STAFF REPORT  
ACTION REQUIRED

Appeal by Davies Howe Partners LLP of the Decision of the Chief Building Official With Respect to a Signage Master Plan Proposal for One Roof Sign and Two Wall Signs – 30 Adelaide Street East

<table>
<thead>
<tr>
<th>Date:</th>
<th>November 5, 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ward:</td>
<td>Ward 28 – Toronto Centre-Rosedale</td>
</tr>
<tr>
<td>File No.:</td>
<td>FP-14-00097</td>
</tr>
<tr>
<td>IBMS File No.:</td>
<td>14-181782</td>
</tr>
</tbody>
</table>

PURPOSE OF THE APPEAL

This report reviews and makes recommendations on an appeal made by Davies Howe Partners (the "Appellant") of a decision of the Chief Building Official to refuse variances from Chapter 694 of the Municipal Code required to permit the erection and display of one illuminated roof sign located along the westerly facing property frontage, and two illuminated wall signs located on two northerly facing exterior ground level columns.

30 Adelaide Street East is located in a CR-Commercial Residential sign district, which does not permit roof signs unless they are part of a Signage Master Plan containing only first party signs. Wall signs are permitted at the first storey of buildings in CR Sign Districts; however they cannot exceed 20 percent of the area of the wall on which they are erected.

This report recommends that the September 4, 2014 decision of the Chief Building Official to refuse the requested variances be upheld. It is the opinion of staff that the variances required to implement the proposed signage master plan are not compatible with the development of the premises, do not
support the Official Plan objectives for the premises or surrounding area, would alter the character of the premises and would adversely impact adjacent properties.

Table 1: Summary of Requested Variances

<table>
<thead>
<tr>
<th>SECTION</th>
<th>REQUIREMENT</th>
<th>PROPOSAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>694-21D</td>
<td>A roof sign is not a permitted sign type in a CR-Commercial Residential sign district.</td>
<td>The proposed sign type is a roof sign.</td>
</tr>
<tr>
<td>694-21D(5)(c)</td>
<td>The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey at which the signs are erected.</td>
<td>Each of the proposed wall signs will be 44.4 percent of the area of the wall at the first storey at where the signs are to be erected.</td>
</tr>
</tbody>
</table>

RECOMMENDATIONS

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

1. The Sign Variance Committee uphold the decision of Chief Building Official made on September 4, 2014 with respect to the variances requested for the proposed Signage Master Plan at the premises municipally known as 30 Adelaide Street East and that the variances required for the signs, as described in Attachment 1 to this report, be refused.

SITE CONTEXT

The subject premise, municipally known as 30 Adelaide Street East, is located in ward 28, Toronto Centre-Rosedale, and is situated east of Victoria Street between Lombard Street and Adelaide Street East. The building on the premises, commonly referred to as the State Street Financial Centre, is a commercial office building containing three separate interlocking blocks. The building is composed of two towers of 12 and 15 storeys, and a four-storey pavilion centered on a landscaped courtyard.

The subject property is situated just east of Toronto’s Central Business District and is generally bordered by other multi-storey commercial office towers. The subject property is located in a CR-Commercial Residential sign district, and is immediately bordered by other CR-Commercial Residential sign district properties (see Figure 1). A summary of the area surrounding 30 Adelaide Street is provided below in Table 2 below.
### Table 2: Summary of Area Surrounding 30 Adelaide Street East

<table>
<thead>
<tr>
<th>Sign District Designation of Property:</th>
<th>CR-Commercial Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sign District Designations of Surrounding Properties:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North</td>
</tr>
<tr>
<td>Land Uses and Attributes of Surrounding Properties:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North</td>
</tr>
<tr>
<td></td>
<td>Mid-Rise Mixed-Use Building</td>
</tr>
</tbody>
</table>

### SIGN ATTRIBUTES

As shown in the original site plan submission (Figure 2), the specific proposal contemplates one illuminated roof sign to be erected on the westerly facing building elevation of the 17 storey office building and two illuminated wall signs, each located on northerly facing exterior columns at ground level.

The proposed roof sign, shown in Figure 3, is to display static copy, and is to be 15.25 metres in width by 2.76 metres in length. The proposed sign, akin to a corporate logo or symbol, is to display 'dream' with an associate stylized "cloud", identifying the corporate brand of the business on the premises. The proposed sign is to replace an existing sign that displays 'DUNDEE', which is of similar size and erected at the same location. As noted in the original submission package, the existing structure supporting the roof sign will not be replaced. The same complex also has a roof sign displaying 'STATE STREET', on the southerly facing building elevation, which is to remain.

The two proposed wall signs are to display static copy and are to be 0.61 metres in horizontal width by 1.83 metres in vertical length, at a height of 4.12 metres. A summary of the proposed sign attributes is provided in Table 3 below.

### Table 3: Summary of Proposed Sign Attributes

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Sign Direction</th>
<th>Length (metres)</th>
<th>Width (metres)</th>
<th>Sign face area (square metres)</th>
<th>Sign Copy Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roof Sign</td>
<td>West</td>
<td>2.76</td>
<td>15.25</td>
<td>42.09</td>
<td>Static</td>
</tr>
<tr>
<td>Wall Sign</td>
<td>West</td>
<td>1.83</td>
<td>0.61</td>
<td>1.11</td>
<td>Static</td>
</tr>
<tr>
<td>Wall Sign</td>
<td>West</td>
<td>1.83</td>
<td>0.61</td>
<td>1.11</td>
<td>Static</td>
</tr>
</tbody>
</table>

### COMMENTS:

The intent of the Signage Master Plan (SMP) is to review and consider a comprehensive plan for signage. The SMP process requires that at least three signs on the premises require
variances to Chapter 694. Roof signs, although otherwise expressly prohibited city-wide, can be considered through the SMP process provided that the SMP contains only first party signs.

**Criteria Established by §694-30A of Chapter 694:**

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 in Chapter 694 may only be granted where it is established that the proposed sign meets each of these criteria.

**Administrative Criteria:**

The Administrative Criteria are listed at §694-30A (1), (2), and (7) of Chapter 694. They are criteria that are evaluated largely by looking at the sign class and sign type, as defined, as well as determining if the proposed sign is a sign that is otherwise prohibited.

Where the proposed sign does not meet one (or more) of these criteria, it cannot be granted a variance to Chapter 694 and the application must be considered through the Sign By-law Amendment process.

**Table 4: Summary of Administrative Criteria**

<table>
<thead>
<tr>
<th>Section</th>
<th>Criteria Description</th>
<th>Meets Criteria</th>
<th>Rationale</th>
</tr>
</thead>
<tbody>
<tr>
<td>694-30 A (1)</td>
<td>Belongs to a sign class permitted in the sign district</td>
<td>Yes</td>
<td>• The proposed sign is located within a CR-Commercial Residential sign district which permits first party signs.</td>
</tr>
<tr>
<td>694-30 A (2)</td>
<td>In the case of a third party sign, must be of a sign type permitted in the sign district</td>
<td>Yes</td>
<td>• The proposed signs are first party signs.</td>
</tr>
<tr>
<td>694-30 A (7)</td>
<td>Not be a sign prohibited by 694-15B</td>
<td>Yes</td>
<td>• The proposed signs are not prohibited by §694-15B, as the roof sign is proposed as part of a Signage Master Plan containing only first party signs.</td>
</tr>
</tbody>
</table>

**Design Criteria:**

The Design Criteria are listed at §694-30A (3), (4), and (8). These criteria are focused on the compatibility of the proposed sign with the current and future development of the subject premises and surrounding area. In reviewing an application against these criteria, staff consider, amongst other things, surrounding developments (existing or proposed), signs, and relevant city policies.
<table>
<thead>
<tr>
<th>Section</th>
<th>Criteria Description</th>
<th>Meets Criteria</th>
<th>Rationale</th>
</tr>
</thead>
</table>
| 694-30 A(3)   | Compatible with the development on the premises and surrounding area                  | No             | • Many of the high-rise office in the area have logos or corporate symbols at the uppermost stories of the buildings, which is permitted by Chapter 694 for buildings over 10 storeys in height. There are few, if any roof signs on any of the high-rise office towers in the area.  
  o At 30 Adelaide Street East, the sign owners would have the ability to erect and display a similar wall sign at the uppermost storey, as opposed to the proposed roof sign which would not be compatible with the buildings and upper-storey signs in the area. |
| 694-30A(4)    | Supports to Official Plan objectives for the property and surrounding area             | No             | • The Official Plan designates the premises as a Mixed Use Area as well is part of the Downtown and Central Waterfront in the Urban Structure schedule. One of the Official Plan objectives for mixed use areas is to limit shadow impacts on adjacent properties.  
  o The addition of roof signs is likely to increase shadowing and associated impacts onto adjacent buildings and properties. |
| 694-30 A(8)   | Does not alter the character of the premises or surrounding area                       | No             | • As stated earlier, many of office towers in the area have logos or corporate symbols at the uppermost stories of the buildings, permitted by Chapter 694.  
  o There are few, if any roof signs on any of the high-rise office towers in the area.  
  • The wall signs are proposed to be displayed on only two of many columns along the frontage of the building.  
  o This causes a random and unsymmetrical appearance thus detracting from the character of the building.  
  o As well, the proposed wall signs are more than twice the sign face area permitted by Chapter 694 and appear too large for the column surfaces that they will be displayed on and simply appear to be out of character on the columns themselves. |

**Impact Criteria:**

The Impact Criteria are the criteria listed at §694-30A (5), (6), and (9). These criteria are focused on the impact that a sign may have on surrounding buildings and properties and on
the public in general. These criteria also consider whether or not the proposed sign will have any impacts on public safety.

**Table 6 – Summary of Impact Criteria**

<table>
<thead>
<tr>
<th>Section</th>
<th>Criteria Description</th>
<th>Meets Criteria</th>
<th>Rationale</th>
</tr>
</thead>
<tbody>
<tr>
<td>694-30 A(5)</td>
<td>Does not adversely affect adjacent premises</td>
<td>No</td>
<td>- As stated earlier, staff have concerns about the potential shadow impacts that the proposed roof sign could have on adjacent buildings and properties.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- It is likely that any shadow studies that were carried out with respect to the building at 30 Adelaide Street East did not contemplate the proposed roof signs, only the existing building at its current height.</td>
</tr>
<tr>
<td>694-30 A(6)</td>
<td>Does not adversely affect public safety</td>
<td>Yes</td>
<td>- The proposed signs are to be professionally designed by a professional engineer and installed so that they are in accordance with all requirements of the Ontario Building Code.</td>
</tr>
<tr>
<td>694-30 A(9)</td>
<td>Is not contrary to the public interest</td>
<td>Yes</td>
<td>- Staff have not received any letters of objection over the proposed roof or wall signs from either the public or the local councillor.</td>
</tr>
</tbody>
</table>

**CONCLUSION**

In consideration of the appeal of the Chief Building Official's decision to refuse the Signage Master Plan Application seeking two variances to Chapter 694, it is the position of staff that the Appellant has failed to establish that the requested variances required for the proposed signs meet all nine of the established criteria. As such, it is recommended that the Sign Variance Committee refuse to grant the variance requested and uphold the decision of the Chief Building Official.

**CONTACT**

Ryan McLeod  
Sign Building Code Examiner/Inspector, Sign By-law Unit  
Tel: (416) 392-4229 E-mail: rmcleod@toronto.ca

**SIGNATURE**

Ted Van Vliet  
Manager, Sign By-law Unit
ATTACHMENTS

1. Description of Signage Master Plan
2. Applicant's Original Submission Package
ATTACHMENT 1: DESCRIPTION OF SIGNS

In conjunction with a real estate corporation located on the premises, proposal to permit the erection and display as part of a signage master plan, one illuminated roof sign displaying static copy, located along the westerly facing building elevation. The proposed roof sign is to be 15.25 metres in width by 2.76 metres in length. The proposal also includes two illuminated wall signs, each displaying static copy, each located along the northerly facing exterior columns. The proposed wall signs are each to be 0.61 metres in width, 1.83 metres in length and at a height of 4.12 metres.
ATTACHMENT 2: APPLICANTS SUBMISSION PACKAGE
**Project Information**

<table>
<thead>
<tr>
<th>Street No.</th>
<th>Street Name</th>
<th>Lot No.</th>
<th>Plan No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>ADELAIDE ST. E</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Description of Proposal:**
- Remove existing "DUO" and replace with NEW LOGO and LOGO STRUTURE TO BE DETERMINED
- Two Pillar Signs

**Existing Sign Dimensions:**
- Logo: 0.3m x 0.3m
- Letters: 1.0 x 1.0

Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): **CUSTOMER HAS CHANGED CORPORATE NAME. SEE DOCUMENTS**

**Property Owner Information**

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Company Name (if applicable)</th>
<th>Telephone No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FARDI</td>
<td>MAKEI</td>
<td>DUOEE REALTY 3M CORP.</td>
<td>416-345-4184</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Street No.</th>
<th>Street Name</th>
<th>SubLot/Unit No.</th>
<th>Mobile No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>ADELAIDE ST. E</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:FARDI@DUCORP.COM">FARDI@DUCORP.COM</a></td>
</tr>
</tbody>
</table>

**Attachments Required**

- Signage Master Plan Data Sheet
- Copies of any supporting documents
- All necessary plans and specifications required to describe the sign(s) within the Signage Master Plan

Continue on next page
Application

Signage Master Plan

Applicant Information and Declaration

First Name: Dominic
Last Name: Rosewood

Company Name: Patterson Sign Group
Telephone No.: 416-738-7259

Street No.: 453
Street Name: Chancellor Dr
Suite/Unit No.: A
Mobile No.: 416-738-7259

City/Popown: Toronto
Province: Ontario
Postal Code: L4G 5E1

Fax No.:

E-mail Address: dominic.rosewood@rogers.com

Do hereby declare the following:

- That I am ☐ the Property Owner as stated above
  - ☐ the owner's authorized agent,
  - ☐ an officer/employee of ______________, which is an authorized agent of the owner.
  - ☐ 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: Dominic Rosewood
Date (City-Month-Year): June 24, 2014

[Continuation on next page]
This data sheet forms part of an application for a Signage Master Plan under Chapter 094 of the Toronto Municipal Code, Signs.

### Project Information

<table>
<thead>
<tr>
<th>Street No.</th>
<th>Street Name</th>
<th>Lot No.</th>
<th>Plan No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>ADELAIDE S E</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Site and Building Data

<table>
<thead>
<tr>
<th>Lot Area</th>
<th>Lot Frontage</th>
<th>Lot Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>55 74'2''</td>
<td>600.96 m</td>
<td>91.4'</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>No. of Buildings on the lot</th>
<th>Date of Construction of Buildings if known</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUE</td>
<td>JUNE 1980</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Building Height(s)</th>
<th>No. of Stories</th>
<th>Building(s), Gross Floor Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>7' m</td>
<td>17</td>
<td>7620 sq ft</td>
</tr>
</tbody>
</table>

### Site Context:

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

- **North**: OFFICES, RETAIL
- **South**: OFFICES
- **East**: OFFICES
- **West**: OFFICES

### Proposal:

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

**PLEASE READ DOCUMENTS**

**THANK YOU**

Continue on next page

14-0091 2313-08

1 of 3

Davies Howe Partners – Signage Master Plan – 30 Adelaide Street East
**Criteria**

The Signage Master Plan will be evaluated against criteria listed in Toronto Municipal Code Chapter 394-30A. Variations required for a Signage Master Plan may be approved where it is established that the proposed sign:

- Belong to a sign class permitted in the sign district where the premises is located
- Be a sign 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
- Not be a sign prohibited by 394-15B
- 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 provide a rationale to support this proposal, including references to the City of Toronto Official Plan and/or any other Area Plans or studies that have been completed (use additional pages if necessary)

*Please read documents Thank you*
<table>
<thead>
<tr>
<th>Sign No.</th>
<th>Sign Type</th>
<th>Method of Copy Display</th>
<th>Length (Vertical in Metres)</th>
<th>Width (Horizontal in Metres)</th>
<th>Area (m²)</th>
<th>Sign Height (from Grade in Metres)</th>
<th>Sign Weight (Kg)</th>
<th>Illumination (Yes/No)</th>
<th>Professional Design Required (Yes/No)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Roof Top</td>
<td>STATIC</td>
<td>15.22m</td>
<td>2.764m</td>
<td>899.19</td>
<td>76.65m</td>
<td>10.86m</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>2</td>
<td>Pillar Wall</td>
<td>STATIC</td>
<td>1.829m</td>
<td>0.10m</td>
<td>0.071m</td>
<td>.127m</td>
<td>4.115m</td>
<td>YES</td>
<td>NO</td>
</tr>
<tr>
<td>3</td>
<td>Pillar Wall</td>
<td>STATIC</td>
<td>1.839m</td>
<td>0.10m</td>
<td>0.071m</td>
<td>.127m</td>
<td>4.115m</td>
<td>YES</td>
<td>NO</td>
</tr>
</tbody>
</table>
Letter of Authorization

Property Owner / Agent Information:
Company Name: Davies Howe Partners
Mailing Address: 30 Adelaide Street East
       Suite 1600
City: Toronto
Province: Ontario
Postal Code: M5C 3H1

Contact: Farid Malek
Tel: 416-385-4115
Fax: 416-385-6555
Email: fmalek@davieshowe.com

Site Address Information:
30 Adelaide Street East, Suite 1600, Toronto, ON
M5C 3H1


1. Farid Malek, Owner, Agent of Davies Howe Partners

30 Adelaide Street East Limited Partnership hereby authorize Pattison Sign Group to install signage at the above-mentioned property.

This Letter shall also serve to authorize Pattison Sign Group to act as our agent when applying for necessary municipal approvals and permits.

Date: March 26, 2014

Signature of Property Owner / Agent: [Signature]
Print Name: Farid Malek

Legal Description of Property:
All sign permits records for 30 Adelaide St E, Toronto, ON
June 24, 2014

City of Toronto
P.O. Box 126
207 Queen’s Quay West
Toronto, ON M5J 1A7
Canada

Attn: Sign Unit

Re: Signage Master Plan Application – 30 Adelaide Street, East

Dear City of Toronto Sign Unit:

We are writing this letter in conjunction with Preliminary Permit Review prepared by your staff for Dream Unlimited Corp at 30 Adelaide Street East to request a favorable report to support our Signage Master Plan Application proposed re-fitting of an existing roof sign and two column signs with our newly launched “DREAM” brand to replace our old brand “DUNDEE”. Making this brand change and awareness to all is critically important to our company and the many years of success we have had operating out of this Toronto location as both the landlord and ratepayer from our flagship headquarters. Currently there is a roof sign on the upper West Elevation that requires this change to the new brand and two new column signs on the lower North Elevations (currently there are no signs there to be replaced on the column).

Below please find the points we have recognized to satisfy the nine point Signage Master Plan criteria:

1. Is of a sign class or a sign type that is permitted in the sign district where the premises is located; - Yes as sign types, Channel Letters and Fascia signs, they are both permitted in this sign district.

2. In the case of a third party sign(s), be of a sign type that is permitted in the sign district, where the premises is located; - this does not apply to this application as the signs proposed are first party.
3. Be compatible with the development of the premises and the surrounding area; - Yes, the sign proposed on the roof is replacing an existing set of letters that currently read "DUNDER" with "dream". The same structure supporting the current set of channel letters will not be replaced. The same complex also has a set of letters on a roof structure reading "STATE STREET" on the South Elevation. Therefore, the new set of "dream" letters being mounted on the existing roof structure is compatible with the development of the premises and surrounding area. Also, the two proposed column fascia signs are compatible with just about every building in the surrounding area.

4. Support the Official Plan objectives for the subject premises and surrounding area; - The Official Plan calls for the prohibition of roof signs likely brought on by the plethora of Third Party roof signs. This not being a new but an existing First Party roof sign should not apply to this criterion. As far as the proposed two fascia signs, yes it does support the Official Plan objectives as the type of sign that they are proposed are not prohibited.
5. **Not adversely affect adjacent properties;** - Yes the three proposed signs will not adversely affect the adjacent properties. The proposed rooftop sign is not larger than the current sign installed over 10 years ago. The new rooftop channel letters will replace the existing neon illuminated channel letters with LED. The new rooftop sign will, based on the current by-law, comply with the turn off time of 11pm and meet the new city sanctioned light output restrictions at night when it's on making the sign less bright than the current sign that pre-dates the current restrictions of time and light output. The two proposed LED illuminated fascia signs are at street level amongst other street level signs and similarly to the rooftop, they will be turned off at 11pm and meet the new city sanctioned light output restrictions and they too will not adversely affect adjacent properties. **Please note, all three signs, at their proposed locations, do not face directly into residential communities.**

6. **Will not adversely affect public safety;** - Yes, the three proposed signs will not adversely affect public safety. The proposed channel letter replacement on the existing roof structure will be installed per a P.Eng of ON stamped recommendations. The existing structure will also be part of the P.Eng's non factored load calculations. The two street level fascia signs will be installed on the columns just slightly below the 2.4m clearance from grade required by the city. They currently are at 2.3m from grade. All three sign are not within 30m of a traffic light in either direction and light emission from all three proposed signs will comply with the requirements as stipulated by the Sign By-Law and thereby not affect public safety.

7. **Not be a sign prohibited by Subsection 694-15B;** - Yes, the three proposed sign types are not expressly prohibited by Subsection 694-15B. The channel letters proposed for the West Elevation are going onto an existing roof top structure. The two proposed fascia signs on the columns are not prohibited by **Subsection 694-15B.**

8. **Not alter the character of the premises or surrounding area;** - Yes the three proposed signs will not alter the character of the premises or surrounding area as the Channel letters proposed are replacing existing with a smaller overall area compared to existing sign. The two proposed fascia signs
at street level are consistent with other street level signs in the surrounding area.

9. **Not be, in the opinion of the decision maker, contrary to the public interest;** - Yes the three proposed signs should not be contrary to the public interest as the signs proposed are common place in the downtown core and all three signs proposed do not face directly into residential communities.

Please contact me at 416-355-4115 or 647-533-5057 if you have any further questions regarding this signage. We thank you for your time and look forward to your decision.

Sincerely,

Dream Unlimited Corp.

Parid Malek
Director, Property Operations
DOMINIC ROTUNDO

453 CHANCELLOR DR
WOODBRIDGE ON L4L 5E1

Examiner's Notice

Date: Wednesday, June 4, 2014
Preliminary Project Review No: 14 1S2493 ZPR 00 ZR Folder RSN: 3546311

- Multiple-Use Building - Sign
- Proposed Use: retail
- at 30 ADELAIDE ST E
- Ward: Toronto Centre-Rosedale (28)

Examination of your Request for a Preliminary Project Review has revealed that certain requirements of the City's Sign By-law have not been satisfied. The attached Notice provides the details of the review.

Should compliance with the Sign By-law not be possible, you may apply for a sign variance. You may visit the City of Toronto Web site at www.toronto.ca/building to download the sign variance application form or discuss the matter with City staff by calling (416) 392-8900.

Subsequent reviews will require the submission of a new Project Review Request along with payment of the applicable fees.

The Notice is based on plans and documents submitted and the Sign By-law in force at the time.

The plans and documents will be held on file for one year from the date of the Notice after which time they be discarded and the Notice becomes invalid.

Should there be changes to the Sign By-law or other applicable law prior to the issuance of a sign permit you will be required to comply with those changes.

Please refer to your PPR number when you phone in, submit subsequent reviews or submit your sign permit application.

Ryan McLeod
Sign Building Code Examiner Inspector
Folder Name: 30 ADELAIDE ST E
Application Number: 14 152498 ZPR 00 ZR

City's Sign bylaw Notice

ITEM DESCRIPTION

General Requirements

1. A master Signage Plan requires a minimum of three signs that each require variances. The two proposed wall signs are under 0.6 square metres which exempt them from requiring a permit. The proposed roof sign is a prohibited sign type which requires an amendment or to be part of a signage master plan.
Hi Dominic,

I have reviewed the new drawings and the sign face area is 45% of the column area which would require them to have a variance. All three signs in the PPR require variances which qualifies for a signage master plan.

Regards,

ADD TO PPR

Hi Ryan,
I sent this to you,

This customer is calling, is there a chance you had time to revise the PPR
Please let me know, I have to get back to him.
Thank You
Dominic Rotundo
Westway permit

On Monday, June 9, 2014 3:43:26 PM, Domenic Ismail <dami@pattersonsign.com> wrote:

Here is the revised artwork on two pillars.

Pillars measure 2' wide x 13'6" tall or 27 sq feet.

The proposed signs on each pillar are 2' x 6' or 12 sq feet or 44.4% area.

Also the sign is below the 2.4m (7'11") clearance requirement

These signs now DO NOT comply....please get this to Ryan so that he can update his PPR and allow a Signage Master Plan application.

https://ca-mg6.mail.yahoo.com/nec/lrench?partner=rogers-acsl&rand=m2bdt4q750k9

27/06/2014
Proposed Pillar Signs
First Floor North Elevation

Supply & Install (2) Two illuminated Vertical Pillar Signs
Fabricated aluminum sign cabinets finished clear anodized aluminum
Graphics routed out with pushed thru 1/2" acrylic
Originally printed & translucent vinyl to match Dream colours:
  - Green: PMS 748 C
  - Blue: PMS 3005 C
  - Orange: PMS 052 C
Vinyl applied second surface
Internally illuminated with white LED
Power supplies installed in cabinets
Electrical hook up by others