



**STAFF REPORT
ACTION REQUIRED**

Area-Specific Sign By-law Amendment for 378 Yonge Street (Elephant & Castle)

Date:	May 28, 2013
To:	Planning and Growth Management Committee
From:	Chief Building Official and Executive Director, Toronto Building
Wards:	Ward 27 – Toronto Centre-Rosedale
Reference Number:	PG13013

SUMMARY

This report recommends approval of an application to amend the current Sign By-law to implement a site-specific amendment located at 378 Yonge Street. The application is the subject of a related report from the Director, Urban Design, City Planning Division, to the Toronto Preservation Board and to this Standing Committee with respect to the heritage issues related to this proposal.

The application describes a proposal to erect a third party sign on the roof of the existing heritage designated building. The proposed roof sign would contain three faces, directed north, east and south, with each face displaying electronic static copy and accented with colour changing LED light columns at three corners, and a colour changing LED "spire" element.

The application is supported by the document entitled "Bright Lights – Big City: A Signage Vision for the Downtown Yonge Strip" (the "Signage Vision") and is in keeping with the image for the Downtown Yonge Street Special Sign District (DYS-SSD), as described by Chapter 694.

RECOMMENDATIONS

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

1. City Council approve an amendment to Chapter 694, Signs, General, to adopt an area-specific amendment at 378 Yonge Street, substantially in accordance with the administrative design features as set out in Appendix A to this report; and

2. The City Solicitor be authorized to prepare the necessary Bills for introduction in Council to implement the above recommendations, subject to such stylistic and technical changes to the draft bills as may be required.

FINANCIAL IMPACT

The recommendations in this report have no financial impact.

DECISION HISTORY

Signage Vision for Downtown Yonge Strip

(<http://www.toronto.ca/legdocs/mmis/2009/te/bgrd/backgroundfile-20298.pdf>)

New Sign Regulation and Revenue Strategy

(<http://www.toronto.ca/legdocs/mmis/2009/pg/bgrd/backgroundfile-24387.pdf>)

New Sign Regulation and Revenue Strategy: Additional Considerations

(<http://www.toronto.ca/legdocs/mmis/2009/cc/bgrd/backgroundfile-25449.pdf>)

ISSUE BACKGROUND

Heritage Designation

The Dominion Bank Building at 378 Yonge Street is designated under Part IV of the *Ontario Heritage Act* on architectural grounds as a very fine example of the work of John M. Lyle, a Toronto architect of great importance, by By-law No. 85-76. As a result, under the Act, the installation of the proposed sign requires the approval of City Council to alter a designated heritage building, along with approval to amend Chapter 694.

Current Third Party Roof Sign

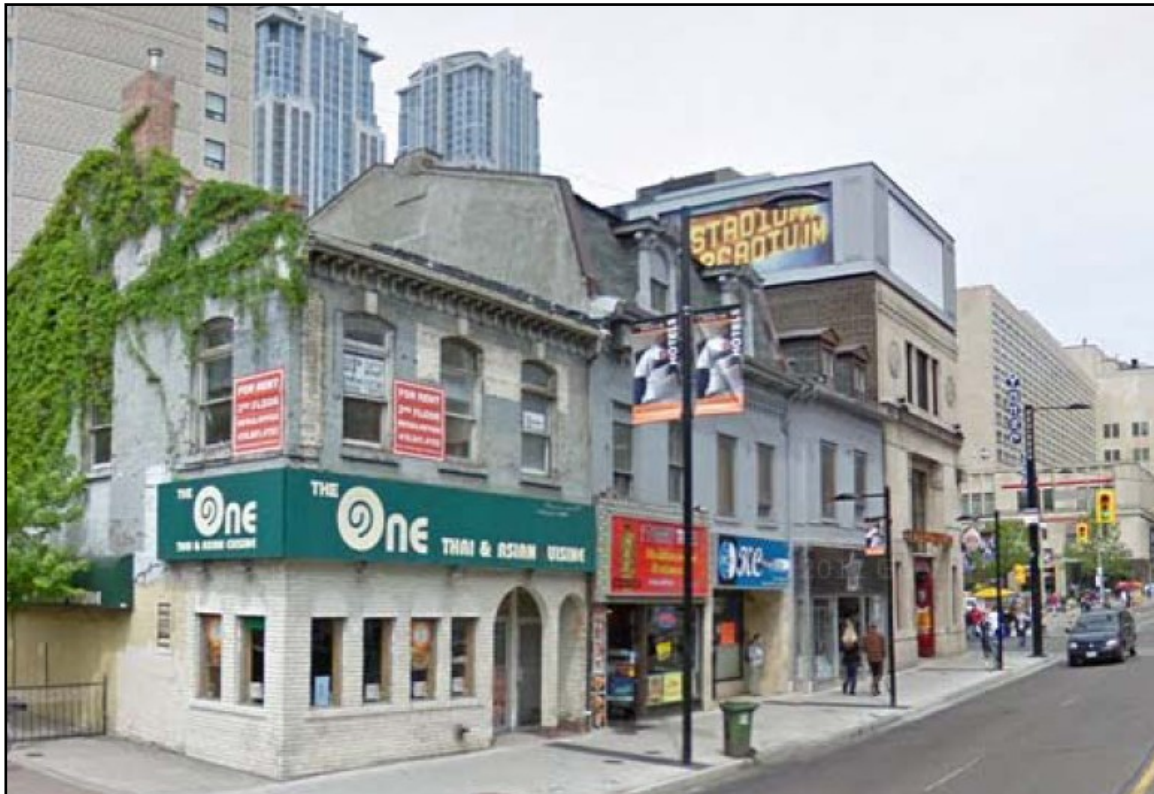
At its meeting of May 30 and 31 and June 1, 2001, City Council adopted the recommendations of the Downtown Community Council which granted, by variance, the approval of the current third party signs on the roof of the subject building.

The approval permitted the current three roof signs (described in Figures 2 & 3, below) within a parapet treatment above the existing building. The three signs contain mechanical (scrolling) copy and are all of various dimensions, each facing northerly, easterly and southerly.

Figure 1: Looking South - Existing Third Party Roof Sign on Subject Premises (Source: Google Streetview)



Figure 2: Looking North - Existing Third Party Roof Sign on Subject Premises (Source: Google Streetview)



Although roof signs are generally prohibited under Chapter 694, the proposed location of the sign is within the Downtown Yonge Street Special Sign District where site-specific amendment applications are evaluated against the guidelines contained in a Signage Vision commissioned by the Downtown Yonge Street Business Improvement Area and adopted in principle by City Council. It provides a framework for reviewing large-format signage applications, including third party advertising billboards, within this Special Sign District.

The applicant is requesting an amendment to Chapter 694, as the proposal is not consistent with the approvals previously granted by Council for the existing sign.

COMMENTS

Signage Proposal

The Applicant has proposed a roof sign containing three sign faces, each with consistent dimensions and utilizing electronic static sign copy display. This proposal reflects the guidelines found in the Signage Vision for the Downtown Yonge Strip in the following ways:

- It is a large-format commercial advertising billboard encouraged within the prescribed Signage Vision boundary area, along Yonge Street from Queen Street north to Gerrard Street;
- It is located at a key visual site, performing as a "Gateway marker" and accentuating the "key entry and egress points of the precinct";
- Is of a "higher architectural design, material and structural standard" in comparison to conventional roof signs;
- Is constrained to the corner locations of the subject property to accentuate the gateway treatment;
- Although extending beyond the permitted zoning height of 16 metres, as prescribed by the applicable Zoning By-law, in order to accentuate the gateway treatment, the proposed signage and the illuminated architectural spire is higher than the existing street wall height; and
- In consideration of the significant residential development taking place immediately across Gerrard Street East, at the north-east corner of Yonge Street and Gerrard Street, it is proposed that the sign will comply in all respects with the illumination provisions contained in Chapter 694.

The proposed roof sign, incorporating an illuminated architectural spire element emanating from the north-east corner of the sign frame, also contains three sign faces, described in the table below. Figures 3 and 4 (below) provide a photographic illustration of the proposed sign, in context.

Table 1: Sign Attributes

Sign Face	Orientation	Sign Face Dimensions	Sign Face Area	Height (metres)	Method of Copy Display
1	Northerly	6.74 m wide by 4.27 m long	28.78 m ²	17.26	Electronic Static (w/ colour-changing column feature along easterly and westerly sign border)
2	Easterly	6.74 m wide by 4.27 m long	28.78 m ²	17.26	Electronic Static (w/ colour-changing column feature along southerly and northerly sign border)
3	Southerly	6.74 m wide by 4.27 m long	28.78 m ²	17.26	Electronic Static (w/ colour-changing column feature along easterly and westerly sign border)

Figure 3: Photo Rendering of Proposed Sign in Context – Looking South

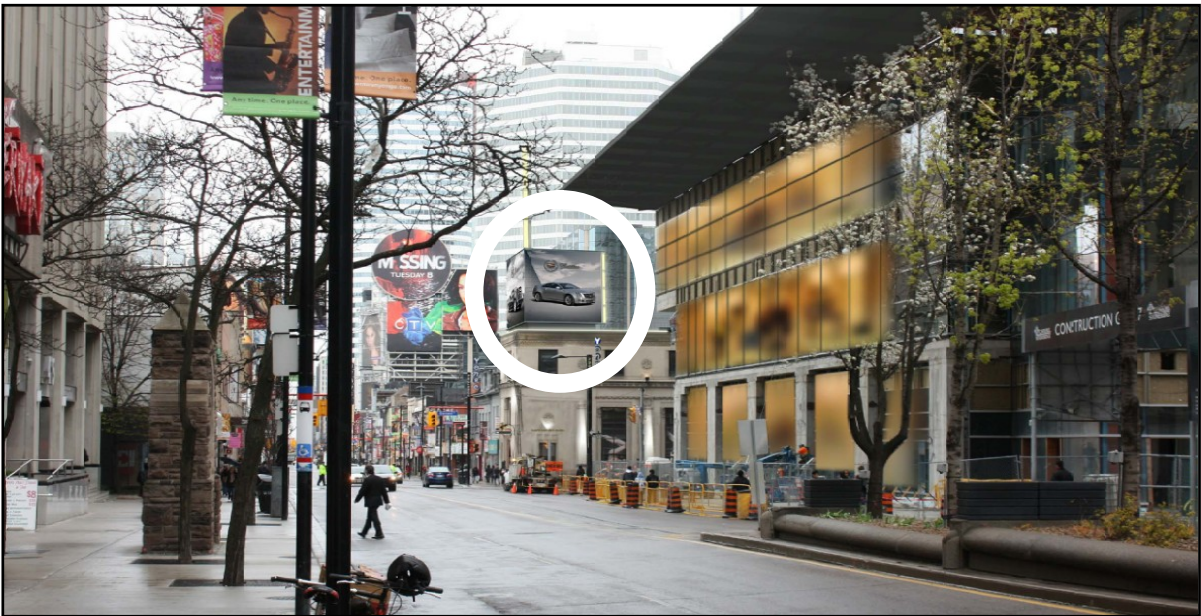
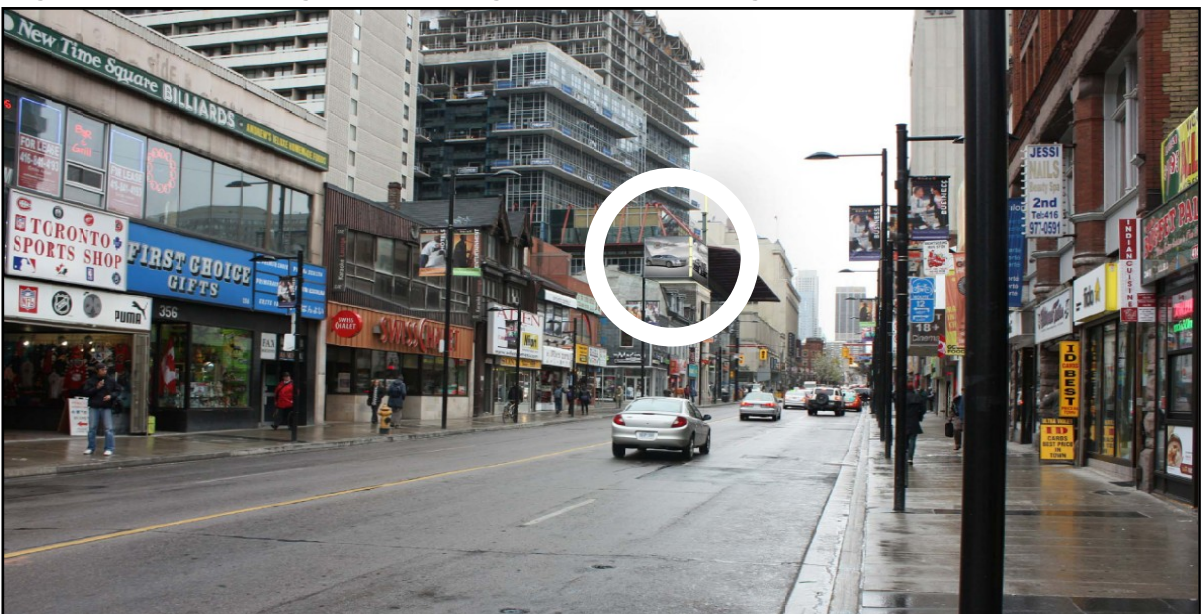


Figure 4: Photo Rendering of Proposed Sign in Context – Looking North



As illustrated in the photo renderings in Figures 3 and 4 above, and also provided in the Applicant's submission package as Appendix B, the supporting structure of the sign is largely shielded from view by the sign faces directed out from the exterior walls of the building. Those components of the sign structure that are visible provide a colour-changing LED light illuminating display which is synchronized with the illuminated architectural spire element. The overall design and structure of the proposed roof sign is distinguished from other typical roof signs. It is of a higher design and composed of higher quality materials.

The scale and massing of the proposed roof-top sign structure is consistent with the architectural design principles of the host building. The size and dimensions of each sign face is sympathetic to the orders of the building.

Heritage Benefit

The proposal is to replace the existing signage mounted on top of 378 Yonge Street with a new third party signage program including a change in the method in which sign copy is displayed. The proposed design drawings are provided in Appendix B to this report. The intent is for the revenue from this signage, secured through a Letter of Credit and explained more fulsomely in the related report from the Director, Urban Design, City Planning Division, to financially contribute to the restoration and maintenance of the designated heritage building and will include:

- Restoring the exterior of the existing heritage building, including extensive masonry restoration;
- Installing historically appropriate windows;
- Improved accent lighting; and
- Enhanced heritage interpretation.

Illumination

As the proposed third party roof sign is located within the Downtown Yonge Street Special Sign District, the provisions respecting the time-of-day operation of the sign do not apply. Notwithstanding this, in keeping with the guidelines contained within the Signage Vision for the Downtown Yonge Strip, and in consideration of the residential uses occurring immediately to the north of the subject property, it is proposed that the sign be required to be turned off between the hours of 11:00 p.m. and 7:00 a.m. and that it comply with other illumination provisions designed to reduce the impact of the sign on adjacent properties, including:

- Controls respecting the brightness and brilliance of sign illumination;
- Prevention of light spill and light trespass onto sensitive land uses; and
- Controls to implement the City's Bird-friendly Guidelines, including no up-lit signs.

Non-Commercial Messaging

In addition to and consistent with the approvals granted by City Council for such third party signs that display electronic static copy, the Applicant has agreed to include non-commercial messaging provisions as part of this request. A total of five percent of the daily advertising space/time shall be dedicated to non-commercial messaging. Non-commercial messaging is defined as:

Sign copy displayed on a sign face and related to identifying and informing the public of: charitable, cultural or community organizations; provincial, municipal or civic organizations; public service messages; emerging Council-approved initiatives; Divisional and Committee programs and services including programs and services offered by the City of Toronto's special purpose bodies, agencies, boards, commissions and corporations; and, City-sponsored and City-partnered events but shall not include political messaging.

Administratively, the City's Strategic Communications Division, which administers the public service messaging provisions of the Co-ordinated Street Furniture Agreement with Astral Media, will undertake the adjudication of any non-commercial messaging provisions approved through this application.

CONTACT

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SIGNATURE

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ATTACHMENTS

1. Appendix A – Administrative Design for 378 Yonge Street
2. Appendix B – Yonge Gerrard Media Display; prepared by KDA Associates, April 1, 2013