

# TORONTO STAFF REPORT

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May 26, 2006

To: Toronto and East York Community Council

From: Director, Community Planning, Toronto and East York District

Subject: Request for approval of variance from a site specific permission in Chapter 297, Signs, of the former City of Toronto Municipal Code to update the signage program on the Metropolis development at 10 Dundas Street East  
Application No. 06-113940 ZSV 00 ZR  
Ward 27, Toronto Centre-Rosedale

Purpose:

To review and make recommendations on a request by Adam Kelly with Kramer Design Associates Limited for Penex Metropolis Ltd. for approval of variances to a site specific permission (297-12T) in Chapter 297, Signs, of the former City of Toronto Municipal Code to permit modifications to the signage program on the Metropolis development at 10 Dundas Street East.

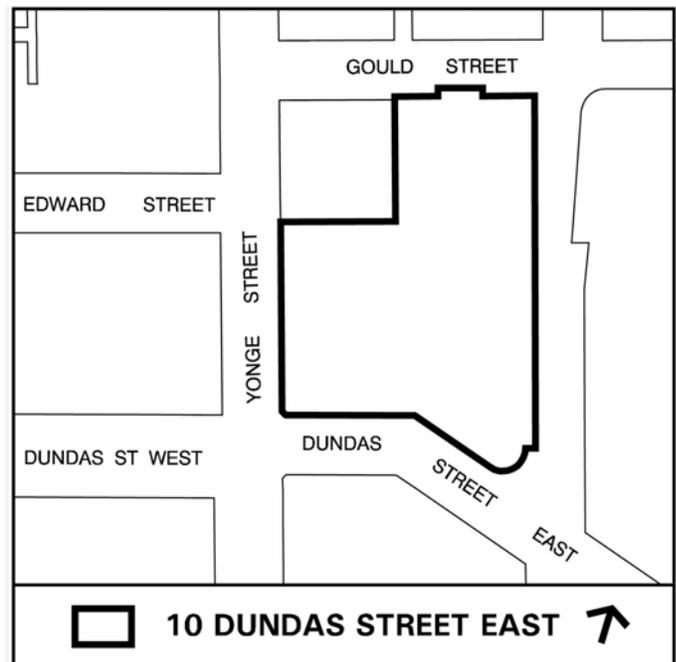
Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) the request for variances to a site specific permissive exception (297-12T) in Chapter 297, Signs, of the former City of Toronto Municipal Code to permit modifications to the signage program on the Metropolis development at 10 Dundas Street East as set out in Attachment 5 be approved; and



- (2) the applicant be advised, should Council approve the variances, of the requirement to obtain the necessary sign permits from the Chief Building Official for each sign substantially in accordance with the drawings dated April 5, 2006, and date stamped as received on April 7, 2006 and on file with the City Planning Division.

Background:

Since 1994, City Council has approved a number of initiatives to encourage and provide for the revitalization of lower Yonge Street, centered on the intersection of Yonge and Dundas Streets. These initiatives include the expropriation of certain lands, and the adoption of the Downtown Yonge Street Community Improvement Plan and Official Plan and Zoning By-law amendments to facilitate the redevelopment of four key parcels at Yonge and Dundas Streets. The subject property is Parcel A of the Yonge Dundas Redevelopment Project and is located at the northeast corner of Yonge and Dundas Streets.

Parcel A is currently under construction for a street-related urban entertainment centre known as the Metropolis. Upon completion, the Metropolis will include a mix of commercial, retail and restaurant space and a movie theatre complex, and will form a landmark at the intersection of Yonge and Dundas Streets.

At its meeting of February 29, March 1 and 2, 2000, City Council adopted By-law 145-2000 to amend the former City of Toronto Municipal Code, Chapter 297, Signs, and By-law 146-2000 to amend By-law 118 respecting signs over (former) Metropolitan Toronto roads, to permit a comprehensive signage program for the Metropolis development. The signage program was integrated with the overall building design and in keeping with the Yonge-Dundas area concept, which includes the appropriate use of architecturally designed large-scale illuminated signs to frame Yonge-Dundas Square.

Comments:

Section 12 of Chapter 297, Signs, of the former City of Toronto Municipal Code provides permissive exceptions for certain lands. Permissive Exception "T" sets out the signage program for the Metropolis development as adopted by City Council in 2000. A total of eight illuminated and animated fascia signs for the purpose of third party and first party advertising with a two metre separation distance between signs are permitted. Attachments 1 and 2 provide Map 1 (Yonge Street Elevation) and Map 2 (Dundas Street East Elevation) for Permission Exception "T".

Since 2000, the Metropolis development has undergone a series of built form refinements in response to changing program needs and tenancy. Concurrently, the quality of architectural design and the type of technology invested in signage has advanced. In response to these two primary factors – built form refinements and signage design – the applicant is seeking to upgrade the signage program for the Metropolis development.

The proposal reconfigures the layout of signs on the Metropolis' Dundas Street East elevation (south façade) fronting Yonge-Dundas Square. While the separation distance between signs is

less than two metres, the arrangement of signs on the façade is acceptable. The sign locations on the Metropolis’ Yonge Street elevation (west façade) have also been reconfigured including a reduction in the size of Sign Location “A”. Attachments 3 and 4 provide the Yonge Street and Dundas Street East elevations for the proposed signage program.

The Metropolis’ built form responds, in part, to the Yonge and Dundas intersection. This design approach enables portions of Sign Locations “B”, “C” and “G” to be viewed from the west and south, and Sign Location “A” from the west and north.

The following table provides a comparison between the approved signage program permitted in Permissive Exception “T” and the proposed signage program for the Metropolis development.

Chapter 297-12T		Proposal	
Sign Location	Size (sq. m.)	Sign Location	Size (sq. m.)
A1	285.00	A	251.20
A2	342.60	B	298.50
B1	163.30	C	258.10
B2	236.10	D	139.40
C	329.40	E	436.00
D	123.12	F	150.50
n/a	n/a	G	44.80
E	397.28	H	381.1
F	173.81	J	61.00
TOTAL	2050.61	TOTAL	2020.60

An additional sign location (Sign Location “G”) is proposed in conjunction with the reconfiguration of the sign layout on the south façade. Overall, the proposed signage program provides for nine signs totalling 2,020 square metres resulting in less sign area than currently permitted. The signs are incorporated into the building’s design program. The proposal is consistent with Council’s 2000 approval by maintaining the focus of the Metropolis’ signage program on the Dundas Street East elevation, which faces Yonge-Dundas Square. Attachment 5 provides the requested variances to permit the proposed signage program.

Conclusions:

City Planning staff recommend approval of the requested variances to the site specific permission (297-12T) in Chapter 297, Signs, of the former City of Toronto Municipal Code to permit modifications to the signage program on the Metropolis development. The updated signage program responds to the minor built form refinements that have occurred since 2000, advances in signage design and technology, and will assist with the Metropolis’ contribution to the emerging sense of place centered on Yonge-Dundas Square.

Contact:

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Gary Wright

Director, Community Planning, Toronto and East York District

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Applicant's Information:

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List of Attachments:

Attachment 1: Map 1 (Yonge Street Elevation) from Permissive Exception "T"

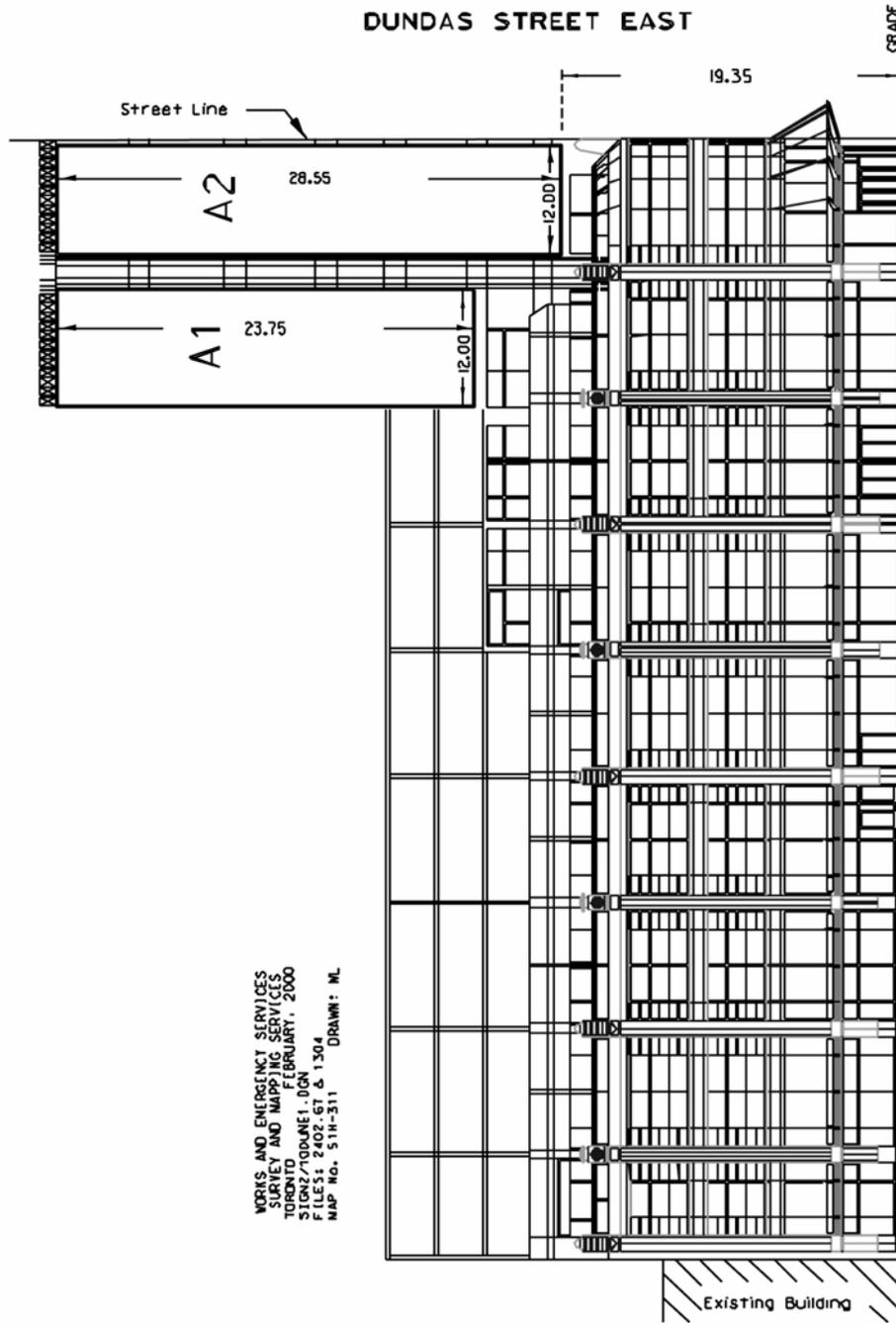
Attachment 2: Map 2 (Dundas Street East Elevation) from Permission Exception "T"

Attachment 3: Proposed Yonge Street Elevation

Attachment 4: Proposed Dundas Street East Elevation

Attachment 5: Requested Variances to Permissive Exception 297-12T

Attachment 1: Map 1 (Yonge Street Elevation) from Permissive Exception "T"



WORKS AND EMERGENCY SERVICES  
SURVEY AND MAPPING SERVICES  
TORONTO AND MAPPING SERVICES  
11027 TORONTO, ONTARIO, M4W 1A7  
PHONE: 416-392-5111 & 1304  
MAP No. 51H-311 DRAWN: ML

Yonge Street Elevation

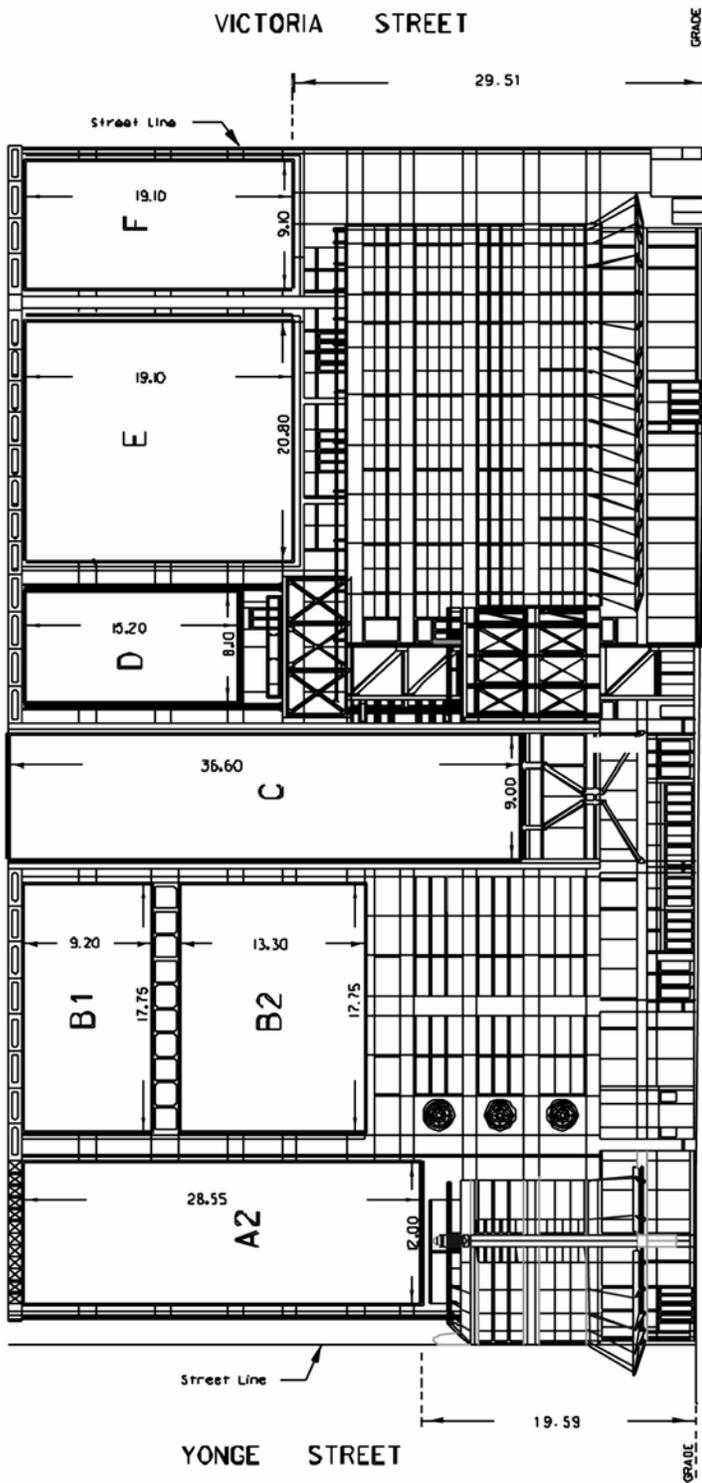
10 Dundas Street East

Applicant's Submitted Drawing

Not to Scale  
05/12/06

File # 06\_113940

Attachment 2: Map 2 (Dundas Street East Elevation) from Permission Exception "T"



WORKS AND EMERGENCY SERVICES  
SURVEY AND MAPPING SERVICES  
TO: 10 DUNDAS STREET EAST, TORONTO  
STUDY: 10DUNDAS2.DGN  
FILES: 1304 & 2402\_67  
MAP No. 51H-311 DRAWN: WL

10 Dundas Street East

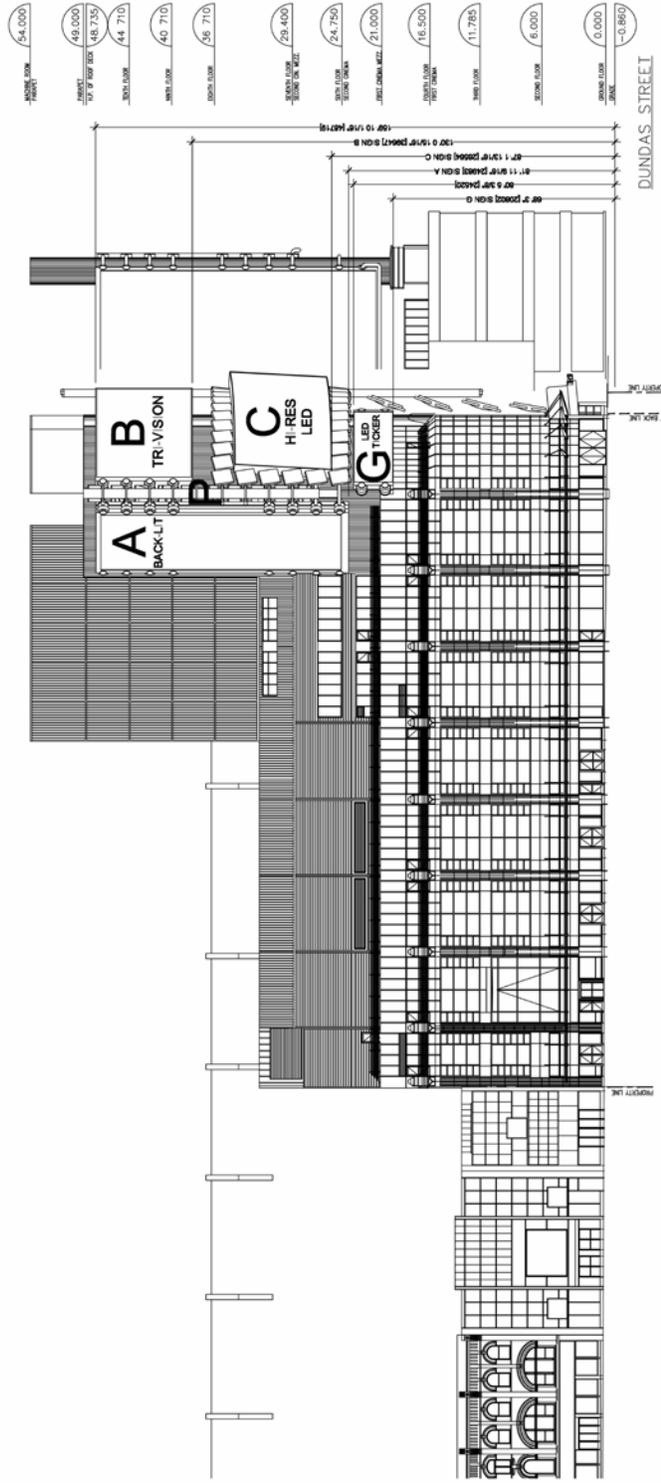
Dundas Street East Elevation

Applicant's Submitted Drawing

Not to Scale  
05/12/06

File # 06\_113940

### Attachment 3: Proposed Yonge Street Elevation



10 Dundas Street East

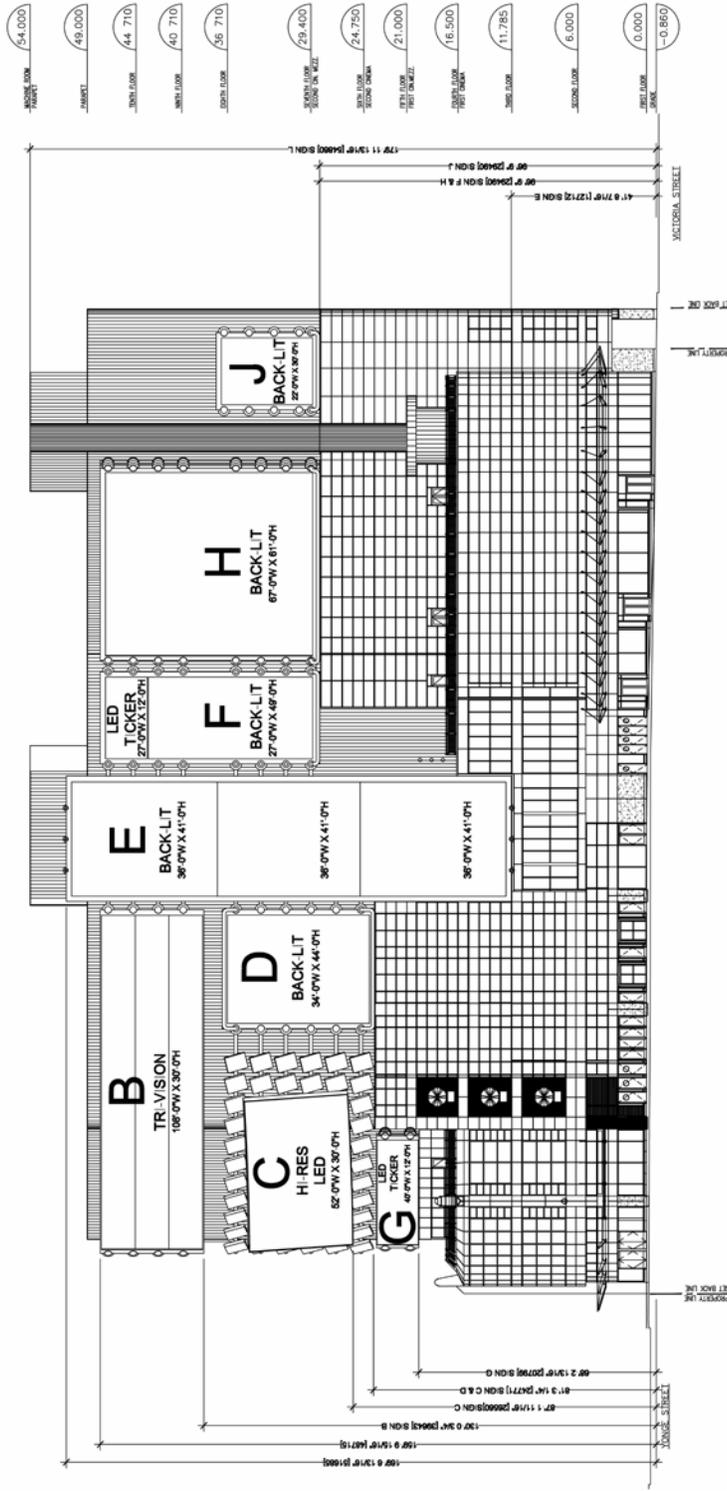
Yonge Street Elevation

Applicant's Submitted Drawing

Not to Scale  
05/12/06

File # 06\_113940

### Attachment 4: Proposed Dundas Street East Elevation



**Dundas Street East Elevation**  
Applicant's Submitted Drawing  
Not to Scale  
05/12/06

**10 Dundas Street East**  
File # 06\_113940

**Attachment 5: Requested Variances to Permissive Exception 297-12T**

**VARIANCE - Chapter 297-12T(1)**

(i) Current Provision

GROSS SURFACE DISPLAY AREA (G.S.D.A.) - The total area which may be made available on the structure for the purpose of displaying signs in areas A1, A2, B1, B2, C, D, E and F, as shown on Maps 1 and 2.

(ii) Requested Variance

GROSS SURFACE DISPLAY AREA (G.S.D.A.) - The total area which may be made available on the structure for the purpose of displaying signs in areas A, B, C, D, E, F, G, H and J, as shown on Maps 1 and 2.

**VARIANCE - Chapter 297-12T(2)(a) and (b)**

(i) Current Provision

Eight (8) illuminated and animated fascia sign areas for purposes of third party and first party advertising are permitted to be erected or displayed on a structure on lands known in the year 1999 as 10 Dundas Street East provided:

(a) The dimensions, projections and gross surface display area of each respective sign area and as referenced to Maps 1 and 2 are as follows:

Sign Location	Width (m)	Height (m)	Max. Permitted Projection	G.S.D.A (m2)
A1	12.00	23.75	.8 m (set into building face)	285.00
A2	12.00	28.55	.8 m (set into building face)	342.60
B1	17.75	9.20	.8 m (proud of building face)	163.30
B2	17.75	13.30	.8 m (proud of building face)	236.10
C	9.00	36.60	.8 m (proud of building face)	329.40
D	8.10	15.20	.8 m (proud of building face)	123.12
E	20.80	19.10	.8 m (proud of building face)	397.28
F	9.10	19.10	.8 m (proud of building face)	173.81

(b) Each sign area maintains a minimum separation distance from all other sign area of at least two metres.

(ii) Requested Variance

Nine (9) illuminated and animated fascia sign areas for purposes of third party and first party advertising are permitted to be erected or displayed on a structure on lands known in the year 1999 as 10 Dundas Street East provided:

- (a) The dimensions, projections and gross surface display area of each respective sign area and as referenced to Maps 1 and 2 are as follows:

Sign Location	Width (m)	Height (m)	Max. Permitted Projection *	G.S.D.A (m2)
A	10.60	23.70	1.22 m (proud of building face)	251.20
B	32.80	9.10	1.22 m (proud of building face)	298.50
C	19.70	13.10	3.04 m (proud of building face)	258.10
D	10.40	13.40	1.22 m (proud of building face)	139.40
E	10.90	40.00	2.06 m (proud of building face)	436.00
F	8.10 8.10	3.70 14.90	1.22 m (proud of building face)	150.50
G	12.1	3.70	2.67 m (proud of building face)	44.80
H	20.50	18.60	1.22 m (proud of building face)	381.1
J	6.70	9.10	1.22 m (proud of building face)	61.00

\* no sign shall project over the property line save for Sign Location "J"

- (b) Each sign area maintains a minimum separation distance from all other sign area as identified on Maps 1 and 2.

**VARIANCE** – Schedule B, Maps, Area referred to in Chapter 297-12T

Schedule B: replace Map 1 of 2 and Map 2 of 2 for Chapter 297-12T with Map 1 and Map 2 shown in Attachments 3 and 4, respectively, in this report.