

Application by Bentall Kennedy for Two Third Party Signs - 10 Dundas Street East

Date: September 5, 2017

To: Sign Variance Committee

From: Manager, Sign By-law Unit, Toronto Building

Wards: Toronto Centre-Rosedale (Ward 27)

SUMMARY

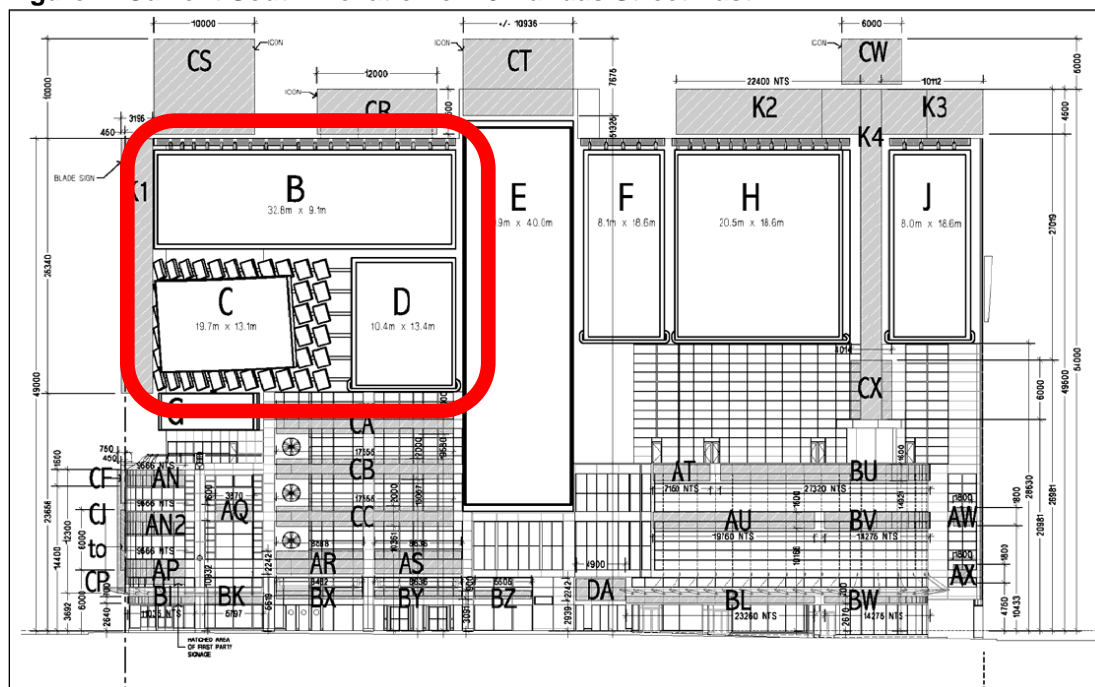
Bentall Kennedy (the "Applicant") has made an application for five variances with respect to one proposed third party projecting sign ("Proposed Sign 1"), and 4 variances with respect to another proposed third party projecting sign ("Proposed Sign 2") for a total of 9 variances in respect of the two third party signs (the "Proposed Signs") on the building located on the premises municipally known as 10 Dundas Street East (the "Premises"). The Premises are located within the Dundas Square Special Sign District ("DS-SSD").

Proposed Sign 1 is a third party electronic projecting sign, with a single sign face displaying electronic moving copy with dimensions of 25 metres vertically by 20.5 metres horizontally, and Proposed Sign 2 is a third party projecting sign, with a single sign face displaying static copy with dimensions of 25 metres vertically by 10.4 metres horizontally.

The location of the Proposed Signs, will result in the elimination of three existing third party projecting signs currently on the southerly facing wall of the existing building on the Premises and the erection and display of two larger third party projecting signs.

This report recommends that the Sign Variance Committee grant the variances required for the proposal as all nine of the established criteria contained at §694-30A have been met.

Figure 1: Current South Elevation of 10 Dundas Street East



RECOMMENDATIONS

The Manager, Sign By-law Unit, Toronto Building, recommends that:

1. The Sign Variance Committee grant all of the variances requested with respect to Proposed Sign 1 and Proposed Sign 2, each with the specified conditions, as described in Attachment 1 of this report.

FINANCIAL IMPACT

There is no financial impact resulting from the adoption of the recommendations in this report.

DECISION HISTORY

The City Solicitor introduced a site-specific amendment to Chapter 297 of the former City of Toronto Municipal Code, which provided for spectacular signage on the building at 10 Dundas Street East.

Clause 44 in Toronto Community Council Report 4, which was adopted by City Council on February 29, March 1 and 2, 2000

<http://www.toronto.ca/legdocs/2000/agendas/council/cc/cc000229/to4rpt/cl044.pdf>

The original draft By-law (#: 145-2000) contained in the above cited item was amended to update the current permissions respecting spectacular signage on the building at 10 Dundas Street East (See amending By-law #: 695-2007).

Item TE6.10 - Amendment to Chapter 297, Signs, of the former City of Toronto Municipal Code - 10 Dundas Street East
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2007.TE6.10>

ISSUE BACKGROUND

Updating and Consolidating the Special Sign District Provisions

When the Sign By-law was introduced, three of the Special Sign Districts continued to rely on the former City of Toronto Sign and Zoning By-laws. That reliance on regulations contained in three separate By-laws, has complicated sign applications for the public and made the review of signs in these areas very time-consuming for both staff in the Toronto Sign By-law Unit, and for members of the public. In July of 2016, City Council adopted Item PG13.5 to amend the Sign By-law to update the provisions and consolidate the applicable regulations that apply to Special Sign Districts, one of which is the DS-SSD, into the Sign By-law.

Item PG13.5 - Amendments to the Sign By-law
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.PG13.5>

Required Variances

Table 1: Summary of Requested Variances

Section	Requirement	Proposal
694-26D(2)	The Dundas Square Special Sign District may contain a third party sign which is erected, displayed, or substantially altered after July 30, 2016, which complies with the applicable provisions of Subsection 4 of Schedule C, Additional Special Sign District Regulations, notwithstanding compliance with Subsection D(1).	Proposed Sign 1 does not comply with Section 4 of Schedule C, Additional Special Sign District Regulations, or Subsection 694-26D(1).
Section 4C(8)(b) of Schedule C, Additional Special Sign District Regulations	(b) The sign shall be located in the location identified by the designation C, as indicated on the diagram indicated at Subsection C(9) & (10) as Map 1 - 10 Dundas Street East and Map 2 - 10 Dundas Street East.	Proposed Sign 1 shall be in the location identified by the designation C, as indicated on the diagram indicated at Subsection C(9) & (10) as Map 1 - 10 Dundas Street East and Map 2 - 10 Dundas Street East, as well as a portion of the location identified by the designation B.

Section 4C(8)(c) of Schedule C, Additional Special Sign District Regulations	(c) The sign face area shall not exceed 258.1 square metres;	Proposed Sign 1 shall have a sign face area of 512.5 square metres.
Section 4C(8)(e) of Schedule C, Additional Special Sign District Regulations	(e) The sign face shall not have a horizontal measurement that exceeds 19.7 metres.	Proposed Sign 1 shall have a rectangular sign face with a horizontal measurement (centre line) of 20.5 metres.
Section 4C(8)(f) of Schedule C, Additional Special Sign District Regulations	(f) The sign face shall not have a vertical measurement that exceeds 13.1 metres.	Proposed Sign 1 shall have a rectangular sign face with a vertical measurement (bisecting line) of 25.0 metres.
694-26D(2)	The Dundas Square Special Sign District may contain a third party sign which is erected, displayed, or substantially altered after July 30, 2016, which complies with the applicable provisions of Subsection 4 of Schedule C, Additional Special Sign District Regulations, notwithstanding compliance with Subsection D(1).	Proposed Sign 2 does not comply with Section 4 of Schedule C, Additional Special Sign District Regulations, or Subsection 694-26D(1).
Section 4(2)(b) of Schedule C, Additional Special Sign District Regulations	(b) The sign shall be located in the location identified by the designation D, as indicated on the diagram indicated at Subsection C(9) & (10) as Map 1 - 10 Dundas Street East and Map 2 - 10 Dundas Street East.	Proposed Sign 2 shall be in the location identified by the designation D, as indicated on the diagram indicated at Subsection C(9) & (10) as Map 1 - 10 Dundas Street East and Map 2 - 10 Dundas Street East, as well as a portion of the location identified by the designation B.
Section 4(2)(c) of Schedule C, Additional Special Sign District Regulations	(c) The sign face area shall not exceed 139.4 square metres.	Proposed Sign 2 shall have a sign face area of 260 square metres.
Section 4(2)(f) of Schedule C, Additional Special Sign District Regulations	(f) The sign face shall not have a vertical measurement that exceeds 13.1 metres.	Proposed Sign 2 shall have a rectangular sign face with a vertical measurement (bisecting line) of 25.0 metres.

Sign Attributes and Site Context

The entire southerly elevation of the building on the Premises displays signage, both for first and third party purposes. The Premises is one of a number of properties surrounding Yonge-Dundas Square which are expressly intended to compliment the Square and establish a "Times Square" enlivened atmosphere around it. All of the signage on the Premises, including the south elevation, was realized through site-specific amendments to the former City of Toronto Sign By-law (Chapter 297 of the former City of Toronto Municipal Code), based on a revitalization of the buildings

surrounding the intersection of Yonge Street and Dundas Street and the creation of Yonge-Dundas Square.

Yonge-Dundas Square was officially opened in 2003 as part of the revitalization of Downtown Yonge. It is part of the City's reinvestment in the downtown core and the revitalization of Yonge and Dundas. Yonge-Dundas Square is now utilized year-round as public open space, as well as for a variety of events.

Figure 2: Proposed South Elevation at 10 Dundas Street East



In order to recognize the fact that the number and types of signs surrounding Dundas Square are important in defining its character, the Sign By-law designates the area as a Special Sign District and provides extra-ordinary permissions and regulations with respect to the signage on properties surrounding Yonge-Dundas Square.

The current proposal seeks to update the signage on the south elevation of the building on the Premises to make it consistent and competitive with other signage surrounding Yonge-Dundas Square. The proposed changes will contribute to the goal of dynamic signage in the Yonge-Dundas area, which has been carried forward as one of the objectives of the Sign By-law through the creation of the DS-SSD, and further contribute to its sense of place within the city.

As proposed, sign "B", sign "C" and sign "D" will be removed entirely and Proposed Sign 2 will replace sign "D" and be enlarged to also replace a portion of the void left by sign "B". Sign "B" currently displays mechanical (tri-vision) copy, which the Applicant has been found to be problematic, at this scale, for maintenance purposes. Proposed Sign 1 will continue to display electronic moving copy in keeping with currently erected

sign "C" and its perimeter is proposed to encompass the area in which sign "C" and a portion of the area in which sign "B" was erected. Proposed Sign 2 will continue to display static copy in keeping with the currently erected sign "D".

COMMENTS

Criteria Established by §694-30A of The Sign By-law

The Sign By-law contains specific criteria to be used in evaluating an application for variance(s). Specifically, §694-30A states that an application for variance(s) may only be granted where it is established that the proposed sign(s) meet each of the nine established criteria.

Applying the Established Criteria

Section/Criteria Description: §694-30A(1): The proposed sign belongs to a sign class permitted in the sign district

Third party signs are permitted in the DS-SSD.

Staff are of the opinion that this criteria has been established.

Section/Criteria Description: §694-30A(2): In the case of a third party sign, the proposed sign is of a sign type permitted in the sign district

Third party electronic projecting signs and third party projecting signs are permitted in the DS-SSD.

Following the adoption by City Council of recommendations to update and consolidate the Special Sign District regulations, in July 2016, provisions contained in an amended Sign By-law, allow for the preservation of existing third party electronic projecting signs and third party projecting signs.

Staff are of the opinion that this criteria has been established.

Section/Criteria Description: §694-30A(3): The proposed sign is compatible with the development of the premises and surrounding area

In the application materials, the Applicant states that "spectacular signage in the area... has created a vibrant and unique sense of place...rivalling global landmarks such as Times Square and Piccadilly Circus." The Applicant goes on further to explain that the proposal is consistent with the signage vision document, adopted in principal by City Council, and designed to guide the development of large-format signage in the area surrounding Yonge-Dundas Square. In addition, there has been a number of recent installations of large-format digital signs in the immediate area, including the media towers at the Eaton Centre and the Atrium on Bay, and the roof sign at the former Hard Rock Café.

The Applicant's belief that this proposal is compatible with the development of the premises and surrounding area is supported by staff. The area surrounding the square, including the subject premises, is designated as a Special Sign District. This designation establishes a Sign By-law objective that envisions dynamic signage in the area, contributing to its sense of place within the city.

Section/Criteria Description: §694-30A(4): The proposed sign supports Official Plan objectives for the property and surrounding area

In the application materials, the Applicant has cited section 2.2.1 of the Official Plan. Section 2.2.1 provides for policies respecting the Downtown, including the following statement:

A dynamic downtown is critical to the health of the city, and characterizes the area by its concentration, intensity and interaction of a myriad of different activities and its synergy that fosters innovation, creativity and an atmosphere of success.

Specifically, it is the Applicant's belief that "the improved signage will assist in promoting creativity and innovation for arts and culture and enhancing specialty retail and entertainment districts as important tourist destinations as outlined in Policies 2.b) and 2.c)...of the Official Plan."

Staff are of the opinion that the Applicant has provided sufficient materials to support the belief that this criteria has been established.

Section/Criteria Description: 694-30 A(5): The proposed sign does not adversely affect adjacent premises

In the application materials the Applicant states that "[s]ince th[ese] proposed sign[s] falls within the DS-SSD...[they] will be consistent with adjacent premises which also contain large format signs and will therefore not adversely affect neighbouring properties but only mirror [the] surroundings."

All of the existing signs on the south elevation were erected and displayed pursuant to a prevailing site-specific amendment, enacted in 2000, and again in 2007. Permits for the signage was obtain in 2007 and 2008. Each of the signs proposed through this consolidation and replacement exercise are required to comply with the illumination provisions contained in the Sign By-law. As a result, the impacts are not expected to adversely affect adjacent properties.

Staff are of the opinion that this criteria has been established.

Section/Criteria Description: 694-30 A(6): The proposed sign does not adversely affect public safety, including traffic and pedestrian safety

In the application materials the Applicant states:

Given that a signage display of a similar size and nature already exists on the building, there will be no impact on public safety as a result of this proposal. This property was designed and built to account for the installation of large format signage. Removal of Sign B and elimination of mechanical copy will significantly decrease the instances of mechanical failure, especially in cold and/or windy weather.

As well, any alterations or modifications to the signage will require both a building permit and a sign permit. This will ensure that any alteration or modification will be consistent with the minimum standards provided by the Ontario Building Code, ultimately ensuring public safety.

Staff are of the opinion that this criteria has been established.

Section/Criteria Description: 694-30A(7): The proposed sign is not a sign prohibited by §694-15B

This criteria has been established as the Applicant's materials establish sufficient information to confirm that the proposed signage is not prohibited by §694-15B of the Sign By-law.

Section/Criteria Description: 694-30A(8): The proposed sign does not alter the character of the premises or surrounding area

It is the opinion of staff that the proposed signage does not alter the character of the premises or the surrounding area because the premises and the surrounding area has already been characterized as an area containing large-format digital signage. The Special Sign District designation and the vision document, adopted in principal by City Council, confirms the character of the area.

Section/Criteria Description: 694-30 A(9): The proposed sign is not contrary to the public interest

Notice of the applications were posted on the property for 30 days prior to the Hearing. A written notice of the applications were mailed out to the local Ward Councillor and to all residential and business tenancies within a 250 metre radius of the property. To date, staff have not received any communications from the public or from the local Councillor in regards to the Applicant's proposal.

The Applicant claims that this proposal is not contrary to the public interest for the following reasons:

- The location of this sign is located in the Dundas-Square Special Sign District, where this type and class of sign is permitted, meaning that this property is suitable for large format signage;
- The proposed design is consistent with recent developments to other signage around the Square and brings the signage up to date with digital trends in the surrounding area;

- This signage display is a prominent focal point in Yonge-Dundas Square. This design and technology upgrade supports the goals of the Official Plan for the Downtown area by enhancing Yonge-Dundas Square as an important regional and tourist destination; and
- The proposed signage will contribute to Yonge-Dundas Square's sense of place and draw as one of the city's premier shopping and tourist destinations as outlined in the Signage Vision for the Downtown Yonge Strip.

Staff are of the opinion that this criteria has been established.

CONCLUSION

After considering the materials submitted by the Applicant and based on staff's evaluation of the proposal, it is believed that the nine criteria listed at §694-30A have all been established and that the Sign Variance Committee should grant the variances requested by the Applicant.

CONTACT

Robert Bader
Supervisor, Tax, Variance & Permits, Sign By-law Unit
E-mail: Robert.Bader@toronto.ca; Tel: 416-392-4113

SIGNATURE

Ted Van Vliet
Manager, Sign By-law Unit, Toronto Building

ATTACHMENTS

Attachment 1 – Description of Signs and Required Variances
Attachment 2 – Applicant's Submission Package

Attachment 1: Description of Signs and Required Variances

Sign Descriptions:

Proposed Sign 1 - A third party electronic projecting sign to be located at the premises municipally known as 10 Dundas Street East which:

- (a) Shall display electronic moving copy only;
- (b) Shall be located in the location identified by the Designation X, as indicated on the below diagram, labelled as Diagram 1 - 10 Dundas Street East;
- (c) The sign face area shall not exceed 512.5 square metres;
- (d) The sign face shall be rectangular in shape;
- (e) The sign face shall not have a centre line that exceeds 20.5 metres;
- (f) The sign face shall not have a bisecting line that exceeds 25.0 metres;
- (g) The sign shall not project less than 0.60 metres, nor more than 1.22 metres from the wall upon which it is erected;
- (h) Where illuminated, the sign may be internally illuminated, or externally illuminated provided the sign shall not be up-lit; and
- (i) The sign does not project, in whole or in part, over a public right of way; and
- (j) Is no more than one such electronic projecting sign erected on the premises.

And

Proposed Sign 2 - One third party projecting sign to be located at the premises municipally known as 10 Dundas Street East which:

- (a) Shall display static copy only;
- (b) Shall be located in the location identified by the designation Y, as indicated on the below diagram, labelled as Diagram 1 - 10 Dundas Street East;
- (c) The sign face area shall not exceed 260 square metres;
- (d) The sign face shall be rectangular in shape;
- (e) The sign face shall not have a horizontal measurement that exceeds 10.4 metres;
- (f) The sign face shall not have a vertical measurement that exceeds 25.0 metres;
- (g) The sign shall not project less than 0.60 metres, nor more than 1.22 metres from the wall upon which it is erected;
- (h) Where illuminated, the sign may be internally illuminated, or externally illuminated provided the sign shall not be up-lit; and
- (i) No more than one such wall sign shall be erected on the premises.

Map 2 of 4 (Dundas Street Elevation)

All dimensions are in metric units

1. The requirement contained at §694-26D(2) which states that the Dundas Square Special Sign District may contain a third party sign which is erected, displayed, or substantially altered after July 30, 2016, which complies with the applicable provisions of Subsection 4 of Schedule C, Additional Special Sign District Regulations, notwithstanding compliance with Subsection D(1), be varied to allow for the erection and display of Proposed Sign 1 which does not comply with the applicable provisions of Subsection 4 of Schedule C, Additional Special Sign District Regulations, or Subsection D(1), on the conditions that Proposed Sign 1 complies with Condition A and Condition B listed below.

3. The requirement contained at Section 4C(8)(e) of Schedule C, Additional Special Sign District Regulations which states that the allowed third party electronic projecting sign shall have sign face that shall not have a horizontal measurement that exceeds

19.7 metres be varied to allow for the erection and display of Proposed Sign 1 that shall have shall have a rectangular sign face with a horizontal measurement (centre line) of 20.5 metres on the conditions that Proposed Sign 1 complies with Condition A and Condition B listed below.

4. The requirement contained at Section 4C(8)(f) of Schedule C, Additional Special Sign District Regulations which states that the allowed third party electronic projecting sign shall have sign face that shall not have a vertical measurement that exceeds 13.1 metres be varied to allow for the erection and display of Proposed Sign 1 that shall have shall have a rectangular sign face with a vertical measurement (bisecting line) of 25.0 metres on the conditions that Proposed Sign 1 complies with Condition A and Condition B listed below.

5. The requirement contained at Section 4C(9) & (10) of Schedule C, Additional Special Sign District Regulations which states that the allowed third party electronic projecting sign shall be in the location identified by the designation C, as indicated on the diagrams indicated at Subsection C(9) & (10) as Map 1 - 10 Dundas Street East and Map 2 - 10 Dundas Street East; be varied to allow for the erection and display of Proposed Sign 1 that shall be located in Designation X, as indicated on the above diagram, labelled as Diagram 1 - 10 Dundas Street East which comprises of the location identified by the designation C, as indicated on the diagram indicated at Subsection C(9) & (10) as Map 1 - 10 Dundas Street East and Map 2 - 10 Dundas Street East, as well as a portion of the location identified by the designation B that Proposed Sign 1 complies with Condition A and Condition B listed below.

6. The requirement contained at §694-26D(2) which states that the Dundas Square Special Sign District may contain a third party sign which is erected, displayed, or substantially altered after July 30, 2016, which complies with the applicable provisions of Subsection 4 of Schedule C, Additional Special Sign District Regulations, notwithstanding compliance with Subsection D(1), be varied to allow for the erection and display of Proposed Sign 2 which does not comply with the applicable provisions of Subsection 4 of Schedule C, Additional Special Sign District Regulations, or Subsection D(1), on the conditions that Proposed Sign 2 complies with Condition A and Condition C listed below.

7. The requirement contained at Section 4C(2)(c) of Schedule C, Additional Special Sign District Regulations which states that the allowed third party projecting sign shall have a sign face area that shall not exceed 139.4 square metres be varied to allow for the erection and display of Proposed Sign 2 that shall have a sign face area of 260.0 square metres on the conditions that Proposed Sign 2 complies with Condition A and Condition C listed below.

8. The requirement contained at Section 4C(2)(f) of Schedule C, Additional Special Sign District Regulations which states that the allowed third party projecting sign shall have sign face that shall not have a vertical measurement that exceeds 13.1 metres be varied to allow for the erection and display of Proposed Sign 2 that shall have shall have a rectangular sign face with a vertical measurement (bisecting line) of 25.0 metres on the conditions that Proposed Sign 2 complies with Condition A and Condition C listed below.

9. The requirement contained at Section 4C(9) & (10) of Schedule C, Additional Special Sign District Regulations which states that the allowed third party projecting sign shall be in the location identified by the designation C, as indicated on the diagrams indicated at Subsection C(9) & (10) as Map 1 - 10 Dundas Street East and Map 2 - 10 Dundas Street East; be varied to allow for the erection and display of Proposed Sign 2 that shall be located in Designation Y, as indicated on the above diagram, labelled as Diagram 1 - 10 Dundas Street East which comprises of the location identified by the designation D, as indicated on the diagrams indicated at Subsection C(9) & (10) as Map 1 - 10 Dundas Street East and Map 2 - 10 Dundas Street East, as well as a portion of the location identified by the designation B that Proposed Sign 2 complies with Condition A and Condition C listed below.

Condition A

The sign shall not project less than 0.60 metres, nor more than 1.22 metres from the wall upon which it is erected.

Condition B

The sign shall be located in the location identified by the Designation X, as indicated on the diagram, labelled as Diagram 1 - 10 Dundas Street East, above.

Condition C

The sign shall be located in the location identified by the Designation Y, as indicated on the diagram, labelled as Diagram 1 - 10 Dundas Street East, above.

Attachment 2: Applicant's Submission Package



Application Sign Variance

Folder Number	Date (yyyy-mm-dd)
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Project Information

Street Number	Street Name	Lot Number	Plan Number
10	DUNDAS STREET EAST		
Describe the variance(s) being applied for: SEE ATTACHED SCHEDULE A			
If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:			
Existing Sign Dimensions		Location	
13.4M H X 10.4M W		SOUTHWEST CORNER OF BUILDING	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): SEE ATTACHED SCHEDULE B			


Property Owner Information

First Name		Last Name	
10 DUNDAS STREET LTD.			
Company Name (if applicable)		Telephone Number	
10 DUNDAS STREET LTD.		(416) 681-3407	
Street Number	Street Name	Suite/Unit Number	Mobile Number
1	YORK STREET	1100	
City/Town	Province	Postal Code	Fax Number
TORONTO	ON	M5J0B6	
Email: ADIPALMA@BENTALLKENNEDY.COM			

Attachment Required

- Sign Variance Data Sheet
- Copies of any supporting documents
- All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

BENTALL KENNEDY (CANADA) LIMITED PARTNERSHIP			416) 681-3407	
Street Number of 1	Street Name YORK STREET	Suite/Unit Number 1100	Mobile Number 647) 288-3407	
City/Town TORONTO	Province ON	Postal Code M5G0B8	Fax Number	
Email ADIPALMA@BENTALLKENNEDY.COM				
Do hereby declare the following:				
<ul style="list-style-type: none"> That I am <input type="checkbox"/> the Property Owner as stated above <input type="checkbox"/> the owner's authorized agent. <input checked="" type="checkbox"/> an officer/employee of <u>Bentall Kennedy (Canada)</u> which is an authorized agent of the owner. <input type="checkbox"/> an officer/employee of _____, which is the Property Owner's authorized agent. That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law. That the information included in this application and in the documents filed with this application is correct. 				
 Signature		ANGELO DI PALMA Print Name (First, Last)		<u>June 26, 2017</u> Date (yyyy-mm-dd)

Continue on next page.

Toronto Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2008, Chapter 11, Schedule A, 136(e) and the City of Toronto Municipal Code, Chapter 694, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-382-4235.

14-0043 2016-12

2 of 2



Data Sheet

Sign Variance

Folder number

Request Date (yyyy-mm-dd)

This data sheet forms part of an application for a variance from Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street Number	Street Name	Lot Number	Plan Number
10	DUNDAS STREET EAST		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
0.46 acres		
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
1	2007-05-01	
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
	10 (plus 3 below-grade levels)	
Building Use(s)		
COMMERCIAL		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)

North COMMERCIAL BUILDING, DS-SSD

South YONGE-DUNDAS SQUARE, DS-SSD

East TORONTO PUBLIC HEALTH BUILDING, DYS-SSD/CR

West COMMERCIAL BUILDING, DS-SSD

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)

INCREASE THE HEIGHT OF SIGN D FROM 13.4M TO 25M.

SEE ATTACHED SCHEDULE C

- Being a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary)

SEE ATTACHED SCHEDULE B

10 DUNDAS STREET EAST – SIGN VARIANCE APPLICATION, 2017

10 Dundas Street East

Schedule B: Rationale

REASONS/JUSTIFICATION

The proposed design in this application intends to replace end of life and outdated technology of current signs 'B' (mechanical copy) and 'C' (electronic copy) while maintaining the overall layout of the signage display by modifying the size of sign 'D' (static copy).

Sign B employs tri-vision technology which is subject to frequent malfunctions due to weather. High winds frequently knock the prisms out of rotation, and cold temperatures and ice buildup result in prisms locking or getting stuck. The sign recently underwent major repairs, and will still need to be replaced within the next 2 years. These malfunctions are unsightly and costly, and they diminish the vibrant, spectacular signage of the property and Yonge-Dundas Square. Due to the curve of the building, static copy is not practical for this location because the vinyl would not stretch evenly across the curve. For this reason, technology replacement must be with a digital sign.

Sign C has been operating for nearly 10 years and has come to the end of its life span. The sign no longer supports the vibrant, spectacular feel of signage in the Square and must be updated in order to visually complement the rest of the signage in the surrounding area. The tiles surrounding the existing digital screen consistently represent a creative challenge and setback for advertisers and creative agencies, and are impractical from a content scheduling perspective. The proposed design will be consistent with signage design trends in the Square and will eliminate aforementioned creative and logistic challenges.

The design proposed in this application intends to elevate the appearance of signage on the property in keeping with recent updates around the Square including the 3,820 Sq. Ft. digital display located on the Atrium on Bay Media Tower, new signs on the media tower at Toronto Eaton Centre and the new signage on the former Hard Rock Café building directly to the South of the Square. These changes are necessary in order to replace outdated and end of life technology as well as to remain competitive with advertisers in the Square.

9 CRITERIA

694-30A(1): Belong to a sign class permitted in the sign district where the premises is located;

This property is located in the Dundas Square Special Sign District. Third party signs are permitted in this district, and therefore this criteria is satisfied.

694-30A(2): In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located;

As per the Sign By-law, Chapter 694 of the Toronto Municipal Code, Schedule B, Subsection 4C(2), this property may contain a projecting sign in location D of the Map displayed in Schedule B.

As per the Sign By-law, Chapter 694 of the Toronto Municipal Code, Schedule B, Subsection 4C(8), this property may contain an electronic projecting sign in location C of the Map displayed in Schedule B.

SCHEDULE B: RATIONALE

10 DUNDAS STREET EAST – SIGN VARIANCE APPLICATION, 2017

694-30A(3): Be compatible with the development of the premises and surrounding area;

Yonge-Dundas Square is an iconic destination within Toronto designated as a public space and event venue. The spectacular signage in the area, guided by the Signage Vision and regulated by the Dundas Square Special Sign District, has created a vibrant and unique sense of place in the Square rivaling global landmarks such as Times Square and Piccadilly Circus. The proposed signage is designed to maintain and enhance this sense of place with state of the art technology and innovative design that respects the architecture of the building and surrounding area.

Development of the Premises:

The signage display at 10 Dundas East is an iconic landmark in Toronto and plays a significant role in creating a "Bright Lights, Big City" vibe in Yonge-Dundas Square. Sign 'B' and sign 'C' occupy the most prominent external area of the building located nearest the Northeast corner of Yonge Street and Dundas Street. Due to recent developments to signage in the Square outlined below, the signage design must be updated in order to remain competitive with premium advertisers. The proposed design will employ state-of-the-art technology to improve the appearance of the signage and to uphold Yonge-Dundas Square's status as a major tourist attraction in the city of Toronto.

Development of the Surrounding Area:

Surrounding Yonge-Dundas Square, there have been multiple recent developments to add new digital displays containing electronic moving copy:

- Two 4,050 Sq. Ft. digital displays located at 1 Dundas Street West (CF Toronto Eaton Centre Media Tower)
- One 3,820 Sq. Ft. digital display located at 306 Dundas (Atrium on Bay Media Tower)
- One 2,205 Sq. Ft. North facing digital display located on 10 Dundas Street East
- One digital roof sign located at 259 Victoria St (Rogers City TV building) with a maximum permitted size of 689 Sq. Ft.
- Two first party H&M digital screens located on the Northeast corner of the CF Toronto Eaton Centre
- Four third party sign faces in a digital wrap formation located at 279-283 Yonge St. with an overall size of approximately 3069 sq. ft.

The proposed design would be consistent in size, design, and type of copy with the other developments taking place around the Square. This proposed design would provide updated technology to the property, creating visual coherence with the surrounding area.

Bright Lights – Big City

In 2006 the Downtown Yonge BIA (DYBIA), at the request of the City of Toronto, commissioned a study conducted by The Planning Partnership and completed in March 2009 titled: Bright Lights - Big City, A Signage Vision for the Downtown Yonge Strip. This vision was designed in consultation with the City to provide "recommendations to the DYBIA and the City of Toronto on an approach to guiding and assessing applications for large-format signage which can balance the interests of the BIA membership with broader district and city urban design objectives." City Council adopted this vision in principle in April 2009.

Section 2: Context states,

"Initially associated with local businesses, bold large-format signage have historically been a defining characteristic of the area. Not only does this spectacular approach to

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signage contribute to the area's draw as one of the city's pre-eminent shopping and tourist destinations, it is also the source of the area's distinct 'sense of place'."

The existing signs at 10 Dundas East have been contributing to the Square's draw and sense of place since their erection in 2007. Now, emerging technology and the age of the existing signage has made it necessary to upgrade the signs' technology. Recent large format digital sign installations in the immediate area, including recent installation of two 90'hX45'w digital screens on CF Toronto Eaton Centre, one 60'hX97'w digital screen on the Atrium on Bay Media Tower, two H&M first party digital screens on the CF Toronto Eaton Centre, and four digital sign faces in a wrap formation totaling approximately 26.3'h X 193.1'w on the building directly South of the Square, have made it pertinent that signage on this property be updated in keeping with the spectacular signage in the surrounding area.

694-30A(4): Support the Official Plan objectives for the subject premises and surrounding area;

As part of the Downtown designation within the Official Plan, this area is described as "The Heart of Toronto". Section 2.2.1 states that "A Dynamic downtown is critical to the health of a city", and characterizes the area by its concentration, intensity and interaction of a myriad of different activities and its "synergy that fosters innovation, creativity and an atmosphere of success".

With the proposed signage, 10 Dundas aims to support the Official Plan objectives for the Downtown area. More specifically, we feel the improved signage will assist in promoting creativity and innovation for arts and culture and enhancing specialty retail and entertainment districts as important tourist destinations as outlined in Policies 2.b) and 2.c) on page 17 of the Official Plan.

This signage design will enhance Yonge-Dundas Square's status as a global landmark with state of the art technology. Yonge-Dundas Square is considered the Heart of the City in the Downtown area, and with this technology, we can amplify and elevate events hosted in the Square to create a strong sense of place. Yonge-Dundas Square is one of the city's most important tourist destinations, and with high quality signage that respects local architecture, 10 Dundas aims to bring YDS in line with global destinations such as Times Square or Piccadilly Circus.

In addition to contributing to Yonge-Dundas Square's strong sense of place, digital signage provides an unparalleled opportunity to raise awareness for the local arts community in Toronto as well as disseminate emergency messages, such as Amber Alerts, to a large volume of people on an immediate basis. Astral Out of Home is the media company managing sales of the signage at this property and has an agreement with the OPP to broadcast Amber Alerts.

694-30A(5): Not adversely affect adjacent premises;

The City's goal for this area, based on the Signage Vision, is to create a Bright Lights Big City feel in the area and a strong sense of place when people visit Yonge-Dundas Square. Since this proposed sign falls within the Dundas-Square Special Sign District, the one area of Downtown suited for large-format signage, it will be consistent with adjacent premises which also contain large format signs and will therefore not adversely affect neighbouring properties but only mirror its surroundings.

In addition to this, the sign will be serviced from the rear, meaning there will be no impact to the public space or neighbouring properties during sign maintenance or service.

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694-30A(6): Not adversely affect public safety, including traffic and pedestrian safety;

Given that a signage display of a similar size and nature already exists on the building, there will be no impact on public safety as a result of this proposal. This property was designed and built to account for the installation of large format signage. Removal of Sign B and elimination of mechanical copy will significantly decrease the instances of mechanical failure, especially in cold and/or windy weather. Filling that signage space with an electronic sign will provide the ability to change sign copy remotely and therefore eliminate on-site installations and associated overhead work.

Pedestrian Safety

The sign is affixed to the wall of the building at 10 Dundas East and is not accessible to the public. In addition to this, the proposed digital screen is entirely serviced from the rear of the sign, meaning service technicians will perform maintenance behind the sign and will not interfere with the sidewalk or roadway. Service will also take place after hours only once the commercial operations in the building have closed so as not to interfere with the business tenants and customers on the property.

Traffic Safety

Many studies have been conducted on the impact of outdoor signage on traffic safety, including those referenced in a report to the City of Toronto during their illuminated and electronic sign study in 2013. The general consensus has been that there is no statistically significant correlation between outdoor signage and traffic accidents.

694-30A(7): Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B;

The proposed sign is not prohibited by Toronto Municipal Code Chapter 694-15B as the aforementioned expressly prohibits the following:

1. A sign erected on a tree or a fence;
✓ This is a projecting sign and therefore not erected on a tree or fence.
2. A roof sign, except a first party roof sign included in a Signage Master Plan consisting solely of first party signs, or roof sign located in the Dundas Square Special Sign District;
✓ This is not a roof sign.
3. A sign erected on a parked vehicle or trailer where the primary purpose of the vehicle or trailer is the display of the sign;
✓ The sign is not located on a parked vehicle or trailer.
4. A sign erected on a vehicular, railway or pedestrian bridge;
✓ The sign is not located on a vehicular, railway or pedestrian bridge.
5. A sign which obstructs or interferes in any way with the use of any fire escape, fire exit, door, flue, air intake, exhaust, or required parking space or window, but shall not include a window sign permitted by this chapter;
✓ This sign does not obstruct or interfere with any of the aforementioned items. This building was designed with large format signage in mind.
6. A sign which interferes with any electrical or telephone wires or associated supports;
✓ The sign does not interfere with any electrical or telephone wires or associated supports.
7. A sign emitting sound or odour;
✓ The sign does not emit sound or odour.
8. A sign discharging any gas, liquid, or solid;

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- ✓ The sign does not discharge any gas, liquid, or solid.
- 9. A sign containing interactive copy;
 - ✓ The proposed signs contain electronic copy in the case of sign 'C' and static copy in the case of sign 'D'. There will be no interactive copy.
- 10. An electronic roof sign, except a first party electronic roof sign included in a Signage Master Plan consisting solely of first party signs, or an electronic roof sign located in the Dundas Square Special Sign District.
 - ✓ This is not a roof sign.

694-30A(8): Not alter the character of the premises or surrounding area;

Character of the Premises

The spectacular signage display at Dundas East is a key feature of both Yonge-Dundas Square and the building, and it serves to promote the lively experience of this mall and entertainment centre. This design and technology upgrade will improve the appearance of the building and further enhance the vibrant focal point created by this prominent display in the Square. The proposed design offers a simple, and clean-line aesthetic that is consistent with digital trends in the Square. New technology will provide a clear resolution and improved contrast of the digital board, which elevates the appearance of the iconic signage display and allows us to display clear images at lower brightness levels.

Character of the Surrounding Area

The proposed signage will not alter the character of the surrounding area. 10 Dundas Street East falls within the Dundas Square Special Sign District where large-format signage is appropriate and permitted. This application is in line with the guidelines outlined in Bright Lights – Big City: A Signage Vision for the Downtown Yonge Strip.

The following points are strengths and opportunities provided by large format signage, as they are outlined on page 11 of the Signage Vision, along with how this proposal supports and fulfills those strengths and opportunities:

- *"A clearly defined area with vibrant signage already exists and can be reinforced without raising significant concerns about compatibility."*
 - This area of the City is deemed the Heart of the City, where large format signage is a defining characteristic of the area. The recent digital developments in signage surrounding the Square, including those on the CF Toronto Eaton Centre, Atrium on Bay Media Tower, former Hard Rock Café building, and more, demonstrate that the future of signage in the Square is digital. At 10 years old, the existing digital sign is now end of life, and this application seeks to upgrade both the technology and design in keeping with developments in the Square.
- *"High quality signage that is well designed and well placed can reinforce the identity of the area as a pre-eminent shopping destination and unique tourist attraction."*
 - With this signage design we will be updating and upgrading with new and state of the art technology to ensure this signage display is of the highest quality. It is our goal to reinforce the identity of the Square as a global landmark and an important destination for Torontonians and tourists alike. With its iconic location on the 10 Dundas East entertainment complex, boasting major shopping destinations such as Cineplex, Adidas, Winners, and Milestones, among many others, this signage serves to reinforce this centre

SCHEDULE B: RATIONALE

as an iconic part of Yonge-Dundas Square responsible for driving many tourists to the area.

- *“Consistent parameters for design of signage within a defined framework can improve the visual coherence of the area and enhance the pedestrian experience.”*
 - There are many other signage displays of a similar nature in the immediate surrounding area, which are being updated to new technology to improve the appearance of the Square. This proposed design will bring the signage up to date with other improvements being made around the Square to create visual coherence. Digital content and technology creates innovative and engaging display opportunities that enhance the pedestrian experience.

694-30A(9): Not be, in the opinion of the decision maker, contrary to the public interest;

The proposed sign will not be contrary to the public interest for the following reasons:

- The location of this sign is located in the Dundas-Square Special Sign District, where this type and class of sign is permitted, meaning that this property is suitable for large format signage.
- The proposed design is consistent with recent developments to other signage around the Square and brings the signage up to date with digital trends in the surrounding area.
- This signage display is a prominent focal point in Yonge-Dundas Square. This design and technology upgrade supports the goals of the Official Plan for the Downtown area by enhancing Yonge-Dundas Square as an important regional and tourist destination.
- The proposed signage will contribute to Yonge-Dundas Square's sense of place and draw as one of the city's premier shopping and tourist destinations as outlined in the Signage Vision for the Downtown Yonge Strip.
- The sign will be serviced from the rear ensuring no impact on pedestrian safety or adjacent premises.

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Schedule A: Summary of Requested Variances, SIGN D

Summary of Requested Variances		
Section	Requirement	Proposal
4C(2)(c) of Schedule C, Additional Special Sign District Regulations	The sign face area shall not exceed 139.4 square metres;	The sign face area shall not exceed 260 square metres;
4C(2)(f) of Schedule C, Additional Special Sign District Regulations	The sign face shall not have a vertical measurement that exceeds 13.1 metres;	The sign face shall not have a vertical measurement that exceeds 25 metres;

SCHEDULE A: VARIANCES

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SCHEDULE C: PROPOSED SIGNS

Proposal:

- 1) Remove existing tri-vision (Sign B)
- 2) Replace existing digital screen on South elevation (Sign C) with a larger digital screen sized 82'h X 67"w
- 3) Extend the height of backlit (Sign D) to match the height of new proposed digital Sign C

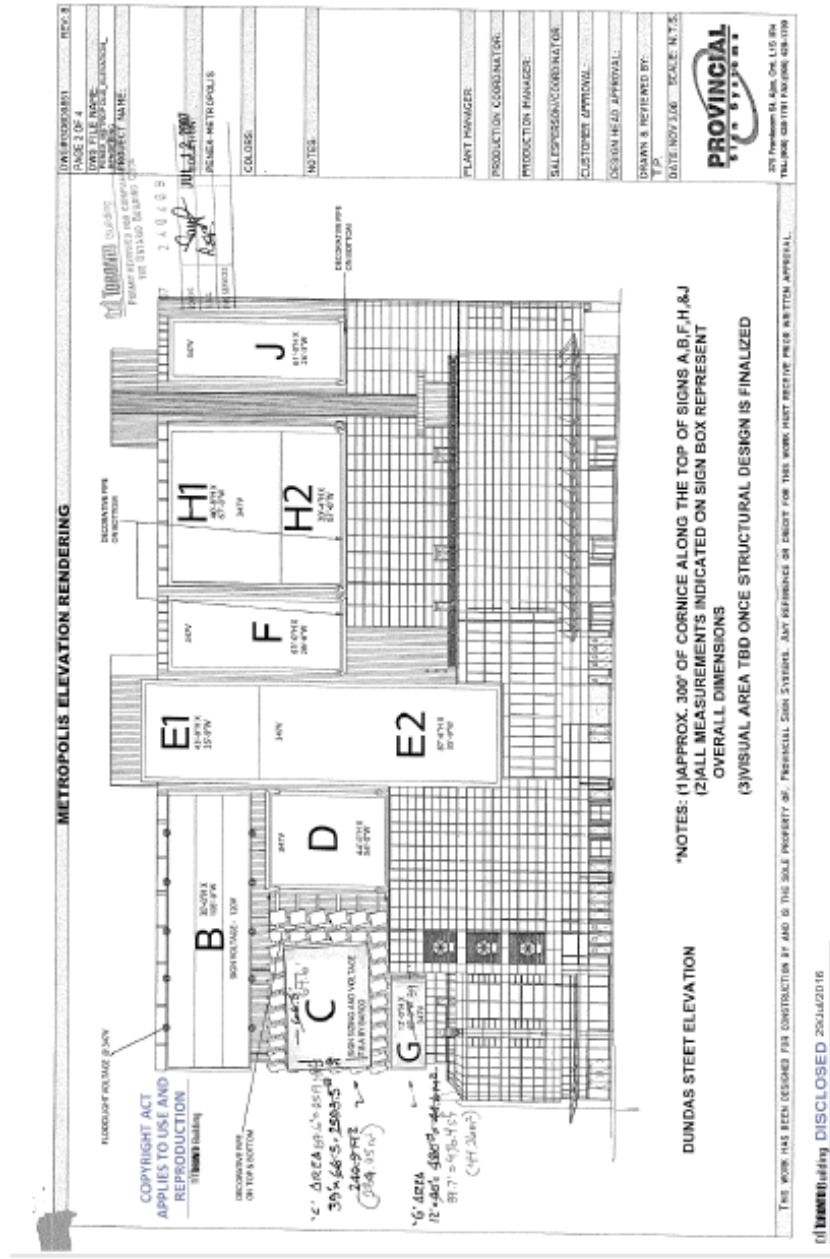
EXISTING Sign Dimensions						
Sign Letter	Metres			Feet		
	H	W	m ²	H	W	Ft ²
B	9.1	32.9	299.39	30	108	3240
C	11.9	19.7	234.43	39	64.6	2519.4
D	13.4	10.4	139.36	44	34	1496

PROPOSED Sign Dimensions						
Sign Letter	Metres			Feet		
	H	W	m ²	H	W	Ft ²
B	N/A	N/A	N/A	N/A	N/A	N/A
C	25	20.5	512.5	82	67	5494
D	25	10.4	260	82	34	2788

SCHEDULE C: PROPOSED SIGNS

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Existing Sign Dimensions



SCHEDULE C: PROPOSED SIGNS

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Proposed Design Mock-up



SCHEDULE C: PROPOSED SIGNS