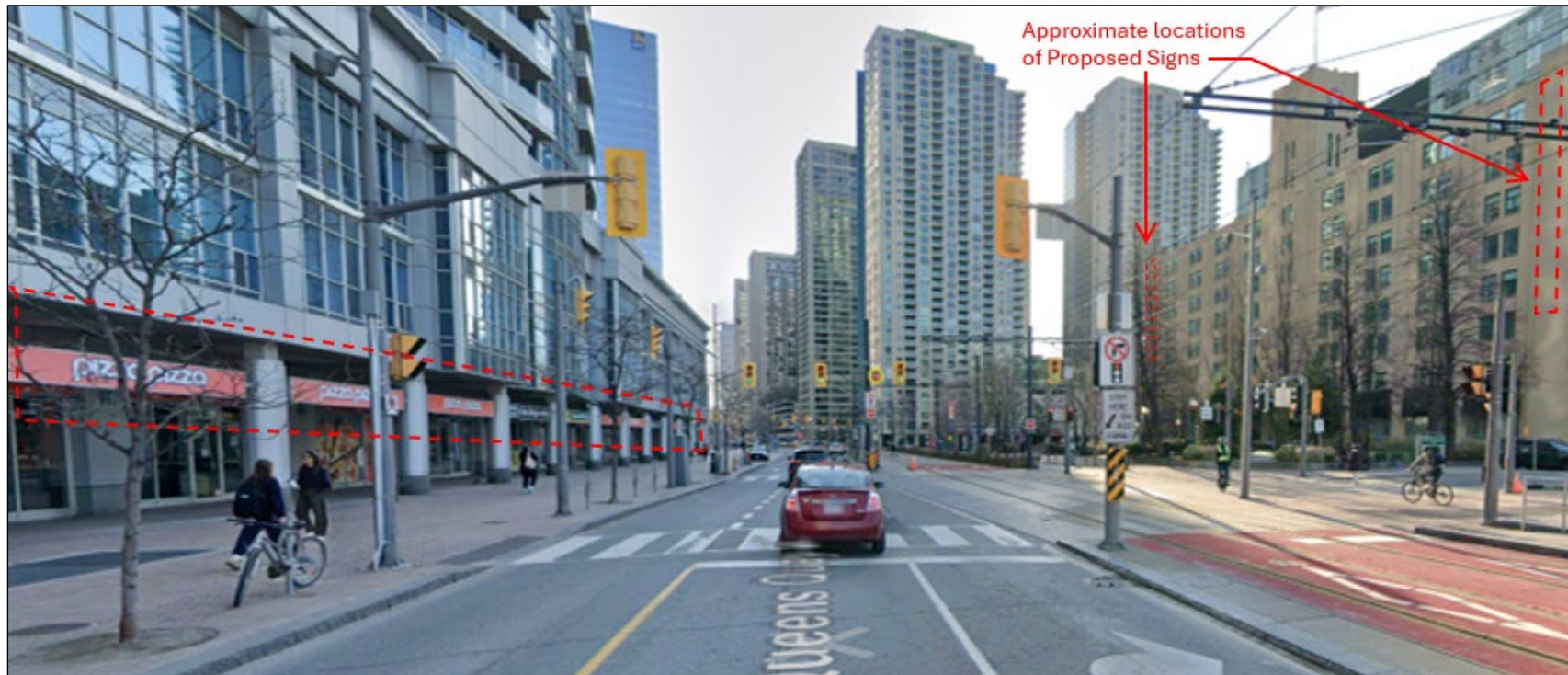
- › No reasonable basis for concern regarding pedestrian or traffic safety.

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

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



Google Street View from signage along Queens Quay W and 207 Queens Quay

Sign Variance Criteria

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

› **Applicant submission:**

- Queen's Quay Terminal is a significant mixed-use building within an active waterfront corridor.
- Proposed Signs provide building and tenant identification.
- Building is set back from Queens Quay West and screened by mature trees.
- Proposed Signs are intended to capture and direct pedestrian, cyclist and vehicular traffic.

› **Staff considerations:**

- The Proposed Signs would be significantly larger and higher than surrounding signage.
- Tree coverage is seasonal and would also screen higher signage from pedestrian visibility.
- The Proposal departs from the established signage pattern and pedestrian-oriented objectives of the CR Sign District.

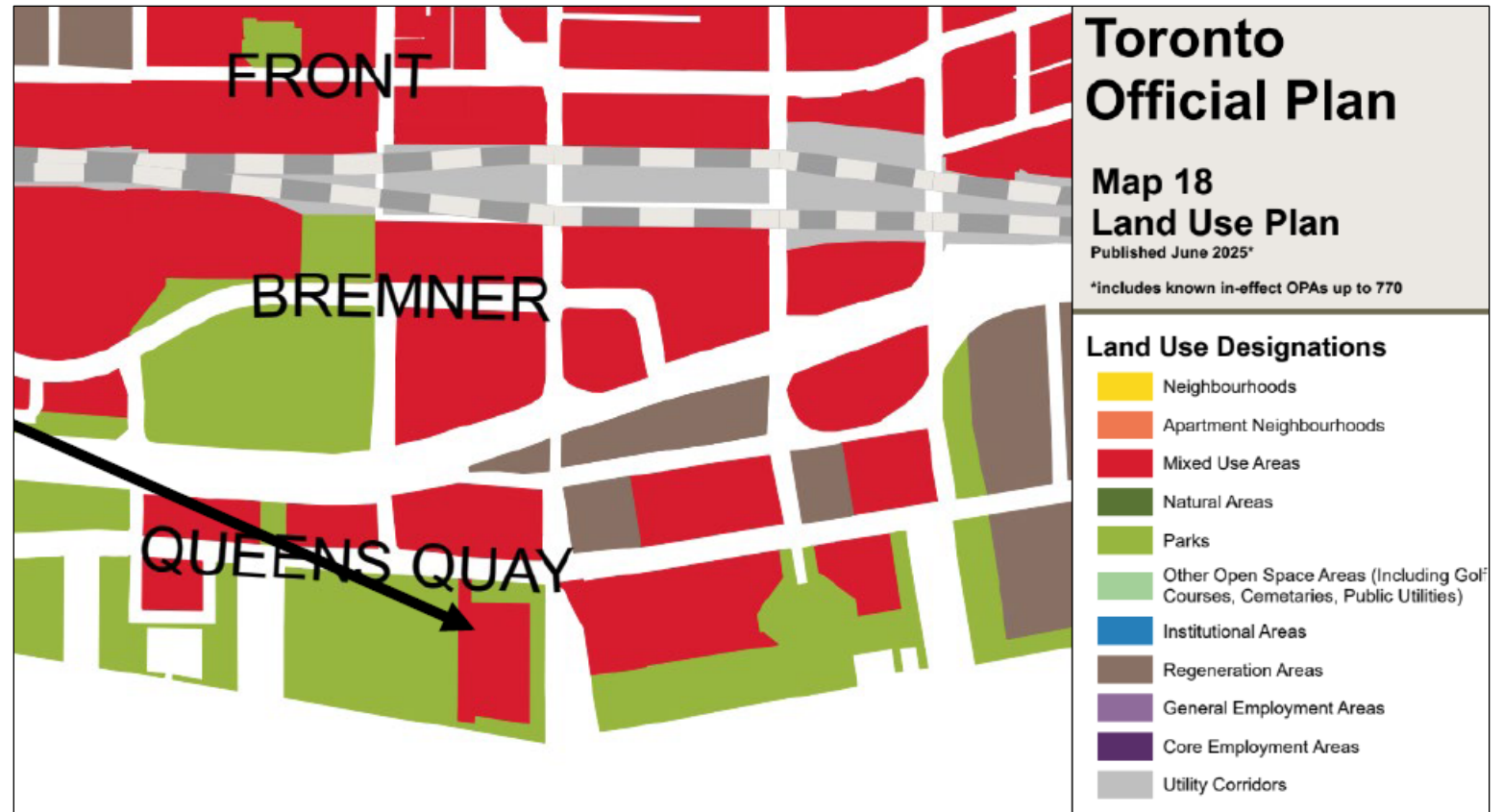
› **Public feedback:** signs as visually intrusive, out of scale, and inconsistent with waterfront character.

› **CBO Opinion:** Criterion not met

Sign Variance Criteria

694-30A(3) - The Proposed Sign does not support Official Plan objectives for the subject premises and surrounding area.

Official Plan Map 18 Land Use Plan –
207 Queens Quay West



Sign Variance Criteria

694-30A(3) - The Proposed Sign does not support the Official Plan objectives for the subject premises and surrounding area.

› **Applicant submissions:**

- Official Plan encourages the vitality, accessibility, and continued success of mixed-use areas within the Central Waterfront.
- The Proposal supports mixed-use centres by improving the visibility and identification of an established mixed-use building.
- The Proposed Signs are appropriately scaled, aligned with the City's policy frameworks.

› **Staff considerations:**

- No specific Official Plan policies were identified that the proposal supports.
- Identification objectives could be achieved through compliant signage.
- The property is listed on the City's Heritage Registry - Heritage Planning advised the Proposed Signs' size and location are inconsistent with heritage signages' best practices.

› **Public feedback:** concerns regarding heritage character, light trespass and waterfront character.

› **CRCO Opinion:** Criterion not established.

Sign Variance Criteria

694-30A(4) - The Proposed Sign adversely affects adjacent premises.

› **Applicant submissions:**

- The Proposed Signs were designed to avoid adverse impacts on neighbouring properties and sightlines.
- Halo-lit static signs with no flashing, animated or changing display elements.
- Applicant states illumination will comply with Sign By-law requirements.

› **Staff considerations:**

- The surrounding area contains residential buildings, public waterfront spaces and OS Sign District lands with direct views of the signs.
- No impact study/assessment was submitted to ensure no adverse impacts.

› **Public feedback:** concerns regarding glare, light trespass, visual intrusion and nighttime illumination, noting potential effects on residential views, sleeping conditions and enjoyment of property.

› **CBO Opinion:** Criterion not established.

Sign Variance Criteria

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

› **Applicant submissions:**

- The Proposal reinforces the building's identity and role within the waterfront.
- The Proposed Signs are appropriately scaled and designed to complement the building.
- Submission references historical rooftop signage and signs on other heritage buildings.

› **Staff considerations:**

- The Proposed Signs would be larger and higher than surrounding commercial signage.
- Heritage staff advised the proposed size, location and mounting are not in keeping with heritage features of the building.
- Examples from other heritage properties were afforded limited weight - each variance application must be evaluated on its own merits and within its specific context.

› **Public feedback:** indicated the Proposed Signs would alter the appearance of the building and waterfront area.

› **CRCO Opinion:** Criterion not established.

Sign Variance Criteria

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

› Applicant submissions:

- Enhanced visibility supports tenants, leasing opportunities and long-term viability of the property.
- The Proposed Signs would improve wayfinding and public identification.
- The Proposal would enhance the site's cultural, economic and architectural presence.
- The Proposal aligns with broader community and waterfront objectives.

› Staff considerations:

- Economic and business considerations are not determinative under §694-30A.
- Due to their scale and elevation, the Proposed Signs would be more prominent than nearby signage.
- The Proposed Signs are inconsistent with heritage guidelines and may alter the character of the building.
- Not sufficient evidence provided to demonstrate that the Proposed Signs would not negatively impact surrounding properties.

› CBO Opinion: Criterion not established.

Conclusion and CBO Recommendation

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

- The Sign Variance Committee refuse to grant the two variances to section 694-21.D(5)(a) as required to allow for the issuance of permits respecting the erection and display of the Proposed Signs, at the premises municipally known as 207 Queens Quay West.

QUESTIONS?