

**Amendment to Chapter 297, Signs, of the former City of Toronto Municipal Code  
10 Dundas Street East**

<b>Date:</b>	April 16, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 27 - Toronto Centre-Rosedale
<b>Reference Number:</b>	File No. 07 107278 ZSV 00 ZR

**SUMMARY**

This report reviews and makes recommendations on a request by Mark Franklin of Baldwin and Franklin Architects Inc. on behalf of Penex Metropolis Ltd., for approval of a site specific amendment to Chapter 297, Signs, of the former City of Toronto Municipal Code to implement a comprehensive signage program at 10 Dundas Street East.

Staff recommends approval of this application. The report’s recommendations request the City Solicitor to prepare the necessary by-law, and for City Council to delegate the approval of signs for certain first party and building identification sign locations to the Chief Planner and Executive Director, or designate. The report also recommends an encroachment agreement for one sign location and that By-law 145-2000 be repealed once the new by-law is adopted.

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. City Council approve an amendment to Chapter 297, Signs, of the former City of Toronto Municipal Code to replace the



- existing permissions in Permission Exception “T” with permissions to implement the signage program for the Metropolis development as set out in Attachment 5, and further delegate to the Chief Planner and Executive Director, City Planning Division, or designate, the authority to approve the size, style, design, materials and treatment of any sign in certain first party and building identification sign locations, Sign Location Nos. K1, K2, K3, K4, CF, CR, CS, CT, CW and CX, as set out in Attachments 1 and 2;
2. City Council require the owner to submit an application for the review and approval of the General Manager of Transportation Services (Right-of-Way Management) for the proposed encroachment of Sign Location No. CF projecting 0.75 metres into the Yonge Street public right-of-way and enter into an encroachment agreement, prior to the issuance of the necessary sign permit for a sign in such location;
  3. City Council authorize the City Solicitor, in consultation with the Chief Planner and Executive Director, City Planning Division, to introduce the necessary Bill to the June 19 and 20 meeting of City Council to give effect to Recommendation 1; and
  4. City Council repeal By-law 145-2000 upon the adoption of the Bill in Recommendation 3.

### **Financial Impact**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

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.

In March 2000, City Council adopted By-law 145-2000 to amend Chapter 297, Signs, of the former City of Toronto Municipal Code to permit a comprehensive signage program for the Metropolis development. The sign permissions were incorporated as subsection “T” in Chapter 297-12, Permission Exceptions. By-law 146-2000 was also approved to amend former Metropolitan Toronto By-law 118 respecting signs over Dundas Street East, a former metropolitan road.

Since the 2000 amendment, City Council has approved variances to the sign permissions in recognition of built form refinements to the Metropolis development and advances in signage design (including treatment and technology).

## COMMENTS

The applicant is seeking to update the current permissions set out in Permissive Exception “T” in Section 12 of Chapter 297, Signs, of the former City of Toronto Municipal Code. The update would incorporate the previously approved variances and identify zones on the building for first party and building identification signs. The proposal also includes the expansion of one third-party sign location facing Yonge Dundas Square. The updated signage program is discussed in the following sections and identified in the attachments to this report.

### First Party Identification Signage

The Metropolis development’s architect has identified specific locations for first party identification signs in order to integrate such signage with the overall building design. These locations have been further refined in response to City Planning feedback. The objective is to avoid an ad hoc approach to first party signage by identifying specific zones and permitted sign type.

The following subsections identify the proposed signage locations for each building elevation and the proposed signage type.

#### Yonge Street Elevation

Attachment 1 provides the building’s Yonge Street elevation. The proposed first party signage includes:

- (i) Sign Location Nos. BA, BB, BC, BD, BE, BF, BG, BH and BI are located above the ground floor retail units. Sign Location No. B1 wraps the corner onto the Dundas frontage. Fascia signs will be permitted in these locations.
- (ii) Sign Location Nos. DB, DC, DD, DE, DF, DG and DH are located above the pedestrian canopy. Fascia signs or fascia signs in the form of individual letters will be permitted in these locations.
- (iii) Sign Location Nos. AF, AG, AH, AK, AL and AM are located on the spandrel band between the second and third floors. Fascia signs in the form of individual letters only that are anchored to the spandrel panels will be permitted in these locations.
- (iv) Sign Location No. AJ is located mid-block along the building facade between the first and third floors. A fascia sign will be permitted in this location.
- (v) Sign Location No. AA is located at the sixth floor, which is set back from the street. A fascia sign will be permitted in this location.
- (vi) Sign Location Nos. CJ, CK, CL, CM, CN, CO, and CP are banner locations supported off each column between the second and third floors. Double-faced material banners will be permitted in these locations.

- (vii) Sign Location No. CF is located at the north end of the building between the pedestrian canopy and fourth floor. A blade-style sign with individual letters on a non-solid backing (to achieve transparency) will be permitted in this location.

It is recommended that the sign proposed for this location be subject to further review and approval by City Planning, as discussed later in this report. As well, this sign location projects 0.75 metres over the property line, which is greater than the permitted projection of 0.45 metres. The report recommends that the owner submit an application for the review and approval of the General Manager of Transportation Services (Right-of-Way Management) for the proposed encroachment and enter into an encroachment agreement in respect of the approved encroachment.

- (viii) Sign Location Nos. AN, AN2 and AP are located at the corner of Yonge and Dundas Streets, and face both streets. Fascia signs will be permitted in these locations.

#### Dundas Street East

Attachment 2 provides the building's Dundas Street elevation. The proposed first party signage includes:

- (i) Sign Location Nos. BK, BX, BY, BZ, BL and BW are located above the ground floor retail units. Fascia signs will be permitted in these locations.
- (ii) Sign Location Nos. AR, AS and DA are located at the second storey. Fascia signs will be permitted in these locations.
- (iii) Sign Location Nos. AQ, CC, CB, CA, AT, AU, AW, AX, BU and BV are located between the second and fourth floors. Fascia signs in the form of individual letters only that are anchored to the spandrel panels will be permitted in these locations.
- (iv) Sign Location No. CX is located above the fourth floor terrace. It is recommended that the sign proposed for this location be subject to further review and approval by City Planning, as discussed later in this report.

#### Gould Street

Attachment 3 provides the building's Gould Street elevation. The proposed first party signage includes:

- (i) Sign Location Nos. BS and BT are located above the existing Ryerson University campus bookstore. Fascia signs will be permitted in these locations.

- (ii) Sign Location No. AZ is located at the sixth floor. A fascia sign will be permitted in this location.

#### Victoria Street

Attachment 4 provides the building's Victoria Street elevation. The proposed first party signage includes:

- (i) Sign Location Nos. BM, BN, BP, BQ and BR are located above the ground floor retail units including the existing Tim Horton's and Ryerson University campus bookstore. Facia signs will be permitted in these locations.
- (ii) Sign Location No. AY is located at the eight floor. A fascia sign will be permitted in this location.
- (iii) Sign Location Nos. CD and CE are located between the fourth and sixth floors at the north end of the building. These sign locations will be for Ryerson University purposes. Fascia signs will be permitted in these locations.

### **Building Identification Signage**

The development is commonly known as, The Metropolis. Ultimately, the development will named by the primary sponsor, Toronto Life. Four sign locations are identified for use by this primary sponsor. Sign Location No. K1 is a blade-style sign at the prow of the building at the Yonge and Dundas intersection. Sign Location Nos. K2, K3 and K4 are located towards the easterly end of the building's south elevation facing Yonge Dundas Square (see Attachment 2). These three sign locations may be integrated through a complementary design treatment.

Given the visual prominence of these signage locations, it is critical that the design, style and treatment of any sign be subject to further detailed review and approval, as discussed later in this report,

### **Sign Location No. J**

The proposal includes the extension of Sign Location No. J, a third party advertising sign location, to match the placement of the other approved sign locations on the south elevation fronting Dundas Street East (see Attachment 2).

### **Iconic Signage Opportunities**

Design objectives for the Metropolis development include the integration of signage with the overall built form and contribution to the emerging sense of place centered on Yonge Dundas Square. To help achieve these objectives, there are opportunities for iconic first party signage at certain locations on the development's roof facing Yonge Dundas Square. If properly executed, artistic iconic signage that contributes to the architectural expression of the top of the Metropolis development facing the Square would be appropriate.

In addition to Sign Location Nos. K2, K3 and K4 for the building sponsor, the proposal identifies four locations along the roof line. Sign Location Nos. CS, CR, CT and CW will be used by tenants for first party identification purposes only. To be clear, these locations are not intended to be occupied by billboard-style signs or box-style signs.

### **Further Review and Approval**

The proposal includes a number of new visually prominent first party and building identification sign locations, namely:

- (i) Sign Location Nos. K1, K2, K3 and K4 for the building sponsor;
- (ii) Sign Location Nos. CS, CR, CT and CW for tenants for first party identification;
- (iii) Sign Location No. CF being a first party blade-style sign fronting Yonge Street at the north end of the building; and
- (iv) Sign Location No. CX being a first party sign location above the fourth floor on the south elevation facing Yonge Dundas Square.

To date the City has not seen specific sign proposals for these locations. To ensure the signage achieves high design standards and addresses the design objectives for the development and the immediate urban context, this report recommends that City Council delegate the authority to approve signs in Sign Location Nos. K1, K2, K3, K4, CS, CR, CT, CW, CF and CX to the Chief Planner and Executive Director, City Planning Division, or designate, to permit a further level of detailed review (including design, style, materials and treatment) for any proposed sign in these specific locations.

### **CONTACT**

Corwin Cambray, Planner  
 Telephone: 416-392-0459  
 Fax: 416-392-1330  
 E-mail: ccambra@toronto.ca

### **SIGNATURE**

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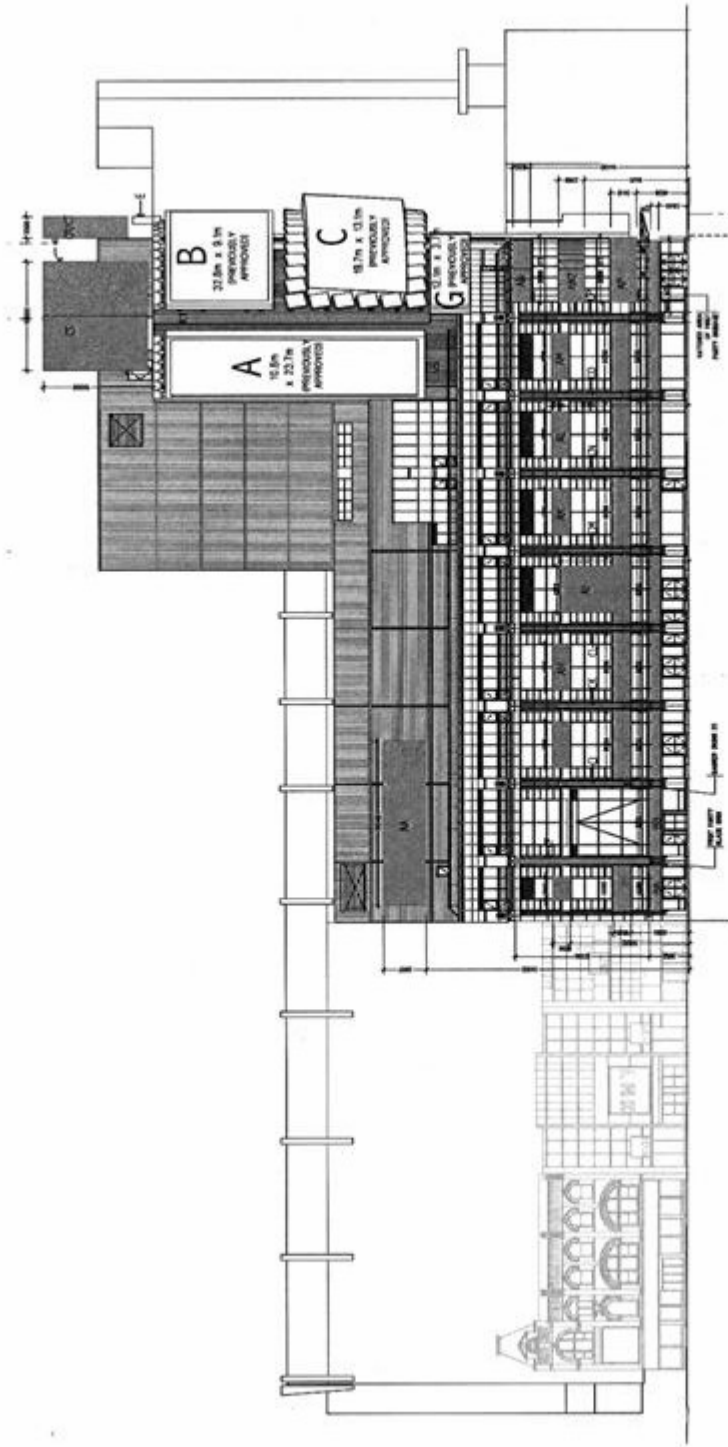
Gary Wright, Director  
 Community Planning, Toronto and East York District

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**ATTACHMENTS**

- Attachment 1: Yonge Street Elevation
- Attachment 2: Dundas Street Elevation
- Attachment 3: Gould Street Elevation
- Attachment 4: Victoria Street Elevation
- Attachment 5: Signage Program

Attachment 1: Yonge Street Elevation



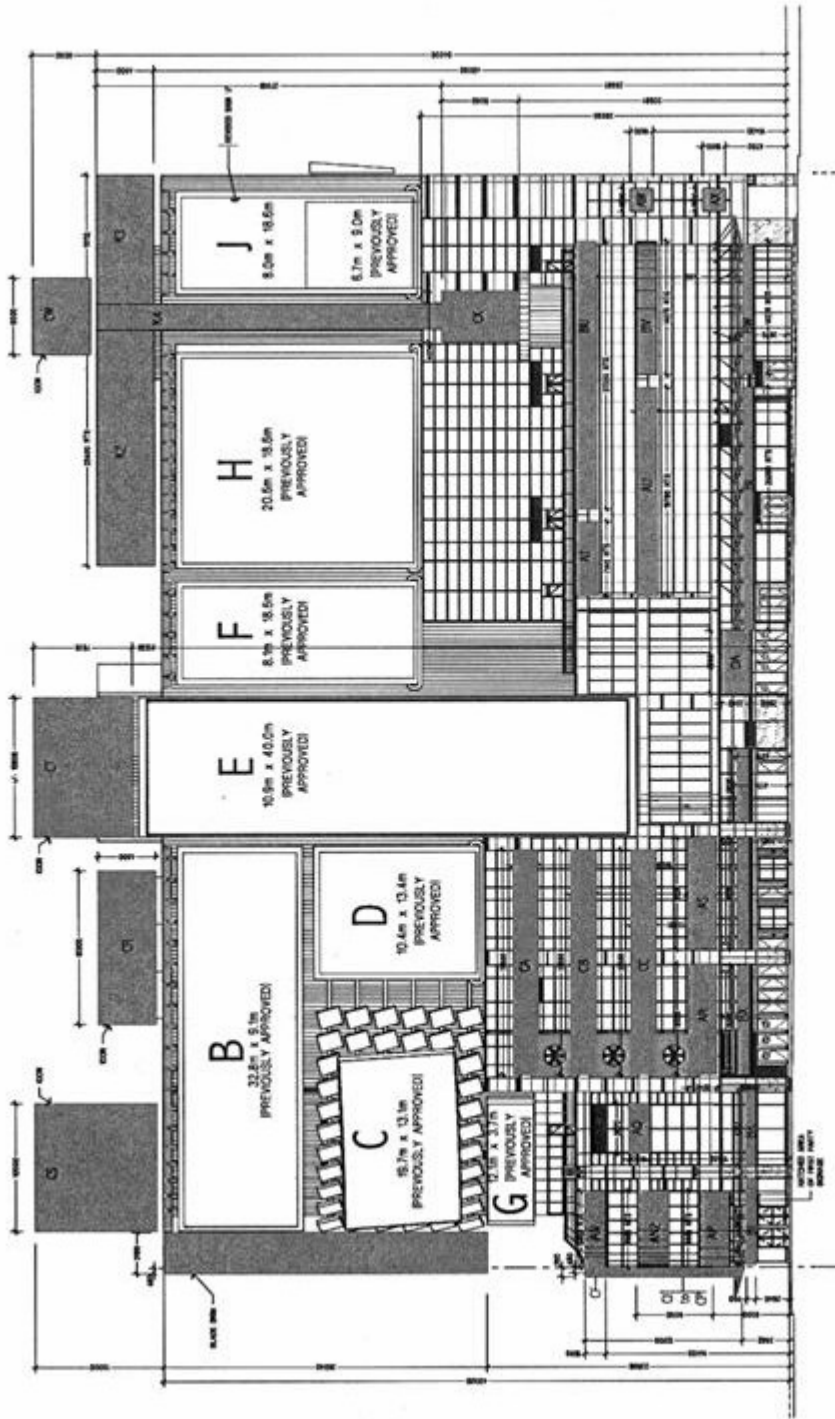
**Yonge Street Elevation**  
Applicant's Submitted Drawing  
Not to Scale  
04/13/07

**10 Dundas Street East**

File # 07\_107278



Attachment 2: Dundas Street Elevation



10 Dundas Street East

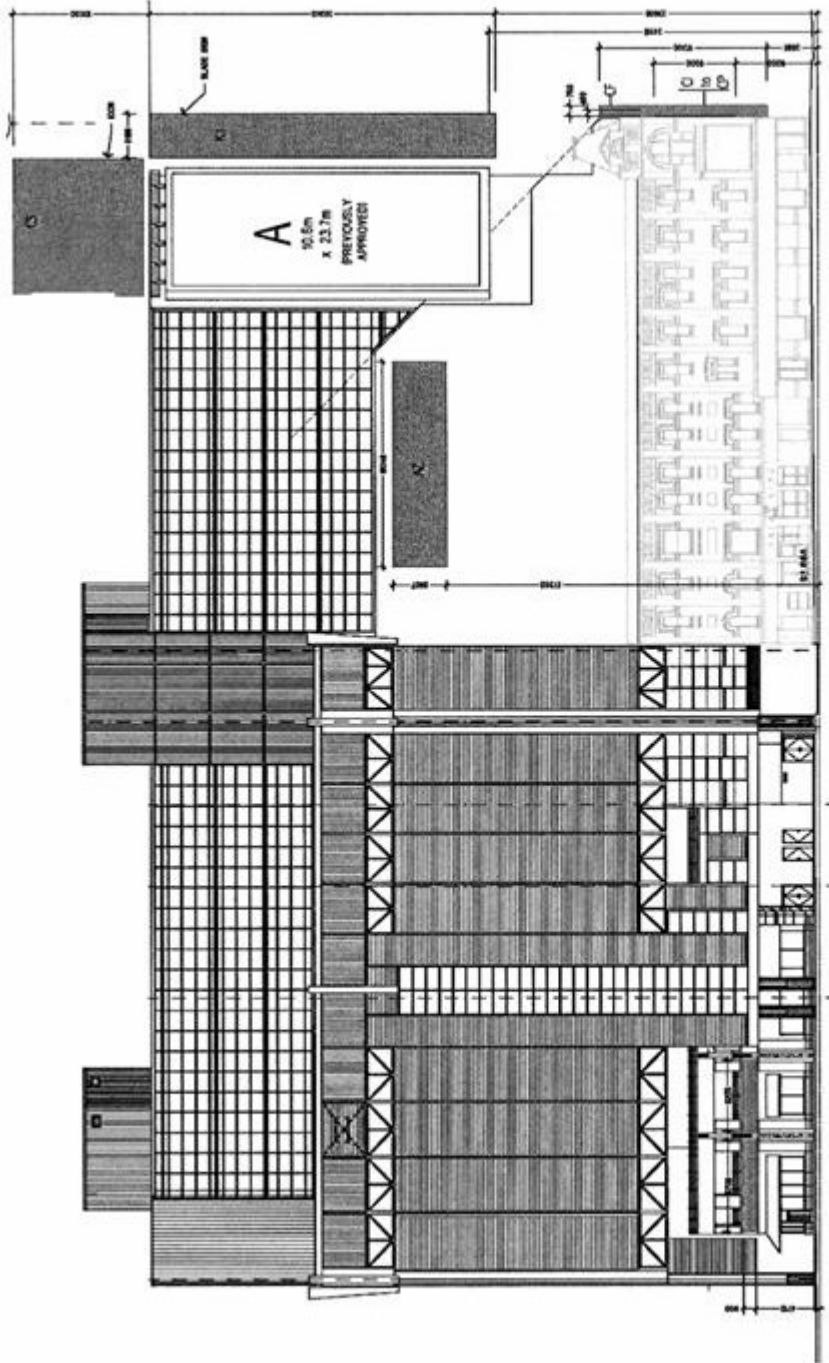
Dundas Street Elevation

Applicant's Submitted Drawing

Not to Scale  
04/13/07

File # 07\_107278

Attachment 3: Gould Street Elevation



10 Dundas Street East

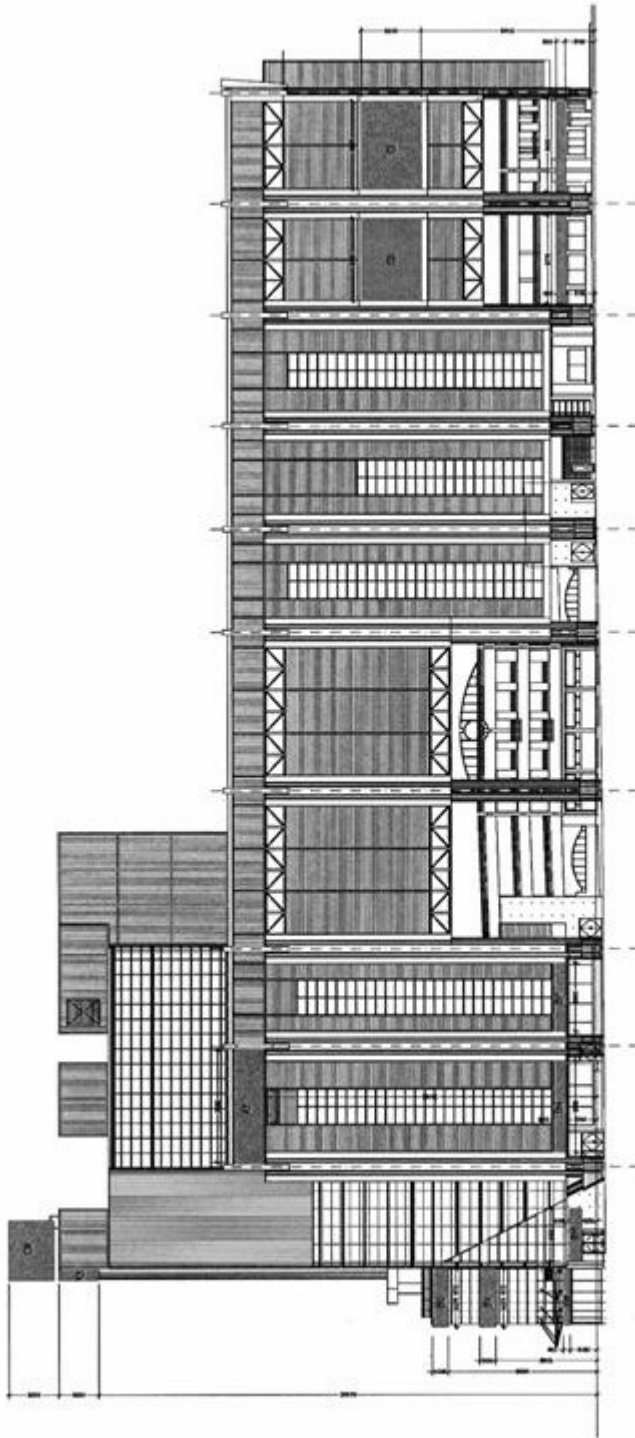
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Gould Street Elevation

Applicant's Submitted Drawing

Not to Scale  
04/13/07

**Attachment 4: Victoria Street Elevation**



**Victoria Street Elevation**

Applicant's Submitted Drawing

Not to Scale  
04/13/07

**10 Dundas Street East**

File # 07\_107278

### **Attachment 5: Signage Provisions**

Prepare a by-law to amend Section 297-12 of Chapter 297, Signs, of the Municipal Code of the former City of Toronto to delete the existing provisions in subsection “T” and insert new provisions to implement the following signage program:

#### Yonge Street Elevation

- (1) Eight (8) illuminated fascia signs identified by the letters BA, BB, BC, BD, BE, BF, BG and BH and located as shown in Schedule B, Map 1 (Yonge Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (2) Seven (7) illuminated fascia signs or fascia signs in the form of individual letters identified by the letters DB, DC, DD, DE, DF, DG and DH and located as shown in Schedule B, Map 1 (Yonge Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (3) Six (6) illuminated fascia signs in the form of individual letters identified by the letters AF, AG, AH, AK, AL and AM and located as shown in Schedule B, Map 1 (Yonge Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (4) Two (2) illuminated fascia signs identified by the letters AJ and AA and located as shown in Schedule B, Map 1 (Yonge Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (5) Seven (7) double-sided banner-style signs identified by the letters CJ, CK, CL, CM, CN, CO, and CP and located as shown in Schedule B, Map 1 (Yonge Street Elevation) for the purpose of identification are permitted to be erected or displayed with a maximum projection of 0.45 metres over the property line if there is compliance with Subsection T(19).
- (6) One (1) illuminated blade-style sign identified by the letters CF and located as shown in Schedule B, Map 1 (Yonge Street Elevation) for the purpose of identification is permitted to be erected or displayed with a maximum projection of 0.75 metres over the property line subject to entering into an encroachment agreement with the City, and if there is compliance with Subsections T(19) and T(20).

#### Yonge Street Elevation / Dundas Street Elevation

- (7) Four (4) illuminated fascia signs identified by the letters B1, AN, AN2 and AP and located as shown in Schedule B, Map 1 (Yonge Street Elevation) and Map 2 (Dundas Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).

#### Dundas Street Elevation

- (8) Illuminated fascia signs in six sign locations identified by the letters BK, BX, BY, BZ, BL and BW and located as shown in Schedule B, Map 2 (Dundas Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (9) Three (3) illuminated fascia signs identified by the letters AR, AS and DA and located as shown in Schedule B, Map 2 (Dundas Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (10) Illuminated fascia signs in the form of individual letters in six sign locations identified by the letters CA, CB, CC, AU, BU and BV and located as shown in Schedule B, Map 2 (Dundas Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (11) Four (4) illuminated fascia signs in the form of individual letters identified by the letters AQ, AT, AW and AX and located as shown in Schedule B, Map 2 (Dundas Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (12) One (1) illuminated fascia sign identified by the letters CX and located as shown in Schedule B, Map 2 (Dundas Street Elevation) for the purpose of identification is permitted to be erected or displayed if there is compliance with Subsections T(19) and T(20).

#### Gould Street Elevation

- (13) Three (3) illuminated fascia signs identified by the letters BS, BT and AZ and located as shown in Schedule B, Map 3 (Gould Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).

#### Victoria Street Elevation

- (14) Eight (8) illuminated fascia signs identified by the letters AY, BM, BN, BP, BQ, BR, CD and CE and located as shown in Schedule B, Map 4 (Victoria Street

Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).

### Building Sponsor Signage

- (15) One (1) illuminated blade-style sign identified by the letters K1 and located as shown on Schedule B, Maps 1 - 3 inclusive, for the purpose of building identification is permitted to be erected or displayed if there is compliance with Subsections T(19) and T(20).
- (16) Three (3) illuminate and animated signs in sign locations identified by letters K2, K3 and K4 and located as shown in Schedule B, Map 2 (Dundas Street Elevation) and Map 4 (Victoria Street Elevation) for the purpose of building sponsorship advertising are permitted to be erected or displayed if there is compliance with Subsections T(19) and T(20).

### Iconic First Party Identification Signage

- (17) Four (4) illuminate and animated iconic signs in the sign locations identified by letters CS, CR, CT and CW and located as shown in Schedule B, Maps 1 – 4 inclusive, for the purpose of first party identification are permitted to be erected or displayed if there is compliance with Subsections T(19) and T(20). For greater clarify, a sign in these locations will not be in the form of a standard billboard sign or sign box.

### *Third Party Signage*

- (18) 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 2007 as 10 Dundas Street East provided:
- (a) The dimensions, projections and gross surface display area of each respective sign area and as referenced to the Map 1 (Yonge Street Elevation) and Map 2 (Dundas Street Elevation) 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	2.10 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	18.60	1.22 m (proud of building face)	150.50
G	12.10	3.70	2.67 m (proud of building face)	44.80
H	20.50	18.60	1.22 m (proud of building face)	381.10
J	8.00	18.60	1.22 m (proud of building face)	148.80

\* Gross Surface Display Area

- (b) Each sign area maintains a minimum separation distance from all other sign area as identified on Map 1 (Yonge Street Elevation) and Map 2 (Dundas Street Elevation).
  - (c) Each sign complies with Subsection T(19).
  - (d) No sign shall project over the property line, with the exception of Sign “J” located on that portion of the building facade encroaching on the Victoria Street public right-of-way.
- (19) The following general provisions apply:
- (a) All exposed sign framing shall be corrosion resistant.
  - (b) Unless otherwise indicated, the signs are illuminated with internal illumination with the light source located within the sign or behind the copy.
  - (c) All fascia signs in the form of individual letter shall be vertically centred on and affixed to a spandrel panel(s).
  - (d) If for any period of time after completion of the building at 10 Dundas Street East that the signage is not in place, the materials in the surface display area shall be such that they are compatible with the finishes and colours of the base building.
  - (e) No sign shall be erected or displayed with resembles an official traffic signal, traffic sign or other traffic regulating device unless the sign is erected and displayed for the purpose of direction and is entirely on private property.
- (20) Prior the issuance of a sign permit by the Chief Building Official, the owner will submit fully scaled drawings showing the proposed sign on the applicable building elevation(s) and all signage details for review and approval by the Chief Planner and Executive Director, City Planning Division, or designate.

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

1. Delete Map 1 of 2 and Map 2 of 2 for Chapter 297-12T and replace with the following:

Map 1 Yonge Street Elevation  
 Map 2 Dundas Street Elevation  
 Map 3 Gould Street Elevation  
 Map 4 Victoria Street Elevation