

Application by Clear Channel Outdoor for Variances from Chapter 694 respecting Five Proposed Third Party Signs at 306 Yonge Street.

Date:	July 4, 2013
To:	Sign Variance Committee
From:	Chief Building Official and Executive Director, Toronto Building
Ward:	Ward 27 Toronto Centre - Rosedale
Reference Number:	13 185808



SUMMARY

This report reviews and makes recommendations on a request by the Applicant, Clear Channel Outdoor, to erect and display five third party signs displaying a mix of static and electronic moving sign copy on an existing media tower located at 306 Yonge Street in the Dundas Square Special Sign District.

This report recommends approval of variances required from Chapter 694-26D(1) and 694-18E(1) to permit the proposed signs to display third party sign copy with an area of 119% of the surface area of the media tower, to allow one sign to exceed the maximum permitted sign face area by 41.7 square metres; to allow two of the proposed signs to project beyond the surface of the media tower and into the Dundas Street West and Edward Street No Cover Zones; to allow for signs to not be erected simultaneously on the Dundas Street West and Edward Street display areas; to allow two of the proposed signs to be up-lit; and, to allow one of the signs to have a maximum width of 29.6 metres.

Figure 1 – Key Map 595 Bay Street and Sign Location



-  = Sign Locations
-  = Dundas Square Special Sign District

REQUESTED VARIANCES

Table 1 - Sign #1 (see Appendix 1 to this report)

Reference to relevant subsections of Chapter 297, Signs, of the Municipal Code of the former City of Toronto	Specific Requirement	Proposed Deviation from Requirement
§297-12P.(2)(a)	Signs shall not encroach into the Dundas Street West No Cover Zone	The proposed sign will encroach 10 metres into the Dundas Street West No Cover zone
§297-12.P.(2)(c)	Neither the vertical measurement of the sign and the horizontal measurement of the sign may exceed 28.5 metres	The proposed sign will have a horizontal measurement of 29.6 metres
§297-12P.(2)(f)	The sign face area of a sign shall not exceed 500 square metres	The proposed sign will have a sign face area of 541.7 square metres
§297-12P.(4)(b)	Signs are erected simultaneously on both the Dundas Street West and Edward Street additional display areas	The proposed sign may not be erected simultaneously on both the Dundas Street West and Edward Street additional display areas
§297-12P.(7)(a)	Not more than 85% of the gross surface display area may be utilized for the purpose of third party advertising	Approximately 119% of the gross surface display area will be used for third party advertising
§297-12P.(7)(e)	No sign projects beyond the surface of the media display tower	The proposed sign will project beyond the surface of the media tower

Table 2 - Sign #2 (see Appendix 1 to this report)

Reference to relevant subsections of Chapter 297, Signs, of the Municipal Code of the former City of Toronto	Specific Requirement	Proposed Deviation from Requirement
§297-12P.(7)(a)	Not more than 85% of the gross surface display area may be utilized for the purpose of third party advertising	Approximately 119% of the gross surface display area will be used for third party advertising
Chapter 694 Section	REQUIREMENT	PROPOSAL
§694-18E(1)	The sign shall not be up-lit	The proposed sign will be up-lit

Table 3 - Sign #3 (see Appendix 1 to this report)

Reference to relevant subsections of Chapter 297, Signs, of the Municipal Code of the former City of Toronto	Specific Requirement	Proposed Deviation from Requirement
§297-12P.(7)(a)	Not more than 85% of the gross surface display area may be utilized for the purpose of third party advertising	Approximately 119% of the gross surface display area will be used for third party advertising
Chapter 694 Section	REQUIREMENT	PROPOSAL
§694-18E(1)	The sign shall not be up-lit	The proposed sign will be up-lit

Table 4 - Sign #4 (see Appendix 1 to this report)

Reference to relevant subsections of Chapter 297, Signs, of the Municipal Code of the former City of Toronto	Specific Requirement	Proposed Deviation from Requirement
§297-12P.(7)(a)	Not more than 85% of the gross surface display area may be utilized for the purpose of third party advertising	Approximately 119% of the gross surface display area will be used for third party advertising

Table 5 - Area #1 (see Appendix 1 to this report)

Reference to relevant subsections of Chapter 297, Signs, of the Municipal Code of the former City of Toronto	Specific Requirement	Proposed Deviation from Requirement
§297-12P.(3)(a)	Sign shall not encroach into the Edward Street No Cover Zone	The proposed sign will encroach 10 metres into the top portion of the Edward Street No Cover Zone
§297-12P.(4)(b)	Signs are erected simultaneously on both the Dundas Street West and Edward Street additional display areas	The proposed sign may not be erected simultaneously on both the Dundas Street West and Edward Street additional display areas
§297-12P.(7)(a)	Not more than 85% of the gross surface display area may be utilized for the purpose of third party advertising	Approximately 119% of the gross surface display area will be used for third party advertising
§297-12P.(7)(e)	No sign projects beyond the surface of the media display tower	The proposed sign will project beyond the surface of the media tower

RECOMMENDATIONS

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

1. The Sign Variance Committee approve the variance requested from §694-26D(1) that a third party sign comply with the applicable provisions of §§ 297-9, 297-10, 297-11 and 297-12 of Chapter 297, Signs, of the Municipal Code of the former City of Toronto, as they applied to the premises municipally known as 306 Yonge Street on the day before Chapter 694 came into effect to allow the issuance of a sign permit authorizing the erection and display of an illuminated third party sign that does not comply with the applicable provisions of §297-12 as the sign has a horizontal measurement of 29.6 metres contrary to the requirement of §297-12.P.(2)(c) either the vertical measurement of the sign or the horizontal measurement of the sign exceed 28.5 metres, a sign face area of 541.7 square metres contrary to the requirement of §297-12.P.(2)(f) that the sign face area of a sign shall not exceed 500 square metres, encroaches 10 metres into the Dundas Street West No Cover Zone contrary to the requirement of §297-12.P.(2)(a) that no sign shall encroach into the Dundas Street West No Cover Zone, results in approximately 119% of the gross surface display area of the media tower will be used for display of third party signs contrary to the requirement of §297-12.P.(7)(a) that no more than 85% of the gross surface display area be utilized for the display of third party signs, may not be erected simultaneously on both the Dundas Street West and Edward Street additional display areas contrary to the requirement of §297-12P.(4)(b) that signs are erected simultaneously on the Dundas Street West and Edward Street additional display areas, and projects beyond the surface of the media tower contrary to the requirement of §297-12.P.(7)(e) that no sign projects beyond the surface of the media tower; on the following conditions:
 - a. The sign is located on the south facing side of the tower within the area which corresponds with the location bounded by heavy lines and marked as Sign 1 on the diagram attached as Appendix 1 to this report;
 - b. The sign contains no more than one sign face as defined by Chapter 694, and the sign face shall be deemed to be a panel for purposes of the application of §297-12;
 - c. The sign may only display static, mechanical, readograph, electronic static, or electronic moving copy as defined by Chapter 694;
 - d. The sign shall display copy in accordance with §§694-14I, J; and,
 - e. The sign is illuminated in compliance with §694-18.
2. The Sign Variance Committee approve the variance requested from §694-26D(1) that a third party sign comply with the applicable provisions of §§ 297-9, 297-10, 297-11 and 297-12 of Chapter 297, Signs, of the Municipal Code of the former City of Toronto, as they applied to the premises municipally known as 306 Yonge Street on the day before Chapter 694 came into effect to allow the issuance of a sign permit authorizing the erection and display of an illuminated third party sign that does not comply with the applicable provisions of §297-12 as the sign results in approximately 119% of the gross surface display area of the media tower will be used for display of third party signs

contrary to the requirement of §297-12.P.(7)(a) that no more than 85% of the gross surface display area be utilized for the display of third party signs; on the following conditions:

- a. The sign is located on the south facing side of the tower within the area which corresponds with the location bounded by heavy lines and marked Sign 2 on the diagram attached as Appendix 1 to this report;
 - b. The sign contains no more than one sign face as defined by Chapter 694, and the sign face shall be deemed to be a panel for purposes of the application of §297-12;
 - c. The sign may only display static, mechanical, readograph, electronic static or electronic moving copy as defined by Chapter 694, ; and,
 - d. The sign shall display copy in accordance with §§694-14I.
3. The Sign Variance Committee approve the variance requested from the requirement of §694-18E(1) that no sign shall be up-lit and allow the issuance of a sign permit authorizing the erection and display of a sign located on the south facing side of the tower within the area which corresponds with the location bounded by heavy lines and marked Sign 2 on the diagram attached as Appendix 1 to this report that is up-lit.
4. The Sign Variance Committee approve the variance requested from §694-26D(1) that a third party sign comply with the applicable provisions of §§ 297-9, 297-10, 297-11 and 297-12 of Chapter 297, Signs, of the Municipal Code of the former City of Toronto, as they applied to the premises municipally known as 306 Yonge Street on the day before Chapter 694 came into effect to allow the issuance of a sign permit authorizing the erection and display of an illuminated third party sign that does not comply with the applicable provisions of §297-12 as the sign results in approximately 119% of the gross surface display area of the media tower will be used for display of third party signs contrary to the requirement of §297-12.P.(7)(a) that no more than 85% of the gross surface display area be utilized for the display of third party signs; on the following conditions:
- a. The sign is located on the south facing side of the tower within the area which corresponds with the location bounded by heavy lines and marked as Sign 3 on the diagram attached as Appendix 1 to this report;
 - b. The sign contains no more than one sign face as defined by Chapter 694, and the sign face shall be deemed to be a panel for purposes of the application of §297-12; and,
 - c. The sign may only display static copy as defined by Chapter 694.
5. The Sign Variance Committee approve the variance requested from the requirement of §694-18E(1) that no sign shall be up-lit and allow the issuance of a sign permit authorizing the erection and display of a sign located on the south facing side of the tower

within the area which corresponds with the location bounded by heavy lines and marked Sign 3 on the diagram attached as Appendix 1 to this report that is up-lit.

6. The Sign Variance Committee approve the variance requested from §694-26D(1) that a third party sign comply with the applicable provisions of §§ 297-9, 297-10, 297-11 and 297-12 of Chapter 297, Signs, of the Municipal Code of the former City of Toronto, as they applied to the premises municipally known as 306 Yonge Street on the day before Chapter 694 came into effect to allow the issuance of a sign permit authorizing the erection and display of an illuminated third party sign that does not comply with the applicable provisions of §297-12 as the sign results in approximately 119% of the gross surface display area of the media tower will be used for display of third party signs contrary to the requirement of §297-12.P.(7)(a) that no more than 85% of the gross surface display area be utilized for the display of third party signs; on the following conditions:
 - a. The sign is located on the south facing side of the tower within the area which corresponds with the location bounded by heavy lines and marked as Sign 4 on the diagram attached as Appendix 1 to this report;
 - b. The sign contains no more than one sign face as defined by Chapter 694, and the sign face shall be deemed to be a panel for purposes of the application of §297-12;
 - c. The sign may only display static, mechanical, readograph, electronic static or electronic moving copy as defined by Chapter 694;
 - d. The sign shall display copy in accordance with §§694-14I, J; and,
 - e. The sign is illuminated in compliance with §694-18.

7. The Sign Variance Committee approve the variance requested from §694-26D(1) that a third party sign comply with the applicable provisions of §§ 297-9, 297-10, 297-11 and 297-12 of Chapter 297, Signs, of the Municipal Code of the former City of Toronto, as they applied to the premises municipally known as 306 Yonge Street on the day before Chapter 694 came into effect to allow the issuance of a sign permit authorizing the erection and display of an illuminated third party sign that does not comply with the applicable provisions of §297-12 as the sign encroaches 10 metres into the top portion of the Edward Street No Cover Zone contrary to the requirement of §297-12.P.(3)(a) that no sign shall not encroach into the Edward Street No Cover Zone, results in approximately 119% of the gross surface display area of the media tower will be used for display of third party signs contrary to the requirement of §297-12.P.(7)(a) that no more than 85% of the gross surface display area be utilized for the display of third party signs, may not be erected simultaneously on both the Dundas Street West and Edward Street additional display areas contrary to the requirement of §297-12.P.(4)(b) that signs are erected simultaneously on the Dundas Street West and Edward Street additional display areas, and projects beyond the surface of the media tower contrary to the requirement of §297-12.P.(7)(e) that no sign projects beyond the surface of the media tower; on the following conditions:

- a. The sign is located on the north facing side of the tower within the area which corresponds with the location bounded by heavy lines and marked as Sign 5 on the diagram attached as Appendix 1 to this report;
- b. The sign may only display static copy as defined by Chapter 694;
- c. The sign shall display copy in accordance with §§694-14 I, J;
- d. The sign is illuminated in compliance with §694-18;
- e. The sign may contain no more than twelve sign faces as defined by Chapter 694, and each sign face shall be deemed to be a panel for purposes of the application of §297-12;
- f. The area of any sign face shall not be less than 72 square metres;
- g. The area of any sign face shall not exceed 648 square metres;
- h. No sign face shall have a horizontal measurement which exceeds 29.6 metres;
- i. No sign face shall have a vertical measurement that exceeds more than 27.0 metres; and,
- j. The total sign face area of the sign shall not exceed 930 square metres.

SITE CONTEXT AND SIGN ATTRIBUTES:

Table 6 – Summary of Area Surrounding 306 Yonge Street:

Sign District Designation of Property:		Dundas Square Special Sign District	
Sign District Designations of Surrounding Properties:			
North	East	South	West
Downtown Yonge Street Special Sign District	Dundas Square Special Sign District	Dundas Square Special Sign District	Downtown Yonge Street Special Sign District
Land Uses and attributes of Surrounding Properties:			
North	East	South	West
Commercial and Retail	Commercial and Retail	Commercial and Retail	Commercial and Retail

Sign 1 (See Appendix 1 to this report)

Table 7 – Summary of Proposed Attributes of Sign 1:

Sign Type:	Sign on Media Tower		
Sign Copy Type:	Electronic Moving Copy	Sign Copy Type Permitted?	Yes
Sign Orientation:	South		
Sign Dimensions (width x length):	29.6m x 18.3m		

Sign 2 (See Appendix 1 to this report)

Table 8 – Summary of Proposed Attributes of Sign 1:

Sign Type:	Sign on Media Tower		
Sign Copy Type:	Static Copy	Sign Copy Type Permitted?	Yes
Sign Orientation:	South		
Sign Dimensions (width x length):	12.8m x 21.3m		

Sign 3 (See Appendix 1 to this report)

Table 9 – Summary of Proposed Attributes of Sign 1:

Sign Type:	Sign on Media Tower		
Sign Copy Type:	Static Copy	Sign Copy Type Permitted?	Yes
Sign Orientation:	South		
Sign Dimensions (width x length):	12.2m x 12.2m		

Sign 4 (See Appendix 1 to this report)

Table 10 – Summary of Proposed Attributes of Sign 1:

Sign Type:	Sign on Media Tower		
Sign Copy Type:	Electronic Moving Copy	Sign Copy Type Permitted?	Yes
Sign Orientation:	South		
Sign Dimensions (width x length):	12.2m x 9.1m		

Sign 5 (See Appendix 1 to this report)

Table 11 – Summary of Proposed Attributes of Sign 1:

Sign Type:	Sign on Media Tower		
Sign Copy Type:	Static Copy	Sign Copy Type Permitted?	Yes
Sign Orientation:	North		
Sign Dimensions (width x length):	29.6m x 18.3m (top portion) and 26.0m x 13.1m (bottom portion)		

COMMENTS:

Background:

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.

A site-specific by-law 1997-0615 was enacted in 1997, which amended Chapter 297 of the Municipal Code of the former City of Toronto to permit the media tower at 306 Yonge Street, the northwest corner of Yonge Street and Dundas Street (See Appendix 2 to this Report).

In addition, several other amendments were made to Chapter 297 of the Municipal Code of the former City of Toronto to permit other large format signage installations in the area, several of which contain signs displaying electronic moving sign copy.

In order to recognize the fact that the number and types of signs surrounding Dundas Square are important in defining its character, Chapter 694 designated the area as the "Dundas Square Special Sign District" and carried forward the permissions and regulations with respect to the signage on properties surrounding Yonge-Dundas Square.

The current proposal will update the signage on the media tower for the first time in almost ten years. These proposed changes to the media tower will contribute to the goal of dynamic signage in the Yonge-Dundas area, which has been carried forward as one of the objectives of Chapter 694 through the creation of the Dundas Square Special Sign District, and further contribute to its sense of place within the city.

Criteria Established by §694-30A:

In order to review, consider and make recommendations on sign variance applications, criteria to evaluate an application for a variance is provided in Chapter 694. §694-30A states that an application for a variance from the provisions of Chapter 694 may only be granted where it is established that the proposed sign meets each of these criteria.

The sections below review these signage proposals against the criteria listed in §694-30A.

Table 12 - Review of Sign 1 against Established Criteria in §694-30A

Chapter 694 Reference	Established Criteria	Meets Criteria? (yes/no)	Comments
694-30 A(1)	Is warranted based on physical circumstances applicable to the property or premises	Yes	The intersection at Yonge and Dundas has been specifically identified by Chapter 694 as a Special Sign District, an area that is defined by the presence or absence of signage. In the case of Dundas Square Special Sign District, large format dynamic signage contributes to the sense of place that Dundas Square was envisioned to have. Due to its location with the Dundas Square Special Sign District, the proposed large format sign displaying electronic moving copy is warranted.
694-30 A(2)	Is consistent with the architecture of the building or development of the property	Yes	The media tower that the sign is proposed to be displayed on is part of an overall plan for large dynamic signs to be located at 306 Yonge Street; although about 8% larger than the maximum permitted sign size for a sign displaying electronic moving copy on the media tower, the proposed sign is consistent with this plan. Also, although the proposed sign will project above the top of the media tower, the height of the proposed sign will be approximately equal to the height of the building at 306 Yonge Street increasing the consistency of the built form on the property.
694-30 A(3)	Is consistent with buildings and other features of properties or premises within 120 metres of the location of the proposed sign	Yes	There are currently five large format signs displaying electronic moving copy within 120m of the proposed sign, excluding a sign currently displaying electronic moving sign copy on the premises. Although it will be larger than most of the surrounding signs, the proposed sign is consistent with the features of other properties within 120 metres.
694-30 A(4)	Will not alter the essential character of the area	Yes	Large format signs displaying electronic sign copy have been specifically planned for and permitted on several properties in the immediate area as well as the subject premise. The proposed third party sign is in keeping with the area should have a minimal impact on its essential character.
694-30 A(5)	Will not adversely affect adjacent properties	Yes	The surrounding properties are commercial and retail uses in combination with Dundas Square which is a popular outdoor entertainment venue throughout the year. The proposed sign will be one of several signs to display electronic moving copy into Dundas Square. The proposed sign will also be required to comply with the illumination standards in Chapter 694. As a result, the impacts from sign are not expected to adversely affect adjacent properties.
694-30 A(6)	Will not adversely affect public safety	Yes	The media tower displaying third party signs with electronic moving sign copy has existed at this location for about 10 years with no reports of impacts on safety. As well, any modification to the signage on the media tower requires both a building permit and a sign permit. This will ensure that the erection and display methodology is consistent with the minimum standards provided in the Ontario Building Code, ultimately ensuring public safety.
694-30 A(7)	Is, in the opinion of the decision maker, not contrary to the public interest	Yes	Notice of the application was posted on the property for 30 days prior to the Hearing. A written notice of the proposal was mailed out to the local Ward Councillor and to the mailing addresses of residential and business tenancies within a 120 metre radius of the property. To date, no comments or concerns have been received from the public or the Ward Councillor.
694-30 A(8)	Is of a sign class or a sign type that is permitted in the sign district where the premises is located	Yes	Staff has confirmed that 306 Yonge Street is located within the Dundas Square Special Sign District where third party signs on the existing media tower are permitted.
694-30 A(9)	Is not expressly prohibited by §694-15B	Yes	The proposed sign is not prohibited by §694-15B of Chapter 694

Table 13 - Review of Sign 2 against Established Criteria in §694-30A

Chapter 694 Reference	Established Criteria	Meets Criteria? (yes/no)	Comments
694-30 A(1)	Is warranted based on physical circumstances applicable to the property or premises	Yes	The intersection at Yonge and Dundas has been specifically identified by Chapter 694 as a Special Sign District. An area that is defined by the presence or absence of signage. In the case of Dundas Square Special Sign District, large format signage contributes to the sense of place that Dundas Square was envisioned to have. Due to its location with the Dundas Square Special Sign District, the proposed large format sign displaying electronic moving copy is warranted.
694-30 A(2)	Is consistent with the architecture of the building or development of the property	Yes	The media tower that the sign is proposed to be displayed on is part of an overall plan for large dynamic signs to be located at 306 Yonge Street. Although this sign will contribute to an overall increase in the amount of third party advertising beyond what is permitted on the media tower, it is similar in size and dimensions to one of the signs currently located on the media tower and would otherwise comply with the site specific requirements for sign face area for the premises.
694-30 A(3)	Is consistent with buildings and other features of properties or premises within 120 metres of the location of the proposed sign	Yes	There are many large format signs displaying static within 120m of the proposed sign, excluding the existing signs displaying static sign copy on the premises. The proposed sign is consistent with the size and scale of several other signs displaying static copy within 120 metres of the property.
694-30 A(4)	Will not alter the essential character of the area	Yes	Large format signs displaying static sign copy have been specifically planned for and permitted on several properties in the immediate area as well as the subject premise. The proposed third party sign is in keeping with the area should have a minimal impact on its essential character.
694-30 A(5)	Will not adversely affect adjacent properties	Yes	The surrounding properties are all commercial and retail uses combined with Dundas Square which is a popular outdoor entertainment venue throughout the year. The proposed sign is of a sign type that is very common in the immediate area and should not have any adverse impacts. Also, although the sign is proposed to be up-lit, the proposed large format sign displaying electronic moving copy located directly above it should absorb any adverse impacts that the sign lighting may have on adjacent properties.
694-30 A(6)	Will not adversely affect public safety	Yes	The media tower displaying third party signs has existed at this location for about 10 years with no reports of impacts on safety. As well, any modification to the signage on the media tower requires both a building permit and a sign permit. This will ensure that the erection and display methodology is consistent with the minimum standards provided in the Ontario Building Code, ultimately ensuring public safety.
694-30 A(7)	Is, in the opinion of the decision maker, not contrary to the public interest	Yes	Notice of the application was posted on the property for 30 days prior to the Hearing. A written notice of the proposal was mailed out to the local Ward Councillor and to the mailing addresses of residential and business tenancies within a 120 metre radius of the property. To date, no comments or concerns have been received from the public or the Ward Councillor.
694-30 A(8)	Is of a sign class or a sign type that is permitted in the sign district where the premises is located	Yes	Staff has confirmed that 306 Yonge Street is located within the Dundas Square Special Sign District where third party signs on the existing media tower are permitted.
694-30 A(9)	Is not expressly prohibited by §694-15B	Yes	The proposed sign is not prohibited by §694-15B of Chapter 694

Table 14 - Review of Sign 3 against Established Criteria in §694-30A

Chapter 694 Reference	Established Criteria	Meets Criteria? (yes/no)	Comments
694-30 A(1)	Is warranted based on physical circumstances applicable to the property or premises	Yes	The intersection at Yonge and Dundas has been specifically identified by Chapter 694 as a Special Sign District. An area that is defined by the presence or absence of signage. In the case of Dundas Square Special Sign District, large format signage contributes to the sense of place that Dundas Square was envisioned to have. Due to its location with the Dundas Square Special Sign District, the proposed large format sign displaying electronic moving copy is warranted.
694-30 A(2)	Is consistent with the architecture of the building or development of the property	Yes	The media tower that the sign is proposed to be displayed on is part of an overall plan for large dynamic signs to be located at 306 Yonge Street. Although this sign will contribute to an overall increase in the amount of third party advertising beyond what is permitted on the media tower, it would otherwise comply with the site specific requirements for sign face area for the premises.
694-30 A(3)	Is consistent with buildings and other features of properties or premises within 120 metres of the location of the proposed sign	Yes	There are many large format signs displaying static within 120m of the proposed sign, excluding the existing signs displaying static sign copy on the premises. The proposed sign is consistent with the size and scale of several other signs displaying static copy within 120 metres of the property.
694-30 A(4)	Will not alter the essential character of the area	Yes	Large format signs displaying static sign copy have been specifically planned for and permitted on several properties in the immediate area as well as the subject premise. The proposed third party sign is in keeping with the area should have a minimal impact on its essential character.
694-30 A(5)	Will not adversely affect adjacent properties	Yes	The surrounding properties are all commercial and retail uses combined with Dundas Square which is a popular outdoor entertainment venue throughout the year. The proposed sign is of a sign type that is very common in the immediate area and should not have any adverse impacts. Also, although the sign is proposed to be up-lit, the proposed large format sign displaying electronic moving copy located directly above it should absorb any adverse impacts that the sign lighting may have on adjacent properties.
694-30 A(6)	Will not adversely affect public safety	Yes	The media tower displaying third party signs has existed at this location for about 10 years with no reports of impacts on safety. As well, any modification to the signage on the media tower requires both a building permit and a sign permit. This will ensure that the erection and display methodology is consistent with the minimum standards provided in the Ontario Building Code, ultimately ensuring public safety.
694-30 A(7)	Is, in the opinion of the decision maker, not contrary to the public interest	Yes	Notice of the application was posted on the property for 30 days prior to the Hearing. A written notice of the proposal was mailed out to the local Ward Councillor and to the mailing addresses of residential and business tenancies within a 120 metre radius of the property. To date, no comments or concerns have been received from the public or the Ward Councillor.
694-30 A(8)	Is of a sign class or a sign type that is permitted in the sign district where the premises is located	Yes	Staff has confirmed that 306 Yonge Street is located within the Dundas Square Special Sign District where third party signs on the existing media tower are permitted.
694-30 A(9)	Is not expressly prohibited by §694-15B	Yes	The proposed sign is not prohibited by §694-15B of Chapter 694

Table 15 - Review of Sign 4 against Established Criteria in §694-30A

Chapter 694 Reference	Established Criteria	Meets Criteria? (yes/no)	Comments
694-30 A(1)	Is warranted based on physical circumstances applicable to the property or premises	Yes	The intersection at Yonge and Dundas has been specifically identified by Chapter 694 as a Special Sign District, an area that is defined by the presence or absence of signage. In the case of Dundas Square Special Sign District, large format dynamic signage contributes to the sense of place that Dundas Square was envisioned to have. Due to its location with the Dundas Square Special Sign District, the proposed large format sign displaying electronic moving copy is warranted.
694-30 A(2)	Is consistent with the architecture of the building or development of the property	Yes	The media tower that the sign is proposed to be displayed on is part of an overall plan for large dynamic signs to be located at 306 Yonge Street. Although this sign will contribute to an overall increase in the amount of third party advertising beyond what is permitted on the media tower, it is identical in size and dimensions to the existing sign displaying electronic moving copy currently located on the media tower.
694-30 A(3)	Is consistent with buildings and other features of properties or premises within 120 metres of the location of the proposed sign	Yes	There are currently five large format signs displaying electronic moving copy within 120m of the proposed sign, excluding the existing sign displaying electronic moving copy on the premises. The proposed sign is consistent with the features of other properties within 120 metres.
694-30 A(4)	Will not alter the essential character of the area	Yes	Large format signs displaying electronic sign copy have been specifically planned for and permitted on several properties in the immediate area as well as the subject premise. The proposed third party sign should have a minimal impact on the essential character of the area.
694-30 A(5)	Will not adversely affect adjacent properties	Yes	The surrounding properties are commercial and retail uses in combination with Dundas Square which is a popular outdoor entertainment venue throughout the year. The proposed sign will be one of several signs to display electronic moving copy into Dundas Square. The proposed sign will also be required to comply with the illumination standards in Chapter 694. As a result, the impacts from sign are not expected to adversely affect adjacent properties.
694-30 A(6)	Will not adversely affect public safety	Yes	The media tower with third party signs displaying electronic moving sign copy has existed at this location for about 10 years with no reports of impacts on safety. As well, any modification to the signage on the media tower requires both a building permit and a sign permit. This will ensure that the erection and display methodology is consistent with the minimum standards provided in the Ontario Building Code, ultimately ensuring public safety.
694-30 A(7)	Is, in the opinion of the decision maker, not contrary to the public interest	Yes	Notice of the application was posted on the property for 30 days prior to the Hearing. A written notice of the proposal was mailed out to the local Ward Councillor and to the mailing addresses of residential and business tenancies within a 120 metre radius of the property. To date, no comments or concerns have been received from the public or the Ward Councillor.
694-30 A(8)	Is of a sign class or a sign type that is permitted in the sign district where the premises is located	Yes	Staff has confirmed that 306 Yonge Street is located within the Dundas Square Special Sign District where third party signs on the existing media tower are permitted.
694-30 A(9)	Is not expressly prohibited by §694-15B	Yes	The proposed sign is not prohibited by §694-15B of Chapter 694

Table 16 - Review of Sign 5 against Established Criteria in §694-30A

Chapter 694 Reference	Established Criteria	Meets Criteria? (yes/no)	Comments
694-30 A(1)	Is warranted based on physical circumstances applicable to the property or premises	Yes	The intersection at Yonge and Dundas has been specifically identified by Chapter 694 as a Special Sign District: an area that is defined by the presence or absence of signage. In the case of Dundas Square Special Sign District, large format dynamic signage contributes to the sense of place that Dundas Square was envisioned to have. Due to its location, large format signs displaying static copy are warranted.
694-30 A(2)	Is consistent with the architecture of the building or development of the property	Yes	The media tower that the sign is proposed to be displayed on is part of an overall plan for large dynamic signs to be located at 306 Yonge Street. Although this sign will contribute to an overall increase in the amount of third party advertising beyond what is permitted on the media tower, it is similar in size and dimensions of the signs proposed on the south side of the media tower. Also, although the proposed sign will project above the top of the media tower, the height of the proposed sign will be approximately equal to the height of the building at 306 Yonge Street increasing the consistency of the buildings and structures located on the property.
694-30 A(3)	Is consistent with buildings and other features of properties or premises within 120 metres of the location of the proposed sign	Yes	There are many large format signs displaying static within 120m of the proposed sign, excluding the existing signs displaying static sign copy on the premises. The proposed sign is consistent with the size and scale of several other signs displaying static copy within 120 metres of the property.
694-30 A(4)	Will not alter the essential character of the area	Yes	Large format signs displaying static sign copy have been specifically planned for and permitted on several properties in the immediate area as well as the subject premise. The proposed third party sign should have a minimal impact on the essential character of the area.
694-30 A(5)	Will not adversely affect adjacent properties	Yes	Currently, the north side of the media tower is permitted to contain signs that display electronic static or electronic moving copy, the proposed sign will contain only illuminated static sign copy, reducing the potential impacts that the signs on the media tower may have on properties to the north. The proposed sign will also be required to comply with the illumination standards in Chapter 694. As a result, the impacts from sign are not expected to adversely affect adjacent properties.
694-30 A(6)	Will not adversely affect public safety	Yes	The media tower displaying third party signs has existed at this location for about 10 years with no reports of impacts on safety. As well, any modification to the signage on the media tower requires both a building permit and a sign permit. This will ensure that the erection and display methodology is consistent with the minimum standards provided in the Ontario Building Code, ultimately ensuring public safety.
694-30 A(7)	Is, in the opinion of the decision maker, not contrary to the public interest	Yes	Notice of the application was posted on the property for 30 days prior to the Hearing. A written notice of the proposal was mailed out to the local Ward Councillor and to the mailing addresses of residential and business tenancies within a 120 metre radius of the property. To date, no comments or concerns have been received from the public or the Ward Councillor.
694-30 A(8)	Is of a sign class or a sign type that is permitted in the sign district where the premises is located	Yes	Staff has confirmed that 306 Yonge Street is located within the Dundas Square Special Sign District where third party signs on the existing media tower are permitted.
694-30 A(9)	Is not expressly prohibited by §694-15B	Yes	The proposed sign is not prohibited by §694-15B of Chapter 694

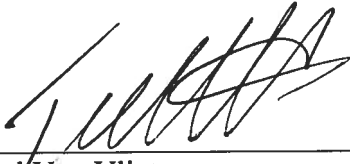
CONCLUSION

In consideration of the variances requested to Chapter 694, Signs, General, to erect and display five third party signs containing a mix of static and electronic moving sign copy on the existing media tower located at 306 Yonge Street, it is recommended that the Sign Variance Committee approve the variances requested from §694-18E(1) and §694-26D(1).

CONTACT

Ted Van Vliet, Manager
Sign By-law Unit
Toronto Building
Tel: 416-392-4235
Email: tvanvli@toronto.ca

SIGNATURE



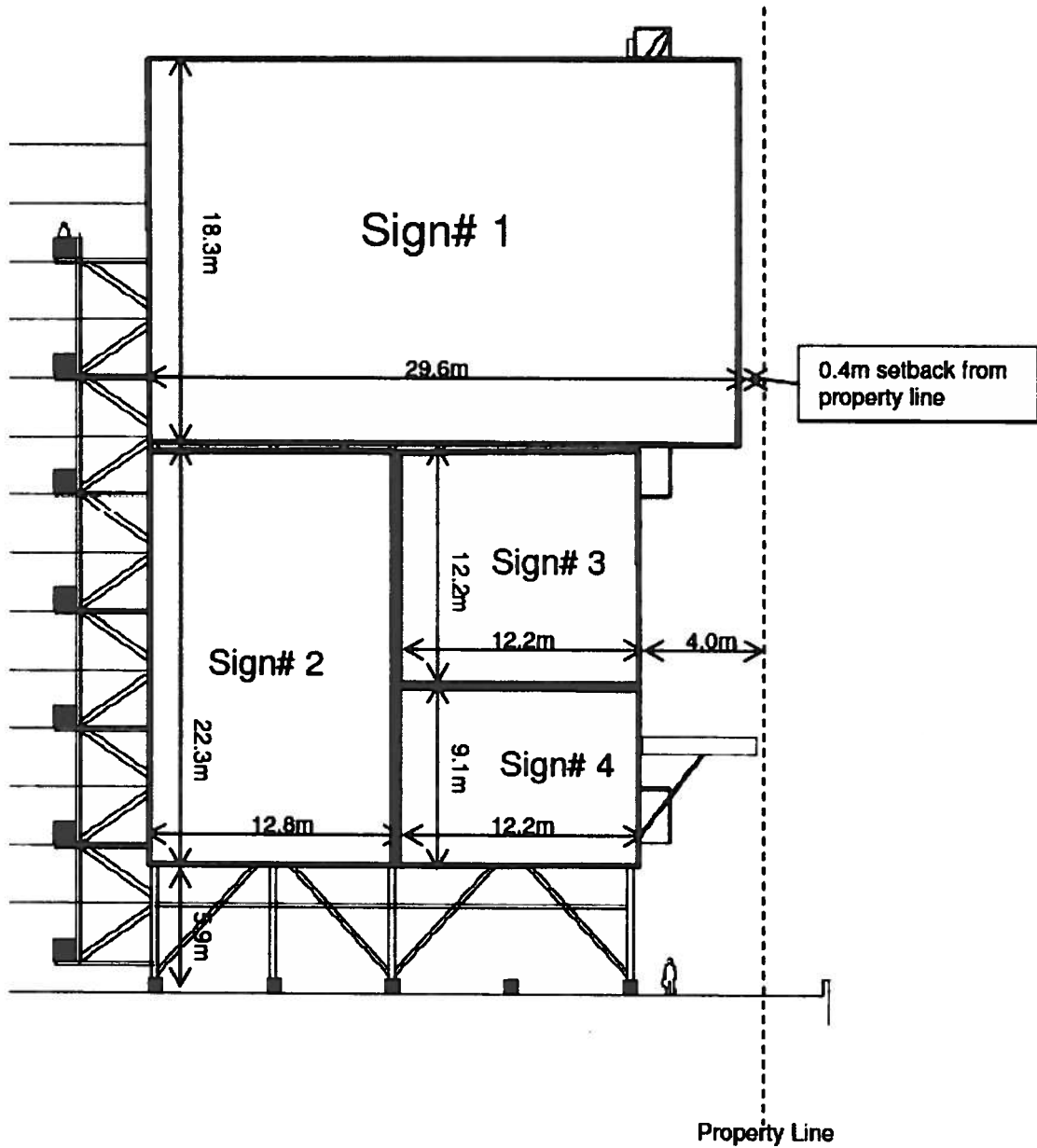
Ted Van Vliet
Manager, Sign By-law Unit

ATTACHMENTS

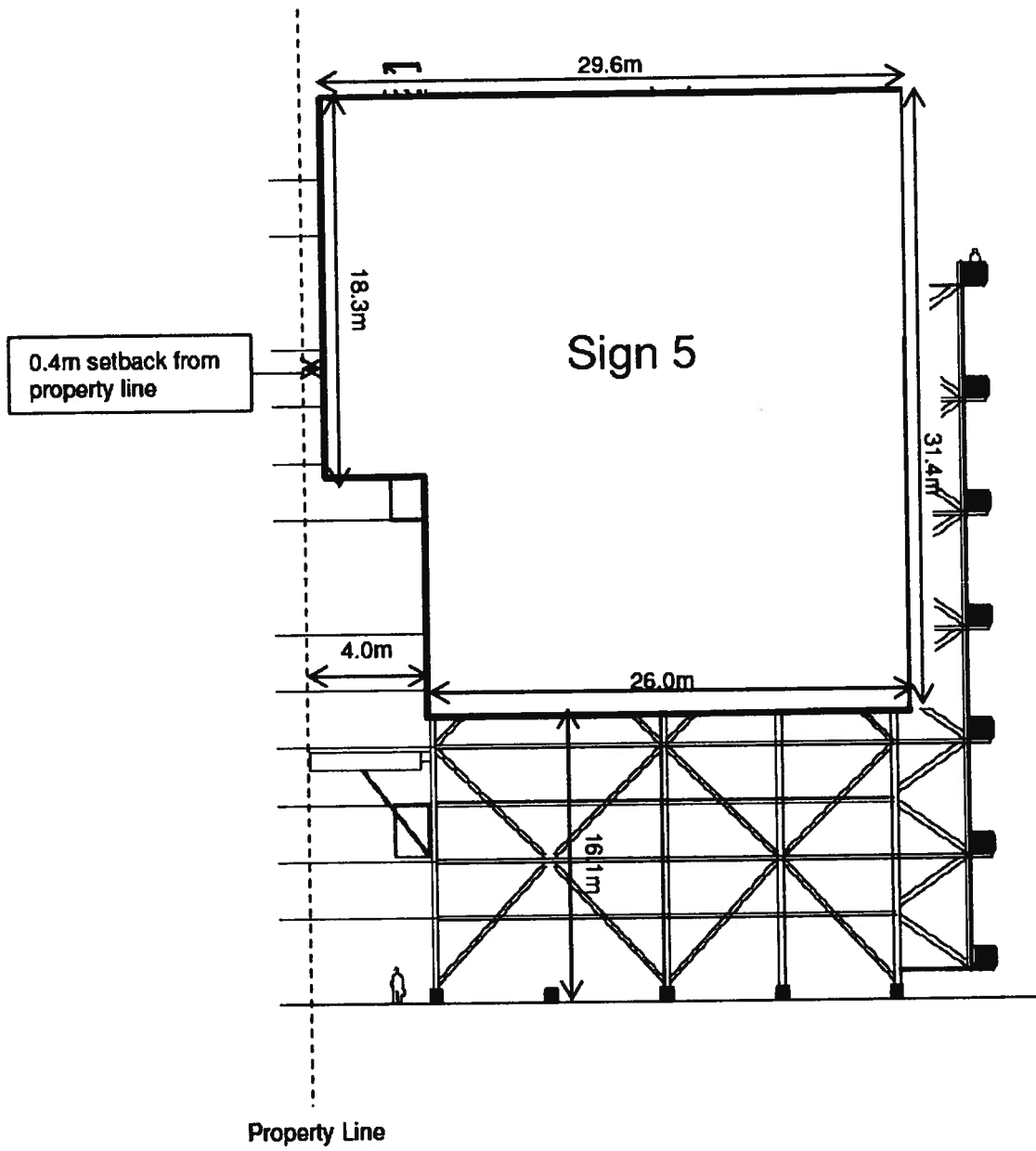
1. Proposed Sign Configuration for 306 Yonge Street
2. Excerpts from Chapter 297 of the Former City of Toronto Municipal Code
3. Applicant's Submission Package

Attachment 1 - Proposed Sign Configuration for 306 Yonge Street

Proposed South Facing Elevation of Media Tower



Proposed North Facing Elevation of Media Tower



**Appendix 2 –
Excerpts from Chapter 297 of the Former City of Toronto Municipal Code**

TORONTO MUNICIPAL CODE, SIGNS

P. [Added 1997-10-06 by By-law No. 1997-0615] Sections 297-10, 297-11 and 297-12 do not apply to any signs erected or displayed on the structure identified as the media tower, located on a building on the lands known in 1997 as No. 306 Yonge Street, if the signs, in their entirety, comply with the following:

- (1) For the purpose of this exception, the following terms have the meanings indicated:

DISPLAY SURFACE — The display surface of the media tower is the area made available on the structure for the purpose of erecting or displaying signage.

DUNDAS STREET WEST ADDITIONAL DISPLAY AREA — The area of the Dundas Street West elevation of the media tower which may be used to erect or display an additional sign, as shown in Schedule B, Map 1, at the end of this chapter.²³

DUNDAS STREET WEST DISPLAY AREA — The area of the Dundas Street West elevation of the media tower which may be used to erect or display signs, as shown in Schedule B, Map 1, at the end of this chapter,²⁴ exclusive of the Dundas Street West additional display area.

DUNDAS STREET WEST NO COVER ZONE — The area of the Dundas Street West elevation of the media tower where no signs are permitted, as shown in Schedule B, Map 2, at the end of this chapter.²⁵

EDWARD STREET ADDITIONAL DISPLAY AREA — The area of the Edward Street elevation of the media tower which may be used to erect or display an additional sign, as shown in Schedule B, Map 3, at the end of this chapter.²⁶

EDWARD STREET DISPLAY AREA — The area of the Edward Street elevation of the media tower which may be used to erect or display signs, as shown in Schedule B, Map 3, at the end of this chapter,²⁷ exclusive of the Edward Street additional display area.

²³Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 1 of 6," at the end of this chapter.

²⁴Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 1 of 6," at the end of this chapter.

²⁵Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 2 of 6," at the end of this chapter.

²⁶Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 3 of 6," at the end of this chapter.

²⁷Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 3 of 6," at the end of this chapter.

TORONTO MUNICIPAL CODE, SIGNS

EDWARD STREET NO COVER ZONE — The area of the Edward Street elevation of the media tower where no signs are permitted, as shown in Schedule B, Map 4, at the end of this chapter.²⁸

GROSS SURFACE DISPLAY AREA — The total area on the media tower structure which may be used to erect or display signs, encompassing the Dundas Street West additional display area, Dundas Street West display area, Edward Street additional display area, Edward Street display area and Yonge Street display area, and exclusive of the sponsor logo three-dimensional sign.

MEDIA TOWER — The media tower structure, supports, uprights, bracing and framework erected on a building existing on the lands known in 1997 as No. 306 Yonge Street for the purpose of supporting signage.

NO COVER ZONE — The area within the media tower structure that is open exposing the underlying structure and where no signage or other covering material is permitted.

SPONSOR LOGO THREE-DIMENSIONAL SIGN — A three-dimensional illuminated sign which may be stationary or revolving and is a sculptural depiction of a logo, corporate symbol, corporate name or product or any combination thereof, which singularly identifies the buildings, its owners or a tenant of the buildings existing in 1997 on the lands known in 1997 as No. 306 Yonge Street and 595 Bay Street.

YONGE STREET DISPLAY AREA — The area of the Yonge Street elevation of the media tower which may be used to erect or display signs, as shown on Schedule B, Map 5, at the end of this chapter.²⁹

YONGE STREET NO COVER ZONE — The area of the Yonge Street elevation of the media tower where no signs are permitted, as shown in Schedule B, Map 6, at the end of this chapter.³⁰

- (2) Illuminated signs which may contain animated copy, changeable copy, electronic message display copy and tri-vision panels are permitted to be erected or displayed on the Dundas Street West display area if:
 - (a) The signs do not encroach into the Dundas Street West no cover zone;

²⁸Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 4 of 6," at the end of this chapter.

²⁹Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 5 of 6," at the end of this chapter.

³⁰Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 6 of 6," at the end of this chapter.

TORONTO MUNICIPAL CODE, SIGNS

- (b) The area of each individual illuminated sign is not more than six hundred eighty-four (684) square metres or less than seventy-two (72) square metres;
 - (c) The height and width of each individual illuminated sign is not more than twenty-eight and five-tenths (28.5) metres;
 - (d) In the case of a sign containing wholly electronic message display copy:
 - [1] The height of sign is not more than twenty (20) metres; and
 - [2] The area of sign is not more than thirty-nine (39) square metres;
 - (e) In the case of a sign containing electronic message display copy which is incorporated into, and forms part of, another permitted sign:
 - [1] The electronic message display is not more than twelve (12) metres wide; and
 - [2] The electronic message display covers not more than twenty-five per cent (25%) of the area of the sign or thirty-nine (39) square metres, whichever is the lesser;
 - (f) In the case of a sign containing animated copy, the area of each individual sign is not more than two hundred eighty-eight (288) square metres, except for one sign which is permitted to have an area of sign of up to five hundred (500) square metres; and
 - (g) No sign is illuminated by indirect illumination except:
 - [1] One sign having an area of sign of not more than two hundred (200) square metres; and
 - [2] Any sign containing elements projecting not less than six-tenths (0.6) metre beyond the front of the sign board/box, providing the projecting elements cover not less than twenty per cent (20%) of the sign area.
- (3) Illuminated signs which may contain animated copy, changeable copy and tri-vision panels are permitted to be erected or displayed on the Edward Street display area if:

TORONTO MUNICIPAL CODE, SIGNS

- (a) The signs do not encroach into the Edward Street no cover zone;
 - (b) The area of each individual illuminated sign is not more than six hundred forty-eight (648) square metres or less than seventy-two (72) square metres;
 - (c) The height and width of each individual illuminated sign is not more than twenty-seven (27) metres;
 - (d) In the case of a sign containing animated copy, the area of each individual sign is not more than two hundred sixteen (216) square metres, except for one sign which is permitted to have a sign area of up to three hundred twenty-five (325) square metres; and
 - (e) No sign is illuminated by indirect illumination except:
 - [1] One sign having an area of sign of not more than two hundred (200) square metres; and
 - [2] Any sign containing elements projecting not less than six-tenths (0.6) metre beyond the front of the sign board/box, providing the projecting elements cover not less than twenty per cent (20%) of the sign area.
- (4) Illuminated signs which may contain animated copy, changeable copy, electronic message display copy and tri-vision panels are permitted to be erected or displayed on the Dundas Street West additional display area and Edward Street additional display area if:
- (a) Not more than one (1) sign is erected in each additional display area;
 - (b) The sign completely covers the additional display area;
 - (c) Signs are erected simultaneously on both the Dundas Street West and Edward Street additional display areas; and
 - (d) No sign is illuminated by indirect illumination except where not less than twenty per cent (20%) of the sign area projects not less than six-tenths (0.6) metre beyond the front of the sign board/box.
- (5) Illuminated signs which may contain animated copy, changeable copy, electronic message display copy and tri-vision panels are permitted to be erected or displayed on the Yonge Street display area if:

TORONTO MUNICIPAL CODE, SIGNS

- (a) The signs do not encroach into the Yonge Street no cover zone;
- (b) Not more than three (3) illuminated signs are displayed at one time;
- (c) The area of each individual illuminated sign is not more than one hundred twenty (120) square metres;
- (d) In the case of a sign containing animated copy:
 - [1] Not more than one (1) sign containing animated copy is displayed at one time; and
 - [2] The area of the sign is not more than sixty (60) square metres;
- (e) In the case of a sign containing wholly electronic message display copy:
 - [1] The height of sign is not more than twenty (20) metres; and
 - [2] The area of sign is not more than forty-five (45) square metres; and
- (f) In the case of a sign containing electronic message display copy which is incorporated into, and forms part of, another permitted sign:
 - [1] The electronic message display is not more than six (6) metres wide; and
 - [2] The electronic message display covers not more than twenty-five per cent (25%) of the area of the sign or thirty-six (36) square metres, whichever is the lesser.
- (6) One (1) illuminated sponsor logo three-dimensional sign may be located on top of the media tower if:
 - (a) The sign is located within an imaginary volume having a length and width of five (5) metres and a height of six (6) metres and is centred on, and affixed to the top of, the media tower; and
 - (b) The area utilized for the sponsor logo three-dimensional sign shall not be included as part of the gross surface display area.
- (7) Despite Subsection P(1) to (6), signs on the media tower shall be erected or displayed so that:

TORONTO MUNICIPAL CODE, SIGNS

- (a) Not more than eighty-five per cent (85%) of the gross surface display area may be utilized for the purposes of third-party advertising;
- (b) Each sign maintains a minimum separation distance from all other signs on the same display area of at least one (1) metre;
- (c) No sign resembles an official traffic signal, traffic sign or other traffic regulating device;
- (d) No sign obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device;
- (e) No sign projects beyond the surface of the media tower display surface except:
 - [1] Signs erected on the Dundas Street West display area, Dundas Street West additional display area, Edward Street display area and Edward Street additional display area are permitted to project not more than three and one-tenth (3.1) metre beyond the surface of the media tower, exclusive of platforms and light fixtures, provided the signs do not project beyond the limits of a plane created by projecting the perimeter of the display surface outward at a ninety-degree angle to the display surface; and
 - [2] Signs erected on the Yonge Street display area are permitted to project, exclusive of platforms and light fixtures:
 - [a] Not more than two (2) metres beyond the surface of the media tower between thirty-one (31) and thirty-seven (37) metres above grade;
 - [b] Not more than two (2) metres beyond the surface of the media tower if erected on the Dundas Street additional display area or Edward Street additional display area;
 - (c) Not more than forty-five hundredths (0.45) metre beyond the surface of the media tower over the remainder of the Yonge Street display surface;

provided the signs do not project beyond the limits of a plane created by projecting the perimeter of the display surface outward at a ninety-degree angle to the display surface;

TORONTO MUNICIPAL CODE, SIGNS

- (f) No sign is erected or displayed as a flag, banner or pennant or is made of cloth, plastic or similar flexible material;
 - (g) All sign and media tower surfaces are sealed or covered in a manner that prevents the exposure of all mechanics, electronics and backings and corrosion; and
 - (h) Indirect illumination, where permitted, is located so as to direct light upwards and solely towards the sign.
- (8) Despite anything else in this chapter, and for greater certainty within this exception, "animated copy" includes video screens which may feature animated graphics, real moving images and/or text utilizing televisions, computer video monitors, liquid crystal displays and similar displays, but does not include projection copy or similarly copy projected onto the media tower from a source originating or located external to the media tower and does not include electronic message display copy.
- Q. **[Added 1998-05-14 by By-law No. 237-1998]** Section 297-10 shall not apply to prohibit the erection or display of signs on the structure identified as a sign screen, located on the lands municipally known in 1997 as No. 241 Wellington Street West, as shown in Schedule B, Map 1 at the end of this chapter, if the signs comply with the following:
- (1) For the purposes of this exception, the following terms have the meaning indicated:
 - DISPLAY SURFACE - The display surface of the sign screen is the area made available on the structure for the purposes of erecting or displaying signage.
 - JOHN STREET DISPLAY AREA - The area of the John Street elevation of the sign screen which may be used to erect or display signs, as shown in Schedule B, Map 2.
 - NO COVER ZONE - The area of the sign screen where no signage is permitted.
 - SIGN PANEL - The display surface contained between two vertical support columns marked with finials, as shown in Schedule B, Map 4.
 - SIGN SCREEN - The sign screen structure, support columns, support trusses, uprights, bracing, framework, covering material, lights, finials and glass canopy, erected on the lands known in 1997 as No. 241 Wellington Street West

TORONTO MUNICIPAL CODE, SIGNS

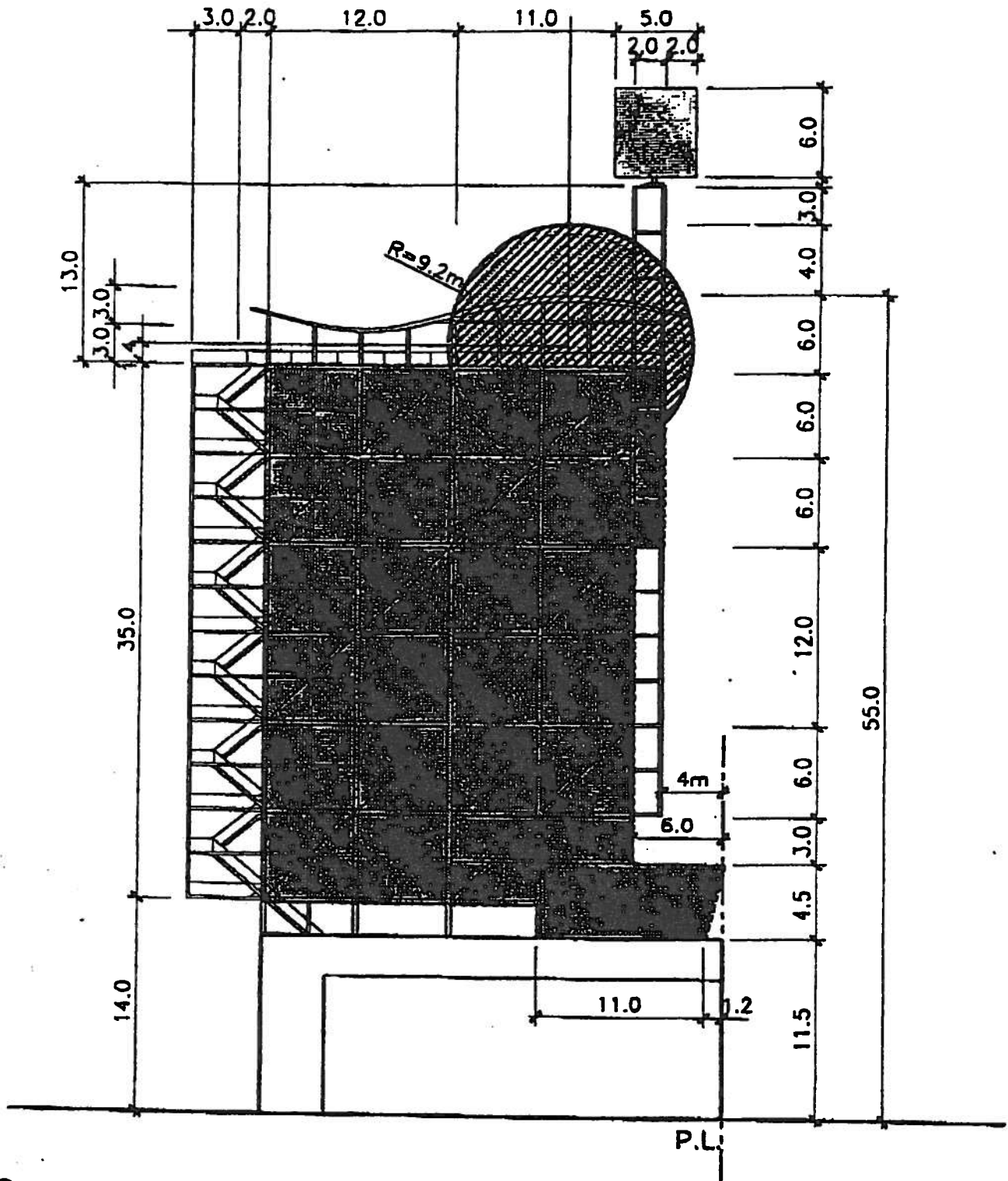
for the purposes of supporting signage as shown in Schedule B, Maps 1 to 6 inclusive, at the end of this chapter.

WELLINGTON STREET WEST DISPLAY AREA - The area of the Wellington Street West elevation of the sign screen which may be used to erect or display signs, as shown in Schedule B, Map 3.




WELLINGTON STREET WEST NO COVER ZONE - The area on the Wellington Street West elevation of the sign screen where no signage is permitted, as shown in Schedule B, Map 3.

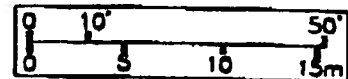
- (2) **[Added 1998-05-14 by By-law No. 237-1998]** A sign screen erected for the purposes of displaying signs used for the purposes of third-party advertising is permitted if:
- (a) The sign screen is in accordance with the drawings contained in Schedule B, Maps 1 to 6 inclusive, at the end of this chapter;
 - (b) No portion of the sign screen is more than twelve and five-tenths (12.5) metres above grade;
 - (c) The glass canopy portion of the sign screen maintains a vertical clearance of not less than three and five-tenths (3.5) metres between a public sidewalk or pedestrian walkway and the lowest portion of the canopy; and
 - (d) Any portion of the sign screen that is exposed to public view is corrosion-resistant.
- (3) **[Added 1998-05-14 by By-law No. 237-1998]** Illuminated signs are permitted to be erected or displayed on the John Street Display Area if:
- (a) The signs are contained within the perimeter limits of the display surface;
 - (b) No more than five (5) sign panels are erected on the John Street Display Area;
 - (c) No more than two (2) signs are erected on each sign panel;
 - (d) The area of each individual sign is not less than twenty-four (24) square metres and not more than seventy-eight (78) square metres; and

MAP 1

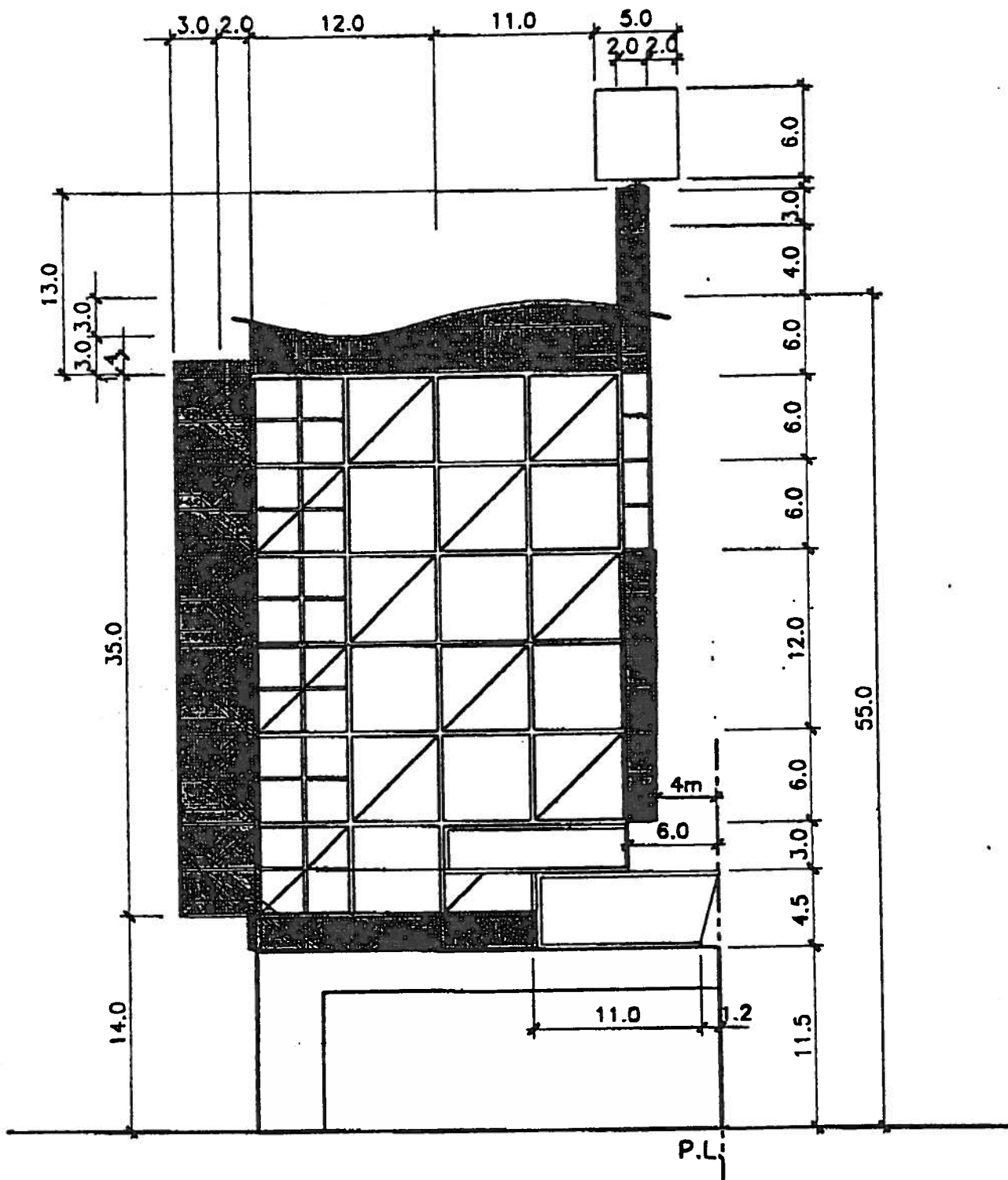


LEGEND

-  DUNDAS ST. W. DISPLAY AREA
-  DUNDAS ST. W. ADDITIONAL DISPLAY AREA
-  SPONSOR LOGO 3DIMENSIONAL SIGN

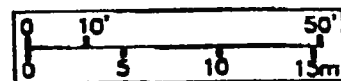


MEDIA TOWER - DUNDAS ST. W. ELEVATION



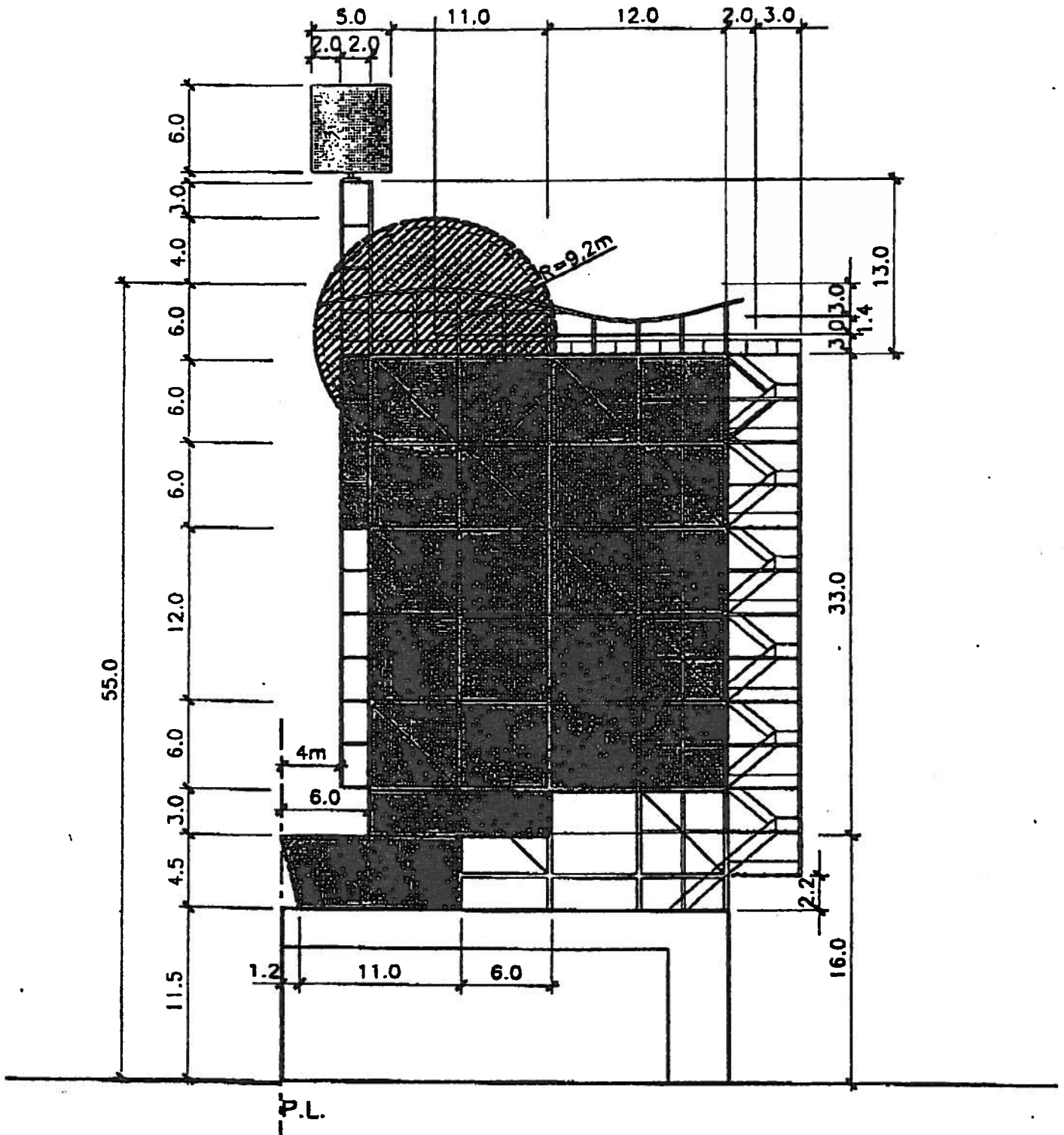
LEGEND

 DUNDAS ST. W. NO COVER ZONE






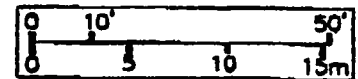
MEDIA TOWER - DUNDAS ST. W. ELEVATION

MAP 3

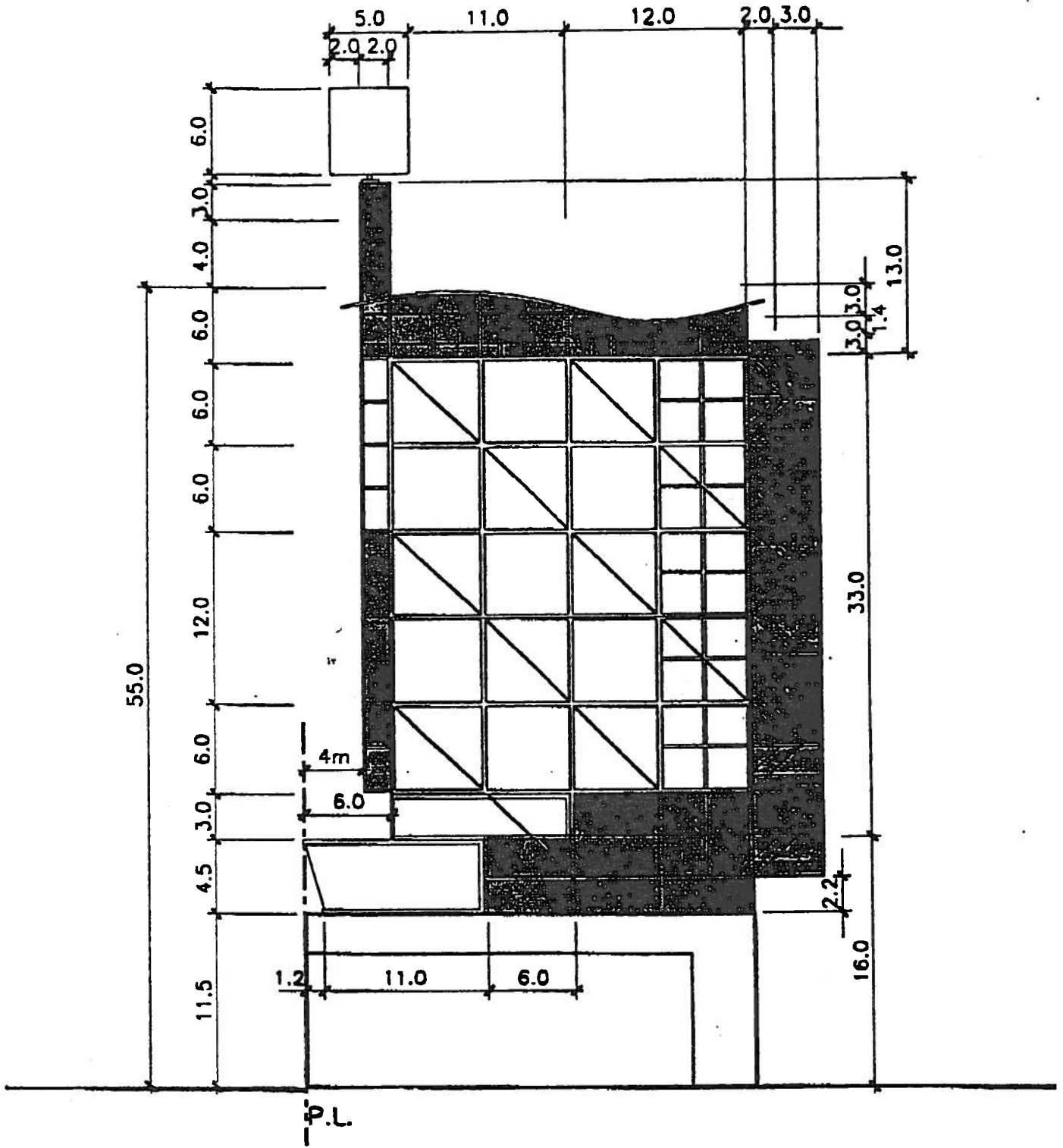


LEGEND


-  EDWARD ST. DISPLAY AREA
-  EDWARD ST. ADDITIONAL DISPLAY AREA
-  SPONSOR LOGO 3DIMENSIONAL SIGN



MEDIA TOWER - EDWARD ST. ELEVATION

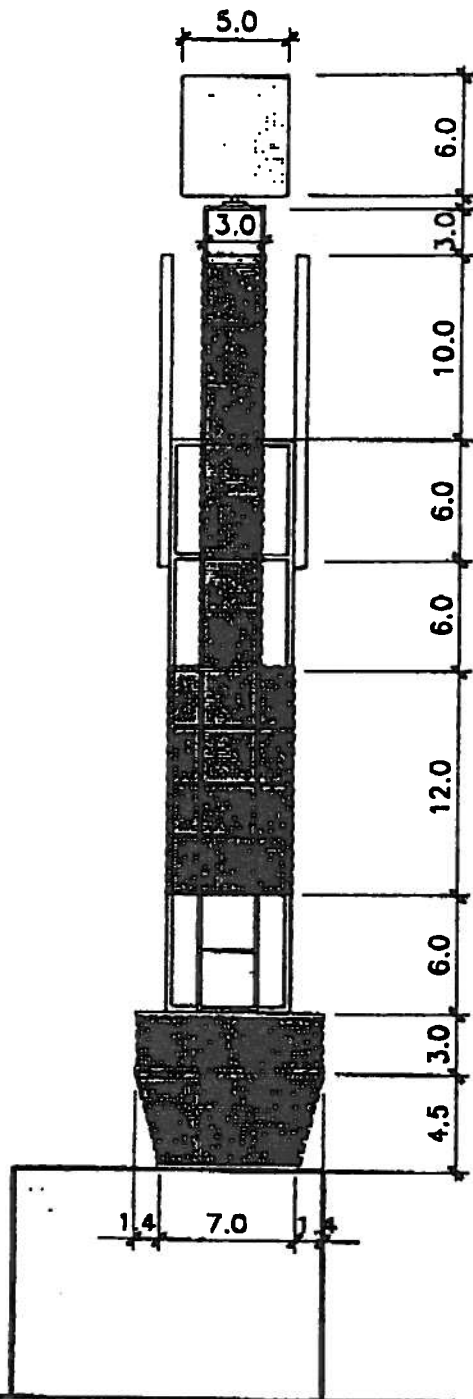


LEGEND



 EDWARD ST. NO COVER ZONE

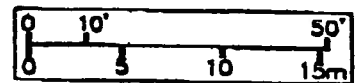


MEDIA TOWER - EDWARD STREET ELEVATION

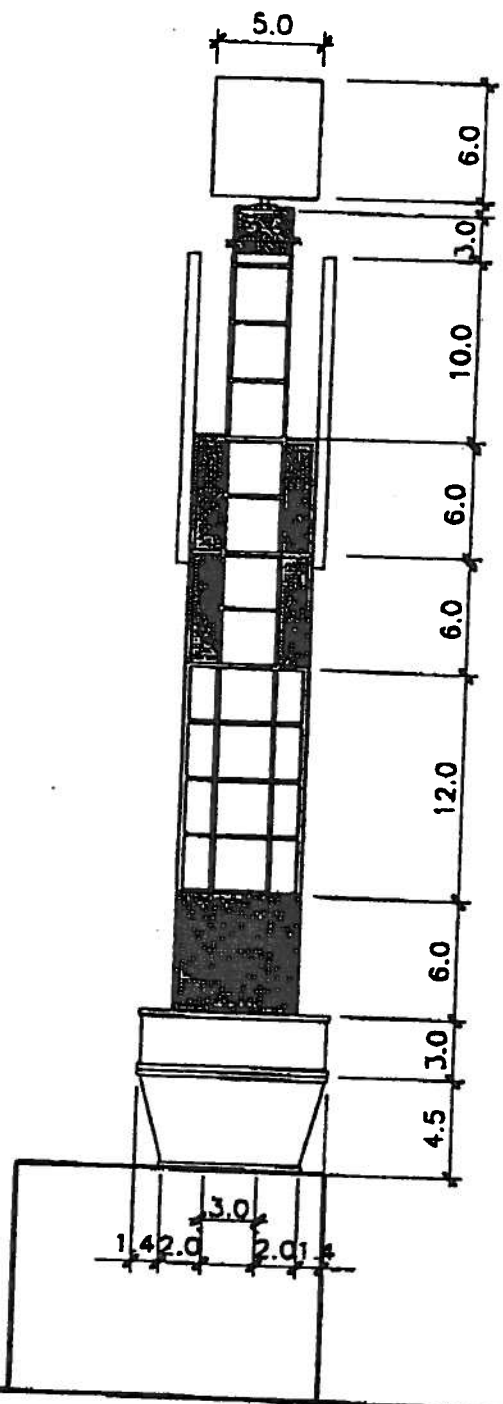


LEGEND


-  YONGE ST. DISPLAY AREA
-  SPONSOR LOGO 3DIMENSIONAL SIGN

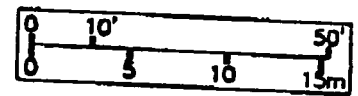


MEDIA TOWER - YONGE ST. ELEVATION



LEGEND

 YONGE ST. NO COVER ZONE



MEDIA TOWER - YONGE STREET ELEVATION

Appendix 3 - Applicant's Submission Package

For Enquiries Dial 311
From Outside the City of Toronto (416) 392-CITY (2489)

Request Date			Folder No.
5 Day	6 Month	2013 Year	

Sign Location

Street No. 306	Street Name YONGE STREET	Lot No.	Plan No.
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Describe the variance being applied for:

RETROFIT OF EXISTING MEDIA TOWER TO INCLUDE NEW LED AND RECONFIGURATION OF EXISTING SIGNAGE

If it is an application for a variance for the issuance of a permit required for the modification or restoration of an existing sign, please provide the following:

Existing sign dimension DUNDAS ST SIGN FACE AREA 974 M(2)	Location DUNDAS STREET EXPOSURE 306 YONGE
--	--

Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):

PROVIDED

Property Owner Information

Last Name		First Name	
Company Name (if applicable) CLEAR CHANNEL OUTDOOR COMPANY CANADA		Area Code and Telephone No. (416) 408-0800	
Street No. & Name 20 DUNDAS STREET		Apt./Unit No. 1001	Area Code and Mobile / Pager No.
City TORONTO	Province ON	Postal Code M5G2C2	Area Code and Fax No. (416) 408-2854
E-mail address PAULSEAMAN@CLEARCHANNEL.COM			

Attachments 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

Applicant's Declaration and Information

Last Name SEAMAN		First Name PAUL	
Company Name (if applicable) CLEAR CHANNEL OUTDOOR COMPANY CANADA		Area Code and Telephone No. (416) 408-0800	
Street No. and Name 20 DUNDAS STREET WEST		Apt./Unit No. 1001	Area Code and Mobile / Pager No.
City TORONTO	Province ONTARIO	Postal Code M5G 2C2	Area Code and Fax No. (416) 408-2854
E-mail address PAULSEAMAN@CLEARCHANNEL.COM			

do hereby declare the following:

That I am the Property Owner as stated above CCOC, which is an authorized agent of the owner.
 the owner's authorized agent 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.
- 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.



PAUL C SEAMAN

6/7/13

Applicant's Signature

Print Name

Date

The personal information on this form is collected under the authority of ss. 8 and 110 of the City of Toronto Act, 2006, and Chapter 694, Signs, General, of the City of Toronto Municipal Code, and will be used specifically for the purpose of creating and maintaining a record available to the general public concerning signs and permit information, evaluation of applications made under Chapter 694, Signs, General, issuance, denial and revocation of permits under Chapter 694, Signs, General, processing applications for variances from and amendments to Chapter 694, Signs, General, creating aggregate statistical reports, enforcement of 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 contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the Manager, Sign By-law Unit, at Toronto, Building, City Hall, 100 Queen St W, 12th Floor, East Tower, Toronto, ON, M5H 2N2, Telephone: 416-392-8000

For Enquiries Dial 311
From Outside the City of Toronto (416) 392-CITY (2489)

Request Date			Folder No.
5 Day	6 Month	2013 Year	

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

Sign Location

Street No. 306	Street Name YONGE STREET	Lot No.	Plan No.
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Site and Building Data

Lot Area:	Lot Frontage:	Lot Depth:
Number of Buildings on the lot:	Date of Construction of Building(s) if known:	
Building Height(s):	Number of Storeys:	Building(s) Gross Floor Area:
Building Use(s):		

Site Context

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

North: commercial buildings/signage- Yonge Dundas Special Signage District

South: commercial buildings/signage- Yonge Dundas Special Signage District

East: commercial building/retail/signage- Yonge Dundas Special Signage District

West: Atrium on Bay Commercial Office Tower

Proposal

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

EXPANSION OF ATRIUM ON BAY TOWER TO 3523.5 SQUARE METERS OF SIGNAGE (BOTH SIDES) FROM CURRENT 2967 OVERALL TOWER DOES NOT EXTEND BEYOND EXISTING SITE LINES OF SITE BUT RATHER, SQUARES OFF THE TOP AND RECONFIGURES PLACEMENT OF SIGNAGE PLUS INCLUDES A NEW LED AT TOP (DIMENSIONS PROVIDED)

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. The criteria are that the variance:

- is warranted based on physical circumstances applicable to the property or premises;
- is consistent with the architecture of the building or development of the property;
- is consistent with buildings and other features of properties or premises within 120 metres of the location of the proposed sign;
- Will not alter the essential character of the area;
- Will not adversely affect adjacent properties;
- Will not adversely affect public safety;
- is, in the opinion of the decision maker, not contrary to the public interest;
- is of a sign class or a sign type that is permitted in the sign district where the premises is located; and,
- is not expressly prohibited by Subsection 694-15B.

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

Attached,

June 6, 2013

The Corporation of the City of Toronto
Mr. Ted Van Vliet
Signage Bylaw Unit, Main Floor
100 Queen Street East
Toronto, ON M5C 1S6

Reference: Signage Variance Request for 306 Yonge Street (Atrium on Bay Media Tower)

Dear Mr. Van Vliet;

I am pleased to provide you with this application on behalf of the owner, Clear Channel Outdoor Company Canada for a variance request to modify the Atrium on Bay Media Tower (known officially as 306 Yonge Street). The purpose of this variance application is to incorporate new and emerging technologies and moderately expand the tower in order to maintain a fresh and vital aesthetic environment in the Yonge Dundas Square "Special Signage District".

By way of this requested variance, we are proposing that the Tower be "squared off" at the top and that the overall signage space be amended. This LED is being sponsored by Samsung, a prominent sponsor of the 2014 Olympic Games whose intent is to promote the Olympics in Toronto and to Dundas Square. We believe this will be an exciting and integral component of the continued growth and evolution of Dundas Square.

I have included electronic files, mock-ups, site plans, real-image photography, surveys and other relevant materials with this submission. Please do not hesitate to contact me should you require any additional information.

Thank you in advance for your cooperation and assistance.

Best Regards,



Paul C Seaman
Vice President, Real Estate & Public Affairs
Clear Channel Outdoor Company Canada

Encl.

Rationale (page 2 of Sign Variance Data Sheet)

1. Is warranted based on physical circumstances applicable to the property and premises;

A. The AoB Media Tower was specifically designed to harbor dynamic mixed use signage and therefore, the application is completely consistent with the applicable circumstances.

2. Is consistent with the architecture of the building or development of the property;

A. The AoB Media Tower was specifically designed to harbor dynamic mixed use signage and therefore, the application is completely consistent with the applicable circumstances.

3. Is consistent with buildings and other features of properties or premises within 120 metres of the location of the proposed sign;

A. The AoB Media Tower reflects the intent and integrity of the Yonge Dundas Special Signage District and is consistent with the architecture of neighboring properties including the Hard Rock Café, Toronto Eaton Centre (and associated media tower) and 10 Dundas.

4. Will not alter the essential character of the area;

A. The AoB Media Tower is located within the core of the Yonge Dundas Special Signage District and remains consistent with the overall developmental intent.

5. Will not adversely affect adjacent properties;

A. There is no impact to any adjacent properties.

6. Will not adversely affect public safety;

A. The AoB Tower is not accessible by the public and poses neither a physical safety issue nor a sociological one.

7. Is, in the opinion of the decision maker, not contrary to the public interest;

A. The intent of Yonge Dundas Square was to be a dynamic gather place and included spectacular 3rd party signage. The AoB Tower is consistent with the public-space designed environment.

8. Is of a sign class or a sign type that is permitted in the sign district where the premises is located, and,

A. Yes

9. Is not expressly prohibited by Subsection 694-15B;

A. It is not prohibited.

 Clear Channel Outdoor
ClearChannelOutdoor.ca



Atrium On Bay Media Tower Tower Reconfiguration

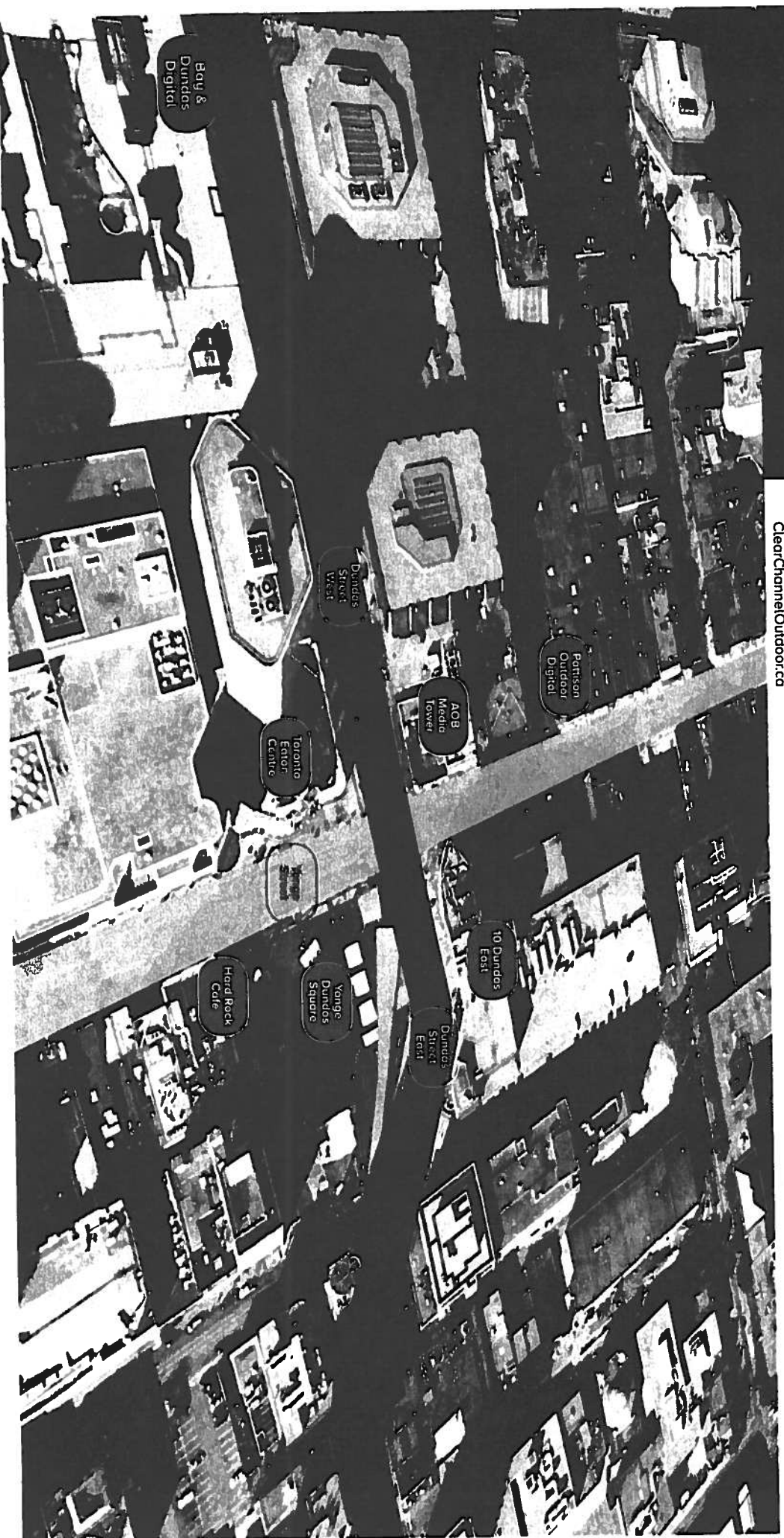
Submitted 2013.06.07

Tower Reconfiguration

 Clear Channel Outdoor

ClearChannelOutdoor.ca

Yonge Dundas Square Toronto, ON Digital Signage Site Survey



Tower Reconfiguration

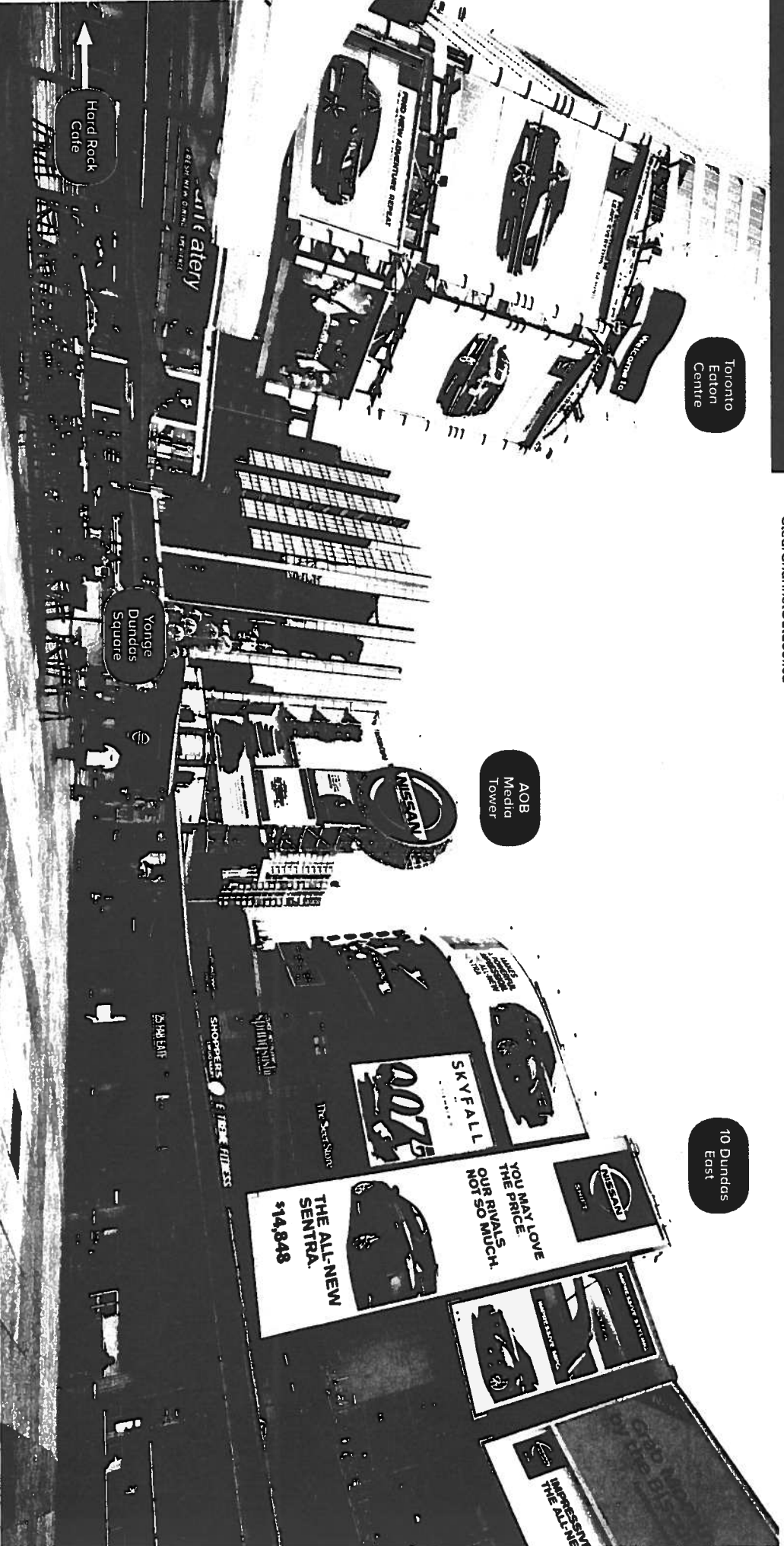
 Clear Channel Outdoor
ClearChannelOutdoor.ca

Toronto
Eaton
Centre

AOB
Media
Tower

10 Dundas
East

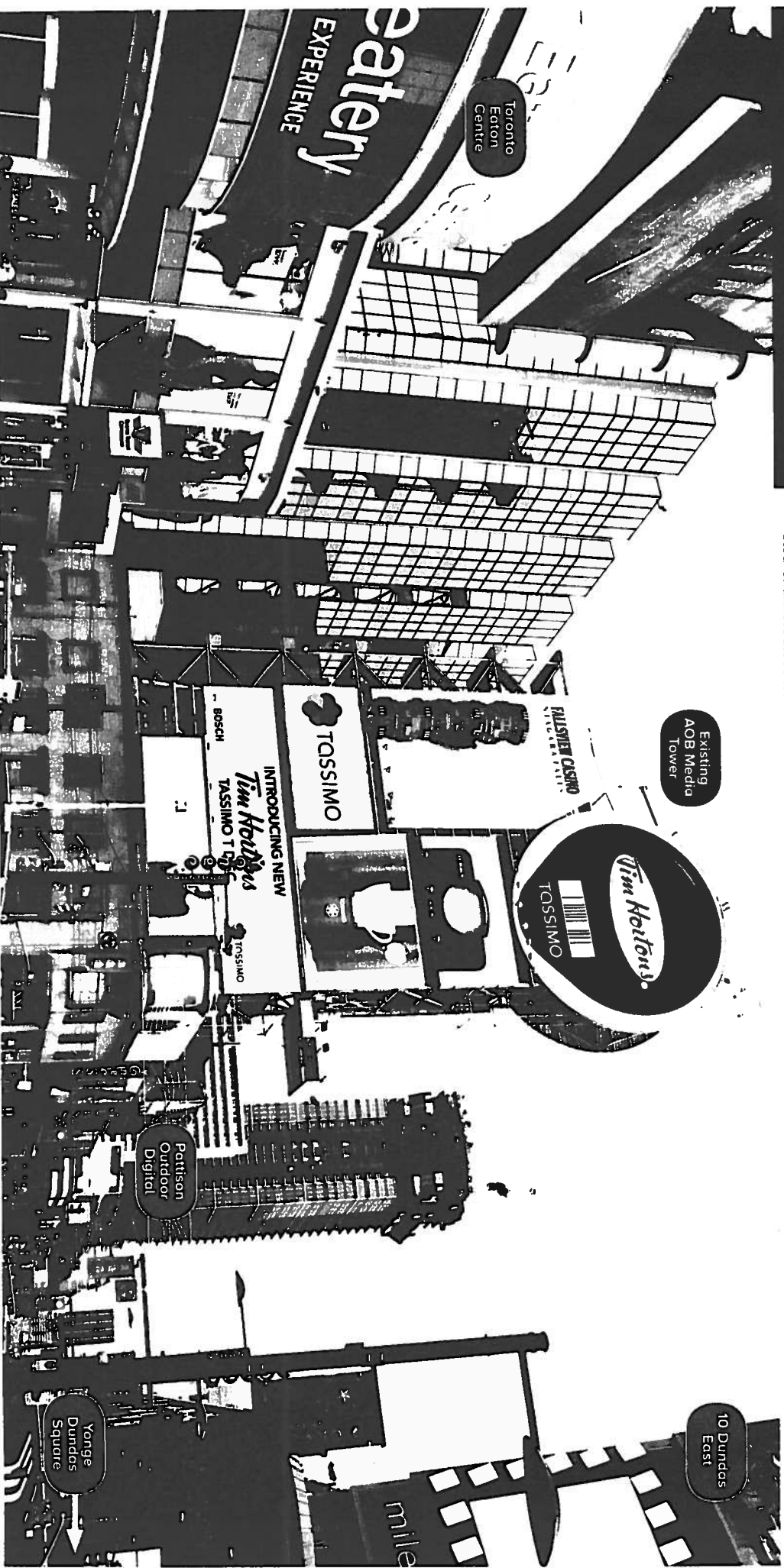
Yonge Dundas Square Toronto, ON Digital Signage Site Survey



Tower Reconfiguration

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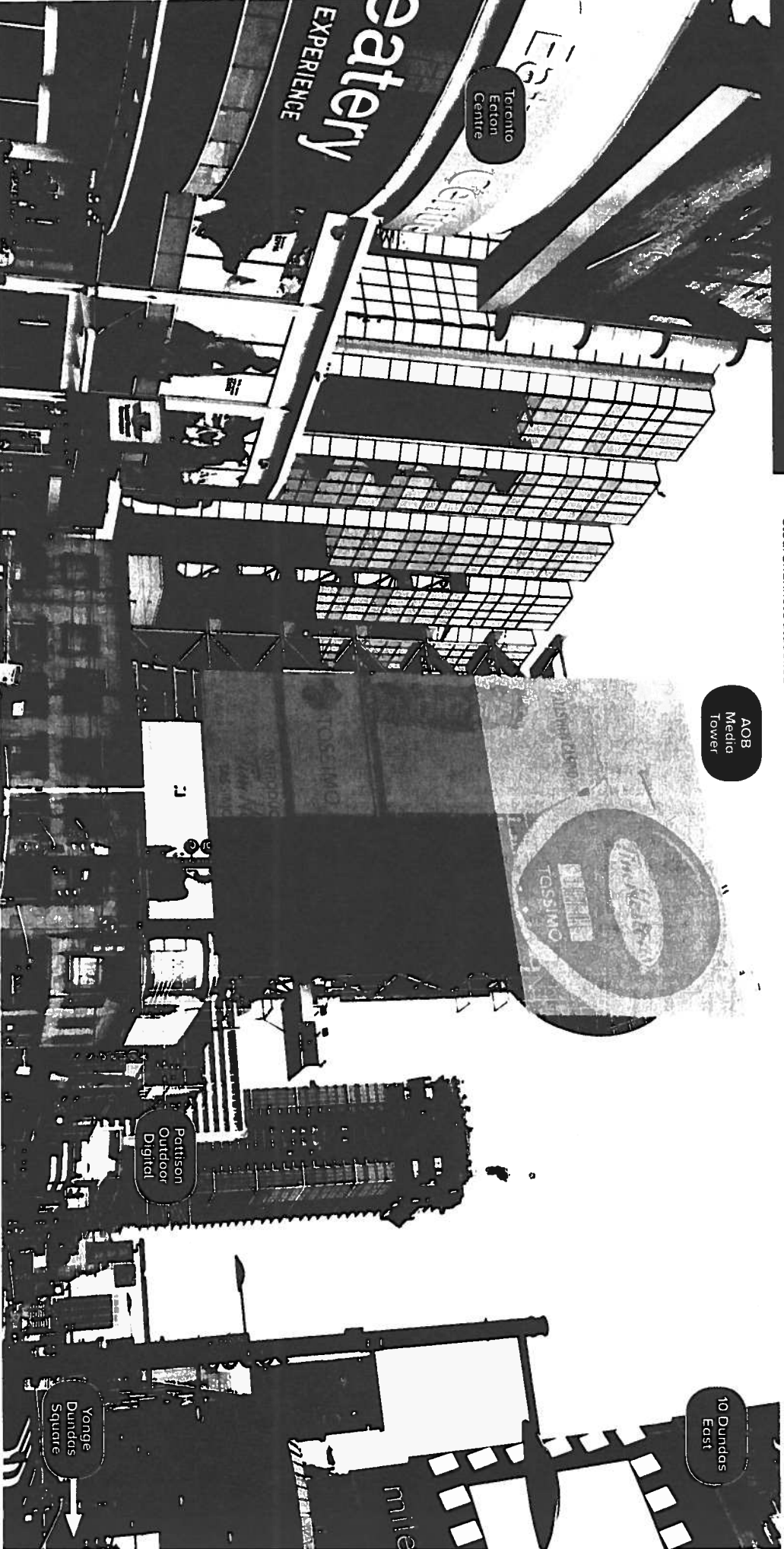
Yonge Dundas Square Toronto, ON Digital Signage Site Survey



Tower Reconfiguration

 Clear Channel Outdoor
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Yonge Dundas Square Toronto, ON Proposed Reconfiguration



Toronto
Eaton
Centre

AOB
Media
Tower

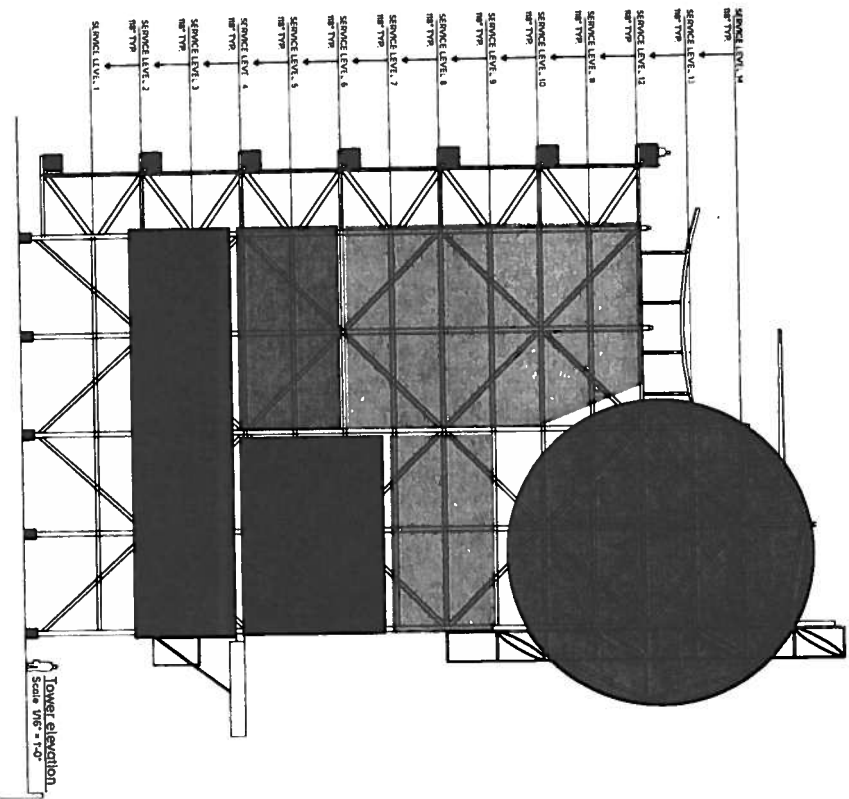
Pattison
Outdoor
Digital

10 Dundas
East

Yonge
Dundas
Square

Tower Reconfiguration

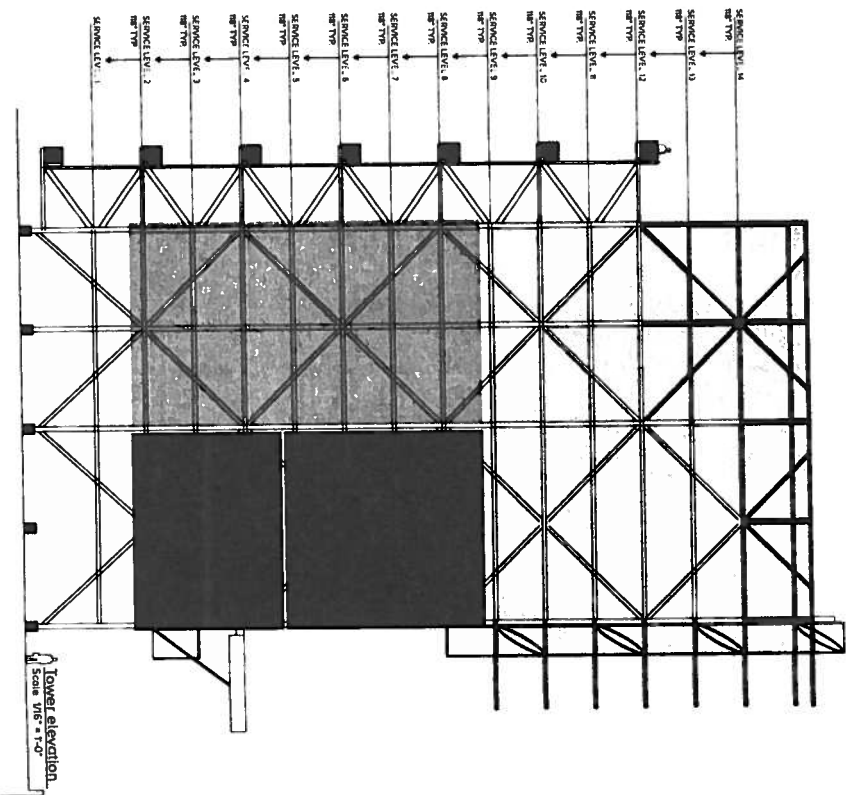
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ClearChannelOutdoor.ca



Current Configuration

Yonge Dundas Square Toronto, ON

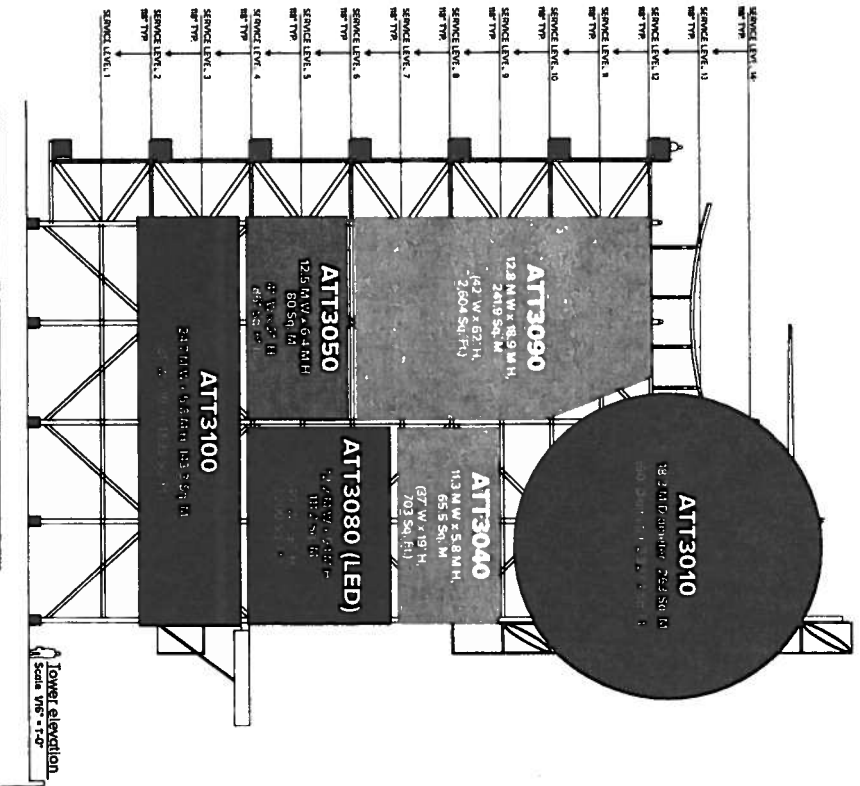
Structural Alterations



New Configuration

Tower Reconfiguration

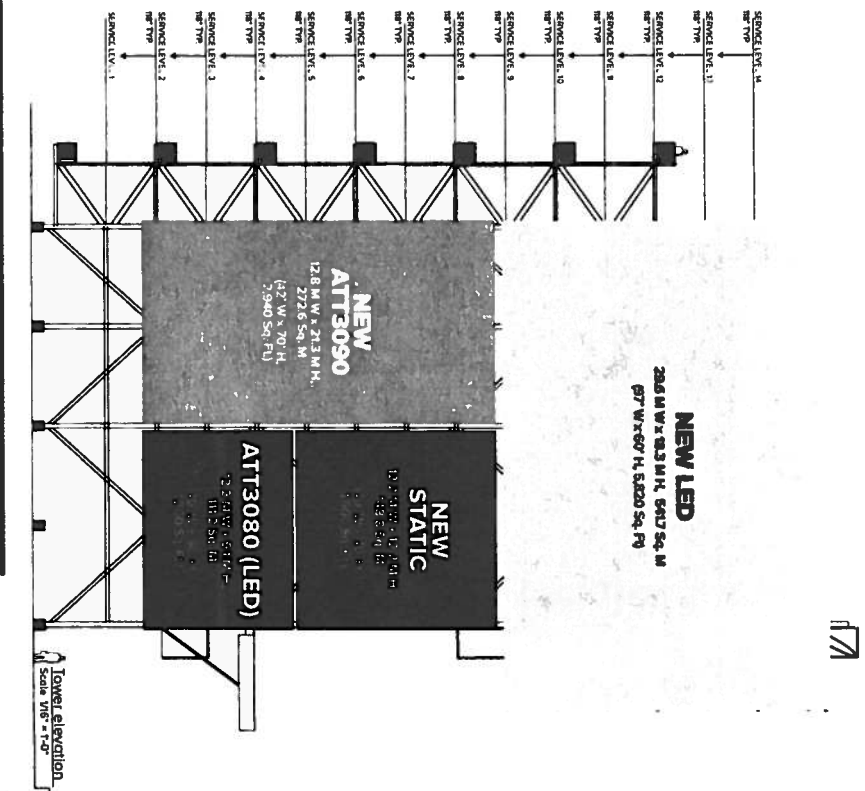
Clear Channel Outdoor
ClearChannelOutdoor.ca



Current Configuration

Total Media Area:
904.9 Sq. M (9734.4 Sq. Ft)

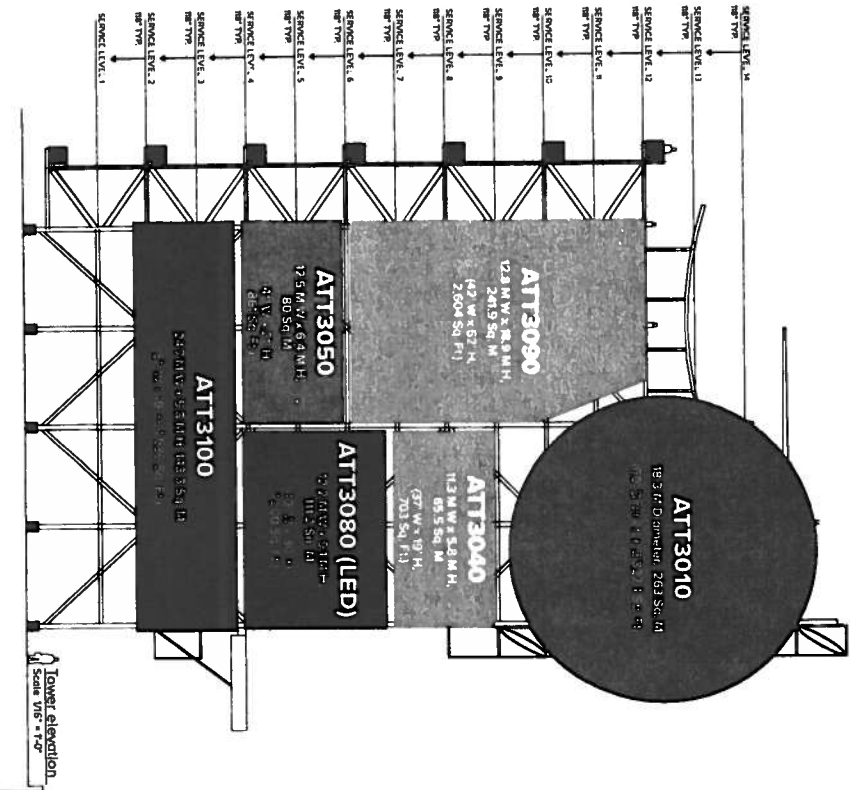
Yonge Dundas Square Toronto, ON South Face Media Sizes



New Configuration

Tower Reconfiguration

Clear Channel Outdoor
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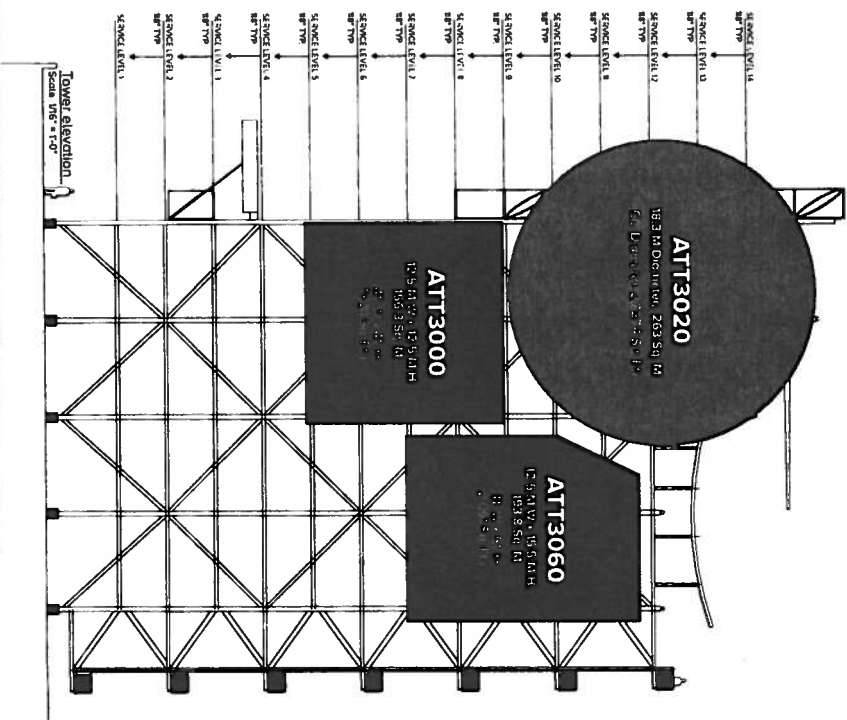


Current South Configuration

Total Media Area:
904.9 Sq. M (9,734.4 Sq. Ft)

Yonge Dundas Square Toronto, ON

Existing Media Area: 1,518 Sq. M
(15,349.4 Sq. Ft.)

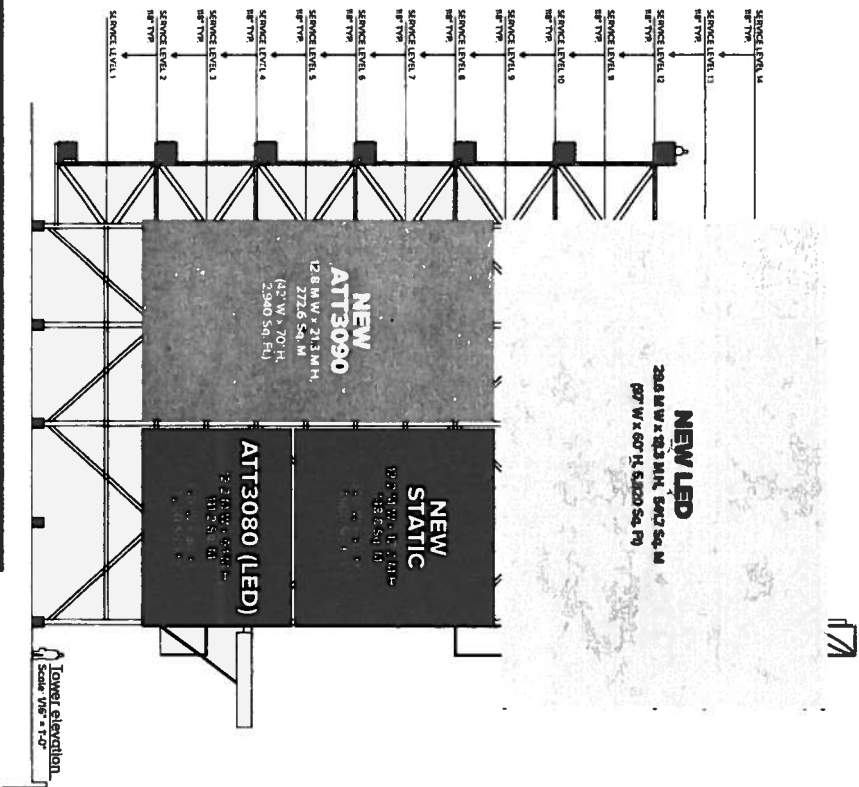


Current North Configuration

Total Media Area:
613.1 Sq. M (6,599.4 Sq. Ft)

Tower Reconfiguration

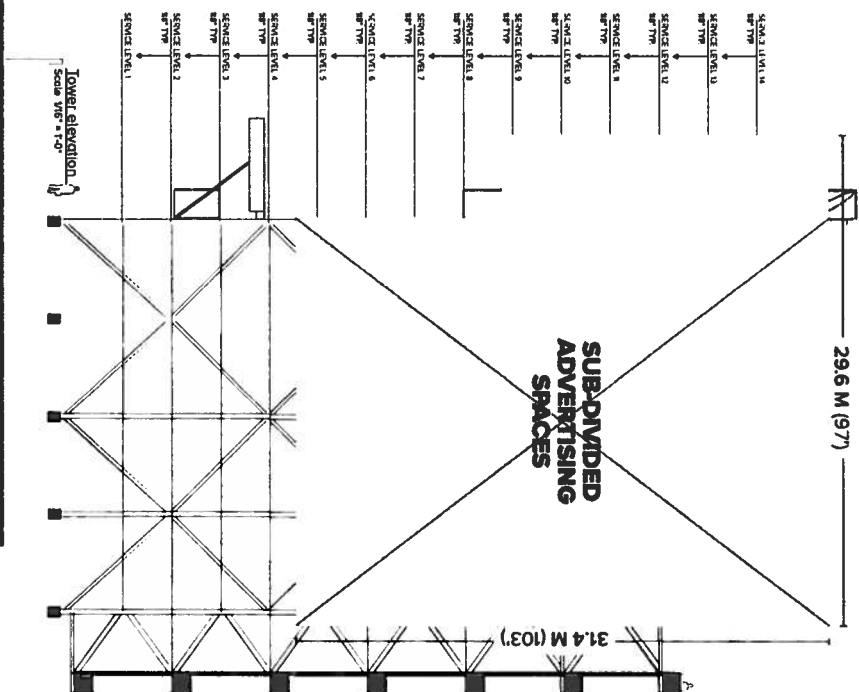
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New South Configuration

Yonge Dundas Square Toronto, ON

New Tower Media Area: **2003.7 Sq. M**
(21,551 Sq. Ft.)



New North Configuration

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