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May 30, 2017

Reply To: Joel D. Farber
Direct Dial: 416.365.3707
E-mail: jfarber@foglers.com
Our File No. 171047

VIA EMAIL

Planning & Growth Management Committee
City of Toronto
10th floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2

Dear Chair and **Members of the Committee:**

Re: PG 21.9 Sign By-law Amendment 700 Lawrence Avenue West

We are the solicitors for RioCan Real Estate Investment Trust ("RioCan") owner of the Lawrence Allen Centre (the "Centre") located at 700 Lawrence Avenue West, opposite the Lawrence Avenue West subway station.

The Centre

The Centre is a mixed-use development with office and retail components containing approximately 807,869 square feet of floor space, including two full storeys of indoor retail mall space, and approximately 250,000 square feet of office space, including the Canadian Head Office for Hudson's Bay Company.

The Centre includes a two-storey Canadian Tire store and a Fortino's grocery store. The Centre also contains government and social services space, including a Government of Canada Employment and Social Service Office, as well as the North York Community House.

Kramer Design Associates ("KDA") on behalf of RioCan has applied for a site-specific sign by-law amendment to permit the replacement of the existing first-party freestanding property identification ground sign with that of a ground sign of comparable height and scale integrating three electronic displays and an electronic wall sign.

The request is part of a proposed comprehensive renovation and revitalization of the Centre that includes:

- Rebranding of the Centre from Lawrence Square to 'Lawrence Allen Centre';

- Enhancement to external grounds and general access;
- Façade improvements on south, east and north elevations;
- Interior renovations to the overall retail and office environment and expansion of the existing food hall.

As part of the sign by-law amendment request, RioCan proposes to eliminate four existing 10ft x 20ft third-party rooftop billboards.

History

The Centre was historically co-anchored by a Zellers department store that closed in 2013. Target was going to take the space, but that did not happen. In 2015, and in preparation for the remerchandising of the vacant space, RioCan commenced work on plans for a phased revitalization and renovation of the Centre.

The revitalization plan includes the following improvements:

- renovation of the interior mall areas;
- renovation of the office lobbies;
- substantial improvements and enhancement of pedestrian connections from the public realm; and
- a comprehensive new façade design including improvements to both vehicular and pedestrian circulation on the exterior to create a greatly improved streetscape experience with stronger circulation connections.

The proposed new main gateway ground sign includes improved pedestrian lighting, a covered walkway, landscaping, seating and weather protection for pedestrians from the street directly to the retail building entrance. The new gateway feature is a key component to kick off the overall revitalization plan and create a renewed sense of vibrancy and attractiveness.

Replacement of Existing Ground Sign and Proposed Wall Sign

The existing first-party ground sign is proposed to be replaced with a new ground sign, generally in the same location as the existing sign. While the new sign will be devoted principally to the advertising of the businesses within the Centre (ie first party), the new sign is proposed to contain some third-party copy and therefore falls within the third-party sign class. Accordingly, a site-specific amendment to the Sign By-Law is required.

The third-party wall sign is a permitted type and class of sign in the CR Sign District, but relief is requested from certain standards in the Sign By-law.

Response to the Staff Recommendation

In our submission, the staff recommendation to refuse does not adequately or appropriately address the application and distorts the facts.

The key factor for the staff recommendation seems to be the proximity of the proposed ground sign to Allen Road. However, staff fail to recognize or disclose the fact that the sign is not actually visible at all from Allen Road except nearing the very top of the southbound off ramp to Lawrence Avenue West. The proposed ground sign has no visibility to vehicles travelling north or south on Allen Road at Lawrence and therefore fully meets the intent of the by-law restriction. Further, the proposed sign is in the same location as the existing ground sign proposed to be removed. Accordingly, proximity to Allen Road is not a genuine factor in the application and was improperly relied on by staff in arriving at their recommendation on the application.

Staff also have a concern with the proposed wall sign facing Lawrence Avenue. However, staff fail to address the fact that the sign is substantially set back from Lawrence by approximately 100 metres. The wall sign is not therefore intended to capture visibility from Lawrence Avenue but rather is to serve as a key component for the new pedestrian link from the public realm to the Centre. The sign has no impact on Lawrence Avenue West or uses to the south. Staff also mistakenly assert that the proposed wall sign is too close to the Allen when the sign cannot be seen at all from Allen Road.

Finally, staff suggest that the existing roof top signs are unlawful and are "currently being prosecuted". To the contrary, RioCan has never received notice of any violation with respect to the existing roof top signs which have existed for many years. In any event, as part of the signage program the roof top signs will be removed subject to approval of this application.

Contrary to the incomplete staff report, KDA submitted a comprehensive rationale for the application in which it assessed the proposal against the criteria contained in the Sign By-law. The key points from the KDA rationale in support of the application are as follows:

- **The proposed static digital signs represent a high-quality design enhancement versus the existing signage;**
- **The proposed signs are compatible with the character of the Centre; a major community shopping and office centre that is a destination for residents from the Lawrence Heights Community and for employment uses;**
- **The signs have been designed to fit within an architectural gateway that will provide a lit pedestrian path with weather protection from the street and subway station directly to the Centre's retail entrance. This design element will also help to provide a stronger connection for residents who live north of the Centre who can use the walkway to access the TTC subway;**

- **An additional wall sign is integrated with the second storey façade on the Centre and the screen reinforces the terminus of the enhanced pedestrian walking pathway.**
- **The signs form an integral part of the overall redesign of the signage at the Centre and the rejuvenation of the Centre's look and feel; as well as the revitalization of the Lawrence Avenue West corner into a space that will be lit more safely and greatly enhance the streetscape;**
- **The new ground sign is proposed in the same location and same height as the existing ground sign;**
- **The current four-sided ground sign is strongly lit on all sides and the new proposed ground sign will be of a lesser illumination to the south elevation;**
- **The proposed signs are not out of place with the current look and feel of the Lawrence Avenue West node as an employment and commercial district. The proposed signs will contribute to the overall improvement of the Lawrence Allen Centre into an even more significant community retail and employment destination;**
- **The proposed signs and revitalization of Lawrence Allen Centre represent more than an application for third-party signage. The overall revitalization of the Centre will assist in connecting the neighbourhood and the public realm with the Centre. The proposal will benefit the Lawrence Heights Community by improving the quality of the physical infrastructure and mitigating the physical barrier presented by Allen Road;**
- **The interior and exterior revitalization of Lawrence Allen Centre will be a catalyst to strengthen the connection of the Lawrence Heights Community to the surrounding City and create economic and social opportunities;**
- **The proposed ground and wall signs will not adversely affect adjacent premises. The signs will be operated using scheduling software controls that respect late night ordinances. The proposed signs will comply with the restrictions on illumination which will ensure that there are no negative impacts from illumination on surrounding properties;**
- **The wall sign proposed for the Lawrence Avenue façade of the Centre is significantly setback from the street and will face the Gas Station on the south side of Lawrence Avenue West;**
- **The static digital signs proposed for the Centre will not adversely affect public safety;**
- **In conjunction with the erection of the new signs, it is proposed to remove four existing rooftop billboards;**

- **The approval of the proposed signs is in the public interest. It is anticipated that the signs will be used not only for the advertisement of goods and services, but also to display community related content and to advertise and facilitate community events, as well as BIA and City initiatives, including the Amber Alert System;**
- **The signs will greatly enhance the pedestrian connection at the northwest corner of the Lawrence-Allen intersection. The signage program will improve the public realm adding a vibrant and attractive element to an inhospitable place for pedestrians. The use of the signs for community events and initiatives will assist in “Place-Making” at the Centre, turning the Lawrence Allen Centre into a more successful community retail and employment destination;**
- **The proposed signs will add to the economic viability of the Centre, including the non-retail office and government/social service uses existing in the Centre. The signage program will help to underwrite significant infrastructure improvements to both the exterior and interior publicly visible and accessible spaces ensuring that the Centre can continue to operate as a high-quality destination to serve residents in the Lawrence Heights neighbourhood and surrounding community and to support office employment uses in the Centre.**

Conclusion

The proposed signs represent a positive new feature for the Centre and are a key element in the planned \$30 million redevelopment. The signage modifications have included consultation with Sign By-law Staff and Councillor Colle. No members of the public appeared at the community consultation meeting.

We have included the following attachments:

- Sign Bylaw Technical Package (Attachment ‘A’)
- Night Photograph Looking West - Existing Condition (Attachment ‘B’)
- Night Photograph Looking West – Proposed (Attachment ‘C’)
- Daytime Rendering Looking West (Attachment ‘D’)
- Daytime Rendering of Proposed Gateway Pedestrian Pathway (Attachment ‘E’)

This application represents a tremendous opportunity for the City to enable private enterprise to implement a greatly enhanced streetscape and pedestrian environment that is ultimately in the best interest of all. We respectfully request the Committee's support for the Sign By-law Amendment application for 700 Lawrence Avenue West.

We look forward to addressing the Committee on this item and to answering any questions or concerns that the Committee may have.

Yours truly,

FOGLER, RUBINOFF LLP

"Joel D. Farber"

Joel D. Farber*

*Services provided through a professional corporation

JDF

RioCan REIT
Kramer Design Associates

Attachment 'A'

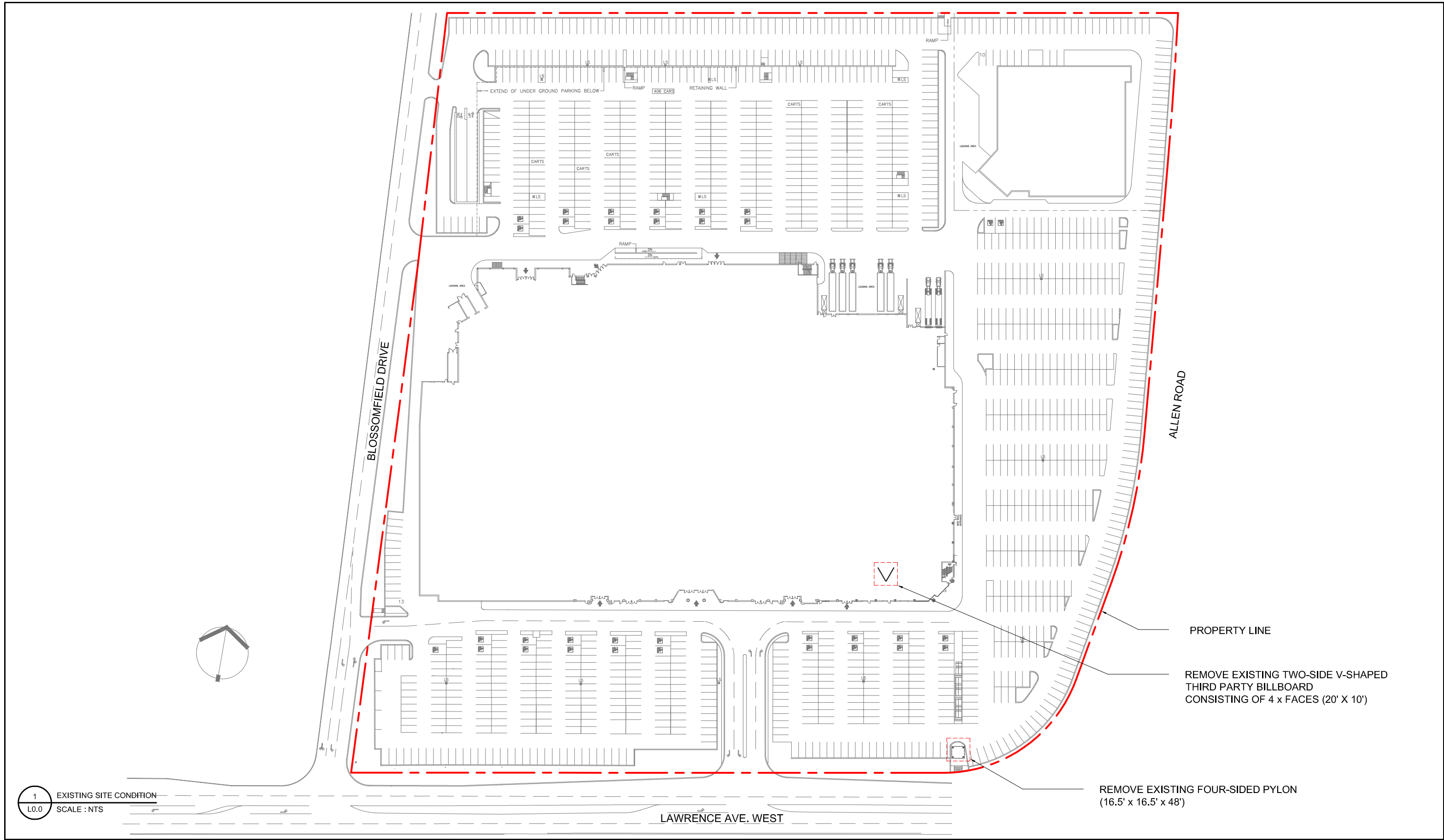
Lawrence Allen Centre

Digital Signage Program

700 Lawrence Ave W,
North York, Ontario
M6A 3B4, Canada

Issued for Sign By-law Amendment
Date : December 22nd, 2016

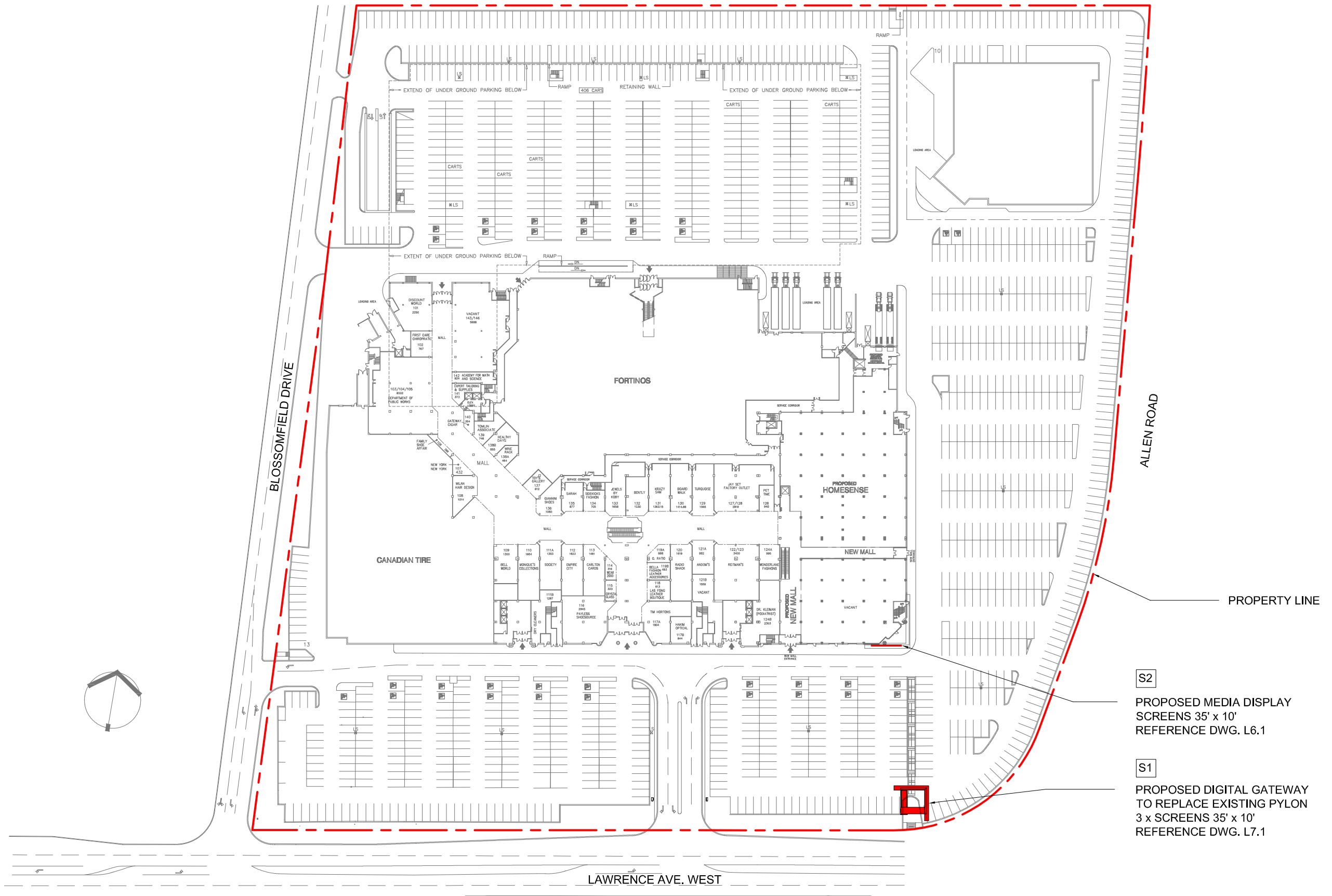




1
L0.0
EXISTING SITE CONDITION
SCALE : NTS

KDA
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Associates www.kramer-design.com

CLIENT	PROJECT	DATE	TITLE	DWG No
RC NA PROPERTY 1 LP (c/o RIOCAN HOLDING Inc.)	DIGITAL SIGNAGE PROGRAM 700 LAWRENCE AVENUE WEST	Issued for Sign By-Law	DECEMBER 16, 2016	EXISTING SITE CONDITION
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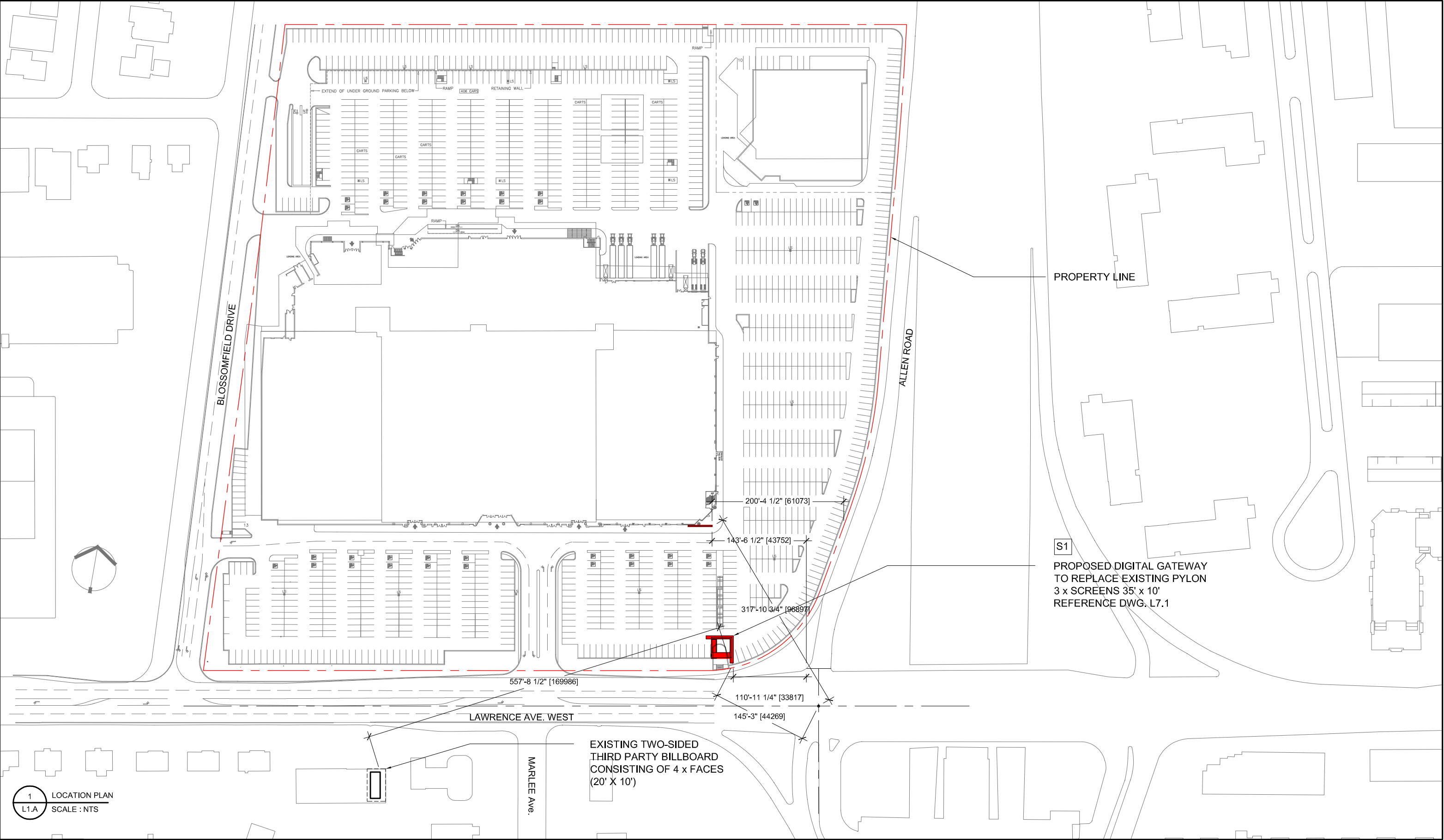


1 LOCATION PLAN
L1.0 SCALE : NTS



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RC NA PROPERTY 1 LP (c/o RIOCAN HOLDING Inc.)	DIGITAL SIGNAGE PROGRAM 700 LAWRENCE AVENUE WEST	Issued for Sign By-Law	DECEMBER 16, 2016	LOCATION PLAN
APPROVAL				L1.0
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					<div>APPROVAL</div>	

Lawrence Allen Centre
Existing Conditions and development intentions



Lawrence Avenue West & Allen Road



Existing Pylon



Lawrence Avenue West going East



Coming from Allen Road Exit

Lawrence Allen Centre
Existing Conditions and development intentions



Lawrence Avenue West Existing Third Party Billboard

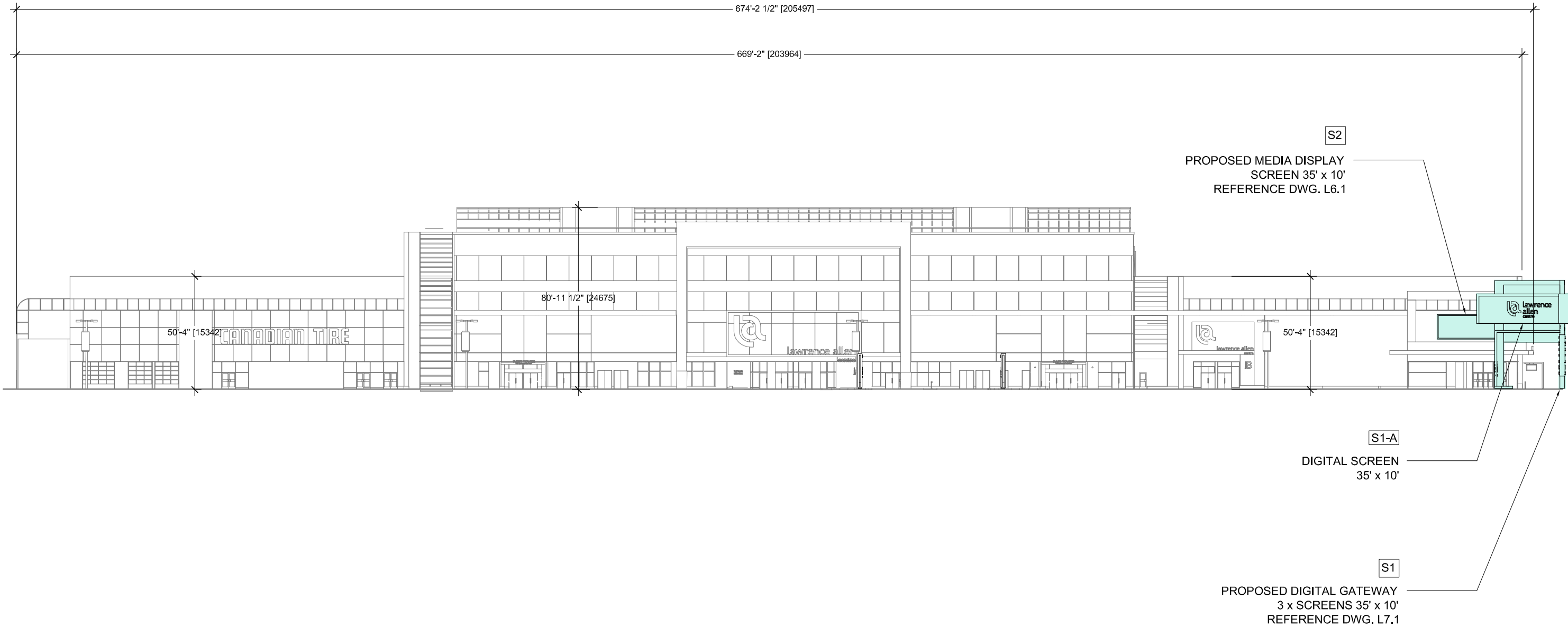


Lawrence Avenue West Facade




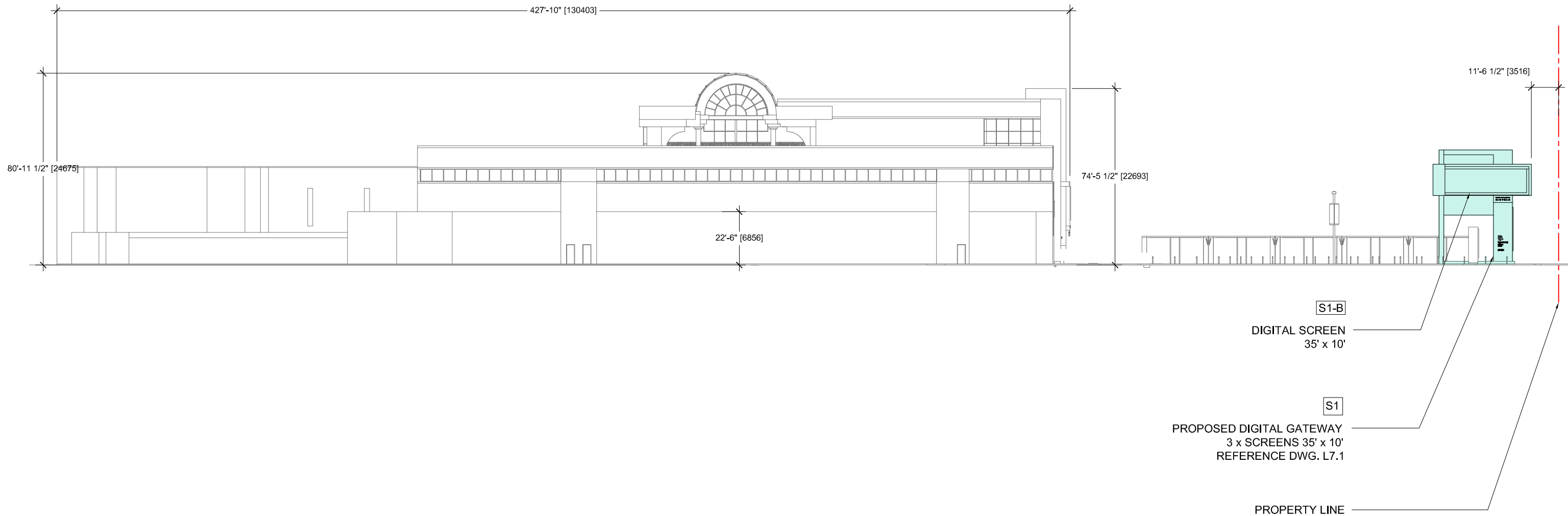
South Facade

SIGN #	SIGN NAME	SIGN TYPE	SIGN FACE DIMENSIONS					ILLUMINATION (Y/N)	FIRST/THIRD PARTY	NUMBER OF FACES	DIGITAL CONTENT	LOCATION REFERENCE		DRAWING #
			SIGN LENGTH (L x W)	SIGN HEIGHT (H)	FACE AREA	DIGITAL FACE AREA	TOTAL FACE AREA					PLAN	ELEVATION	
S1	Digital Gateway	Ground Sign	41'- 6" (12649mm) 41'- 6" (12649mm)	48'- 0" (14630mm)	1632 sq.ft (151.6 m²) 1632 sq.ft (151.6 m²) 1632 sq.ft (151.6 m²)	S1- A - 346 sq.ft (32 m²) S1- B - 346 sq.ft (32 m²) S1- C - 346 sq.ft (32 m²)	4896 sq.ft (454 m²)	Yes	Third	3	Yes	L1.0 & L2.2	L3.1 & L3.2	L7.1
S2	Media Display	Wall Sign	36'- 0" (10973mm) 8" (203mm)	11'- 0" (3353mm)	396 sq.ft (36.8 m²)	346 sq.ft (32 m²)	396 sq.ft (36.8 m²)	Yes	Third	1	Yes	L1.0 & L2.1	L3.1 & L3.2	L6.1




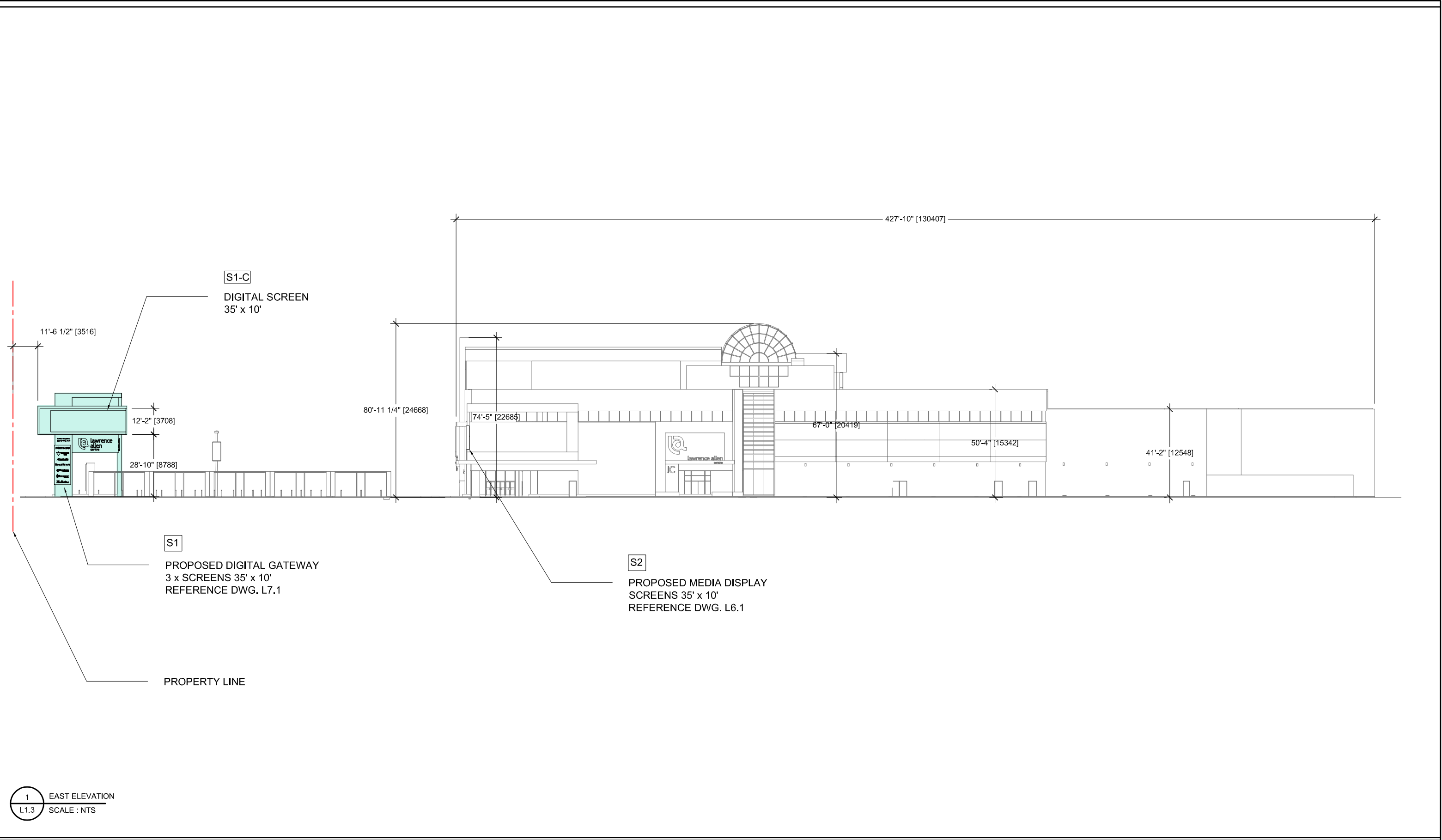
1 SOUTH ELEVATION
L1.1 SCALE : NTS


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			DECEMBER 16, 2016			
					APPROVAL	
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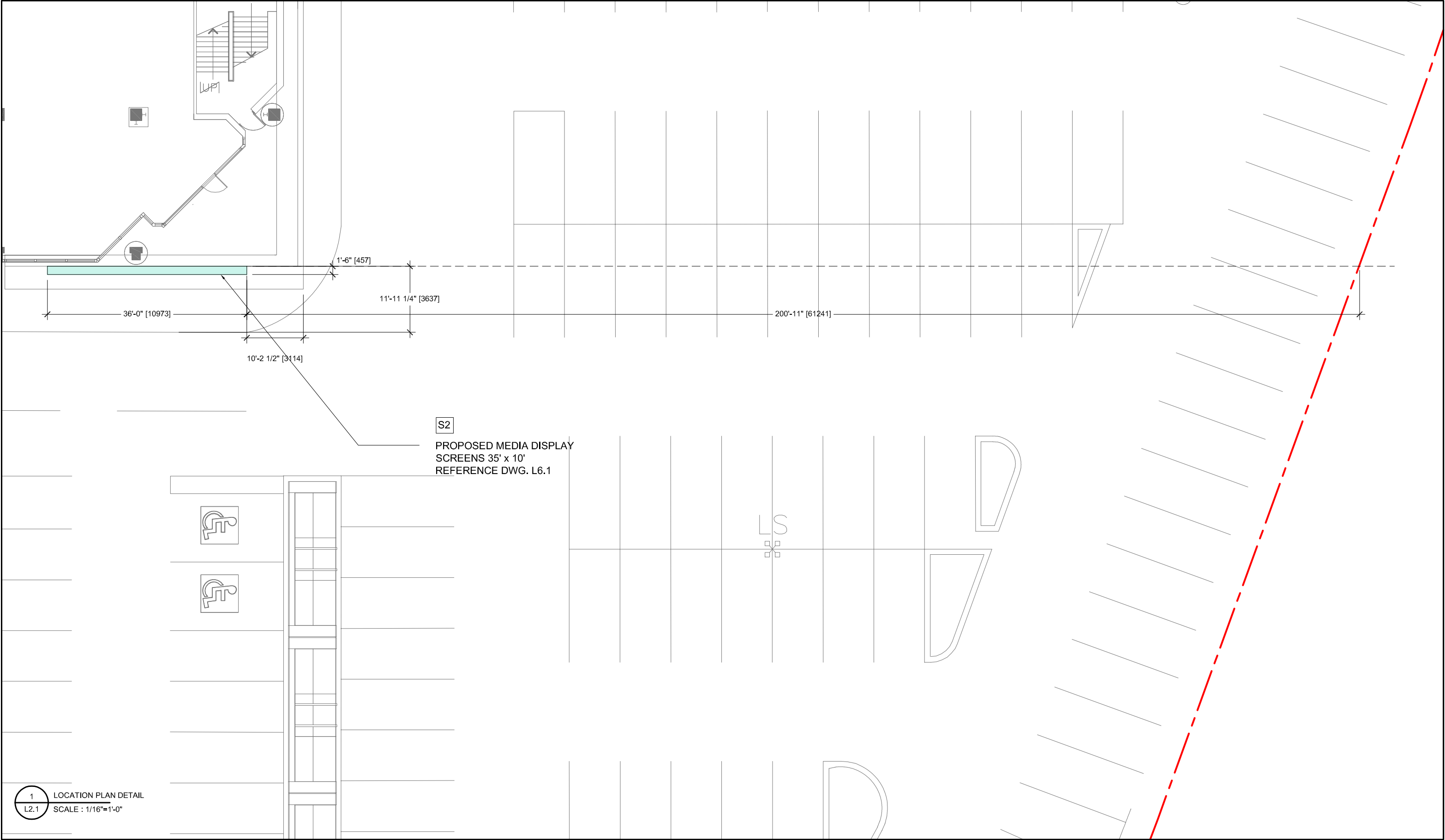



1 WEST ELEVATION
L1.2 SCALE : NTS

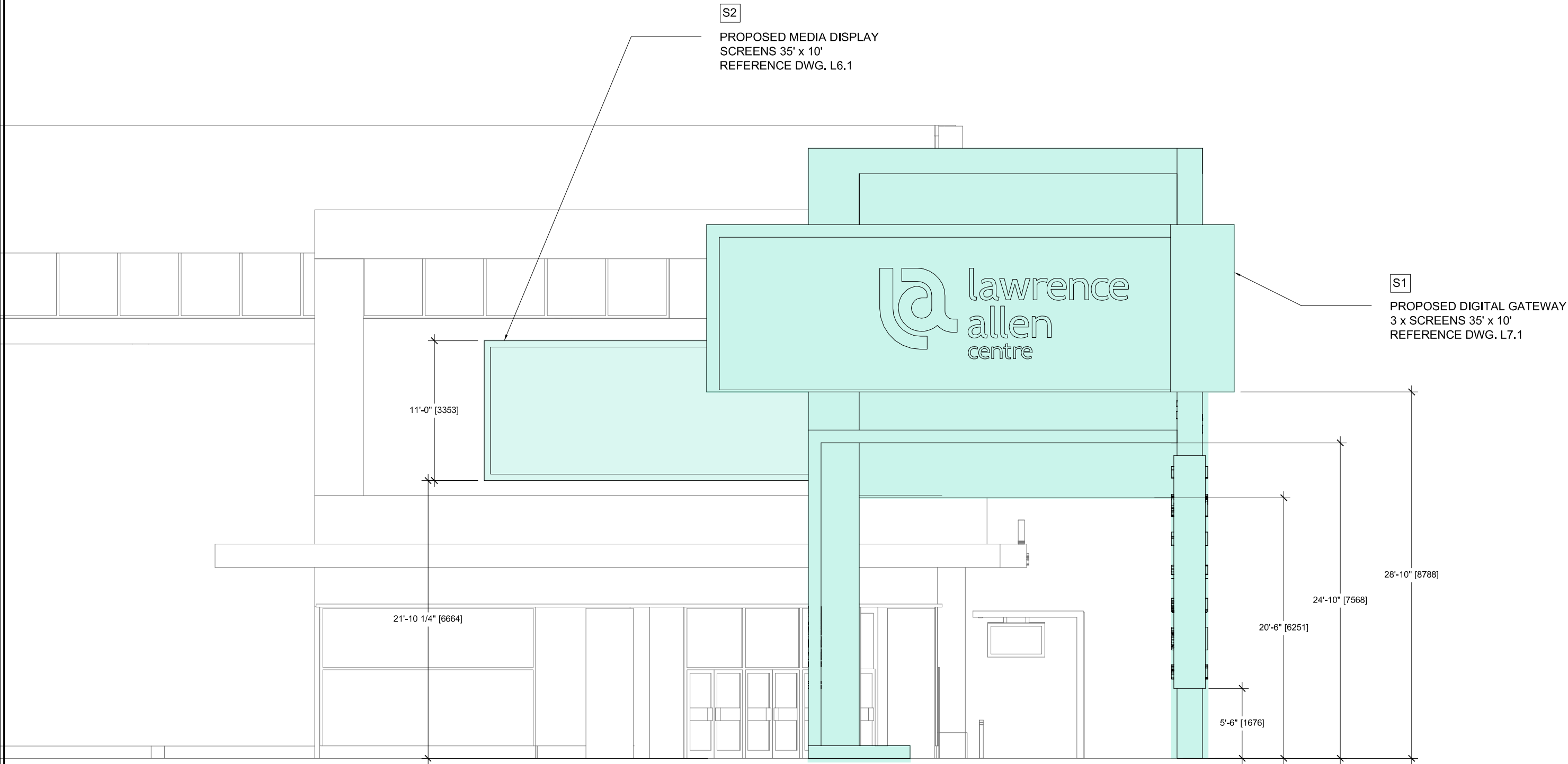
 <div><div>Kramer</div><div>Design</div><div>Associates</div></div> <div><div>Tel: 416.921.1078</div><div>Fax: 416.921.9934</div><div>www.kramer-design.com</div></div>	CLIENT	PROJECT	DATE	TITLE	DWG No
	RC NA PROPERTY 1 LP (c/o RIOCAN HOLDING Inc.)	DIGITAL SIGNAGE PROGRAM 700 LAWRENCE AVENUE WEST	Issued for Sign By-Law	DECEMBER 16, 2016	WEST ELEVATION
				APPROVAL	
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	RC NA PROPERTY 1 LP (c/o RIOCAN HOLDING Inc.)	DIGITAL SIGNAGE PROGRAM 700 LAWRENCE AVENUE WEST	Issued for Sign By-Law DECEMBER 16, 2016		EAST ELEVATION
					APPROVAL
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	RC NA PROPERTY 1 LP (c/o RIOCAN HOLDING Inc.)	DIGITAL SIGNAGE PROGRAM 700 LAWRENCE AVENUE WEST	Issued for Sign By-Law	DECEMBER 16, 2016	LOCATION PLAN DETAIL	L2.1
					APPROVAL	
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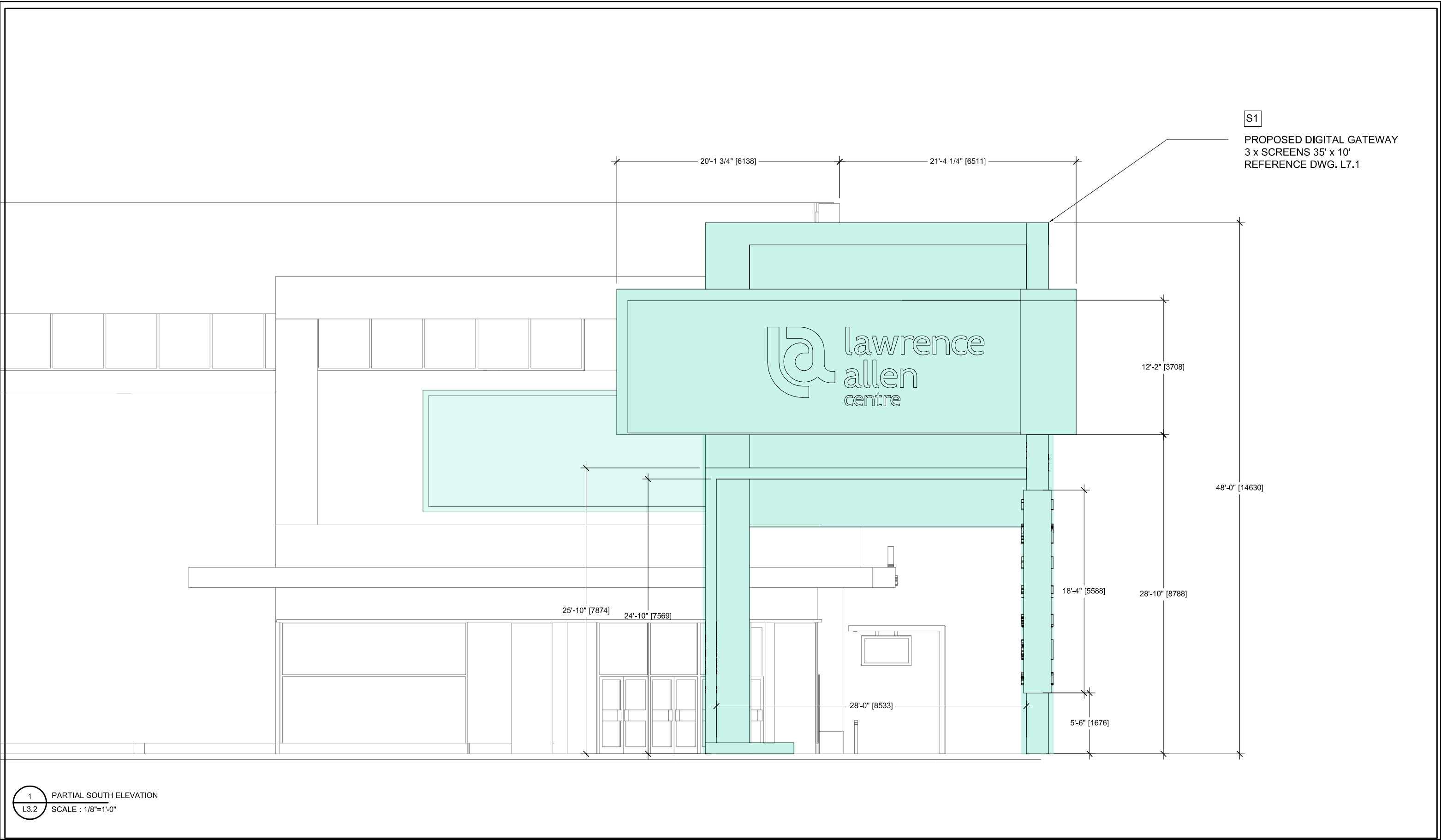



1 FRONT ELEVATION
L3.1 SCALE : 1/8"=1'-0"

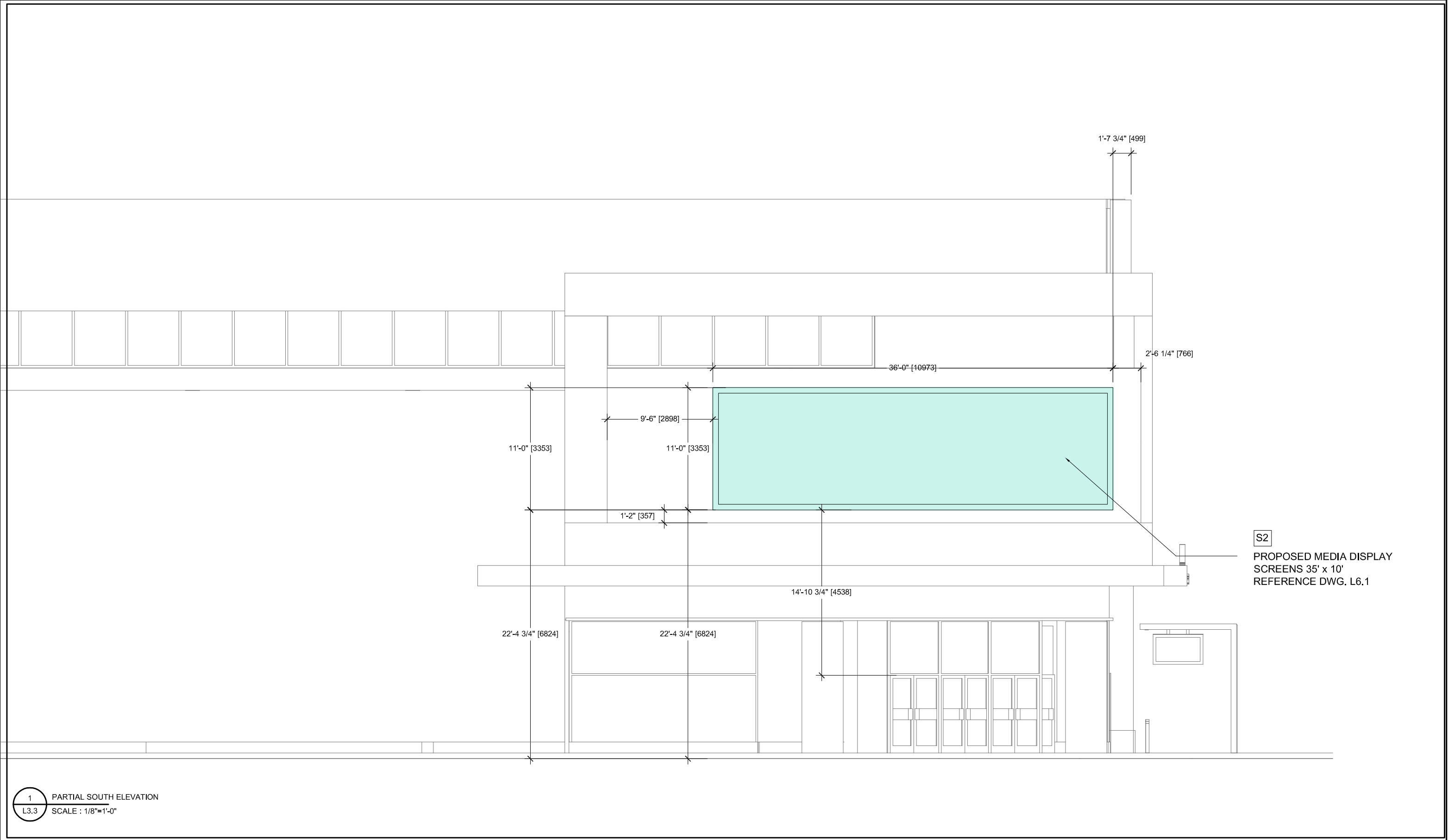


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CLIENT		PROJECT	DATE	TITLE	DWG No
RC NA PROPERTY 1 LP (c/o RIOCAN HOLDING Inc.)		DIGITAL SIGNAGE PROGRAM 700 LAWRENCE AVENUE WEST	Issued for Sign By-Law DECEMBER 16, 2016	FRONT ELEVATION	L3.1
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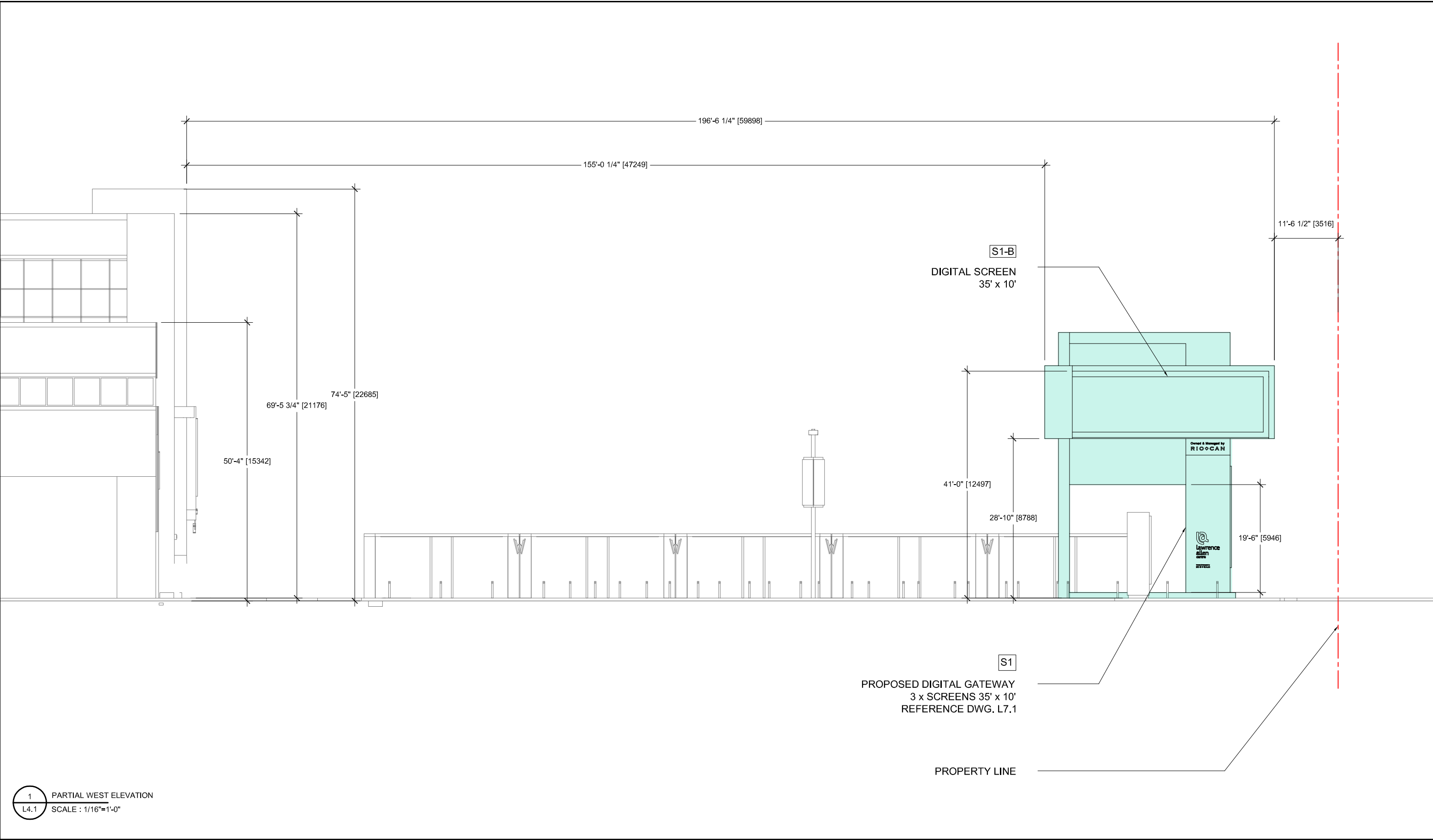


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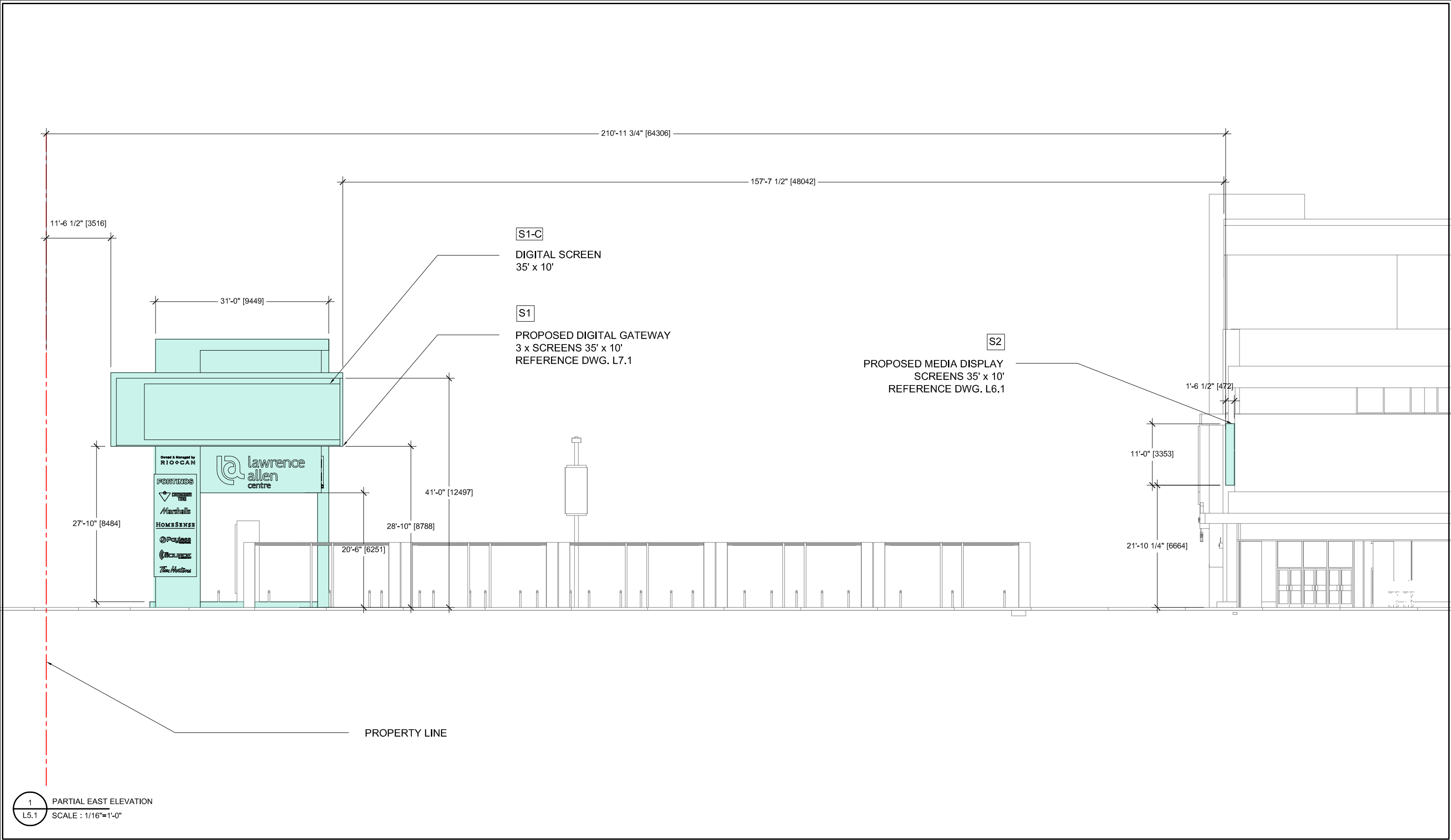
1 PARTIAL SOUTH ELEVATION
L3.3 SCALE : 1/8"=1'-0"

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	<div>These documents are not to be scaled. The design and documents remain the property of KDA and are protected by law. They may not be altered, issued, or reproduced without expressed written consent from KDA. All documents to be returned to KDA at completion of work. Contractor to site verify all details and dimensions and report any and all discrepancies to KDA before commencing with that related portion of the work. Only signed, sealed and stamped documents are to be used for construction purposes.</div>				<div>APPROVAL</div>		




1 PARTIAL WEST ELEVATION
L4.1 SCALE : 1/16"=1'-0"

 <div><div>Kramer</div><div>Design</div><div>Associates</div></div> <div><div>Tel: 416.921.1078</div><div>Fax: 416.921.9934</div><div>www.kramer-design.com</div></div>	CLIENT	PROJECT	DATE	TITLE	DWG No	
	RC NA PROPERTY 1 LP (c/o RIOCAN HOLDING Inc.)	DIGITAL SIGNAGE PROGRAM 700 LAWRENCE AVENUE WEST	Issued for Sign By-Law	DECEMBER 16, 2016	PARTIAL WEST ELEVATION	L4.1
					APPROVAL	
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1 PARTIAL EAST ELEVATION
L5.1 SCALE : 1/16"=1'-0"


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	RC NA PROPERTY 1 LP (c/o RIOCAN HOLDING Inc.)	DIGITAL SIGNAGE PROGRAM 700 LAWRENCE AVENUE WEST	Issued for Sign By-Law		

QUANTITY : 1

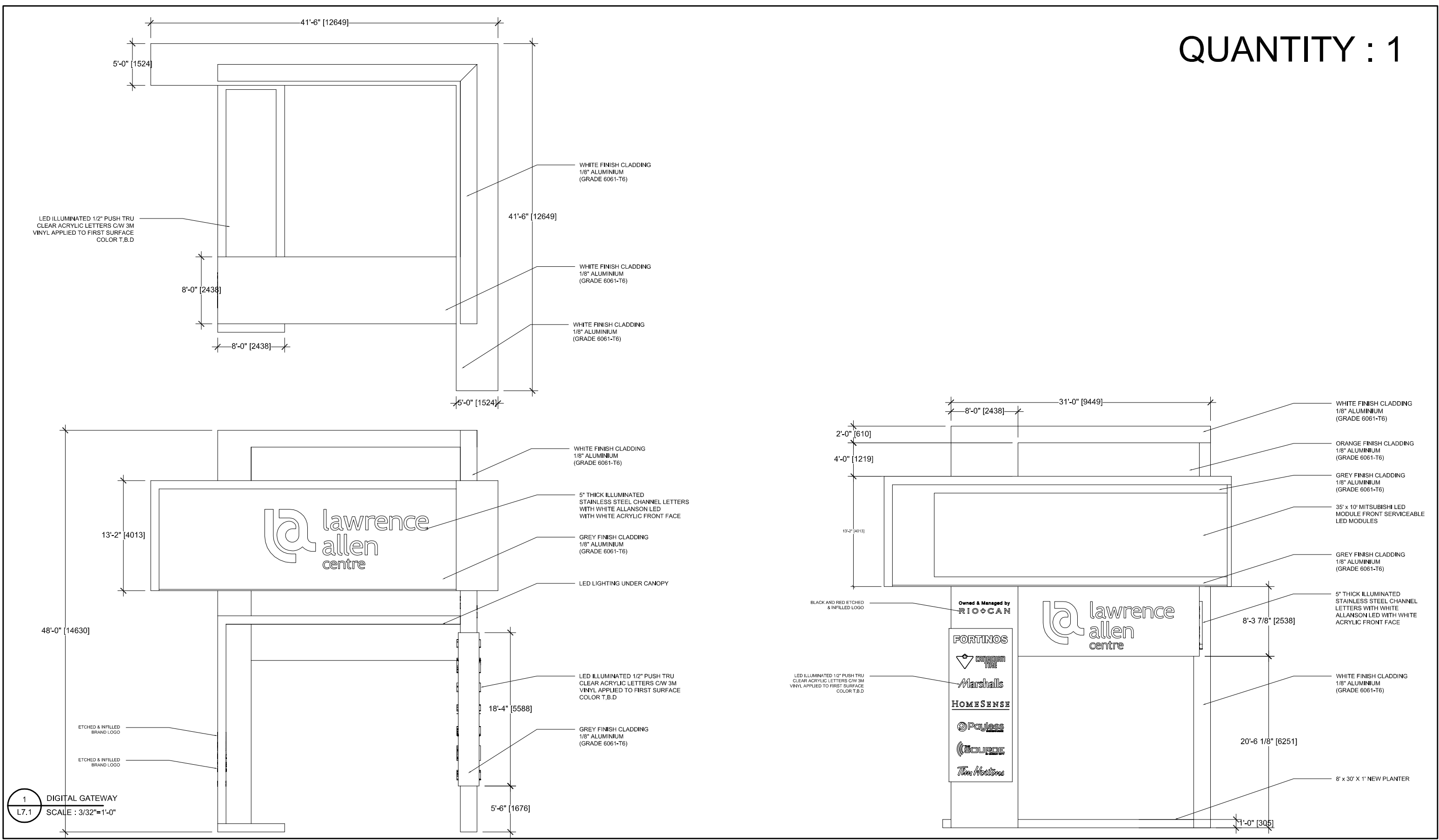
Internal structure Galv. steel. Outer cabinet to be 1/8" aluminum painted white




1 MEDIA DISPLAY
L6.1 SCALE : 1/4"=1'-0"

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			DIGITAL SIGNAGE PROGRAM 700 LAWRENCE AVENUE WEST	Issued for Sign By-Law		DECEMBER 16, 2016	S2 - MEDIA DISPLAY	L6.1
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QUANTITY : 1



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				APPROVAL		
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Lawrence Allen Centre
Proposed Sign Renders



Lawrence Avenue West Facade



Digital Gateway & Media Display
Westbound

Lawrence Allen Centre
Proposed Sign Renders



Lawrence Avenue West going eastbound



Digital Gateway & Media Display

Night Photograph Looking West (Existing Condition) - Lawrence Avenue - Attachment 'B' -



Night Rendering Looking West (Proposed) - Lawrence Avenue == Attachment 'C' -



Daytime Rendering Looking West on Lawrence Avenue - Attachment 'D' -



Daytime Rendering of Proposed Gateway Pedestrian Pathway - Attachment 'E' -

