



**RE: SB26.3 - Support
for Sign Variance
appeal for 207
Queens Quay W**

TO:

Derek Lett (Chair)
Irene Buncel
Farzana Jiwani
Stephen Job
Tony Tsui

DATE:

October 20, 2026

Dear Chair and Members of the Sign Variance Committee,

The Waterfront Business Improvement Area (WBIA) is writing in support of the revised proposal for two first-party wall signs at Queen's Quay Terminal, 207 Queens Quay W.

Our Waterfront Retail Review recommends expanded exterior signage at Queen's Quay Terminal to help identify its tenants and amenities and strengthen its role as a waterfront destination. The building is set back from Queens Quay West, and trees limit views of its lower levels. In our view, the proposed signs would help visitors find the businesses and services inside appropriately.

The Waterfront BIA area currently has a 13.5% commercial vacancy rate and faces highly seasonal foot traffic. As such businesses need stronger signage to ensure that customers are aware of their presence.

We believe the revised signage is compatible with the Terminal's role as a landmark mixed-use building and is in the interest of the local community. It aligns with the WBIA's Principles for Above Standard Signage (Appendix A), which support reasonable variances that improve business visibility and strengthen the waterfront's identity.

For these reasons, we ask the Committee to grant the appeal for the revised proposal.

 **Phone.**
(416) 596-9821

 **Email.**
info@waterfrontbia.com

 **Website.**
www.waterfrontbia.com

 **Address.**
20 Bay Street, 11th Floor
Toronto, ON, M6J 2N8

Tim Kocur
Executive Director,
tkocur@waterfrontbia.com

Oliver Hierlihy
Director, Operations
oliver@waterfrontbia.com

Appendix A

Waterfront BIA Above-Standard Commercial Signage Principles

Our organization will support above city-standard sign permit variance applications that:

1) Enhanced Wayfinding & Business Visibility: The Waterfront BIA's [Retail Review](#) highlights several limitations to business visibility due to disjointed retail facades through the area. The WBIA is supportive of reasonable signage variance requests that work to overcome these limitations so to improve business visibility.

2) Enhancement of Public Spaces and Area Identity: As a destination neighbourhood, above standard signage variance requests should be considered for both destination landmarks and businesses where the signage enhances the character of the waterfront through the development of a strong place identity.

3) Promotion of Arts, Culture & Local Events: In keeping with the waterfront's role as a destination neighbourhood, the WBIA is supportive of above standard digital signage that could be used to promote culturally significant events at the waterfront, or that is used to features public art as a placemaking and public realm enhancement.

4) Controlled Use of Lit Digital Screen/Signage: Recognizing the potential negative impacts of the continuous illumination of some signage types on adjacent residential buildings, the Waterfront BIA recommends consideration for limiting the hours of operation for these signage types.

The WBIA does not endorse third-party advertisements within the district.

5) A-Frame Signs: The Waterfront BIA is supportive of businesses that apply for A-frame signage permits as described in the City of Toronto Sign Bylaw, and encourages businesses to utilise A frame signs that are adequately sturdy and weighted to contend with higher wind conditions experienced on the Waterfront.

Approved at the March 6, 2025 meeting of the Waterfront BIA Board of Management