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Application

Signage Master Plan

Folder No.

Date (yyyy-mm-dd)

2019-11-22

Project Information

Street No. 55	Street Name BLOOR STREET WEST	Lot No.	Plan No.
Description of Proposal: MASTERPLAN COVERING ALL PROPOSED TENANT SIGNAGE AS PART OF MANULIFE CENTRE EXPANSION / RENOVATION PLAN			
If this is an application for the modification or restoration of existing signs, please provide the following for each sign:			
Existing Sign Dimensions NONE		Locations	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): SEE ADDITIONAL SUPPORTING RATIONALE DOCUMENT			

Property Owner Information

First Name MICHAEL		Last Name MOTZ	
Company Name (if applicable) MANULIFE REAL ESTATE			Telephone No. 416-323-2556
Street No. 55	Street Name BLOOR STREET WEST	Suite/Unit No. 200	Mobile No.
City/Town TORONTO	Province ON	Postal Code M4W1A5	Fax No. 416-923-2134
E-mail Address MICAHEL_MOTZ@MANULIFE.COM			

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
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Continue on next page

Applicant Information and Declaration

First Name I, TED		Last Name BYUN	
Company Name KRAMER DESIGN ASSOCIATES LIMITED			Telephone No. 416.921.1078
Street No. of 103	Street Name DUPONT	Suite/Unit No.	Mobile No.
City/Town TORONTO	Province ONTARIO	Postal Code M5R1V4	Fax No.
E-mail Address TED@KRAMER-DESIGN.COM			
Do hereby declare the following: • That I am ☒ the Property Owner as stated above ☐ the owner's authorized agent. ☒ an officer/employee of <u> KDA </u>, 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		TED BYUN Print Name	
		2019-11-22 Date (yyyy-mm-dd)	

Continue on next page

Signage Master Plan

Folder no.	Request Date (yyyy-mm-dd)
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This data sheet forms part of an application for a Signage Master Plan under Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street No. 55	Street Name BLOOR STREET WEST	Lot No.	Plan No.
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Site and Building Data

Lot Area 15979 SQM / 171996 SQFT	Lot Frontage	Lot Depth
No. of Building(s) on the lot 4	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s) PODIUM: 9.6M / 31'5"	No. of Storeys PODIUM: 2, OFFICE:18, RES: 53	Building(s) Gross Floor Area MAX: 159,329 SQM / 1,715,000 SQFT
Building Uses(s) MULTI USE BUILDING		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	COMMERCIAL (GAP, HOLT RENFREW, OFFICES, ETC)
South	COMMERCIAL (TD CANADA TRUST, TIM HORTONS, OFFICES, ETC), RESIDENTIAL HIGH RISE
East	COMMERCIAL (STARBUCKS, RABBA, ETC), RESIDENTIAL HIGH RISE
West	RESIDENTIAL HIGH RISE

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) See attached Master Plan Rationale.
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Signage Master Plan

Criteria

The Signage Master Plan will be evaluated against criteria listed in Toronto Municipal Code Chapter 694-30A. Variances required for a Signage Master Plan may be approved, where it is established that the proposed signs:
• Belong to a sign class permitted in the sign district where the premises is located
• 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
• 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 694-15B
• Not alter the character of the premises or surrounding area
• Not be, in the opinion of the decision maker, contrary to the public interest

Please provide a rational 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.)
[See attached Master Plan Rationale.](#)

Refer to Sign Matrix (Drawing W2.0)

Data Sheet
Signage Master Plan

Sign Information

Sign No.	Sign Type	Method of Copy Display	Sign Face Dimensions			Sign Depth (Metres)	Sign Height (From Grade in Metres)	Sign Weight (Kg)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (Vertical in Metres)	Width (Horizontal in Metres)	Area (m ²)					
					0					
					0					
					0					
					0					
					0					
					0					
					0					
					0					
					0					
					0					
					0					



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November 22nd, 2019

City of Toronto

Attn: Cindy Long / Examiner

Variance, Tax & Permits

Sign Bylaw Unit

City Hall, Ground Floor East

Toronto, ON M5H 2N2

Dear Cindy,

Re: 55 Bloor Street West - BMO Landmark Anchor Tenant Brand Signs
Proposed Use: COMMERCIAL

Kramer Design Associates (KDA), on behalf of Manulife Real Estate (Manulife), developed and received approval for a Signage Master Plan for 55 Bloor, commonly known as Manulife Centre, on June 7, 2018 (Refer file number: 18-125369). The property occupies a complete city block with street frontages on Bloor Street, Bay Street, Balmuto Street and Charles Street in Toronto's fashionable, and upscale retail promenade within the Bloor-Yorkville BIA.

As part of this application, the Landmark Anchor Tenant Brand Signs BCB-1 and BCB-2 were refused by Staff on the basis that the size and position was not in keeping with the Bloor St. Streetscape.

This bylaw Amendment application is based on a new design that reflects consultation with Sign Bylaw Staff to address original concerns pertaining to the Landmark Anchor Tenant Brand Signs BCB-1 and BCB-2.

The design and positioning of these two signs have been revised to address Staff concerns, and this bylaw amendment application pertains to these signs only, and includes the following information, context and rationale:

- Reinstating BMO's Landmark Anchor Tenant Brand Sign- BCB-1 and BCB-2;
- Bloor St. Streetscape - Comparative Landmark Anchor Tenant Brand Signs;
- Economic Importance of 55 Bloor Manulife Centre;
- Stakeholder Consultation;
- Provincial Policy Statement and Provincial Plans | Official Plan;
- Mixed-Use Areas;
- Adjacent Properties;
- Proposal and Revision – *addressing Staff comments*;
- Summary of Non-compliant Signage; and
- Variance Provisions.

The key differences of this revised application are as follows:

1. Completed a detailed streetscape study (Refer to Drawing Package).
2. Determined lowering the proposed BMO signs from the 6th floor to the 4th floor to create a consistent and appropriate visual alignment with adjacent building signs including Scotiabank, Holt Renfrew Men, H&M and Hermes.
3. Reduced the size of the BMO brands 36% to improve the visual balance.
4. Maintained a visual separation of one floor between retail anchor EATALY and BMO to ensure that the two brands have adequate separation to create a well-balanced façade.



The design of the BMO Landmark Anchor Tenant Brand Signs for the renovated Manulife Centre has been a collaborative design process. KDA has worked with design architects MdeAS of New York City, B+H Architects of Toronto, retail design specialists GHA of Montreal, Ward 27 Councillor Kristyn Wong-Tam, Sign Bylaw Staff, Bloor-Yorkville BIA, Anchor Commercial Office Tenant BMO and landlord Manulife Real Estate to ensure a cohesive and integrated solution was developed.

Manulife, BMO, KDA and the Consultant team strongly believe that the proposed Landmark Anchor Tenant Brand Signs will be a positive contribution to the vitality and success of Manulife Centre by helping to create a wonderful place for Torontonians to live, work and enjoy this beautifully redesigned and reinvigorated destination area.

Also, please find attached a letter from project design architects MdeAS confirming support for the program.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeremy J. Kramer'.

Jeremy J. Kramer / Principal & Creative Director
AOCAD, SEGD, IAAPA

cc. Will Johnston / City of Toronto
Ted Van Vliet / Toronto
Dan Shannon / MdeAS Architects, NYC
Stephane Raymond / B+H Architects
Peter McDonald / Manulife
Michael Bardyn / Manulife
Michael Motz / Manulife
Dan Arts / BMO
Alexander Prescott / BMO
Brian McCall / KDA
Janet Young / KDA



Reinstating BMO's Landmark Anchor Tenant Brand Signs - BCB-1 and BCB-2

BMO, a significant tenant at Manulife Centre, had two Landmark Anchor Tenant Brand Signs on the second-floor level at the corner of Bloor and Bay for more than 9+ years. These signs provided BMO important brand presence on the building befitting its level of retail services to its neighbouring customers and its long-term leasing commitment at Manulife Centre.

As part of the \$100 million redevelopment of Manulife Centre, BMO's tenant brand signs were removed to make way for a transparent, 2-storey glass retail podium. The glass podium is an important architectural feature as it provided a much needed and welcoming enhancement at the corner of Bay and Bloor, and also helped to elevate and enhance the overall Bloor St. streetscape.

The new glass podium also helped to secure Manulife's newest tenant, Eataly, one of the world's most popular food and retail marketplaces. Eataly is an important tenant for Manulife's revitalization of 55 Bloor, and will be an exciting destination for Toronto residents and tourists alike.

BMO agreed to relinquish their tenant brand sign locations on the second floor to accommodate the Eataly's brand signs on the second floor with the expectation of reinstating their two signs in similarly meaningful and prominent locations at a higher level on the corners.

As a result of the Eataly tenancy, BMO's brand signs have now been redesigned to be integrated on the fourth-floor level at the corner of Bay and Bloor and Balmuto and Bloor.

To provide clear visual separation between retail and office, The proposed new location provides a visual separation of one floor between the Eataly and BMO signs. This approach provides clarity and brand identity, while being aesthetically pleasing within the context of the overall building facade. This has been carefully considered as part of our revised application.

Bloor St. Streetscape - Comparative Landmark Anchor Tenant Brand Signs

The streetscape along Bloor Street has changed dramatically over the last 15 years as developers and retailers have renovated their buildings to include striking and expansive glass facades and entrances similar to those along celebrated retail promenades including New York City's 5th Avenue and Chicago's Magnificent Mile.

This new architectural trend along Bloor Street has resulted in anchor tenant brand signs being installed at a higher floor level than a typical first or second storey presentation, especially when more than one major tenant exists within a premise.

In keeping with this new datum line, the located height of the reinstated BMO tenant brand signs are consistent with those along Bloor Street including BMO's financial competitor, Scotiabank directly to the east, H&M, Hermes and Holt Renfrew Men to the northwest.

The success of the Bloor Street neighbourhood relies on a strong mix of commercial office, retail and residential uses combined. BMO has made a long-term commitment to the area and its residents, and requires a streetscape presence that remains competitive and on par within the context of existing anchor tenant brand signs. (see Comparative Landmark Anchor Tenant Brand signs below).



Economic Importance of 55 Bloor Manulife Centre

Manulife Centre is an important economic force and vibrant mixed-use development with corporate offices of BMO Financial Group occupying 100% of the 16-storey, class A office tower with 3,000 employees working, shopping, dining in the Bloor Yorkville BIA.

Manulife Centre retained design architects MdeAS of New York City, who recently lead the design renovation of iconic First Canadian Place, and local Toronto Architects B+H, to developed a dramatic new design that will enhance the streetscape experience with increased transparency and light along Bloor Street, Bay Street and Balmuto Street.

Working in close coordination with the Architectural Team, KDA has developed a signage program that reflects the new design with a coordinated system of sign fixtures that reinforces the character of Manulife Centre and elevates the streetscape appearance of the area. An integral part of this signage program is the BMO Corner Brands, which ease the architectural transition from the brutalist concrete office towers of the property, to the modern glass curtain wall construction of the renovated lower levels.

Stakeholder Consultation

As part of the design and planning process, Manulife and B+H Architects met with Ward 27 Councillor Kristyn Wong Tam to review the design and obtain feedback to ensure the plan was supported for both the design and approach to public spaces.

Additionally, Manulife and B+H Architects met with the Bloor-Yorkville BIA through the design process to involve them in the overall design strategy and to ensure that they had support for the complete approach.

Provincial Policy Statement and Provincial Plans

KDA's signage program and the BMO Landmark Anchor Tenant Brand Signs are part of a complete approach that respects the unique context of the Bloor Street streetscape and the character elements that are distinct to this fashionable neighbourhood for both residents and tourists.

The Provincial Policy Statement (PPS) 2014 provides policy direction on matters of provincial interest related to land use planning and development. These policies support the goal of enhancing the quality of life for all Ontarians. Key policy objectives include building strong healthy communities; wise use and management of resources; and protecting public health and safety. The PPS recognizes that local context and character is important. Official Plans integrate all applicable provincial policies. Since the policies are outcome-oriented, the official plan is the most important vehicle for the implementation of the PPS. City Council's planning decisions are required, by the Planning Act, to be consistent with the PPS.

The Growth Plan for the Greater Golden Horseshoe provides a framework for managing growth including directions for where and how to grow; the provision of infrastructure to support growth; and protecting natural systems and cultivating a culture of conservation. City Council's planning decisions are required to conform, or not conflict, with the Growth Plan for the Greater Golden Horseshoe.

Official Plan

The Bloor-Yorkville area is located within the *Downtown and Central Waterfront*, as shown on Map 2 (Urban Structure) of the Official Plan. As part of the Official Plan's growth strategy, the *Downtown* is identified, along with *Centres and Avenues*, as an area of intensification. The Official Plan outlines a growth strategy for the City that highlights the importance of the Downtown as one of a number of locations where growth in employment and residential uses are encouraged.

The proposed signage supports the official plan with effective identification of a commercial office that supports the economic success of these mixed-use elements.



Within the Bloor-Yorkville area there are several land use designations including *Neighbourhoods*; *Apartment Neighbourhoods*; *Mixed-Use Areas*; and *Parks and Open Space Areas*. Bloor Street is part of the *Mixed-Use Areas*.

Mixed-Use Areas

The majority of the Bloor-Yorkville area is designated as *Mixed-Use Areas* in the land use maps of the Official Plan. The *Mixed-Use Areas* designation in the Official Plan provides for a broad range of commercial, residential and institutional uses, in single-use or mixed-use buildings, as well as parks and open spaces and utilities.

Mixed Use Areas are intended to enable Torontonians to "live, work, and shop in the same area, or even the same building, giving people an opportunity to depend less on their cars, and create districts along transit routes that are animated, attractive and safe at all hours of the day and night" (City of Toronto Official Plan, 4.5). *Mixed Use Areas* are also intended to absorb most of the anticipated increases in retail, office, and service employment in Toronto in the coming decades (City of Toronto Official Plan, 4.5).

The proposed signage gives appropriate prominence to BMO, a significant financial company fully occupying the 55 Bloor 16-storey tower and a key retail financial anchor within the commercial podium. This recognizes the importance of strong professional office uses to the overall success of a mixed-use area.

Adjacent Properties

The proposed signage will have no adverse impact on the appearance of the area and functions as a visual landmark for visitors to the area. The proposed BMO brand integrates with adjacent commercial buildings including Holt Renfrew Centre directly to the North, 60 Bloor West anchored by The Gap to the North, 1200 Bay Street anchored by Davids Shoes (now closed) to the Northwest, 77 Bloor West anchored by TD Bank to the Southwest and 19 Bloor West, a standalone building for Scotiabank.

See photos below



Scotiabank and H&M Branding at 4th Floor Level - Southeast



Holt Renfrew to the North with 5th Floor Branding - North



80 Bloor St and new 4-Storey Retail façade - Northwest



New Artizia Store with digital façade - Northeast



Proposal and Revision – addressing Staff comments



New TD Bank with three-storey branding - Southwest



New Plan for 2 Bloor West with 4-Storey Signage

Following the refusal of tenant brand signs as they appeared in the Signage Master Plan (file #18-125369), whereby both the height and size were cited as the concerns for refusal by Staff, KDA has worked with Manulife and BMO to consider alternative solutions to address these concerns.

The new proposed tenant brand signs differ from the original proposal as follows:

- Position on building has been lowered by two storeys to a fourth-floor presentation; and
- Total sign face area has been significantly reduced by 36%.

The images below compare the original proposal to the current proposal.



Figure 1.1: Original Proposed BMO Sign at 6th Flr.



Figure 1.2 Revised Proposal at 4th Flr.

The new proposed BMO signs are curved wall signs, integrated with the fourth-floor architecture of Manulife Centre. The BMO logo is supported by a curved bar, which is designed to fit cleanly within the inverted tower corners (at both Bay and Bloor and Balmuto and Bloor).



Landmark Anchor Tenant Brand Signs / BCB-1, BCB-2 (Refer Figure 8.1-8.16)

The Landmark Anchor Tenant Brand Signs was envisioned by Kearns Manchini Architects in collaboration with project design Architects MdeAS of New York City and KDA as Signage Consultant. The design vision was to create unique place-making elements that celebrate the east west vistas along Bloor Street in a manner that adds visual interest and lightness to the original brutalist, concrete corners of the 16-storey tower. Refer Figure 8.1 below.



Figure 8.1: Northeast corner of Bloor Street and Balmuto Street

With a staff of 3000 working at 55 Bloor, BMO challenged the design team to create a unique branding solution that would be a point of pride for their staff and clients visiting the building daily.

The design solution combines a curved band that visually floats in the inverted tower corners on which the BMO anchor tenant brand is presented. It is combined with architectural down-lighting that utilizes energy efficient LED.

The Design Team recognized that the new façade of the retail podium, which is entirely glass and lit from within, called for a design solution to lighten the pre-cast concrete tower above to create a visual transition that is both pleasing and visually cohesive.

KDA has carried out an extensive design study to assess the visual impact of the new proposed design from various viewing angles. Select views are shown below (Refer Figures 8.2-8.9), and the complete study can be found in Attachment 'B'.



Figure 8.2: View of BCB-1 traveling east along Bloor



Figure 8.3: View of BCB-1 at corner of Bloor and Balmuto



Landmark Anchor Tenant Brand Signs / BCB-1, BCB-2 (Refer Figure 8.1-8.16) (cont'd)



Figure 8.4: View of BCB-1 from Balmuto Street at Bloor



Figure 8.5: View of BCB-1 from Bloor at Balmuto Street



Figure 8.6: View of BCB-2 traveling west along Bloor



Figure 8.7: View of BCB-2 at corner of Bloor and Bay



Figure 8.8: View of BCB-2 from Bloor Street at Bay Street



Figure 8.9: View of BCB-2 from Bay Street at Bloor Street

The proposed landmark, anchor tenant brand feature both identifies the property and signals arrival to Toronto's Bloor-Yorkville BIA and Bloor Street Mixed-Use Area. The proposed sign integrates curved structural steel, dimensional lit branding and architectural down-lighting. Comparable to many other significant architectural office headquarters such as the *New York Times* Head Quarters by Renzo Piano Building Workshop and FX Fowl Architects (Figure 8.10); Daniels City for the Arts / Artscape Launchpad by RAW Architects and KDA (Figure 8.11); 731 *Lexington Avenue* by César Pelli & Associates (Figure 8.12) and 1585 *Broadway* by Gwathmey Siegel & Associates Architects (Figure 8.13), One York Sweeny & Co Architects and KDA (Figure 8.14), MdeAS Architects and B+H Architects (Figure 8.15).



Landmark Anchor Tenant Brand Signs / BCB-1, BCB-2 (Refer Figure 8.1-8.16) (cont'd)



Figure 8.10: Renzo Piano Workshop



Figure 8.11: RAW Architects and KDA



Figure 8.12: César Pelli & Assoc.



Figure 8.13: Gwathmey Siegal & Assoc.



Figure 8.14: Sweeny & Co Architects and KDA



Figure 8.15: MdeAS and B+H Architects



Landmark Anchor Tenant Brand Signs / BCB-1, BCB-2 (Refer Figure 8.1-8.16) (cont'd)



Figure 8.16: Northwest corner of Bloor Street and Bay Street

The BMO Landmark Anchor Tenant Brand Signs bookend the Bloor Street façade at the corners of Bloor and Bay Streets and Bloor and Balmuto Streets, and are in keeping with the size, presence and datum line height of neighbouring brand presentations.

The primary function is to celebrate and recognize the BMO Brand as the sole tenant of the 16-storey tower in a manner that contributes positively to the public realm and streetscape experience.

Design of the signs, materiality and scale was coordinated in concert with the overall building architecture and makes a significant visual statement related to both 'arrival' and 'placemaking'.

The proposed signs will have no adverse impact on public safety and will function as a visual landmark for visitors arriving to Toronto.

Summary of Non-compliant Signage

The table below denotes the variance required to allow for the erection of the proposed signs.

Sign No.	Codes	Bylaw	Proposal	Variance Requested
Wall Signs; BCB-1 BCB-2	694-21d(5)(a)	The sign shall not be erected above the second storey.	Proposed architectural presentation of anchor tower name is located above the second storey.	Variance required to allow the erection of two (2) anchor tenant brand wall signs above the second storey, acting as unique place-making elements and creating a visually cohesive transition to the pre-cast concrete tower.



Variance Provisions

Section 694-30 dictates that an application for a variance may be granted where it is established that the proposed signs:

- (1) Belong to a sign class permitted in the sign district where the premises is located;
- (2) In the case of a third-party sign, be of a sign type that is permitted in the sign district, where the premises is located;
- (3) Be compatible with the development of the premises and surrounding area;
- (4) Support the Official Plan objectives for the subject premises and surrounding area;
- (5) Not adversely affect adjacent premises;
- (6) Not adversely affect public safety, including traffic and pedestrian safety;
[Amended 2016-07-15 by By-law 767-2016]
- (7) Not be a sign prohibited by § 694-15B;
- (8) Not alter the character of the premises or surrounding area;
- (9) Not be, in the opinion of the decision maker, contrary to the public interest

It is our submission that the proposed Landmark Anchor Tenant Brand Signs BCB-1 and BCB-2, satisfies the above noted criteria such that the requested relief should be granted. The manner in which the signs meet each of the criteria is detailed below.

Criteria No. 1, 2 and 7: The proposed sign class and type are permitted and the sign is not prohibited by § 694-15B.

The proposed signs BCB-1 and BCB-2 are first-party signs, that will display static copy logo brand of the business that operates within the premises on which the sign is located. Specifically, these are anchor tenant brand signs for BMO, a pre-existing tenant at Manulife Centre whose signs were removed to make way for a new enhanced glass façade. The Subject Property is designated Commercial Residential in the Sign By-law. These signs are of a sign class and type that is permitted within a Commercial Residential area. None of the proposed signs are third-party. The signs are not prohibited by § 694-15B.

Criteria Nos. 3 and 8: The signs are compatible with the development of the premises and surrounding area and will not alter the character of the premises and surrounding area

The proposed brand signs for BMO, represent a high-quality design that is the result of extensive planning and consideration by Kearns Manchini Architects in collaboration with project design Architects MdeAS of New York City and KDA as Signage Consultant.

They are compatible with the character of Manulife Centre, currently undergoing an extensive \$100 million renovation in an effort to revitalize the property, attract new and exciting tenants, provide an enhanced experience for those visiting the Centre, and add to the vibrancy of the area's streetscape.

Part of the fabric of the Bloor-Yorkville BIA, Manulife Centre is a mixed-use development located at Bloor and Bay, and offers residential, and retail services such as BMO, Cineplex, Starbucks, Indigo, LCBO, Shoppers Drug Mart, Loblaws, and will be home to Toronto's first, and most anticipated, establishments, Eataly. Manulife Centre also provides important underground access to the TTC.

The proposed signs BCB-1 and BCB-2, have been designed to be seamlessly incorporated within the Centre's new architectural façade. The design solution combines a curved band that visually floats in the inverted tower corners on which the BMO anchor tenant brand is presented. Architectural down-lighting, utilizes energy efficient LED, and gently accents the brand.

The proposed signs form an integral part of reinstating BMO's anchor tenant brand signs in a manner that is consistent with other such brand signs along Bloor Street, while complementing the new and modern look and feel of Manulife Centre.



Criteria Nos. 3 and 8: The signs are compatible with the development of the premises and surrounding area and will not alter the character of the premises and surrounding area (cont'd)

The proposed signs are compatible with the existing and planned development in the surrounding area that forms the Bloor-Yorkville area and would not alter the character of the premises or the surrounding area.

The existing area surrounding the proposed location of the anchor tenant brand signs is occupied by retail, commercial, employment uses and residential. The proposed signs are not out of place with the current look and feel of the Bloor Street streetscape, or the Bloor and Bay intersection as a dynamic employment and commercial district.

Criteria No. 4: The proposed signs support the objectives of the City of Toronto Official Plan

The Bloor-Yorkville area is located within the *Downtown and Central Waterfront*, of the Official Plan. As part of the Official Plan's growth strategy, the *Downtown* is identified, along with *Centres* and *Avenues*, as an area of intensification. The Official Plan outlines a growth strategy for the City that highlights the importance of the Downtown as one of a number of locations where growth in employment and residential uses are encouraged.

The proposed signage supports the official plan with effective identification of an important and long standing anchor tenant of Manulife Centre, the mixed-use development in which it resides within the Bloor-Yorkville area.

Within the Bloor-Yorkville area there are several land use designations including *Neighbourhoods*; *Apartment Neighbourhoods*; *Mixed-Use Areas*; and *Parks and Open Space Areas*.

Criteria No. 5: The proposed signs will not adversely affect adjacent premises

The proposed signs will not adversely affect adjacent premises. The sign features static copy, which will be illuminated for clear daytime and night time visibility at levels compliant with provisions of Chapter 694 of the Municipal Code. The signs are consistent in presentation with similar existing signage along Bloor Street in the area.

The east facing sign of is located at the corner elevation of Bloor and Balumuto Streets of the subject property, and obliquely faces commercial businesses such as Holt Renfrew, Zara, Aritzia and CIBC; with the west facing sign is located at the corner elevation of Bloor and Bay Streets, which also obliquely face commercial offices and businesses such as the Gap, Davids (now closed), Roots and Goodlife Fitness, and TD Bank.

As BMO's anchor brand signs have been present on the façade of Manulife Centre for more than 9+ years, the reinstatement of the proposed BMO brand signs, that have been designed to coordinate with the newly revitalized Centre, will continue to have no adverse impact on adjacent premises.

The proposed signs are obliquely positioned to face northeast and northwest on Bloor Street and cannot be viewed from residential in the Bloor Yorkville area.

Criteria No. 6: The proposed signs will not adversely affect public safety

The proposed signs for the Subject Property will not adversely affect public safety. The proposed sign is static and does not feature any electronic copy, and is not located within a visibility zone. The illumination levels of the proposed sign are as per the provisions of Chapter 694 of the Municipal Code, and will be visually consistent with existing illuminated signage in the area, and hence will not become a focal point for drivers.



Criteria No. 9: The approval of the proposed signs is in the public interest

The approval of the proposed signs is in the public interest. BMO, a significant tenant at Manulife Centre, had two Landmark Anchor Tenant Brand Signs at the corner of Bloor and Bay for more than 9+ years. These signs provided BMO important brand presence on the building befitting its level of retail services to its neighbouring customers and its long-term leasing commitment to Manulife.

BMO's signs were removed from the premise to make way for the \$100 million renovation and transformation. The new proposed signs reinstate BMO's long-term brand presence as an anchor tenant at Manulife Centre and an important business entity within the Bloor-Yorkville community.

The proposed signs ensure that BMO will maintain its long-term anchor tenancy at Manulife Centre, and can continue to successfully serve its customers.

Conclusion

As the major anchor tenant, BMO's proposed brand signs represent an integral part of the revitalization and success of Manulife Centre. They meaningfully reflect Manulife's \$100 million commitment to enhance the overall appearance of the Centre; present a consistent element within the streetscape of the Bloor-Yorkville area, and appropriately exemplify the important impact BMO's tenancy offers to both Manulife and the community in which it serves.

Additionally, KDA has addressed Staff concerns whereby the new proposed tenant brand signs differ from the original proposal as follows:

- Position on building has been lowered by two-storeys to a fourth-floor; and
- Total sign face area has been significantly reduced by 36%.

Manulife, BMO, KDA and the Consultant Team strongly believe that the proposed signs will be a positive contribution to the prosperity of BMO and Manulife Centre.

End of Report.



Manulife Centre

55 Bloor Street West

BMO Corner Branding
Signage Master Plan
Amendment 2

November 06, 2019



Manulife



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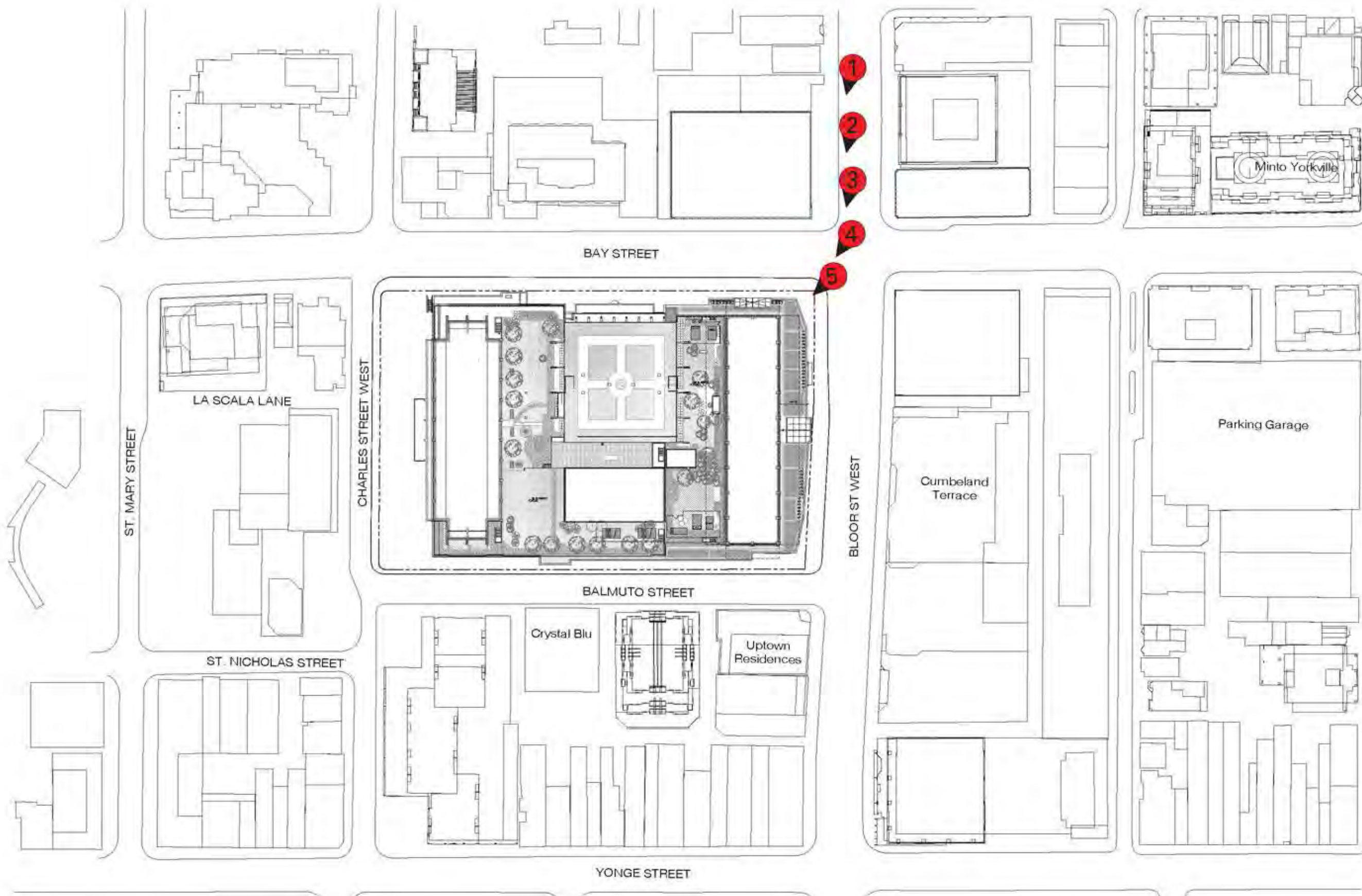
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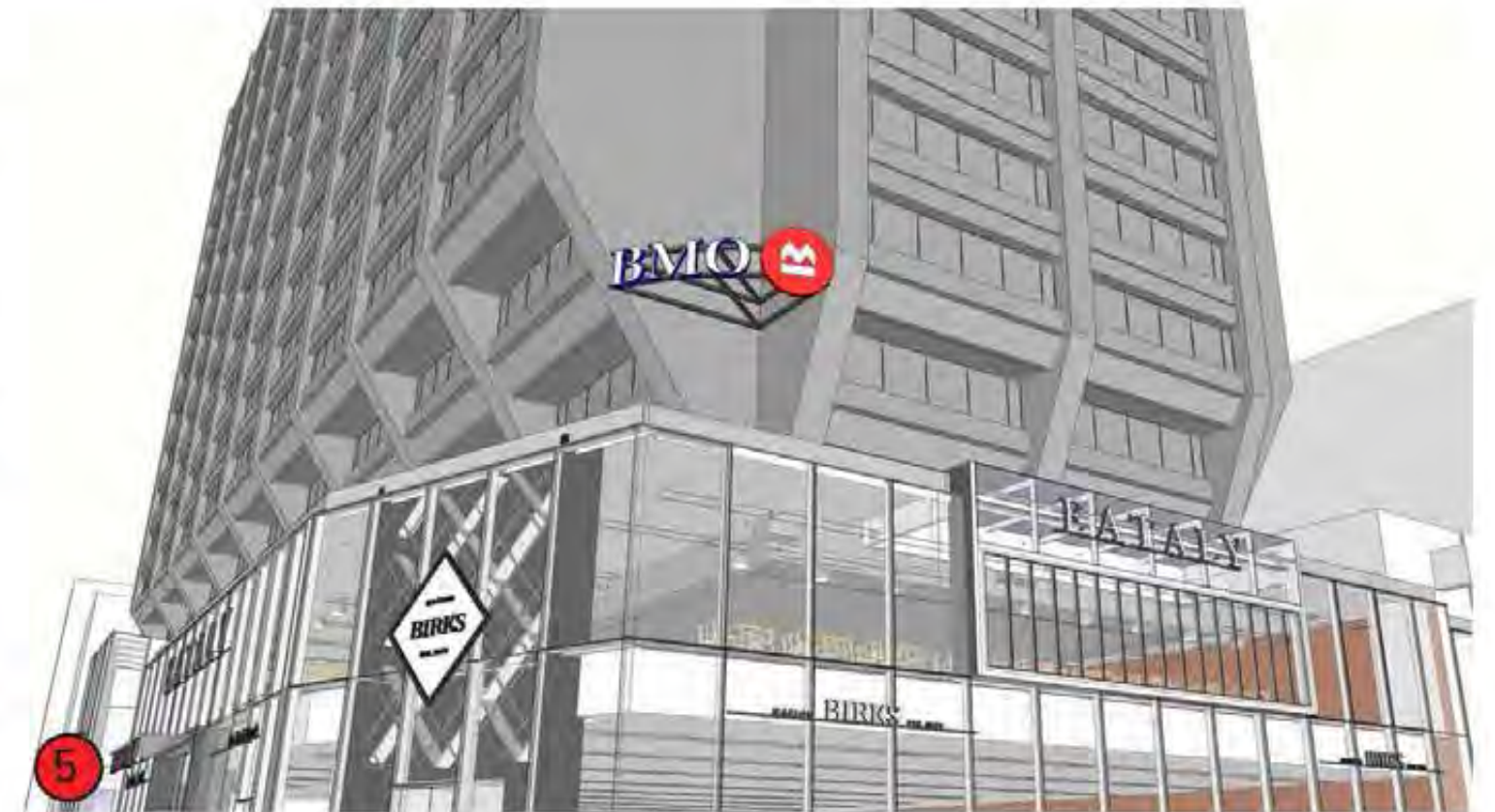
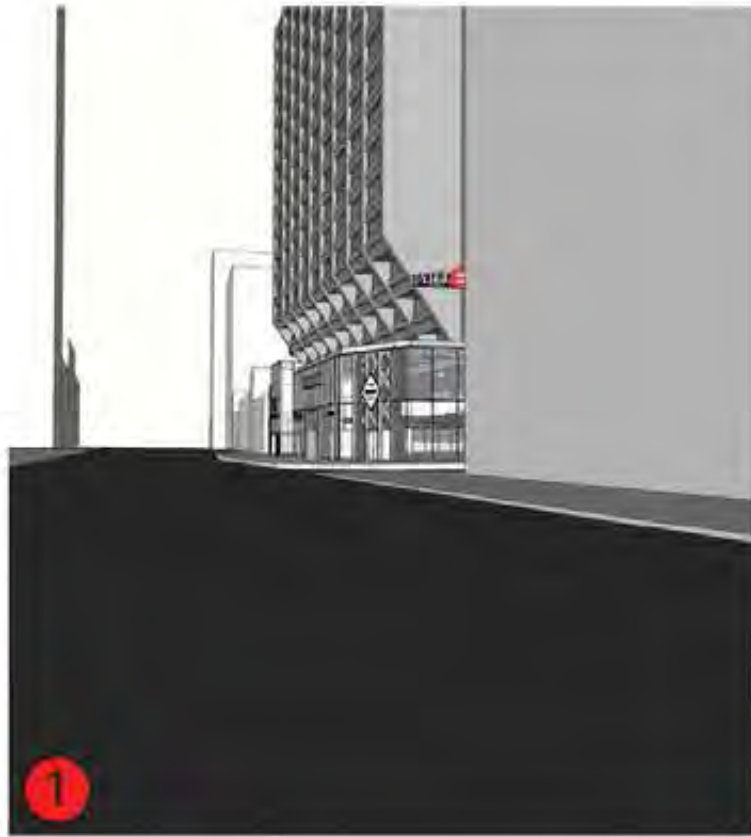


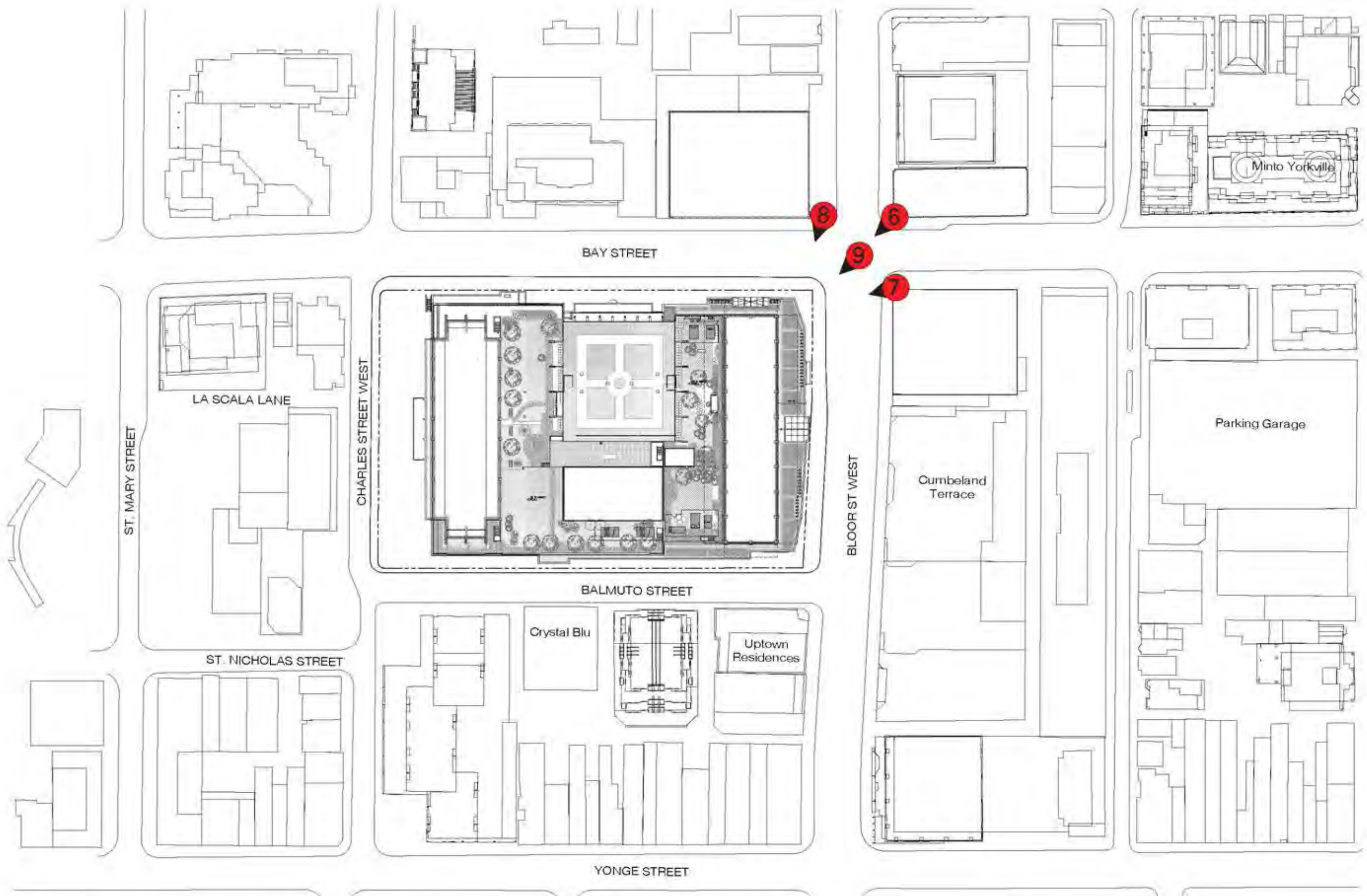
South Elevation Street Scape - Yonge Street to Avenue Road



North Elevation Street Scape - Avenue Road to Yonge Street

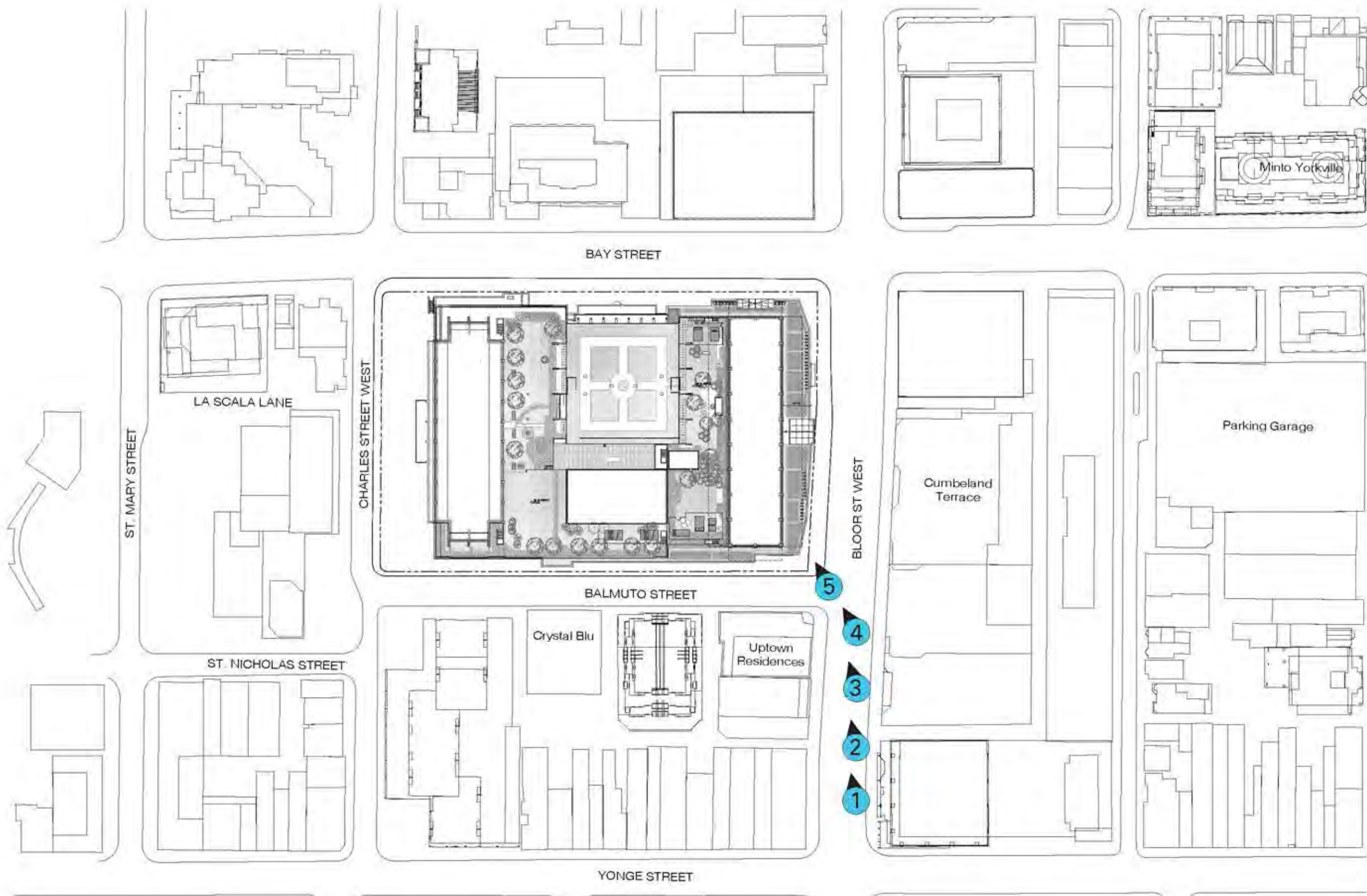




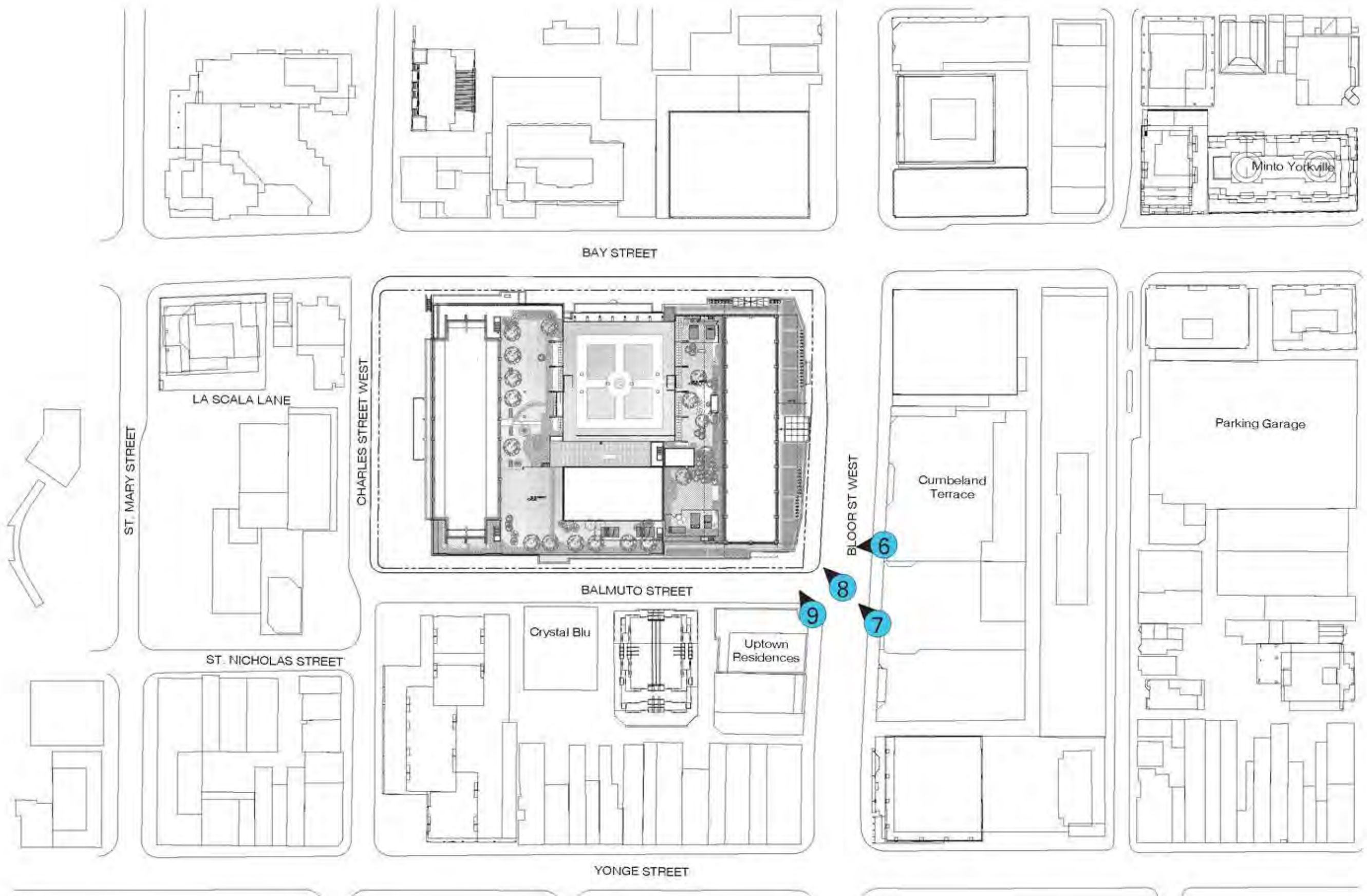






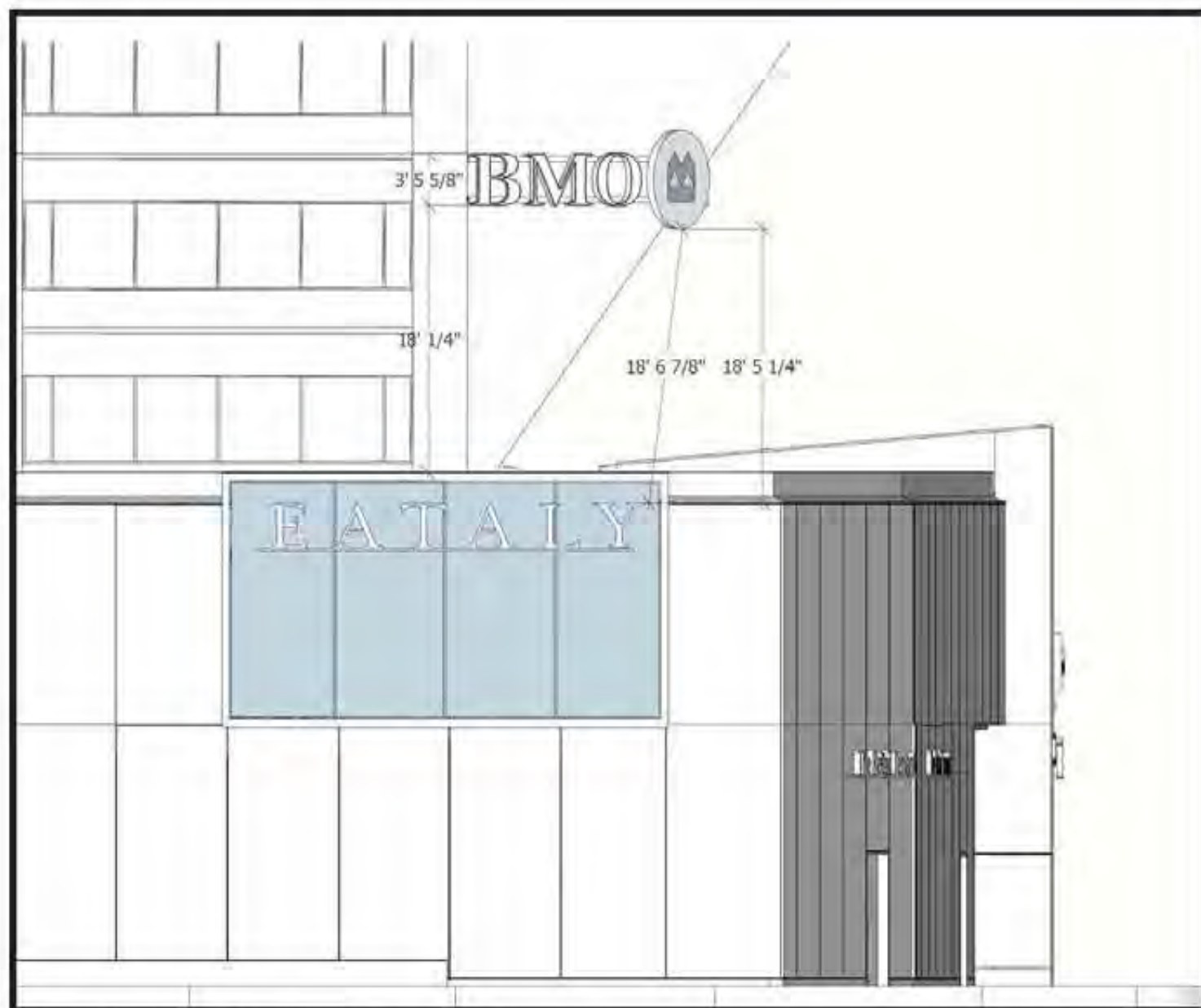












North East Corner of Building (East Elevation)



North west Corner of Building (West Elevation)

ALL EXTERIOR SIGNAGE

Code	Sign Name	Sign Type	Area (sq.m.)	Building Façade	Method of Copy Display	Length (Vertical)	Width (Horizontal)	Depth	Sign Height from Grade	Approx. Sign Weight	Illumination
MEB-1	Main Entrance Branding	Wall (Mullion Connection)	4.85	Bloor	Static Copy	0.66m	7.40m	0.26m	4.58m	165kg	Yes
MEB-2	Main Entrance Branding	Wall (Mullion Connection)	4.85	Bay	Static Copy	0.66m	7.40m	0.26m	4.68m	165kg	Yes
MEB-3	Main Entrance Branding	Wall (Mullion Connection)	4.85	Balmuto	Static Copy	0.66m	7.40m	0.26m	3.85m	165kg	Yes
EA-1	Entrance Address	Wall (Mullion Connection)	6.26	Bloor	Static Copy	1.60m	3.93m	0.21m	5.72m	100kg	Yes
RB-1	Retail Branding	Wall (Mullion Connection)	3.46	Bloor	Static Copy	0.53m	6.49m	0.26m	4.58m	140kg	Yes
RB-2	Retail Branding (Bank of Montreal)	Wall (Mullion Connection)	3.23	Bloor	Static Copy	0.92m	3.52m	0.26m	4.58m	140kg	Yes
RB-3	Retail Branding	Wall (Mullion Connection)	3.56	Bloor	Static Copy	0.53m	6.88m	0.26m	4.58m	140kg	Yes
RB-4	Retail Branding (Birks)	Wall (Mullion Connection)	11.42	Bloor	Static Copy	3.45m	3.31m	0.26m	4.27m	140kg	Yes
RB-5	Retail Branding	Wall (Mullion Connection)	4.35	Bay	Static Copy	3.45m	1.25m	"	"	"	Yes
RB-6	Retail Branding	Wall (Mullion Connection)	2.94	Bay	Static Copy	0.46m	6.42m	0.26m	5.19m	140kg	Yes
RB-7	Retail Branding (Bay Bloor Radio)	Wall (Mullion Connection)	3.67	Bay	Static Copy	0.53m	6.88m	0.26m	4.87m	140kg	Yes
RB-8	Retail Branding	Wall (Mullion Connection)	3.67	Balmuto	Static Copy	0.53m	6.88m	0.26m	4.04m	140kg	Yes
RB-9	Retail Branding (Over the Rainbow)	Wall (Mullion Connection)	2.97	Balmuto	Static Copy	0.38m	5.38m	0.26m	3.77m	140kg	Yes
RB-10	Retail Branding	Wall (Mullion Connection)	3.66	Bloor	Static Copy	0.53m	6.85m	0.26m	4.58m	140kg	Yes
RB-11	Retail Branding (haartek salon)	Wall (Mullion Connection)	3.48	Balmuto	Static Copy	0.53m	6.54m	0.26m	4.51m	140kg	Yes
RB-12	Retail Branding	Wall (Mullion Connection)	3.65	Balmuto	Static Copy	0.53m	6.85m	0.26m	4.58m	140kg	Yes
RB-13	Retail Branding (Cineplex Cinemas)	Wall (Mullion Connection)	9.28	Bay	Static Copy	1.26m	7.32m	0.26m	9.44m	140kg	Yes
RB-14	Retail Branding (Goodlife Fitness)	Wall (Mullion Connection)	4.74	Bay	Static Copy	0.74m	6.42m	0.26m	9.69m	140kg	Yes
RB-15	Retail Branding	Wall (Mullion Connection)	3.87	Bay	Static Copy	0.53m	6.88m	0.29m	4.84m	140kg	Yes
LGB-1	Large Eatery Glass Branding	Wall (Mullion Connection)	6.54	Balmuto	Static Copy	1.75m	3.73m	0.29m	8.29m	200kg	Yes
HEB-1	Hanging Eatery Brand	Canopy Hung Sign	17.79	Bloor	Static Copy	1.29m	13.74m	0.29m	7.62m	220kg	Yes
BSB-1	Birks Sub-Branding	Canopy Hung Sign	2.65	Bloor	Static Copy	0.56m	4.75m	0.13m	4.32m	60kg	Yes
BSB-2	Birks Sub-Branding	Wall (Mullion Connection)	2.38	Bloor	Static Copy	0.35m	6.89m	0.26m	4.63m	75kg	Yes
BSB-3	Birks Sub-Branding	Wall (Mullion Connection)	2.88	Bay	Static Copy	0.42m	6.88m	0.26m	4.69m	60kg	Yes
CTB-1	Cineplex Tenant Branding	Wall (Mullion Connection)	2.88	Bay	Static Copy	0.42m	6.88m	0.26m	4.93m	60kg	Yes
SB-1	Shadow Box (Retail Tenant #1)	Wall Sign (Behind Glass)	3.2	Bloor	Static Copy	1.48m	2.17m	0.34m	7.88m	200kg	Yes
SB-2	Shadow Box (Birks)	Wall Sign (Behind Glass)	56.9	Bloor/Bay	Static Copy	9.72m	6.75m	n/a	0.21m	n/a	n/a
BL-1	Blade Sign	Wall Sign (Behind Glass)	60.22	Bloor/Bay	Static Copy	9.77m	6.75m	n/a	0.21m	n/a	n/a
BL-2	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-3	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-4	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-5	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-6	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-7	Blade Sign	Blade (Mullion Connection)	0.2	Bay	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-8	Blade Sign	Blade (Mullion Connection)	0.2	Bay	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-9	Blade Sign	Blade (Mullion Connection)	0.2	Bay	Static Copy	1.00m	0.20m	1.00m	2.73m	60kg	Yes
BL-10	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-11	Blade Sign	Blade (Mullion Connection)	0.2	Balmuto	Static Copy	1.00m	0.20m	1.00m	3.30m	60kg	Yes
EGB-1	Eatery Glass Branding	Wall (Mullion Connection)	5.03	Bay	Static Copy	0.77m	6.53m	0.29m	10.23m	180kg	Yes
EGB-2	Eatery Glass Branding	Wall (Mullion Connection)	5.03	Balmuto	Static Copy	0.77m	6.53m	0.29m	9.29m	180kg	Yes
LI-1	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	Static Copy	1.83m	1.22m	0.3m	0.62m	80kg	Yes
LI-2	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	Static Copy	1.83m	1.22m	0.3m	0.67m	80kg	Yes
LI-3	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	Static Copy	1.83m	1.22m	0.3m	0.75m	80kg	Yes
LI-4	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	Static Copy	1.83m	1.22m	0.3m	0.75m	80kg	Yes
LI-5	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	Static Copy	1.83m	1.22m	0.3m	0.77m	80kg	Yes
LI-6	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	Static Copy	1.83m	1.22m	0.3m	0.79m	80kg	Yes
WR-1	Wall Mounted Retail Branding	Wall Sign	3.86	Bay	Static Copy	0.53m	5.91m	0.26m	5.95m	100kg	Yes
CMW-1	Ceiling Mounted Window Brand	Wall Sign (Behind Glass)	4.95	Bay	Static Copy	1.38m	3.59m	0.3m	8.35m	150kg	Yes
BSM-1	Bloorstreet Market Branding	Wall (Mullion Connection)	2.57	Bay	Static Copy	0.85m	3.13m	0.26m	4.41m	140kg	Yes
BSM-2	Bloorstreet Market Branding	Wall (Mullion Connection)	2.57	Balmuto	Static Copy	0.85m	3.13m	0.26m	6.66m	140kg	Yes
PD-1	Parking Directional	Ground Sign	n/a	Balmuto/Bloor	Electronic Static Readograph Copy	5.63m	1.48m	0.56m	0m	500kg	Yes
PD-2	Parking Directional	Ground Sign	n/a	Bay/Charles	Electronic Static Readograph Copy	5.63m	1.48m	0.56m	0m	500kg	Yes
PD-3	Parking Directional	Ground Sign	n/a	Balmuto/Charles	Electronic Static Readograph Copy	5.63m	1.48m	0.56m	0m	500kg	Yes
IND-1	Indigo Branding	Wall (Mullion Connection)	17.95	Bay	Static Copy	2.74m	6.54m	0.29m	6.70m	240kg	Yes
PEX-1	Parking Exit Overhead	Wall Sign	4.09	Balmuto	Static Copy	0.62m	6.60m	0.13m	1.07m	170kg	Yes
PEN-1	Parking Entrance	Wall Sign	11.18	Charles	Static Copy	3.62m	12.56m	n/a	0m	1000kg	Yes
ER-1	Eatery Restaurant Branding	Wall Sign (Behind Glass)	17.2	Bay	Static Copy	4.30m	4.00m	n/a	6.07m	n/a	Yes
BCB-1	BMO Corner Branding	Wall Sign	8.5 Bloor/11.83 Balmuto	Bloor/Balmuto	Static Copy	2.54m	7.28m	5.23m	16m	200kg	Yes
BCB-2	BMO Corner Branding	Wall Sign	8.57 Bloor/11.35 Bay	Bloor/Bay	Static Copy	2.54m	5.39m	5.99m	16m	200kg	Yes

NOTE:
 All signage on ground level and
 2nd floor must be 2mm away from
 structural elements (e.g. steel)
 Maximum Wind Uplift
 For 10-150km/h
 Design Date: June 1, 2010

Orange dot
 indicates Tenants
 that require carrier
 bars only (see W3.3)



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 Design Fax: 416.921.8834
 Associates: www.kraman-design.com

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CLIENT **Manulife Real Estate**

PROJECT

Manulife Centre
 55 Bloor Street West
 TORONTO, ONTARIO

DATE

Signage Master Plan Application March 05, 2018
 Master Plan Amendment November 13, 2018
 Master Plan Amendment 2 November 07, 2019

TITLE

Sign Matrix

DWG No

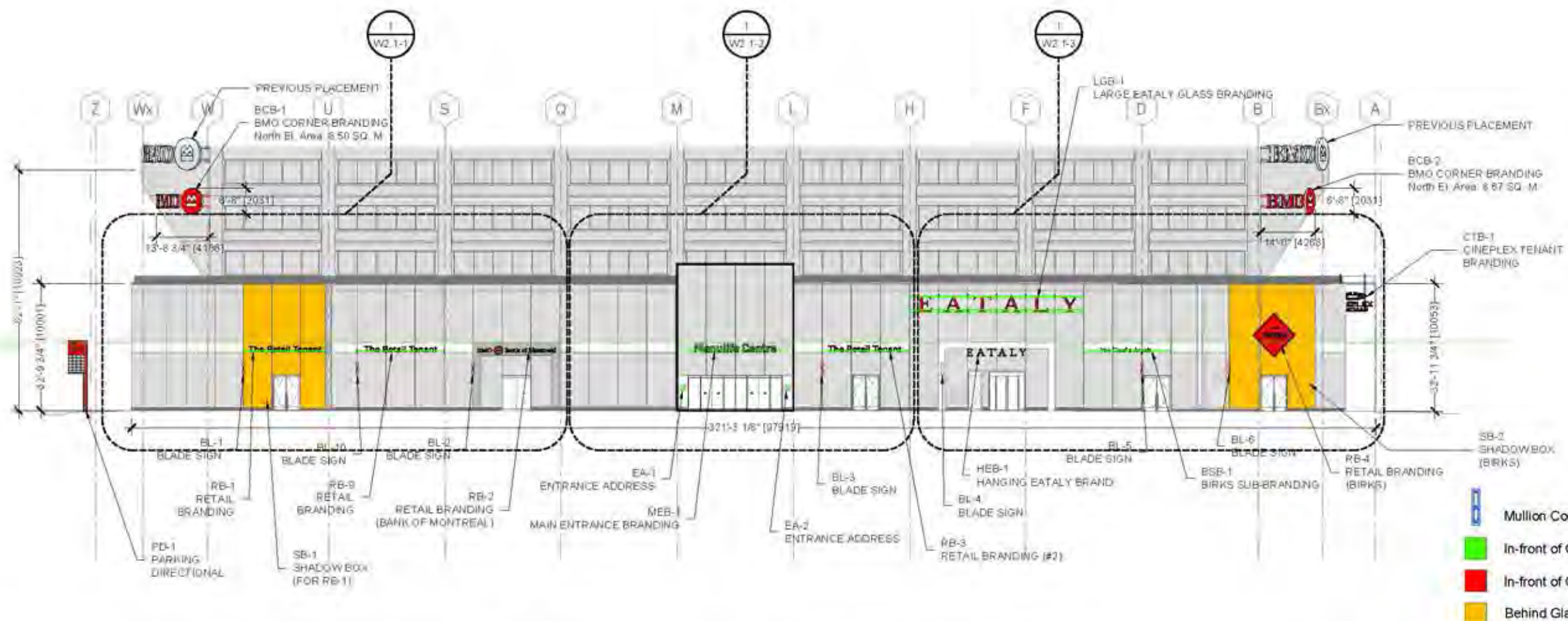
W2.0a

APPROVAL

Bloor St. North Elevation

NOTE:
All signage on ground level and
2nd level have been already
approved in previous Signage
Master Plan Application
File: 18-125369
Decision Date: June 7, 2018

BLOOR ST. (NORTH ELEVATION) Total Façade Elevation: 981.83 meters squared					
Code	Sign Name	Sign Type	Area (sq.m.)	Building Façade	Percentage(%) of Elevation
MEB-1	Main Entrance Branding	Wall (Mullion Connection)	4.86	Bloor	0.49%
EA-1	Entrance Address	Wall (Mullion Connection)	6.26	Bloor	0.64%
RB-1	Retail Branding	Wall (Mullion Connection)	Part of SB-1	Bloor	0.00%
RB-2	Retail Branding (Bank of Montreal)	Wall (Mullion Connection)	3.23	Bloor	0.33%
RB-3	Retail Branding	Wall (Mullion Connection)	3.56	Bloor	0.36%
RB-4	Retail Branding (Birks)	Wall (Mullion Connection)	Part of SB-2	Bloor	0.00%
RB-5	Retail Branding	Wall (Mullion Connection)	3.66	Bloor	0.37%
LGB-1	Large Eatery Glass Branding	Wall (Glass Mounted)	17.79	Bloor	1.81%
HEB-1	Hanging Eatery Brand	Canopy Hung Sign	2.66	Bloor	0.27%
BSB-1	Birks Sub-Branding	Wall (Mullion Connection)	2.38	Bloor	0.24%
CTB-1	Cineplex Tenant Branding	Wall (Mullion Connection)	3.2	Bloor	0.33%
SB-1	Shadow Box (Retail Tenant #1)	Wall Sign (Behind Glass)	56.9	Bloor	5.80%
SB-2	Shadow Box (Birks)	Wall Sign (Behind Glass)	60.22	Bloor	6.13%
BL-1	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BL-2	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BL-3	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BL-4	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BL-5	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BL-6	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BL-10	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BCB-1	BMO Corner Branding	Wall Sign	n/a	Bloor/Balmuto	n/a
BCB-2	BMO Corner Branding	Wall Sign	n/a	Bloor/Bay	n/a
Total:			166.1		16.92%



North Elevation
1/32" = 1'-0"

- Mullion Connection Bracket
- In-front of Glass Sign Building ID
- In-front of Glass Sign Retail ID
- Behind Glass Sign Retail ID



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CLIENT **Manulife Real Estate**

PROJECT

Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO

DATE

Signage Master Plan Application March 05, 2018
Master Plan Amendment November 13, 2018
Master Plan Amendment 2 November 07, 2019

TITLE

Bloor St.
North Elevation
Percentage Utilization

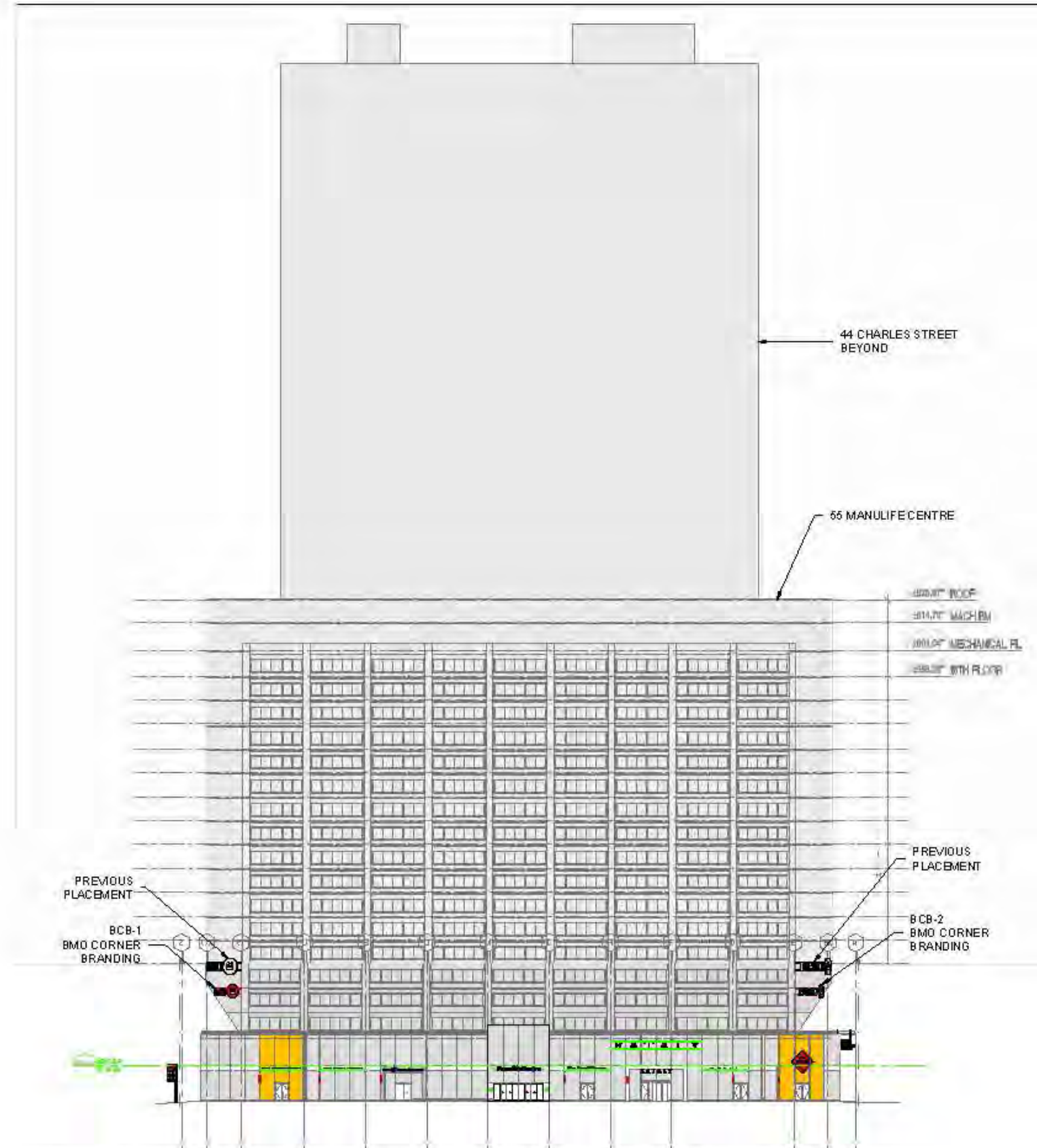
DWG No

W2.1

APPROVAL

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Bloor St. North Elevation



1 North Elevation
W2.1-0 1/64" = 1'-0"



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CLIENT **Manulife Real Estate**

PROJECT **Manulife Centre**
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Application March 05, 2018
Master Plan Amendment November 13, 2018
Master Plan Amendment 2 November 07, 2019

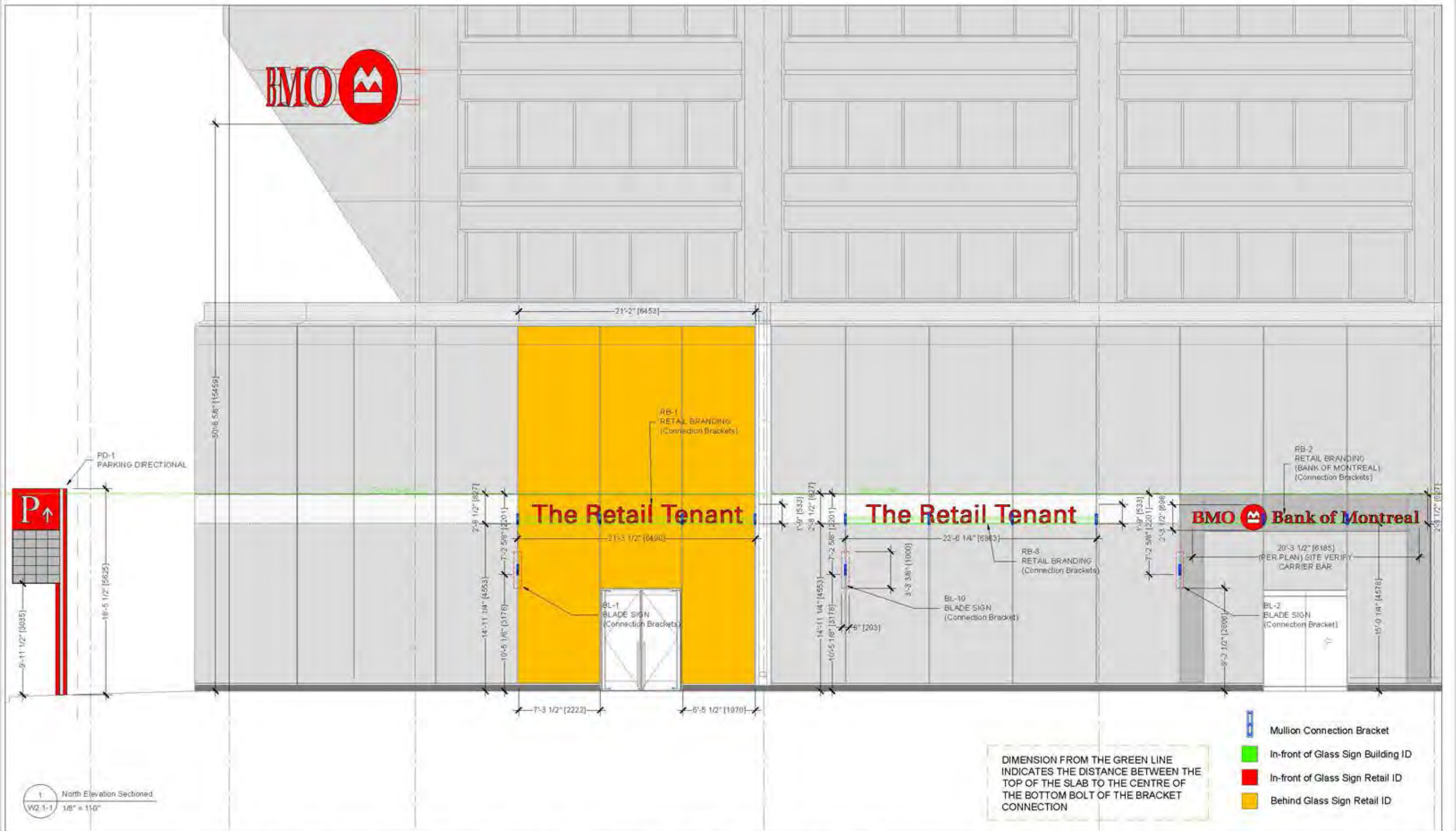
TITLE Bloor St.
North Elevation
Full Elevation

APPROVAL

DWG No

W2.1-0

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Kramer Tel: 416.921.1078 Design Fax: 416.921.9934 Associates www.kramer-design.com	CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE	Signage Master Plan Application March 05, 2018 Master Plan Amendment November 13, 2018 Master Plan Amendment 2 November 07, 2019	TITLE	Bloor St. North Elevation Left Section	DWG No	W2.1-1
							APPROVAL			

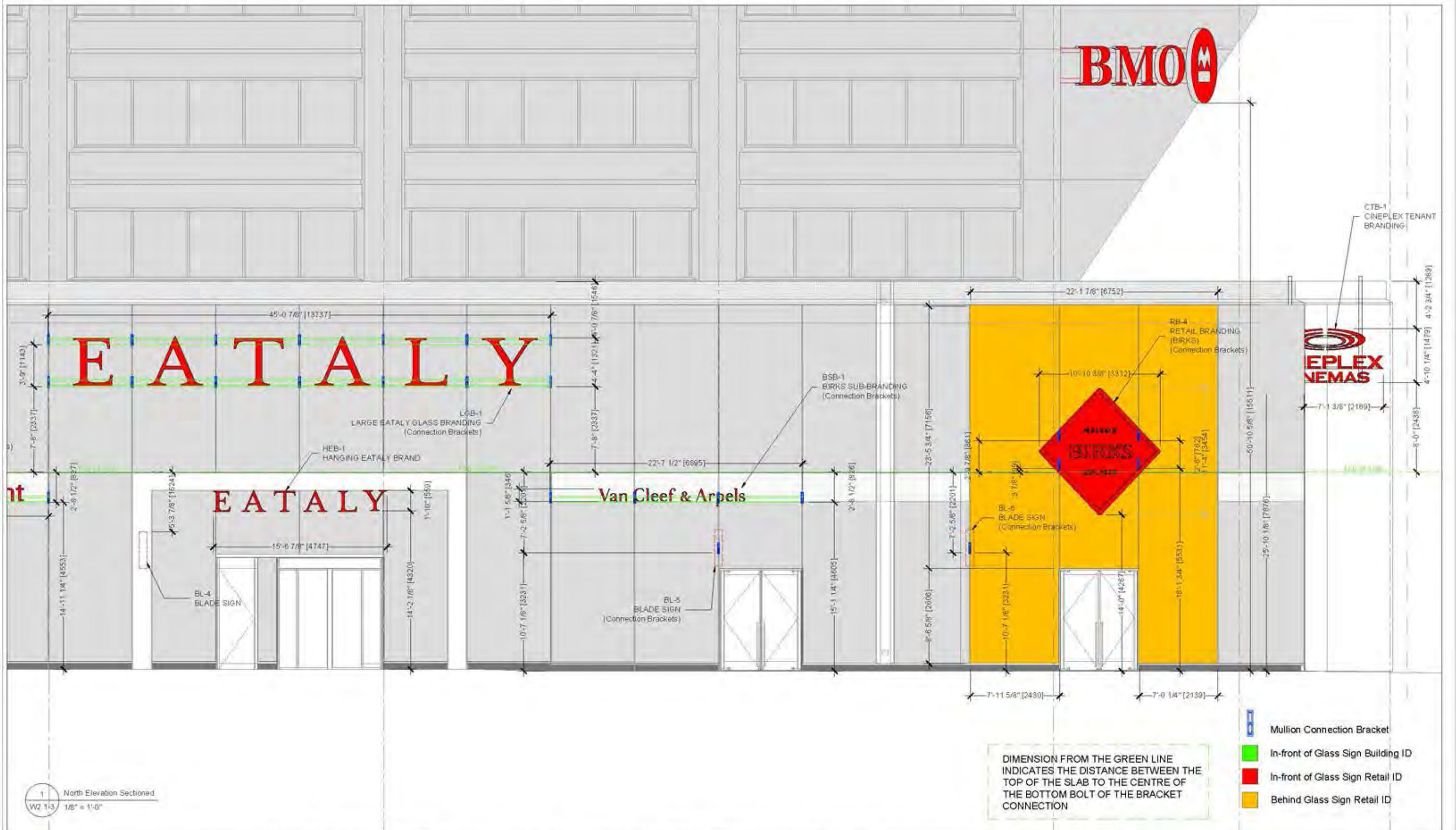
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DIMENSION FROM THE GREEN LINE INDICATES THE DISTANCE BETWEEN THE TOP OF THE SLAB TO THE CENTRE OF THE BOTTOM BOLT OF THE BRACKET CONNECTION

- | | |
|---|------------------------------------|
|  | Mullion Connection Bracket |
|  | In-front of Glass Sign Building ID |
|  | In-front of Glass Sign Retail ID |
|  | Behind Glass Sign Retail ID |

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1 North Elevation Sectioned
W2.1-3 1/8" = 1'-0"



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CLIENT **Manulife Real Estate**

PROJECT **Manulife Centre**
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Application March 05, 2018
Master Plan Amendment November 13, 2018
Master Plan Amendment 2 November 07, 2019

TITLE
Bloor St.
North Elevation
Right Section
APPROVAL

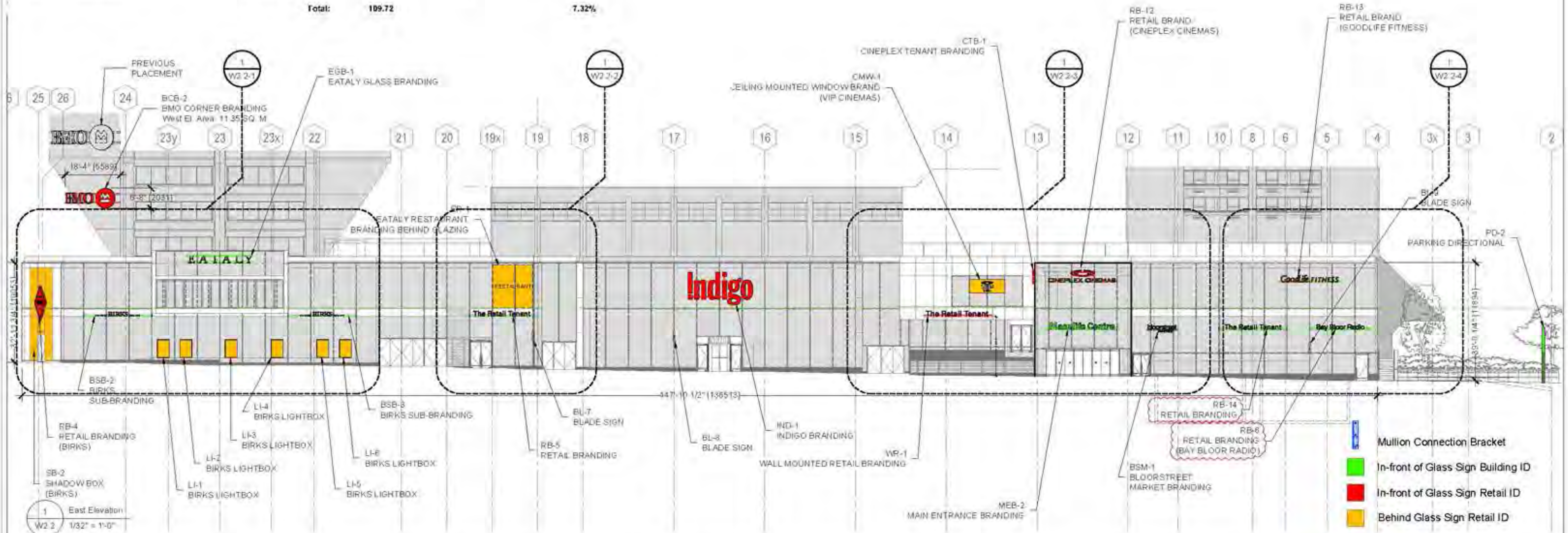
DWG No
W2.1-3

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Bay St. West Elevation

NOTE:
All signage on ground level and
2nd level have been already
approved in previous Signage
Master Plan Application
File: 18-125369
Decision Date: June 7, 2018.

BAY ST. (WEST ELEVATION) Total Façade Elevation: 1498.03 meters squared					
Code	Sign Name	Sign Type	Area (sq.m.)	Building Façade	Percentage(%) of Elevation
MEB-2	Main Entrance Branding	Wall (Mullion Connection)	4.05	Bay	0.32%
RB-4	Retail Branding (Birks)	Wall (Mullion Connection)	Part of SB-2	Bay	0.00%
RB-5	Retail Branding	Wall (Mullion Connection)	2.94	Bay	0.20%
RB-6	Retail Branding (Bay Floor Radio)	Wall (Mullion Connection)	3.67	Bay	0.24%
RB-12	Retail Branding (Cineplex Cinemas)	Wall (Mullion Connection)	9.28	Bay	0.62%
RB-13	Retail Branding (Goodlife Fitness)	Wall (Mullion Connection)	4.74	Bay	0.32%
EGB-1	Eataly Glass Branding	Wall (Glass Mounted)	5.03	Bay	0.34%
BSB-2	Birks Sub-Branding	Wall (Mullion Connection)	2.88	Bay	0.19%
BSB-3	Birks Sub-Branding	Wall (Mullion Connection)	2.88	Bay	0.19%
LI-1	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-2	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-3	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-4	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-5	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-6	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
WR-1	Wall Mounted Retail Branding	Wall Sign	3.52	Bay	0.23%
CMW-1	Ceiling Mounted Window Brand	Wall Sign (Behind Glass)	4.95	Bay	0.33%
BSM-1	BloorStreet Market Branding	Wall (Mullion Connection)	2.57	Bay	0.17%
PD-2	Parking Directional	Ground Sign	n/a	Bay/Charles	n/a
SB-2	Shadow Box (Birks)	Wall Sign (Behind Glass)	9.61	Bay	0.64%
IND-1	Indigo Branding	Wall Sign	17.95	Bay	1.20%
BL-7	Blade Sign	Blade (Mullion Connection)	0.2	Bay	0.01%
BL-8	Blade Sign	Blade (Mullion Connection)	0.2	Bay	0.01%
BL-9	Blade Sign	Blade (Mullion Connection)	0.2	Bay	0.01%
ER-1	Eataly Restaurant Branding	Wall Sign (Behind Glass)	17.2	Bay	1.15%
BCB-2	BMO Corner Branding	Wall Sign	n/a	Bloor/Bay	n/a
RB-14	Retail Branding	Wall (Mullion Connection)	3.67	Bay	0.24%
Total:			109.72		7.32%



Kramer Tel: 416.921.1078
Design Fax: 416.921.9934
Associates www.kramer-design.com

CLIENT **Manulife Real Estate**

PROJECT **Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO**

DATE
Signage Master Plan Application March 05, 2018
Master Plan Amendment November 13, 2018
Master Plan Amendment 2 November 07, 2019

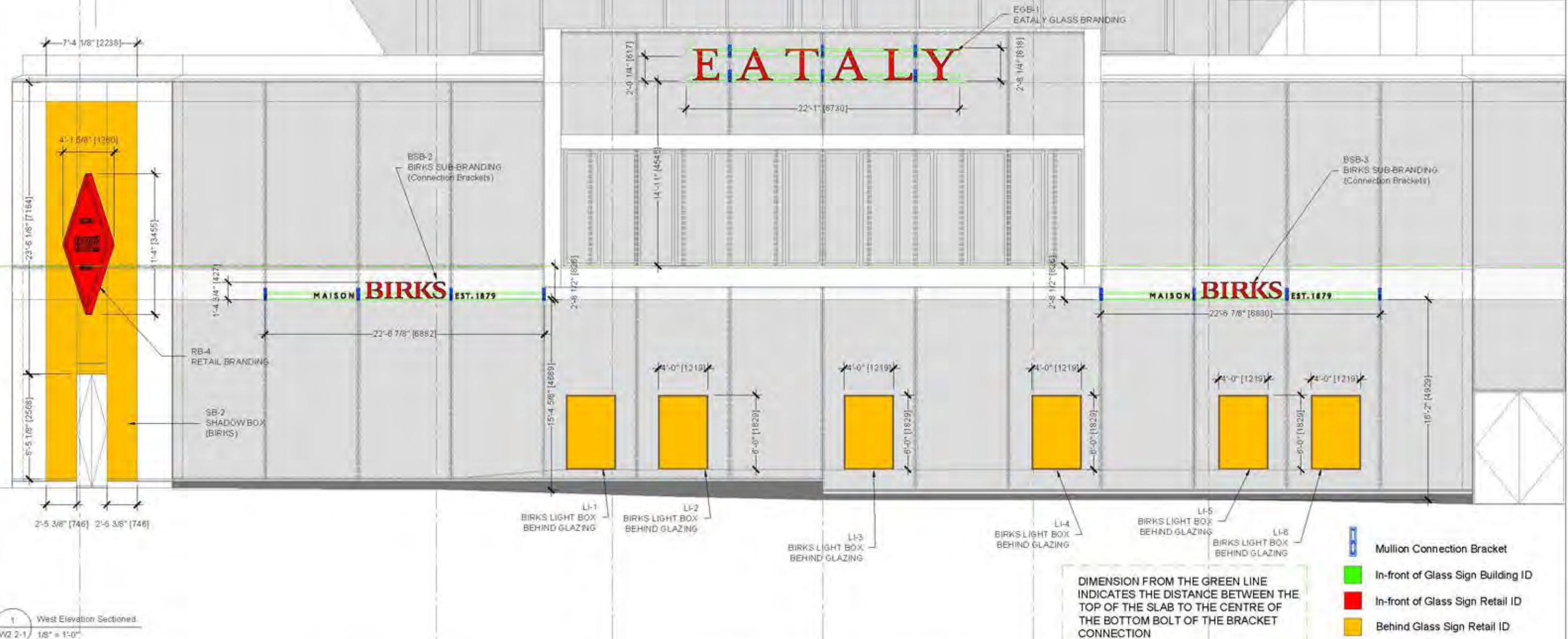
TITLE **Bay Street
West Elevation
Percentage Utilization**

APPROVAL

DWG No

W2.2

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1. West Elevation Sectioned.
W2.2-1 1/8" = 1'-0"



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CLIENT **Manulife Real Estate**

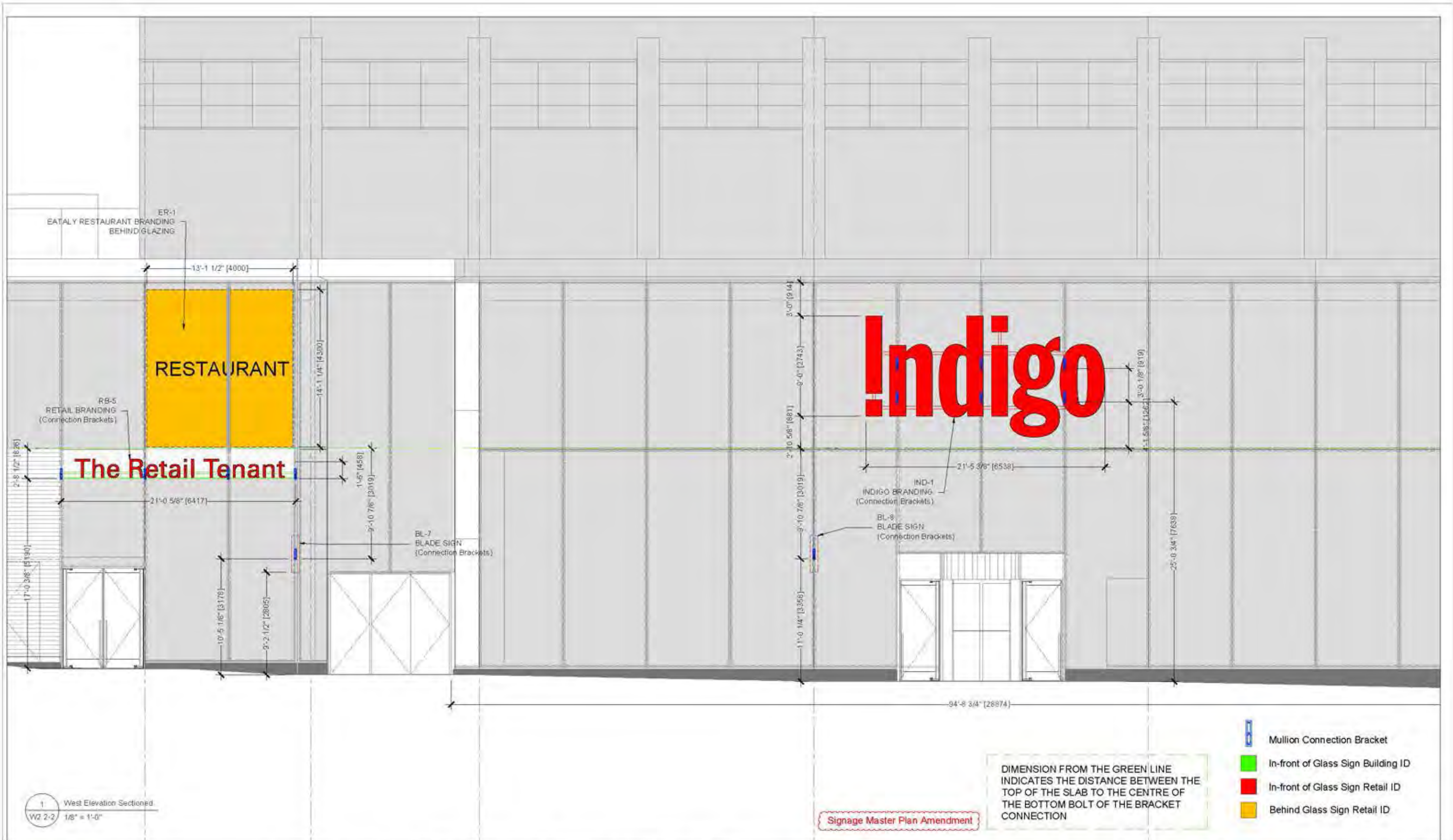
PROJECT **Manulife Centre**
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Application March 05, 2018
Master Plan Amendment November 13, 2018
Master Plan Amendment 2 November 07, 2019

TITLE
Bay St.
West Elevation
Left Section
APPROVAL

DWG No
W2.2-1

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CLIENT

Manulife Real Estate

PROJECT

Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO

DATE

Signage Master Plan Application March 05, 2018
Master Plan Amendment November 13, 2018
Master Plan Amendment 2 November 07, 2019

TITLE

Bay St.
West Elevation
Left Middle Section

APPROVAL

DWG No

W2.2-2

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CLIENT Manulife Real Estate

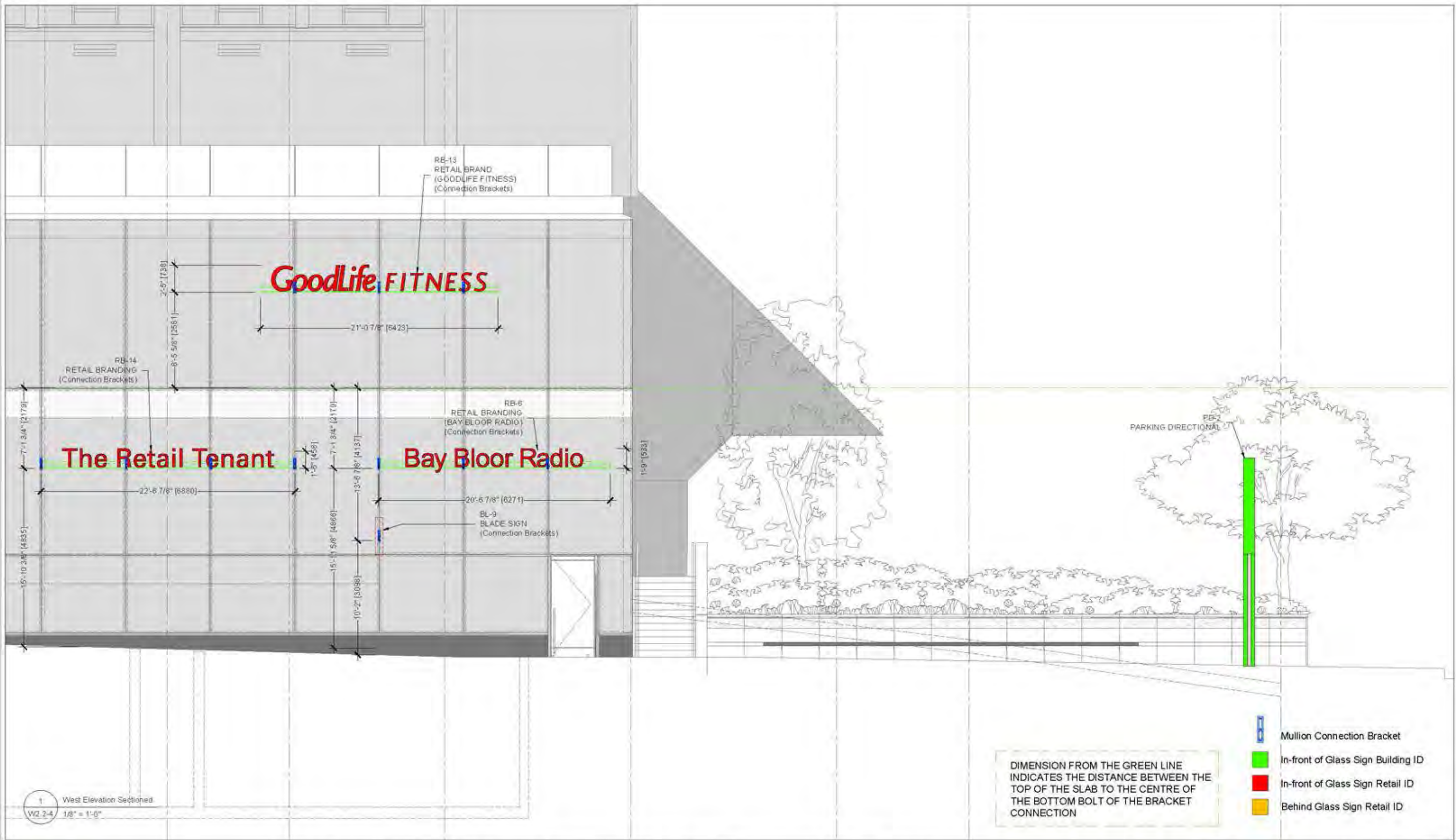
PROJECT Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Application March 05, 2018
Master Plan Amendment November 13, 2018
Master Plan Amendment 2 November 07, 2019

TITLE Bay St.
West Elevation
Right Middle Section
APPROVAL

DWG No
W2.2-3

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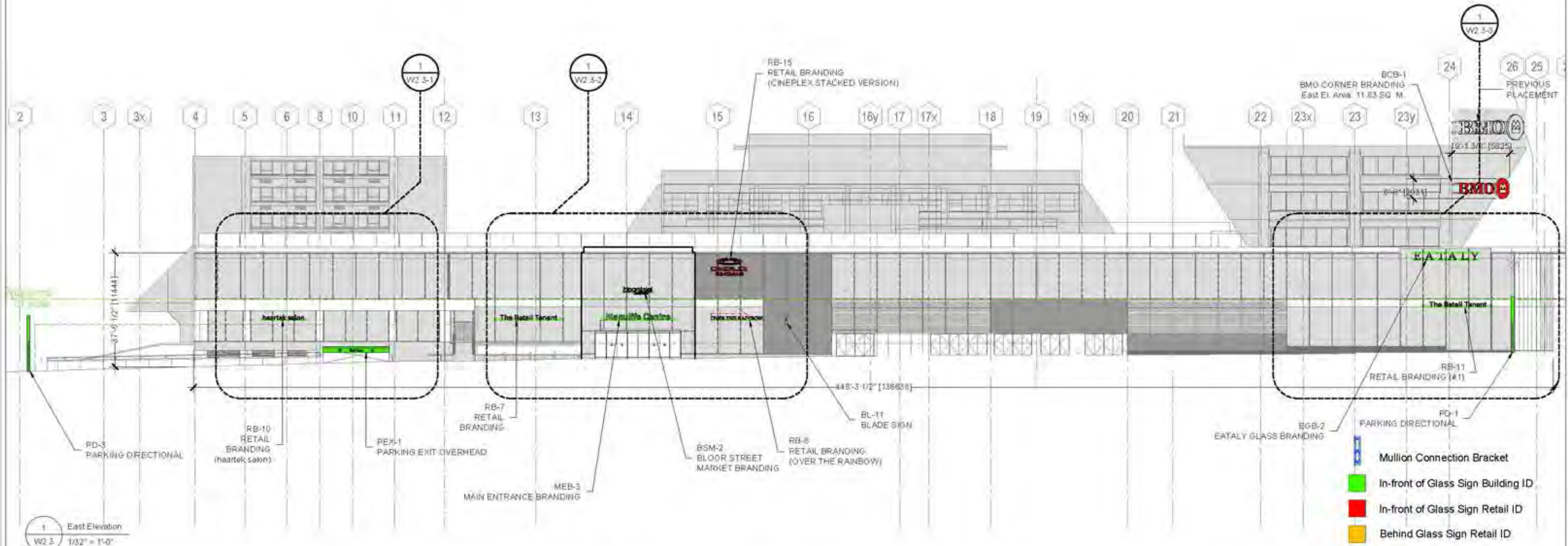
 Kramer Tel: 416.921.1078 Design: Fax: 416.921.9934 Associates www.kramer-design.com	CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE		TITLE	Bay St. West Elevation Right Section	DWG No W2.2-4	
					Signage Master Plan Application					March 05, 2018
					Master Plan Amendment					November 13, 2018
					Master Plan Amendment 2					November 07, 2019
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BALMUTO ST. (EAST ELEVATION) Total Façade Elevation: 1479.22 meters squared

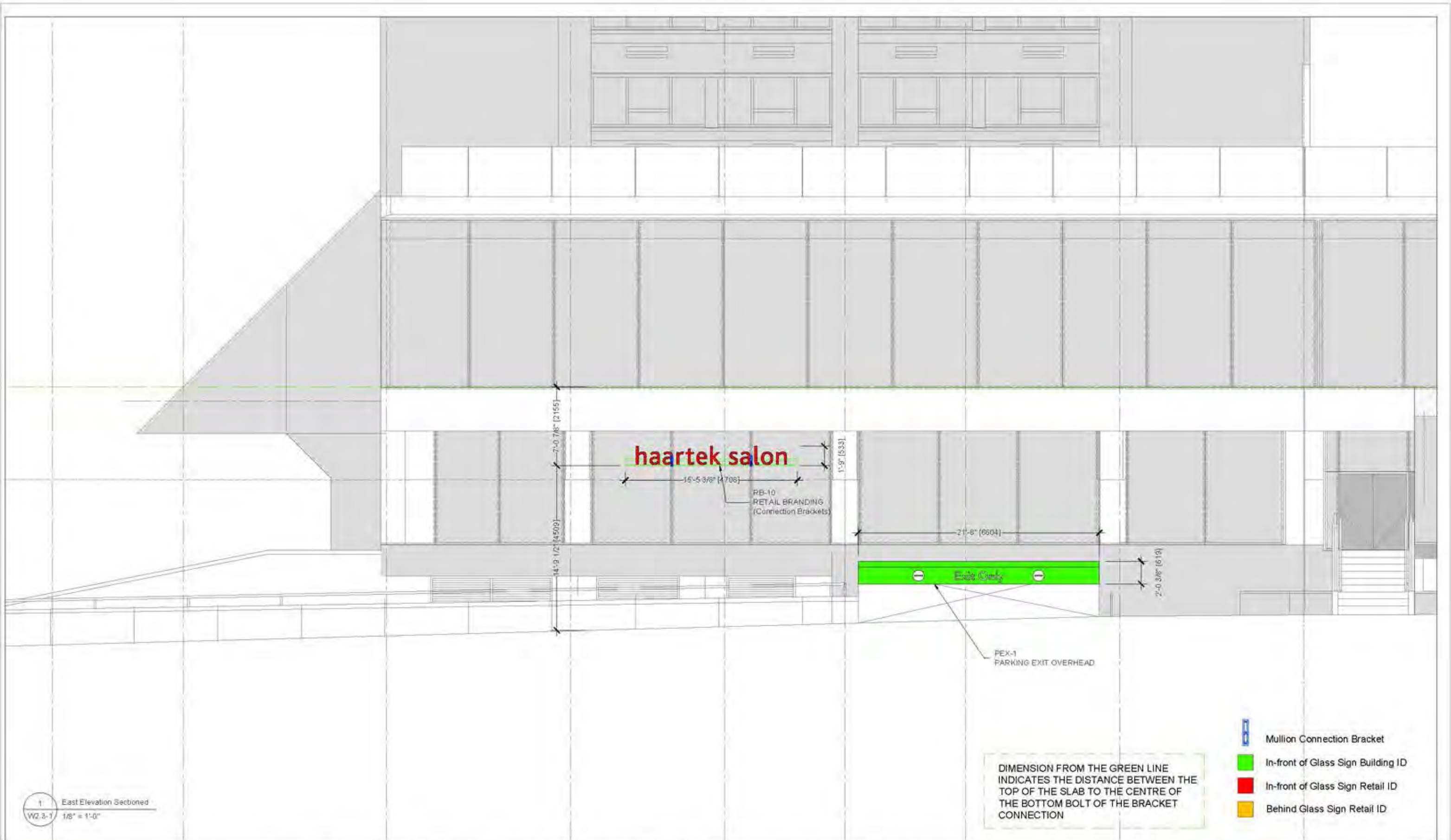
Code	Sign Name	Sign Type	Area (sq.m.)	Building Façade	Percentage(%) of Elevation
MEB-3	Main Entrance Branding	Wall (Mullion Connection)	4.65	Balmuto	0.33%
RB-7	Retail Branding	Wall (Mullion Connection)	3.67	Balmuto	0.25%
RB-8	Retail Branding (Over the Rainbow)	Wall (Mullion Connection)	2.97	Balmuto	0.20%
RB-10	Retail Branding (haartek salon)	Wall (Mullion Connection)	3.48	Balmuto	0.24%
RB-11	Retail Branding	Wall (Mullion Connection)	3.65	Balmuto	0.25%
EGB-2	Eataly Glass Branding	Wall (Glass Mounted)	5.03	Balmuto	0.34%
BSM-2	Bloor Street Market Branding	Wall (Mullion Connection)	2.57	Balmuto	0.17%
PEX-1	Parking Exit Overhead	Wall Sign	4.09	Balmuto	0.28%
PD-1	Parking Directional	Ground Sign	n/a	Balmuto/Bloor	n/a
PD-3	Parking Directional	Ground Sign	n/a	Balmuto/Charles	n/a
BL-9	Blade Sign	Blade (Mullion Connection)	0.2	Balmuto	0.01%
BCB-1	BMO Corner Branding	Wall Sign	n/a	Bloor/Balmuto	n/a
RB-15	Retail Branding (Cineplex Cinemas)	Wall (Mullion Connection)	6.54	Balmuto	0.44%
Total:			37.65		2.52%

Balmuto St. East Elevation

NOTE:
All signage on ground level and 2nd level have been already approved in previous Signage Master Plan Application
File: 18-125369
Decision Date: June 7, 2018



 Kramer Tel: 416.921.1078 Design Fax: 416.921.9934 Associates: www.kramer-design.com	CLIENT Manulife Real Estate	PROJECT Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE		TITLE Balmuto St. East Elevation Percentage Utilization	DWG No W2.3
			Signage Master Plan Application March 05, 2018			
			Master Plan Amendment November 13, 2018			
			Master Plan Amendment 2 November 07, 2019			
APPROVAL						



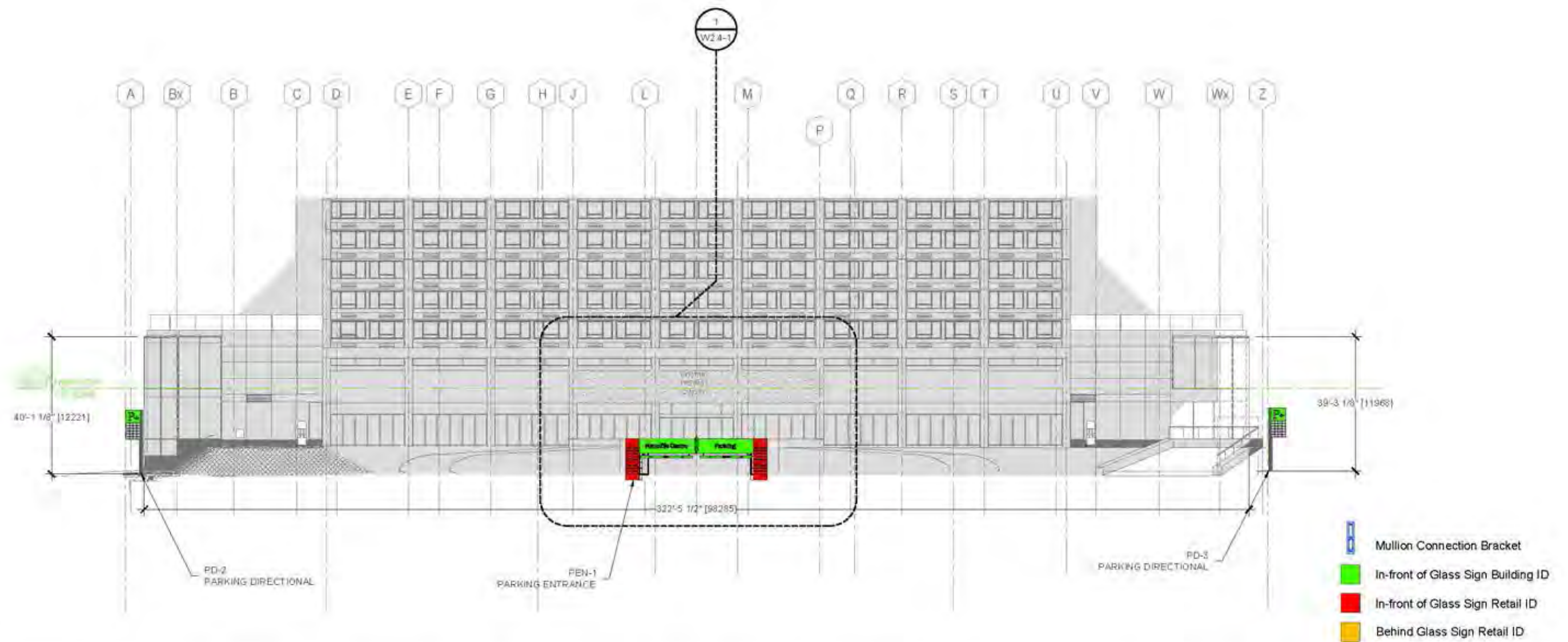
 Kramer Tel: 416.921.1078 Design Fax: 416.921.9934 Associates: www.kramer-design.com	CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE		TITLE	Balmuto St. East Elevation Left Section	DWG No W2.3-1
					Signage Master Plan Application March 05, 2018				
					Master Plan Amendment November 13, 2018				
					Master Plan Amendment 2 November 07, 2019				
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						APPROVAL			

CHARLES ST. (SOUTH ELEVATION) Total Façade Elevation: 1188.73 meters squared

Code	Sign Name	Sign Type	Area (sq.m.)	Building Façade	Percentage(%) of Elevation
PD-2	Parking Directional	Ground Sign	n/a	Bay/Charles	n/a
PD-3	Parking Directional	Ground Sign	n/a	Balmuto/Charles	n/a
PEN-1	Parking Entrance	Wall Sign	11.16	Charles	0.94%
Total:			11.16		0.94%

Charles St. South Elevation

NOTE:
All signage on ground level and
2nd level have been already
approved in previous Signage
Master Plan Application
File: 18-125369
Decision Date: June 7, 2018



1. South Elevation
W2.4 1/32" = 1'-0"



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CLIENT **Manulife Real Estate**

PROJECT **Manulife Centre**
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Application March 05, 2018
Master Plan Amendment November 13, 2018
Master Plan Amendment 2 November 07, 2019

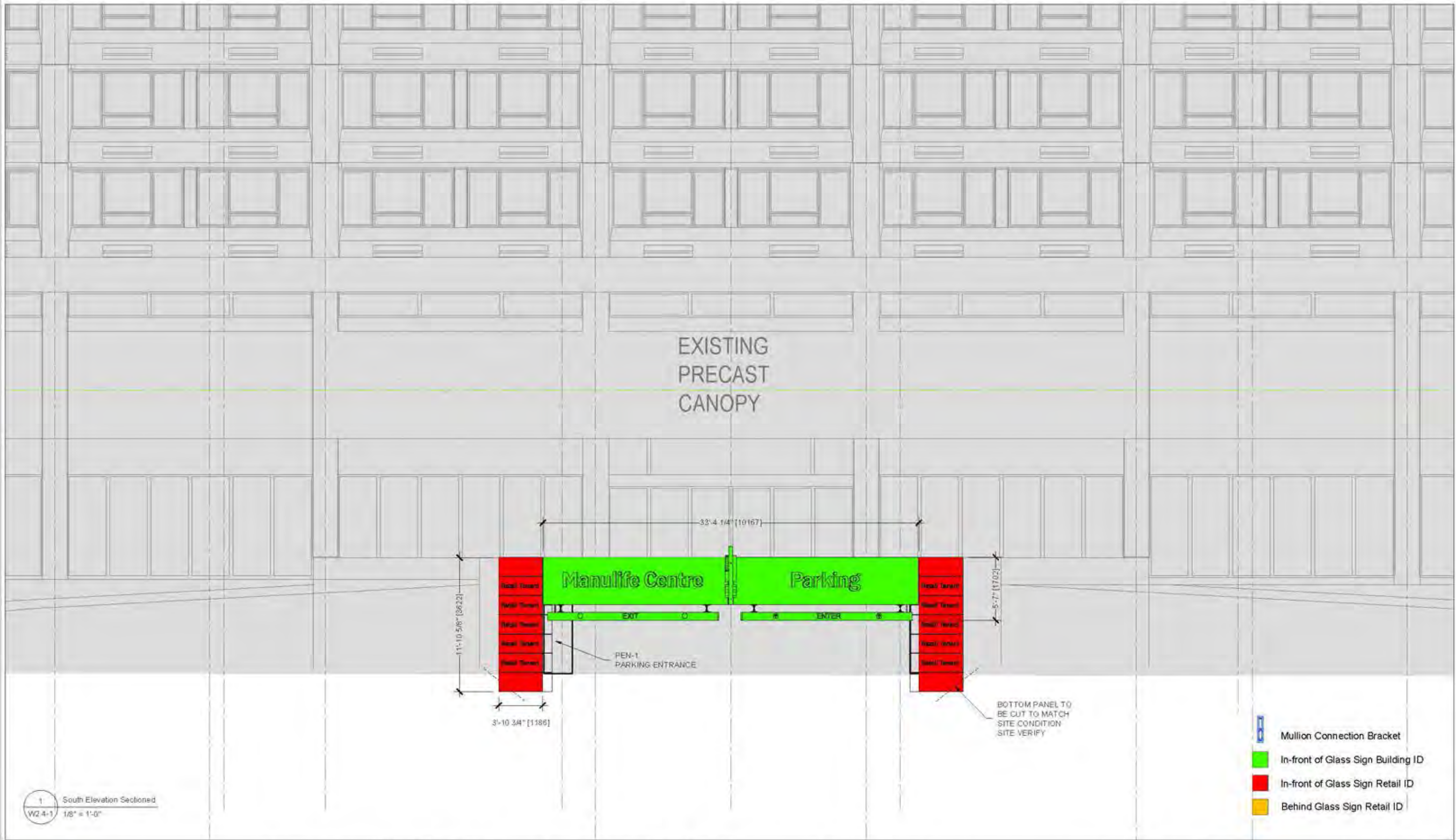
TITLE Charles St.
South Elevation
Percentage Utilization

APPROVAL

DWG No

W2.4

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1" South Elevation Sectioned
W2.4-1 1/8" = 1'-0"



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CLIENT **Manulife Real Estate**

PROJECT **Manulife Centre**
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Application March 05, 2018
Master Plan Amendment November 13, 2018
Master Plan Amendment 2 November 07, 2019

TITLE Charles St.
South Elevation
Close up

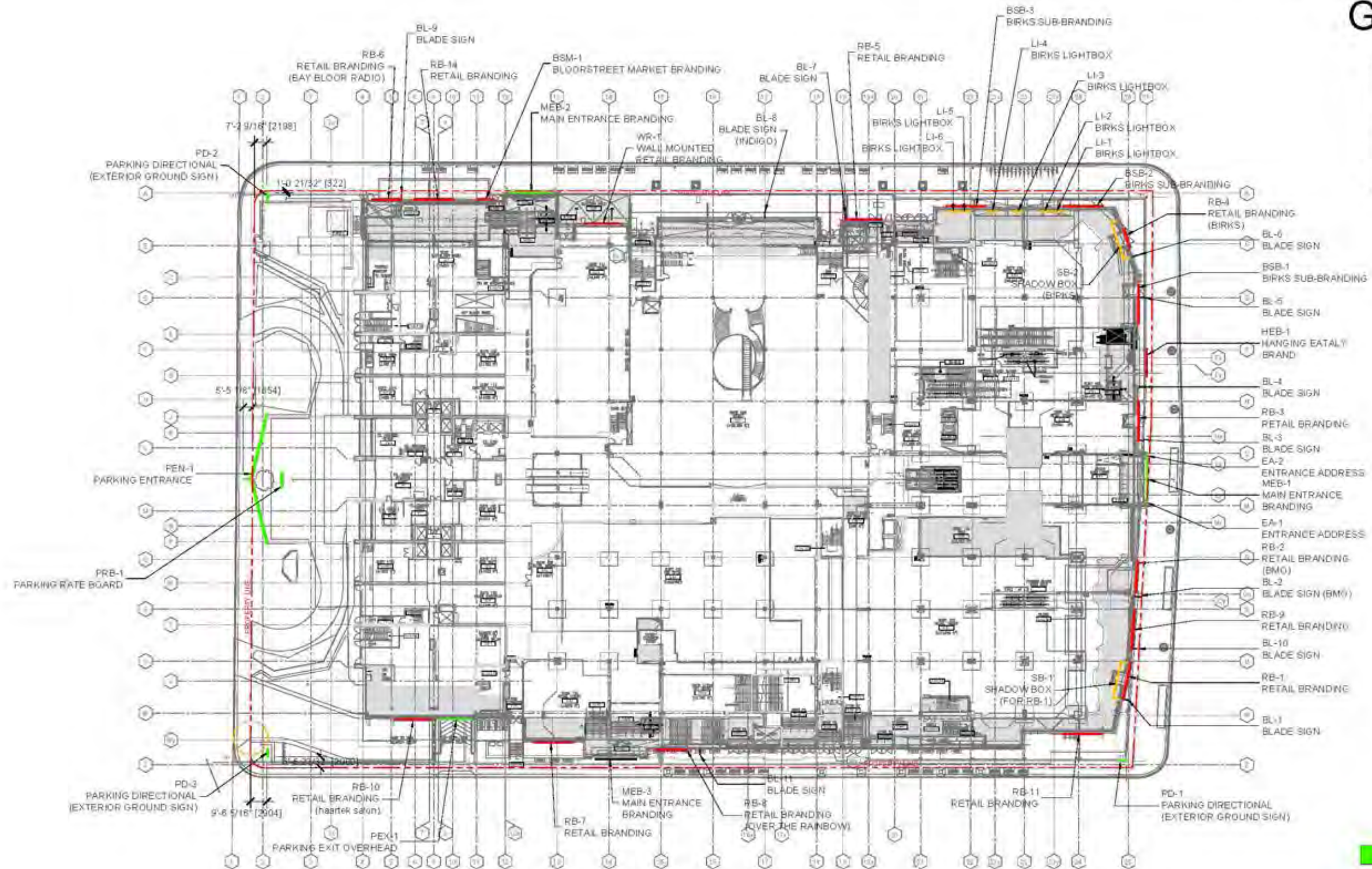
APPROVAL

DWG No
W2.4-1

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Exterior Signage Ground Level

NOTE:
All signage on ground level and
2nd level have been already
approved in previous Signage
Master Plan Application
File: 18-125369
Decision Date: June 7, 2018



- In-front of Glass Sign Building ID
- In-front of Glass Sign Retail ID
- Behind Glass Sign Retail ID

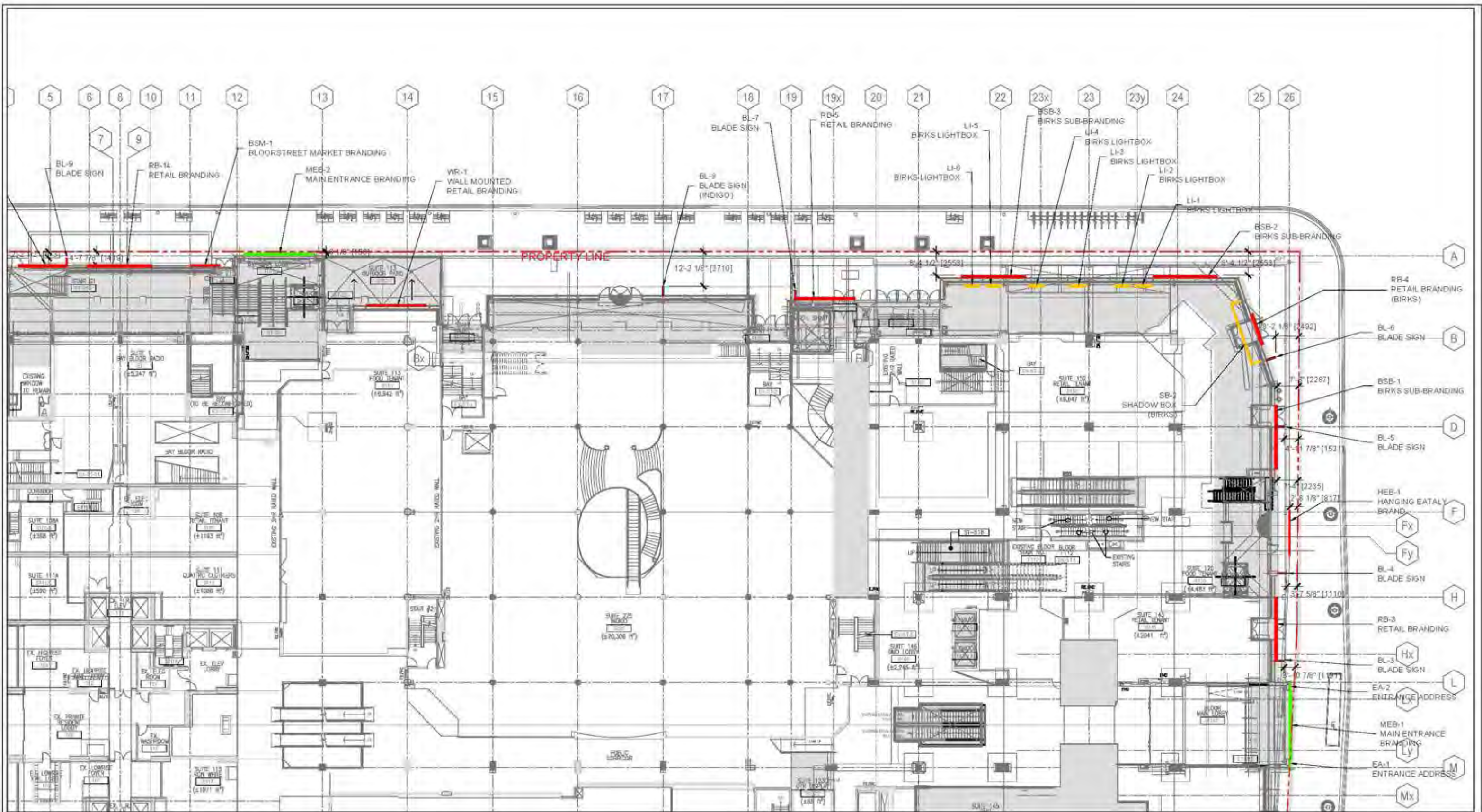
Site Plan
W1.1 1/84" = 1'-0"



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CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO
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DATE		TITLE	Exterior Signage Ground Level	DWG No
Signage Master Plan Application	March 05, 2018			W1.1
Master Plan Amendment	November 13, 2018			
Master Plan Amendment 2	November 07, 2019	APPROVAL		



Ground Level North West Section

1 Site Plan
W1.1-1 1/32" = 1'-0"



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CLIENT **Manulife Real Estate**

PROJECT **Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO**

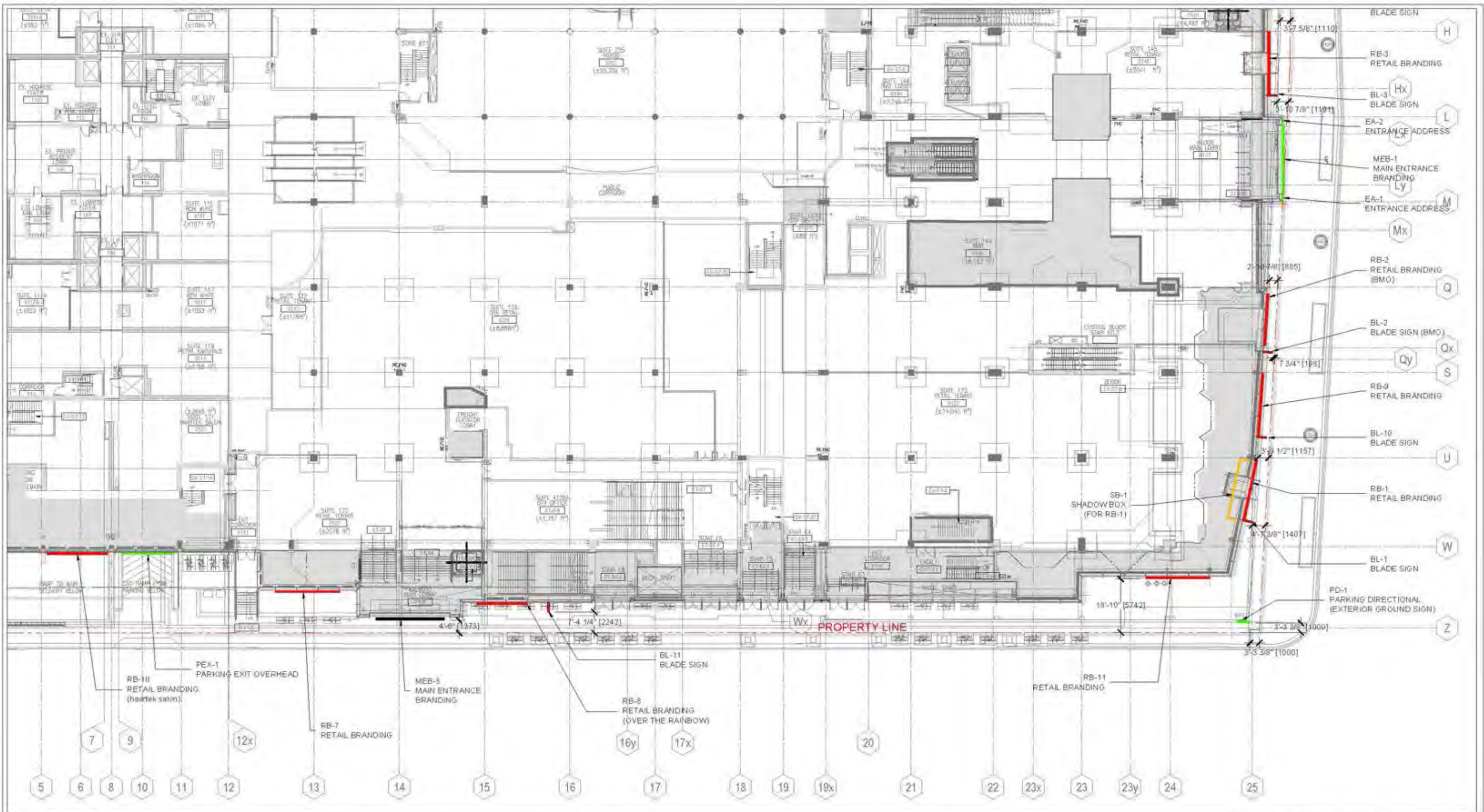
DATE	
Signage Master Plan Application	March 05, 2018
Master Plan Amendment	November 13, 2018
Master Plan Amendment 2	November 07, 2019

TITLE	
Exterior Signage Ground Level Section 1	
APPROVAL	

DWG No

W1.1-1

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1 Site Plan
W1.1-2 1/32" = 1'-0"

Ground Level North East Section



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Associates www.kramer-design.com

CLIENT **Manulife Real Estate**

PROJECT

Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO

DATE

Signage Master Plan Application March 05, 2018
Master Plan Amendment November 13, 2018
Master Plan Amendment 2 November 07, 2019

TITLE

Exterior Signage
Ground Level
Section 2

APPROVAL

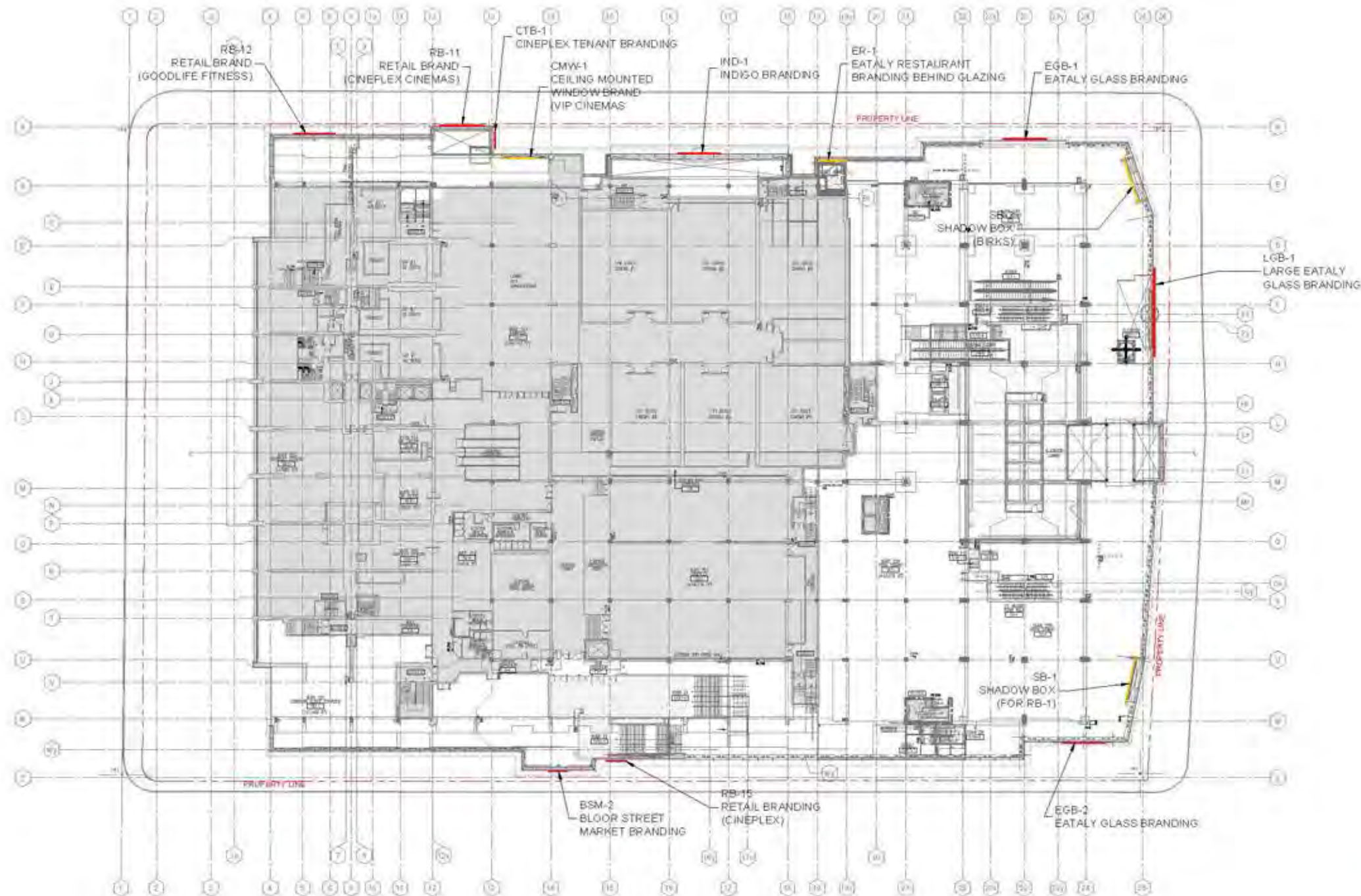
DWG No

W1.1-2

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Exterior Signage 2nd Level

NOTE:
All signage on ground level and
2nd level have been already
approved in previous Signage
Master Plan Application
File: 18-125369
Decision Date: June 7, 2018



- In-front of Glass Sign Building ID
- In-front of Glass Sign Retail ID
- Behind Glass Sign Retail ID

1 Site Plan
W1.2 1/8" = 1'-0"



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Associates www.kramer-design.com

CLIENT Manulife Real Estate

PROJECT Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Application March 05, 2018
Master Plan Amendment November 13, 2018
Master Plan Amendment 2 November 07, 2019

TITLE Exterior Signage
2nd Level

APPROVAL

DWG No

W1.2

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1 Site Plan
W1.2-2 1/32" = 1'-0"

Second Level North East Section



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CLIENT **Manulife Real Estate**

PROJECT **Manulife Centre**
55 Bloor Street West
TORONTO, ONTARIO

DATE	
Signage Master Plan Application	March 05, 2018
Master Plan Amendment	November 13, 2018
Master Plan Amendment 2	November 07, 2019

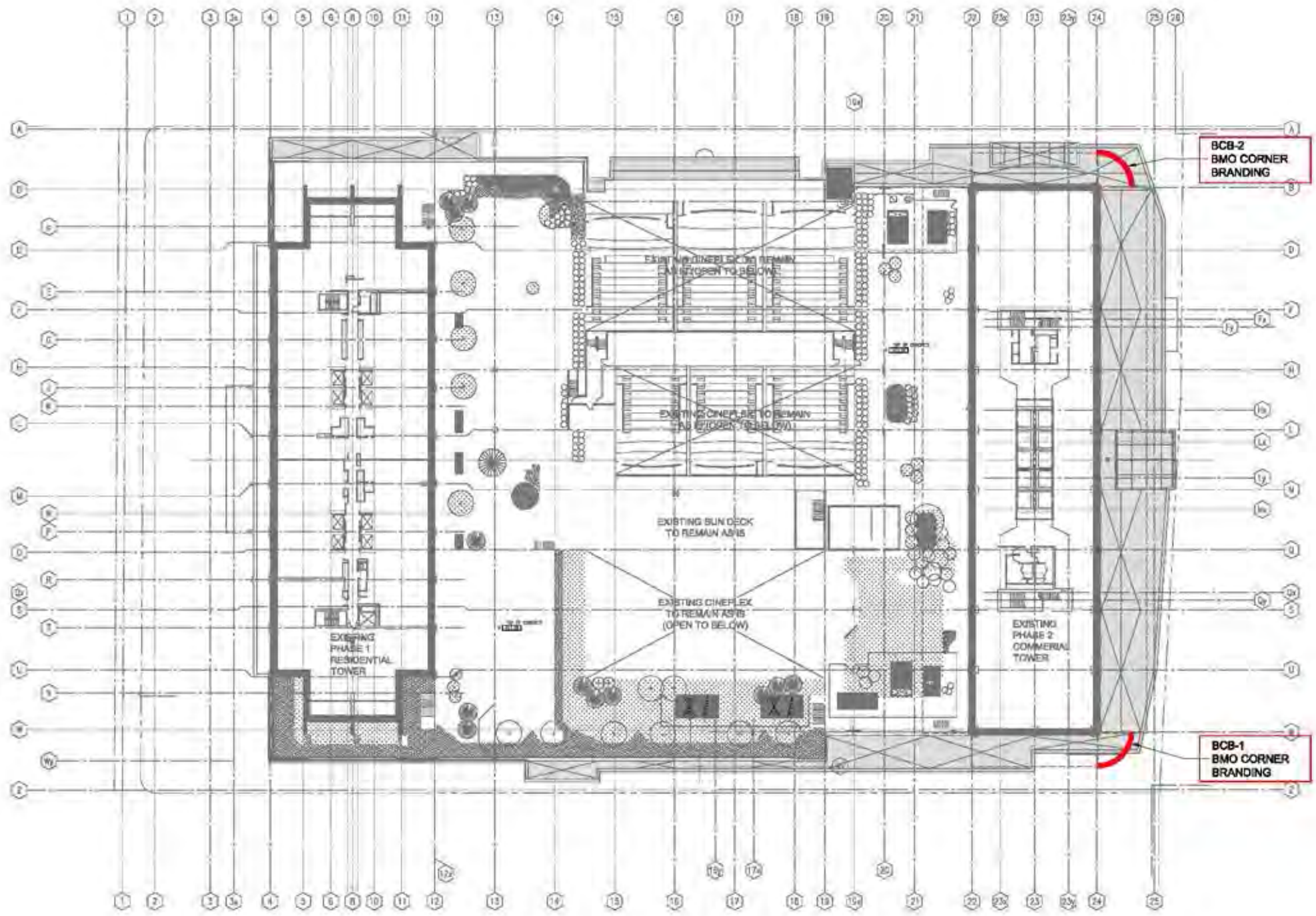
TITLE
Exterior Signage Second Level Section 1
APPROVAL

DWG No

W1.2-2

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Exterior Signage 3rd Level



- In-front of Glass Sign Building ID
- In-front of Glass Sign Retail ID
- Behind Glass Sign Retail ID

1 Site Plan
W1.3 1/84" = 1'-0"

KDA
Kramer Tel: 416.921.1078
Design Fax: 416.921.9934
Associates www.kramer-design.com

CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO
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DATE	
Signage Master Plan Application	March 05, 2018
Master Plan Amendment	November 13, 2018
Master Plan Amendment 2	November 07, 2019

TITLE	Exterior Signage 3rd Level
APPROVAL	

DWG No
W1.3



Signage Master Plan

Folder No.	Date (yyyy-mm-dd)
	2018-03-05

Project Information

Street No.	Street Name	Lot No.	Plan No.
55	BLOOR STREET WEST		
Description of Proposal: MASTERPLAN COVERING ALL PROPOSED TENANT SIGNAGE AS PART OF MANULIFE CENTRE EXPANSION / RENOVATION PLAN			
If this is an application for the modification or restoration of existing signs, please provide the following for each sign:			
Existing Sign Dimensions		Locations	
NONE			
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): SEE ADDITIONAL SUPPORTING RATIONALE DOCUMENT			

Property Owner Information

First Name		Last Name	
MICHAEL		MOTZ	
Company Name (if applicable)			Telephone No.
MANULIFE REAL ESTATE			416-323-2556
Street No.	Street Name	Suite/Unit No.	Mobile No.
55	BLOOR STREET WEST	200	
City/Town	Province	Postal Code	Fax No.
TORONTO	ON	M4W1A5	416-923-2134
E-mail Address			
MICAHEL_MOTZ@MANULIFE.COM			

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

First Name I, TED		Last Name BYUN	
Company Name KRAMER DESIGN ASSOCIATES LIMITED			Telephone No. 416.921.1078
Street No. of 103	Street Name DUPONT	Suite/Unit No.	Mobile No.
City/Town TORONTO	Province ONTARIO	Postal Code M5R1V4	Fax No.
E-mail Address TED@KRAMER-DESIGN.COM			
Do hereby declare the following:			
- That I am ☐ the Property Owner as stated above ☐ the owner's authorized agent. ☒ an officer/employee of KDA, 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		TED BYUN Print Name	
		2018-01-30 Date (yyyy-mm-dd)	

The personal information on this form is collected under the City of Toronto Act, 2006, s. 136(c) and Chapter 694, Signs, General, of the City of Toronto Municipal Code. The information collected will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, M5H 2N2 416-392-4235

14-0091 2013-08

Signage Master Plan

Folder no.	Request Date (yyyy-mm-dd)
------------	---------------------------

This data sheet forms part of an application for a Signage Master Plan under Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street No.	Street Name	Lot No.	Plan No.
55	BLOOR STREET WEST		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
15979 SQM / 171996 SQFT		
No. of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
4		
Building Height(s)	No. of Storeys	Building(s) Gross Floor Area
PODIUM: 9.6M / 31'5"	PODIUM: 2, OFFICE:18, RES: 53	MAX: 159,329 SQM / 1,715,000 SQFT
Building Uses(s)		
MULTI USE BUILDING		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)	
North	COMMERCIAL (GAP, HOLT RENFREW, OFFICES, ETC)
South	COMMERCIAL (TD CANADA TRUST, TIM HORTONS, OFFICES, ETC), RESIDENTIAL HIGH RISE
East	COMMERCIAL (STARBUCKS, RABBA, ETC), RESIDENTIAL HIGH RISE
West	RESIDENTIAL HIGH RISE

Proposal

Please describe in detail what is being proposed (use additional pages if necessary) See attached Master Plan Rationale.

Continue on next page

Signage Master Plan

Criteria

The Signage Master Plan will be evaluated against criteria listed in Toronto Municipal Code Chapter 694-30A. Variances required for a Signage Master Plan may be approved, where it is established that the proposed signs:
• Belong to a sign class permitted in the sign district where the premises is located
• 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
• 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 694-15B
• Not alter the character of the premises or surrounding area
• Not be, in the opinion of the decision maker, contrary to the public interest

Please provide a rational 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.)
See attached Master Plan Rationale.

Continue on next page

Refer to Sign Matrix (Drawing W2.0)

Data Sheet
Signage Master Plan

Sign Information

Sign No.	Sign Type	Method of Copy Display	Sign Face Dimensions			Sign Depth (Metres)	Sign Height (From Grade in Metres)	Sign Weight (Kg)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (Vertical in Metres)	Width (Horizontal in Metres)	Area (m ²)					
					0					
					0					
					0					
					0					
					0					
					0					
					0					
					0					
					0					
					0					
					0					



March 5th, 2018

City of Toronto

Attn: Cindy Long / Examiner

Variance, Tax & Permits

Sign Bylaw Unit

City Hall, Ground Floor East

Toronto, ON M5H 2N2

Dear Cindy,

Re: **55 Bloor Street West - Signage Master Plan**
No: 17 225015 ZPR 00 ZR Folder RSN: 4236743
Proposed Use: COMMERCIAL

Kramer Design Associates (KDA), on behalf of Manulife Real Estate (Manulife), has developed a signage master plan for 55 Bloor (Manulife Centre) that occupies a complete City block with street frontages on Bloor Street, Bay Street, Balmuto Street and Charles Street in Toronto's fashionable Bloor-Yorkville BIA. The signage master plan complements the overall \$100 million investment Manulife has made to improve Manulife Centre for its office tenant BMO, retailers, visitors, shoppers and general public. The renovation of Manulife Centre represents a strong commitment to the area with improvements to Architecture, Landscape, Streetscape expression and Place-making.

Economic Importance of 55 Bloor Manulife Centre

Manulife Centre is an important economic force and vibrant mixed-use development with corporate offices of BMO Financial Group occupying 100% of the 16-storey, class A office tower with 3,000 employees working, shopping, dining in the Bloor Yorkville BIA. In addition to the office tower, the mixed-use development includes a 51-Storey residential tower with 800 suites, a three-storey retail centre anchored by BMO Banking Centre, Cineplex, Bloor Street Market, Birks, Indigo, LCBO and now, Canada's first Eatery - a retail, dining and specialty food shopping experience that will further enhance the Bloor Street shopping experience as a major Toronto destination.

Manulife Centre retained design architects MdeAS of New York City, who recently lead the design renovation of iconic First Canadian Place, and local Toronto Architects B+H to developed a dramatic new design that will enhance the streetscape experience with increased transparency and light along Bloor Street, Bay Street and Balmuto Street.

The distinctive dark granite streetscape paving of the Bloor Yorkville BIA will be extended up to the new building façade on Bloor Street and extend the full block along both Bay and Balmuto Streets.

Working in close coordination with the Architectural Team, KDA has developed a signage program that reinforces the new design with a coordinated system of sign fixtures that are light, transparent and flexible to showcase the unique brands of Manulife Centre.

Stakeholder Consultation

As part of the design and planning process, Manulife and B+H Architects met with Ward 27 Councillor Kristyn Wong Tam to review the design and obtain feedback to ensure the plan was supported for both the design and approach to public spaces.

Additionally, Manulife and B+H Architects met with the Bloor-Yorkville BIA through the design process to involve them in the overall design strategy and to ensure that they had support for the complete approach.

Concurrent with this process, KDA filed a Preliminary Project Review in 2017 and reviewed with staff.



Scope of Program

The signage master plan addresses the complete redesign of the retail podium with new:

1. Entrance Identification to Manulife Centre at three primary entrances.
2. Landmark Identification of BMO at the office tower corners on Bloor Street.
3. Standards for Retail Storefront Identification in keeping with the evolution of Bloor Street.
4. Improved Wayfinding Technology leading to three levels of below-grade public parking.

1. Entrance Identification to Manulife Centre

A new two storey glass cube entrance has been created for Bloor, Bay and Balmuto Streets to create a lighter, more transparent and welcoming arrival experience for visitors to Manulife Centre. The entrances will be branded with dimensional, illuminated lettering on a light steel rail that connects to the architectural glazing system of the building.

The entrances have been designed as distinctive architectural features of the podium façade to assist pedestrians in identifying the entries. The identification signage reinforces this approach with Manulife Centre branding along with address branding on Bloor Street.

2. Landmark Identification of BMO at the office tower corners on Bloor Street.

Reinforcing the look of the new glass retail podium, KDA has developed new corner landmark signage for BMO that includes signage on the 6th-storey of the 16-storey tower and architectural down-lighting that will lighten and beautify the corners. Consistent with the approach to retail branding at Manulife Centre, the identification of BMO is designed to reinforce the verticality of the architectural design in a sophisticated, elegant solution that speaks to the quality of the brand. The presence of the design solution speaks to BMO's long-term commitment to the neighbourhood with a lease commitment to 2035. Refer figures A-B below.



Figure A: Northeast corner of Bloor Street



Figure B: Northwest corner of Bloor Street

3. Standards for Retail Storefront Identification in keeping with the evolution of Bloor Street

Bloor Street storefronts have evolved over several decades to be more closely aligned with other major north American fashion streetscapes including Chicago's Magnificent Mile, New York's Madison Avenue, Paris's Avenue des Champs Elysées and London's Bond Street.

Refer figures C-F below.



3. Standards for Retail Storefront Identification in keeping with the evolution of Bloor Street (cont'd)



Figure C: Chicago's Magnificent Mile



Figure D: New York's Madison Avenue



Figure E: Paris's Champs Elysées



Figure F: London's Bond Street

Often referred to as Toronto's Mink Mile, Bloor Street has transformed to represent some of the most distinguished and iconic international brands with storefronts that are as much a branding statement as retail store.

Distinguishing differences include larger retail storefronts that are primarily two-storeys in height. Already evidenced by fashion stores Hermès, Dolce & Gabbana, Louis Vuitton and Tiffany & Co. Signage is dimensional and integrated with the storefront architecture and avoids the use of sign bands or sign boxes and instead utilizes dimensional, internally lit reproductions of brand identities. Refer figures G-J below.



Figure G: Hermès



Figure H: Dolce & Gabbana



Figure I: Louis Vuitton



Figure J: Tiffany & Co

4. Improved Wayfinding Technology leading to below grade public parking

New wayfinding will clearly direct vehicular traffic to parking entrance on Charles Street and provide advance information on available parking per level to improve traffic flow and customer service.

Refer to page 12-15 of 20.

Provincial Policy Statement and Provincial Plans

The Provincial Policy Statement (PPS) 2014 provides policy direction on matters of provincial interest related to land use planning and development. These policies support the goal of enhancing the quality of life for all Ontarians. Key policy objectives include building strong healthy communities; wise use and management of resources; and protecting public health and safety. The PPS recognizes that local context and character is important. Official Plans integrate all applicable provincial policies. Since the policies are outcome-oriented, the official plan is the most important vehicle for the implementation of the PPS. City Council's planning decisions are required, by the Planning Act, to be consistent with the PPS.

The Growth Plan for the Greater Golden Horseshoe provides a framework for managing growth including directions for where and how to grow; the provision of infrastructure to support growth; and protecting natural systems and cultivating a culture of conservation. City Council's planning decisions are required to conform, or not conflict, with the Growth Plan for the Greater Golden Horseshoe.

KDA's signage program recognizes the unique context of the Bloor Street streetscape and the character elements that are distinct to this fashionable neighbourhood for both residents and tourists.

Official Plan

The Bloor-Yorkville area is located within the *Downtown and Central Waterfront*, as shown on Map 2 (Urban Structure) of the Official Plan. As part of the Official Plan's growth strategy, the *Downtown* is identified, along with *Centres* and *Avenues*, as an area of intensification. The Official Plan outlines a growth strategy for the City that highlights the importance of the Downtown as one of a number of locations where growth in employment and residential uses are encouraged.



Official Plan (cont'd)

KDA's signage master plan supports the official plan with effective identification of retail and commercial office uses that supports the economic success of these mixed-use elements.

Within the Bloor-Yorkville area there are several land use designations including *Neighbourhoods*; *Apartment Neighbourhoods*; *Mixed-Use Areas*; and *Parks and Open Space Areas*. Bloor Street is part of the *Mixed-Use Areas*.

Mixed-Use Areas

The majority of the Bloor-Yorkville area is designated as *Mixed-Use Areas* in the land use maps of the Official Plan. The *Mixed-Use Areas* designation in the Official Plan provides for a broad range of commercial, residential and institutional uses, in single-use or mixed-use buildings, as well as parks and open spaces and utilities.

Development in *Mixed-Use Areas* is subject to a number of development criteria. In *Mixed-Use Areas* developments will: locate and mass new buildings to provide a transition between areas of different development intensity and scale; provide appropriate setbacks and/or stepping down of heights, particularly towards lower scale *Neighbourhoods*; locate and mass new buildings so as to adequately limit shadow impacts on adjacent *Neighbourhoods* particularly during the spring and fall equinoxes; provide good site access and circulation and an adequate supply of parking for residents and visitors; provide an attractive, comfortable and safe pedestrian environment; locate and screen service areas, ramps and garbage storage to minimize the impact on adjacent streets and residences; and provide indoor and outdoor recreation space for building residents in every significant multi-unit residential development.

The signage master plan for Manulife Centre supports both the Official Plan and the specific vision for *Mixed-Use Areas* with clear wayfinding, excellent provision for parking and clear identification of anchor office tower and retail uses.

The proposed signage master plan gives special prominence to BMO, a significant financial company fully occupying the 55 Bloor 16-storey tower and a key retail financial anchor within the commercial podium. This recognizes the importance of strong professional office uses to the overall success of a mixed-use area.

The purpose of the Manulife Centre Signage Master Plan is to:

1. Brand and Identify Manulife Centre;
2. Brand and Identify BMO – the major tenant;
3. Identify Anchor Retail Tenants;
4. Identify and Direct to Public Parking entrance on Charles Street; and
5. Identify and Direct to Retail concourse and access to Public Transit.

The signage consists of a palette of materials that utilize stainless steel, dimensional lettering, energy-efficient LED lighting, as well as static digital displays to address parking content.

The design of the sign program, materiality and scale has been carefully coordinated in concert with the overall building architectural design.

The revitalization of Manulife Centre represents a significant streetscape renewal along Bloor, Bay and Balmuto Streets. The design of the signage program complements and fits with the visual appearance of this enhanced and coordinated streetscape.



Adjacent Properties

The signage will have no adverse impact on the appearance of the area and functions as a visual upgrade to the streetscape while providing an important integration with adjacent commercial buildings including Holt Renfrew Centre directly to the North, 60 Bloor West anchored by The Gap to the North, 1200 Bay Street anchored by Davis Shoes to the Northwest, 77 Bloor West anchored by TD Bank to the Southwest and 19 Bloor West, a standalone building for Scotiabank. [See photos below.](#)



Bloor and Bay North West Corner



Bloor and Bay North East Corner



Bloor and Bay South West Corner



Bloor and Bay South East Corner



Bay and Bloor North West Corner



Bay and Bloor North East Corner



Bay and Bloor South West Corner



Bay and Bloor South East Corner

55 Bloor wayfinding will effectively connect to adjacent buildings to the north and will continue to function as an important component of the underground concourse enabling pedestrian traffic to access TTC Bloor Street Station.



Signage Master Plan - Sign Types

The following addresses eight sign types that form this Signage master plan application:

1. Manulife Centre Entrance Branding #MEB-1,2,3 (Refer Figure 1.1-1.2)



Figure 1.1: Bloor Street Entrance



Figure 1.2: Typical of Bay and Balmuto Street Entrances

The purpose of Manulife Centre entrance branding (refer figure 1.1-1.2) is to brand and identify Manulife Centre in a manner that clearly highlight the arrival points on Bloor, Bay and Balmuto Streets. The Bloor Street entrance includes the Municipal address 55 Bloor as this is also the formal arrival point for the office tower and all 3,000 employees of BMO, as well as visitors.

Entrance identification is essential to clear public wayfinding and will be internally lit for daytime and nighttime visibility.

The design of the sign, materiality and scale was coordinated in concert with the overall building architecture and landscape design and is appropriate to the scale of the building.

Proposed entrance identification has no adverse impact on the appearance of the area and functions as a visual upgrade to existing entrance identification in design and materiality.

The program will improve public circulation providing clear identification.

Sign No.	Codes	Bylaw	Proposal	Variance Requested
1. Wall Sign	694-21d(5)(a)	The sign shall not be erected above the second storey.	Proposed entrance identification is within the second storey.	Complies with Bylaw



2. Retail Wall Signs # RB1-13, BSB-1,2, CTB-1, WR1, CMW1, BSM1-2, EGB 1-2, IND-1 (Refer Figure 2.1-2.2)



Figure 2.1 Typical Retail Brand Wall Sign



Figure 2.2 Birks Brand Sign

The proposed Retail Wall Signs have been design to present a clean and consistent datum line wrapping the retail podium fronting Bloor Street, Bay Street and Balmuto Street.

Retail Wall Signs have been designed as sculptural letters that appear to visually stand on a dimensional ledge- rail that integrates with the storefront glazing system. The ledge-rail is a consistent design element throughout the Manulife Centre Signage Program.

The Retail Tenant brands will be coordinated in size and position while allowing for unique brand colours and letterform and symbols to create a dynamic, varied retail streetscape.

The proposed Retail Wall Signs conforms to the City bylaw and requires no variances.

Design of the sign, materiality and scale was coordinated in concert with the overall building architecture and makes a significant visual statement related to overall retail expression.

The design fits with the enhanced streetscape appearance of Bloor Street. It will have no adverse impact on the appearance of the area and functions as a visual upgrade to the overall streetscape.

It will have no adverse impact on public safety and will function as a visual landmark for visitors arriving to Toronto.

Sign No.	Codes	Bylaw	Proposal	Variance Requested
2. Wall Sign	694-21d(5)(a)	The sign shall not be erected above the second storey.	Proposed entrance identification is within the second storey.	Complies with Bylaw.
2. Wall Sign	694-21d(5)(b)	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 on which the signs are erected.	Proposed combined sign face area for all retail brand wall signs, does not exceed 20 percent of the area of the wall at the first storey where the signs are erected.	Complies with Bylaw.
2. Wall Sign	694-21d(5)(c)	The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected.	Proposed combined sign face area for all retail brand wall signs, does not exceed 10 percent of the area of the wall at the second storey where the signs are erected.	Complies with Bylaw.



3. Window Shadow Box Signs # SB1 and SB2 (Refer Figure 3.1-3.2)



Figure 3.1: Birks Shadow Box



Figure 3.2: Example of Shadow Box at Louis Vuitton

Window Shadow Box Signs are two-storey retail features located behind the glass and intended to combine 3D architectural elements, graphic patterns, texture and lighting to enhance the overall visual interest of the retail facades. Refer to figure 3.1 and 3.2 above.

The propose of the Window Shadow Box Signs is to accentuate the verticality of the first-storey retail tenants in order to create a second-storey retail expression in keeping with the character of Bloor Street.

The Window Shadow Box Signs are behind the window glazing and can be updated to include sculptural objects, Scenography, artwork and product displays along with branding elements.

Window Shadow Box Signs will visually heighten the first-floor retail storefronts to create a fashionable, grander impact in keeping with Bloor Street. Composition, placement of the shadow boxes and scale was coordinated in concert with the overall building architecture and makes a positive visual statement related to overall Retail expression. The design fits and reinforces the enhanced streetscape appearance of Bloor Street.

Window Shadow Box Signs will have no adverse impact on the appearance of the area and functions as a visual upgrade to the overall streetscape. It will have no adverse impact on public safety and will function as a visual landmark for visitors arriving to the Toronto.

Sign No.	Codes	Bylaw	Proposal	Variance Requested
3. Window Sign	§ 694-6. 8 (a)	The total sign face area of all such signs shall not exceed 25 percent of the area of the window excluding its frame.	Proposed sign SB-1 to occupy 28.5% of window area and proposed sign SB-2 to occupy 72.2% of window area.	Variance required for two (2) shadowbox window signs to occupy 28.5% (SB-1) and 72.2% (SB-1) of respective window areas in order to function as a positive visual landmark.
3. Window Sign	§ 694-6. 8 (b)	The sign shall not be located above the second storey of a building.	Sign is contained within the first and second storey.	Complies with Bylaw.



4. Retail Projecting Signs # BL1 - BL11 (Refer Figure 4.1-4.2)



Figure 4.1: Retail Projecting Sign



Figure 4.2: Examples of Projecting sign on Bloor Street

The proposed Retail Projecting Signs have been design to present a clean and consistent datum line wrapping the retail podium fronting Bloor Street, Bay Street and Balmuto Street.

Retail Projecting Signs are design to contribute streetscape animation and are directed at pedestrian circulation walking east west along Bloor Street and north south on Bay and Balmuto Streets.

The Retail Projecting Signs will be coordinated in size and position while allowing for unique brand colours and letterform and symbols to create a dynamic, varied retail streetscape.

The proposed retail projecting signs conform to the City bylaw and requires no variances.

Design of the sign, materiality and scale was coordinated in concert with the overall building architecture and add a human scale element contributing to the overall Retail expression.

The design fits with the enhanced streetscape appearance of Bloor Street and the projecting signs add texture and visual interest to Manulife Centre.

It will have no adverse impact on the appearance of the area and functions as a visual upgrade to the overall streetscape.

It will have no adverse impact on public safety and will function as a visual landmark for visitors arriving to the Toronto.

Sign No.	Codes	Bylaw	Proposal	Variance Requested
4. Projecting Sign	694-14 H	There shall be a minimum vertical clearance of 2.5 metres from the ground, sidewalk or walkway to the lowest point of a projecting sign located above.	Clearance from walkway to underside of proposed sign is more than 2.5 m	Complies with Bylaw
4. Projecting Sign	694-21d(6)(b)	The sign shall not project more than 1.0 metres from any wall on which the sign is erected.	Proposed Sign is projecting 1.0 metres from the wall on which it is erected.	Complies with Bylaw
4. Projecting Sign	694-21d(6)(f)	The sign face shall not exceed 1.0 square metres.	Proposed Sign is 1.0 square metres and is designed as a consistent architectural feature of the façade.	Complies with Bylaw



5. Window Signs # L1-L6, ER-1, CMW-1 (Refer Figure 5.1-5.2)



Figure 5.1: Window Sign



Figure 5.2: Example of Window Signs on Bloor Street

The proposed Window Signs have been design to showcase the luxury brands of BIRKS on Bloor Street and Bay Street, and to visually establish the presence of key retail tenants Eataly and Cineplex on the second storey.

The Window Signs are designed to contribute to streetscape animation and are directed at pedestrian circulation walking east west along Bloor Street and north south on Bay Street.

Design of the sign, materiality and scale was coordinated in concert with the overall building architecture and add a human scale element contributing to the overall Retail expression.

The proposed Window Signs conform to the City bylaw and requires no variances.

The design fits with the enhanced streetscape appearance of Bloor Street and the Window Signs add texture and visual interest to Manulife Centre.

It will have no adverse impact on the appearance of the area and functions as a visual upgrade to the overall streetscape.

It will have no adverse impact on public safety and will function as a visual landmark for visitors arriving to the Toronto.

Sign No.	Codes	Bylaw	Proposal	Variance Requested
5. Window Sign	§ 694-6. 8 (a)	The total sign face area of all such signs shall not exceed 25 percent of the area of the window excluding its frame.	Sign face areas of all proposed window signs are less than 25% of the window area they occupy.	Complies with Bylaw
5. Window Sign	§ 694-6. 8 (b)	The sign shall not be located above the second storey of a building.	Signs are contained within the first and second storey.	Complies with Bylaw



6. Parking Ground Signs # PED1-3 (Refer Figure 6.1-6.2)



Figure 6.1: Ground Sign



Figure 6.2: Existing parking Ground Sign on Bloor Street

The design of the Parking Ground Signs fit with the enhanced streetscape appearance of Bloor Street and adds texture and visual interest to Manulife Centre, while providing improved vehicular wayfinding.

It will have no adverse impact on the appearance of the area and functions as a visual upgrade to the overall streetscape.

It will have no adverse impact on public safety and will function as a visual landmark for visitors arriving to the Toronto.

Sign No.	Codes	Bylaw	Proposal	Variance Requested
6. Parking Ground Sign	694-21d(3)(a)	There shall be no more than one such sign erected per frontage.	(1) Located on Bloor St. frontage, (1) Located on Balmuto frontage and (1) Located on Bay St. frontage.	Complies with Bylaw
6. Parking Ground Sign	694-21D(3) (f)	The sign shall not be erected within 2.0 metres of the property-line.	(1) sign (PD-2) located 0.32 m from property line (1) sign (PD-1) located 1.0 m from property line, (1) sign (PD-3) located more than 2.0 from property line.	Variance required for two (2) ground signs to be located within 2.0 m of property line to provide effective wayfinding, and in a manner that coordinates with landscape features and does not negatively impact circulation.
6. Parking Ground Sign	694-14E	Signs shall display static copy only.	Proposed signs include static digital displays to communicate Public Parking Information.	Variance required for proposed sign includes double-sided static, LED displays to communicate parking information.
6. Parking Ground Sign	694-14R	No sign shall be located in a visibility zone.	Proposed signs are not located within a visibility zone.	Complies with Bylaw



5. Parking Ground Signs # PED1-3 (Refer Figure 6.1-8.2) (cont'd)

Sign No.	Codes	Bylaw	Proposal	Variance Requested
6. Parking Ground Sign	694-21 D (2)	A CR- Commercial Residential sign district may contain a Ground Sign providing direction erected at a point of vehicular ingress and egress to a premises.	Allowance for two (2) Ground Signs to be erected in locations which are not points of vehicular ingress/egress.	Requested variance for two (2) of three (3) Ground Signs to be erected in locations that are not points of vehicular ingress/egress.
6. Parking Ground Sign	694-21 D (2)(a)	A CR- Commercial Residential sign district may contain a Ground Sign providing direction erected at a point of vehicular ingress and egress to a premises provided the sign face area shall not exceed 0.5 square metres.	Proposed signs have a sign face area of 3.83 sq.m. Two (2) are not located at points of vehicular ingress/egress. One (1) is located at a point of vehicular ingress/egress.	Variance required for three (3) signs to have a sign face area of 3.83 sq. m. in order to effectively communicate parking and wayfinding information.
6. Parking Ground Sign	694-20 A (2)	In the case of an electronic wall sign, the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises does not exceed 30 percent of the sign face area.	Proposed parking ground sign bears an L.E.D. portion covering 40% of sign face area.	Variance required for L.E.D. portion of sign face to occupy 40% of sign face area in order to effectively communicate information to visitors.



7. Parking Entrance, Parking Rate Board, Parking Exit # PEN-1, PRB-1, PEX-1 (Refer Figure 7.1-7.6)

The parking entrance to Manulife Centre is located at the south end of the property on Charles Street, a narrow, two-way traffic street.

The function of the Parking Entrance Signs are to provide clear identification to east and west travelling vehicles on Charles Street and clearly identify the entry and exit lanes. Entrance signage combines a wall sign, two under-hanging signs and a blade sign for advance, notice of arrival.



Figure 7.1: Rendering of New Entrance

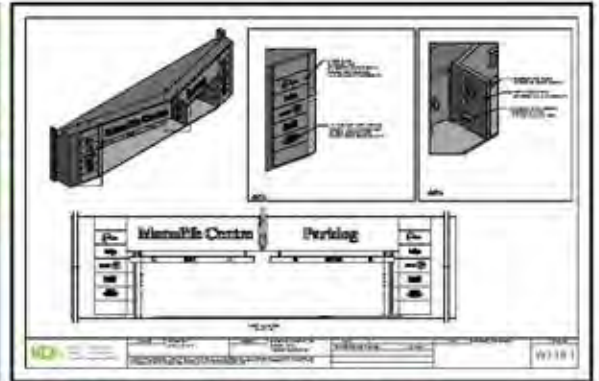


Figure 7.2: Technical Details of New Entrance

The projecting sign is located directly over the parking entrance and makes use of an internationally recognizable, large-scale 'P' icon combined with directional arrow and building brand.

Design of the projecting sign, materiality and scale was coordinated in concert with the overall building architecture and is appropriate to the scale of the building and parking entrances.

The design fits with the enhanced streetscape appearance of the development and the parking entrance overhanging sign and projecting sign visually coordinates with the overall Manulife Centre Signage Master Plan.

The proposal also includes a parking rate board electronic wall sign located 5 m inside the entrance of the parkade to inform drivers of parking rates, and an "Exit Only" wall sign located above the parking garage exit located on Balmuto street.



Figure 7.3: Rendering of Parking Rate Board



Figure 7.4: Plan view showing PEN -1 and PRB-1 locations

The Parking Entrance Signs have no adverse impact on the appearance of the area and functions as a visual upgrade to the existing parking entrance with improvements to functionality.

Signs will have no adverse impact on public safety and will function as a visual landmark for visitors arriving to Toronto.



7. Parking Entrance, Parking Rate Board, Parking Exit # PEN-1, PRB-1, PEX-1 (Refer Figure 7.1-7.6) (cont'd)

KDA has completed the design of more than a hundred public parking facilities including 200 King Street (Figure 7.3) and RBC Centre (Figure 7.4), as well as the City of Toronto Green 'P' Parking Signage System that is strongly identifiable. In each case, KDA has found that effective parking entrance identification requires both parallel wall signage and perpendicular, projecting signage.



Figure 7.5: 200 King Street



Figure 7.6: RBC Centre Parking Entrance

Sign No.	Codes	Bylaw	Proposal	Variance Requested
7a. Wall Sign	694-21d(5)(a)	The sign shall not be erected above the second storey.	Proposed entrance identification is within the second storey.	Complies with Bylaw.
7a. Wall Sign	694-21d(5)(b)	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 on which the signs are erected	Proposed sign face area does not exceed 20 percent of the area of the wall at the first storey on which the sign is erected.	Complies with Bylaw.
7b. Projecting Sign	694-21d(6)(f)	The sign face area shall not exceed 1.0 square metre	Proposed projecting sign is 1.76 sq.m. metres per face.	Variance required for an additional 0.76 square metres of coverage to effectively provide wayfinding and to visually align with the architectural design features.
7b. Projecting Sign	694-20d (6)(b)	The sign shall not project more than 1.0m from the wall on which the sign is erected	Proposed sign projects 1.22 m from the wall on which it is erected.	Variance required for sign to project 1.22 m from the wall on which it is erected to allow for effective identification of parking entrance.
7b. Projecting Sign	694-21 (6)(e)	Each sign face shall be perpendicular to the wall of the building on which the sign is erected.	Proposed sign faces are angled 103° from the walls on which the sign is erected	Variance required for sign faces to be angled 103° in order to visually align with architectural features. Note: sign to be erected at meeting point of two angled walls; perpendicularity is not possible.



7. Parking Entrance, Parking Rate Board, Parking Exit # PEN-1, PRB-1, PEX-1 (Refer Figure 7.1-7.6) (cont'd)

Sign No.	Codes	Bylaw	Proposal	Variance Requested
7c. Electronic wall Sign	694-20 A (2)	In the case of an electronic wall sign, the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises does not exceed 30 percent of the sign face area.	Proposed parking rate board electronic wall sign with L.E.D. portion covering 80% of sign face area. (Sign located 5m inside parkade)	Variance required for L.E.D. portion of sign face, to cover 80% of sign face area in order to effectively communicate information to drivers entering parkade.
7c. Electronic Wall sign	694-21 D	A CR-Commercial Residential sign district may contain the following: (Electronic wall sign not listed)	Proposed parking rate board electronic wall sign (located 5m inside parkade)	Variance required allowing for the erection of an electronic wall sign parking rate board as an integral element of the parkade, informing drivers of current rates.



8. Landmark Tower Branding / BCB-1, BCB-2 (Refer Figure 8.1-8.14)

The Landmark Tower Branding was envisioned by Kearns Manchini Architects in collaboration with project design Architects MdeAS of New York City and KDA as Signage Consultant. The design vision was to create unique place-making elements that celebrate the east west vistas along Bloor Street in a manner that adds visual interest and lightness to the original brutalist, concrete corners of the 16-storey tower. Refer Figure 8.1-8.2 below.



Figure 8.1: Northeast corner of Bloor Street



Figure 8.2: Northwest corner of Bloor Street

The design solution combines a curved band that visually floats in the inverted tower corners containing the BMO tower brand combined with architectural down-lighting utilizing energy efficient LED.

The Design Team recognized that the new façade of the retail podium, which is entirely glass and lit from within, called for a design solution to lighten the pre-cast concrete tower above to create a visual transition that is both pleasing and visually cohesive.

With a staff of 3000 working at 55 Bloor, BMO challenged the design team to create a unique branding solution that would be a point of pride for their staff and clients visiting the building daily.

BMO fully supports Manulife Centre's enhancement of the mixed-use program with increased second storey retail for EATALY, as it is extremely important that the office component of the development continues to have a strong visual presence within the new design program as demonstrated in the study views below looking East, West and South day and night. Refer Figure 8.3 – 8.8 below.



Figure 8.3: Daytime



Figure 8.4: Night-time

MdeAS Architects / Kramer Design looking east on Bloor Street



8. Landmark Tower Branding / BCB-1, BCB-2 (Refer Figure 8.1-8.14) (cont'd)



Figure 8.5: Daytime
MdeAS Architects / Kramer Design looking west on Bloor Street.



Figure 8.6: Night-time



Figure 8.7: Daytime
MdeAS Architects / Kramer Design looking west on Bloor Street.



Figure 8.8: Night-time

The proposed landmark, environmental brand feature both identifies the property and signals arrival to Toronto's Bloor-Yorkville BIA and Bloor Street Mixed-Use Area. The proposed sign integrates curved structural steel, dimensional lit branding and architectural down-lighting. Comparable to many other significant architectural office headquarters such as the *New York Times* Head Quarters by Renzo Piano Building Workshop and FX Fowl Architects (Figure 8.9); Daniels City for the Arts / Artscape Launchpad by RAW Architects and KDA (Figure 8.10); 731 *Lexington Avenue* by César Pelli & Associates (Figure 8.11) and 1585 *Broadway* by Gwathmey Siegel & Associates Architects (Figure 8.12), One York Sweeny & Co Architects and KDA (Figure 8.13), MdeAS Architects and B+H Architects (Figure 8.14).



8. Landmark Tower Branding / BCB-1, BCB-2 (Refer Figure 8.1-8.14) (cont'd)



Figure 8.9: Renzo Piano Workshop



Figure 8.10: RAW Architects / KDA



Figure 8.11: César Pelli & Assoc.



Figure 8.12: Gwathmey Siegel & Assoc.



Figure 8.13: Sweeny & Co Architects and KDA



Figure 8.14: MdeAS and B+H Architects

The BMO landmark signs are located at the sixth-storey bookending the Bloor Street façade at the corners of Bloor and Bay Streets and Bloor and Balmuto Streets.

The primary function is to celebrate and recognize the BMO Brand as the sole tenant of the 16-storey tower in a manner that contributes positively to the public realm and streetscape experience.

Design of the sign, materiality and scale was coordinated in concert with the overall building architecture and makes a significant visual statement related to both 'arrival' and 'placemaking'.

The design fits with the enhanced streetscape appearance of Bloor Street.



8. Landmark Tower Branding / BCB-1, BCB-2 (Refer Figure 8.1-8.14) (cont'd)

It will have no adverse impact on the appearance of the area and functions as a visual upgrade to the overall streetscape.

It will have no adverse impact on public safety and will function as a visual landmark for visitors arriving to the Toronto.

Sign No.	Codes	Bylaw	Proposal	Variance Requested
8. Wall Sign	694-21d(5)(a)	The sign shall not be erected above the second storey.	Proposed large-scale, architectural presentation of anchor tower name is located at the 6th storey.	Variance required to allow the erection of two (2) anchor tower name brand wall signs on the 6th storey, acting as unique place-making elements and creating a visually cohesive transition to the pre-cast concrete tower.

Conclusion

The Signage Master Plan for the renovated Manulife Centre has been a collaborative design process.

Working with design architects MdeAS of New York City, B+H Architects of Toronto, retail design specialists GHA of Montreal, Ward 27 Councillor Kristyn Wong-Tam, Sign Bylaw Staff, Bloor-Yorkville BIA, Anchor Commercial Office Tenant BMO and landlord Manulife Real Estate to ensure a cohesive and integrated approach to the overall signage master plan that reinforces the design of this premiere, mixed-use, area.

Manulife, BMO, KDA and Consultant team strongly believe that the proposed master plan will be a positive contribution to the vitality and success of Manulife Centre by helping to create a wonderful place for Torontonians to live, work and enjoy this beautiful destination area.

Also, please find attached a letter from project design architects MdeAS confirming support for the program.

Sincerely,

Jeremy J. Kramer / Principal & Creative Director
AOCAD, SEG, IAAPA

cc. Will Johnston / City of Toronto
Ted Van Viet / Toronto
Dan Shannon / MdeAS Architects, NYC
Stephane Raymond / B+H Architects
Peter McDonald / Manulife
Michael Baryn / Manulife
Michael Motz / Manulife
Dan Arts / BMO
Alexander Prescott / BMO
John Vezina / Manulife
Brian McCall / KDA
Janet Young / KDA

To:
Michael Bardyn
Manulife Real Estate
393 University Avenue, Suite 1550
Toronto, ON, M5G 1E6

Cc: Dan Cardone - Colliers Project Leaders
Jeremy Kramer - Kramer Design Associates Limited

12 February 2018

Dear Michael,

Manulife Center is a mixed-use development at Bloor Street composed of two towers anchored by a full block retail base. The base is being transformed into a dynamic retail center that highlights the various tenants' activities. BMO, the most prominent office tenant in the commercial tower signifies their presence through this proposed signage.

The proposed design for the BMO building signs reinforces the architecture of the existing building and current renovation of the base of the building. The dramatic corners of the tower are highlighted by the location of the sign and the proposed illumination. As a member of the architecture team responsible for the design of the new two-story base at Manulife Center, I support the building signs proposed by BMO, the major office building tenant.

Regards,



Dan Shannon
MdeAS Architects



ARCHITECTS

80 Bloor Street
West, Suite 1550
Toronto, Ontario
M5G 1E6
www.mdeas.com



5 5

B L O O R W E S T

Manulife Centre

Exterior Signage Master Plan

March 5, 2018



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Kramer Tel: 416.921.1078
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CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE	Signage Master Plan Submission March 05, 2018	TITLE	Table of Contents	DWG No
								W0.0
						APPROVAL		

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ALL EXTERIOR SIGNAGE (Level 1 and 2)

Code	Sign Name	Sign Type	Area (sq.m.)	Building Façade	Method of Copy Display	Length (Vertical)	Width (Horizontal)	Depth	Sign Height from Grade	Approx. Sign Weight	Illumination
MEB-1	Main Entrance Branding	Wall (Mullion Connection)	4.85	Bloor	Static Copy	0.66m	7.40m	0.26m	4.58m	165kg	Yes
MEB-2	Main Entrance Branding	Wall (Mullion Connection)	4.85	Bay	Static Copy	0.66m	7.40m	0.26m	4.68m	165kg	Yes
MEB-3	Main Entrance Branding	Wall (Mullion Connection)	4.85	Balmuto	Static Copy	0.66m	7.40m	0.26m	3.95m	165kg	Yes
EA-1	Entrance Address	Wall (Mullion Connection)	6.26	Bloor	Static Copy	1.60m	3.93m	0.21m	5.72m	100kg	Yes
RB-1	Retail Branding	Wall (Mullion Connection)	3.45	Bloor	Static Copy	0.53m	6.49m	0.26m	4.58m	140kg	Yes
RB-2	Retail Branding (Bank of Montreal)	Wall (Mullion Connection)	3.23	Bloor	Static Copy	0.92m	3.52m	0.26m	4.58m	140kg	Yes
RB-3	Retail Branding	Wall (Mullion Connection)	3.56	Bloor	Static Copy	0.53m	6.88m	0.26m	4.58m	140kg	Yes
RB-4	Retail Branding (Birks)	Wall (Mullion Connection)	11.42	Bloor	Static Copy	3.45m	3.31m	0.26m	4.27m	140kg	Yes
			4.35	Bay	Static Copy	3.45m	1.26m	-	-	-	Yes
RB-5	Retail Branding	Wall (Mullion Connection)	2.94	Bay	Static Copy	0.46m	6.42m	0.26m	5.19m	140kg	Yes
RB-6	Retail Branding (Bay Bloor Radio)	Wall (Mullion Connection)	3.67	Bay	Static Copy	0.53m	6.88m	0.26m	4.87m	140kg	Yes
RB-7	Retail Branding	Wall (Mullion Connection)	3.67	Balmuto	Static Copy	0.53m	6.88m	0.26m	4.04m	140kg	Yes
RB-8	Retail Branding (Over the Rainbow)	Wall (Mullion Connection)	2.97	Balmuto	Static Copy	0.38m	5.38m	0.26m	3.77m	140kg	Yes
RB-9	Retail Branding	Wall (Mullion Connection)	3.65	Bloor	Static Copy	0.53m	6.86m	0.26m	4.58m	140kg	Yes
RB-10	Retail Branding (haartek salon)	Wall (Mullion Connection)	3.48	Balmuto	Static Copy	0.53m	6.54m	0.26m	4.51m	140kg	Yes
RB-11	Retail Branding	Wall (Mullion Connection)	3.65	Balmuto	Static Copy	0.53m	6.85m	0.26m	4.58m	140kg	Yes
RB-12	Retail Branding (Cineplex Cinemas)	Wall (Mullion Connection)	9.28	Bay	Static Copy	1.26m	7.38m	0.26m	9.44m	140kg	Yes
RB-13	Retail Branding (Goodlife Fitness)	Wall (Mullion Connection)	4.74	Bay	Static Copy	0.74m	6.42m	0.26m	9.69m	140kg	Yes
LGB-1	Large Eatery Glass Branding	Wall (Glass Mounted)	17.79	Bloor	Static Copy	1.29m	13.74m	0.29m	7.62m	220kg	Yes
HEB-1	Hanging Eatery Brand	Canopy Hung Sign	2.65	Bloor	Static Copy	0.56m	4.75m	0.13m	4.32m	60kg	Yes
BSB-1	Birks Sub-Branding	Wall (Mullion Connection)	2.38	Bloor	Static Copy	0.35m	6.89m	0.26m	4.63m	75kg	Yes
BSB-2	Birks Sub-Branding	Wall (Mullion Connection)	2.88	Bay	Static Copy	0.42m	6.88m	0.26m	4.69m	60kg	Yes
BSB-3	Birks Sub-Branding	Wall (Mullion Connection)	2.88	Bay	Static Copy	0.42m	6.88m	0.26m	4.93m	60kg	Yes
CTB-1	Cineplex Tenant Branding	Wall (Mullion Connection)	3.2	Bloor	Static Copy	1.48m	2.17m	0.34m	7.88m	200kg	Yes
SB-1	Shadow Box (Retail Tenant #1)	Wall Sign (Behind Glass)	56.9	Bloor/Bay	Static Copy	9.72m	6.75m	n/a	0.21m	n/a	n/a
SB-2	Shadow Box (Birks)	Wall Sign (Behind Glass)	60.22	Bloor/Bay	Static Copy	9.77m	6.75m	n/a	0.21m	n/a	n/a
BL-1	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-2	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-3	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-4	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-5	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-6	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-7	Blade Sign	Blade (Mullion Connection)	0.2	Bay	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-8	Blade Sign	Blade (Mullion Connection)	0.2	Bay	Static Copy	1.00m	0.20m	1.00m	2.98m	60kg	Yes
BL-9	Blade Sign	Blade (Mullion Connection)	0.2	Bay	Static Copy	1.00m	0.20m	1.00m	2.73m	60kg	Yes
BL-10	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	Static Copy	1.00m	0.20m	1.00m	2.80m	60kg	Yes
BL-11	Blade Sign	Blade (Mullion Connection)	0.2	Balmuto	Static Copy	1.00m	0.20m	1.00m	3.30m	60kg	Yes
EGB-1	Eatery Glass Branding	Wall (Glass Mounted)	5.03	Bay	Static Copy	0.77m	6.53m	0.29m	10.23m	180kg	Yes
EGB-2	Eatery Glass Branding	Wall (Glass Mounted)	5.03	Balmuto	Static Copy	0.77m	6.53m	0.29m	9.29m	180kg	Yes
U-1	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	Static Copy	1.83m	1.22m	0.3m	0.62m	80kg	Yes
U-2	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	Static Copy	1.83m	1.22m	0.3m	0.67m	80kg	Yes
U-3	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	Static Copy	1.83m	1.22m	0.3m	0.75m	80kg	Yes
U-4	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	Static Copy	1.83m	1.22m	0.3m	0.75m	80kg	Yes
U-5	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	Static Copy	1.83m	1.22m	0.3m	0.77m	80kg	Yes
U-6	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	Static Copy	1.83m	1.22m	0.3m	0.79m	80kg	Yes
WR-1	Wall Mounted Retail Branding	Wall Sign	3.86	Bay	Static Copy	0.53m	6.91m	0.26m	5.95m	100kg	Yes
CMW-1	Ceiling Mounted Window Brand	Wall Sign (Behind Glass)	4.95	Bay	Static Copy	1.38m	3.59m	0.3m	8.35m	150kg	Yes
BSM-1	Bloorstreet Market Branding	Wall (Mullion Connection)	2.57	Bay	Static Copy	0.85m	3.13m	0.26m	4.41m	140kg	Yes
BSM-2	Bloorstreet Market Branding	Wall (Mullion Connection)	2.57	Balmuto	Static Copy	0.85m	3.13m	0.26m	6.66m	140kg	Yes
PD-1	Parking Directional	Ground Sign	n/a	Balmuto/Bloor	Static Copy	5.63m	1.48m	0.56m	0m	500kg	Yes
PD-2	Parking Directional	Ground Sign	n/a	Bay/Charles	Static Copy	5.63m	1.48m	0.56m	0m	500kg	Yes
PD-3	Parking Directional	Ground Sign	n/a	Balmuto/Charles	Static Copy	5.63m	1.48m	0.56m	0m	500kg	Yes
IND-1	Indigo Branding	Wall Sign	17.95	Bay	Static Copy	2.74m	6.54m	0.29m	6.70m	240kg	Yes
PEX-1	Parking Exit Overhead	Wall Sign	4.09	Balmuto	Static Copy	0.62m	6.60m	0.13m	1.07m	170kg	Yes
PEN-1	Parking Entrance	Wall Sign	11.16	Charles	Static Copy	3.62m	12.56m	n/a	0m	1000kg	Yes
ER-1	Eatery Restaurant Branding	Wall Sign (Behind Glass)	17.2	Bay	Static Copy	4.30m	4.00m	n/a	6.07m	n/a	Yes

EXTERIOR BMO CORNER BRANDING (Level 6)

BCB-1	BMO Corner Branding	Wall Sign	13.2 Bloor/18.5 Balmuto	Bloor/Balmuto	Static Copy	2.54m	7.28m	5.23m	18.92m	200kg	Yes
BCB-2	BMO Corner Branding	Wall Sign	13.5 Bloor/17.76 Bay	Bloor/Bay	Static Copy	2.54m	5.39m	6.99m	18.92m	200kg	Yes



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Associates: www.kramer-design.com

CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE	Signage Master Plan Submission	March 05, 2018	TITLE	Sign Matrix:	DWG No
							APPROVAL		W2.0a

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TENANT SIGNAGE

Code	Sign Name	Sign Type	Area (sq.m.)	Building Façade	Percentage(%) of Elevation
BANK OF MONTREAL					
RB-2	Retail Branding (Bank of Montreal)	Wall (Mullion Connection)	3.23	Bloor	0.33%
BCB-1	BMO Corner Branding	Wall Sign	See Elevation	Bloor	n/a
		North Elevation Total:	3.23		0.33%
BCB-2	BMO Corner Branding	Wall Sign	See Elevation	Bay	n/a
		West Elevation Total:	0		N/A
EATALY					
LGB-1	Large Eatery Glass Branding	Wall (Glass Mounted)	17.32	Bloor	1.76%
HEB-1	Hanging Eatery Brand	Canopy Hung Sign	2.65	Bloor	0.27%
		North Elevation Total:	19.97		2.03%
EGB-1	Eataly Glass Branding	Wall (Glass Mounted)	5.03	Bay	0.34%
ER-1	Eataly Restaurant Branding	Wall Sign (Behind Glass)	17.2	Bay	1.15%
		West Elevation Total:	22.23		1.48%
EGB-2	Eataly Glass Branding	Wall (Glass Mounted)	5.03	Balmuto	0.34%
		East Elevation Total:	5.03		0.34%
BIRKS					
RB-4	Retail Branding (Birks)	Wall (Mullion Connection)	Part of SB-2	Bloor	0.00%
BSB-1	Birks Sub-Branding	Wall (Mullion Connection)	2.38	Bloor	0.24%
SB-2	Shadow Box (Birks)	Wall Sign	60.22	Bloor	6.13%
		North Elevation Total:	62.6		6.38%
RB-4	Retail Branding (Birks)	Wall (Mullion Connection)	Part of SB-2	Bay	0.00%
BSB-2	Birks Sub-Branding	Wall (Mullion Connection)	2.88	Bay	0.19%
BSB-3	Birks Sub-Branding	Wall (Mullion Connection)	2.88	Bay	0.19%
LI-1	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-2	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-3	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-4	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-5	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-6	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
SB-2	Shadow Box (Birks)	Wall Sign (Behind Glass)	9.61	Bay	0.64%
		West Elevation Total:	28.75		1.92%

TENANT SIGNAGE (Cont.)

Code	Sign Name	Sign Type	Area (sq.m.)	Building Façade	Percentage(%) of Elevation
CINEPLEX CINEMAS					
CTB-1	Cineplex Tenant Branding	Wall (Mullion Connection)	3.2	Bloor	0.33%
		North Elevation Total:	3.2		0.33%
CMW-1	Ceiling Mounted Window Brand	Wall Sign (Behind Glass)	4.95	Bay	0.33%
RB-12	Retail Branding (Cineplex Cinemas)	Wall (Mullion Connection)	9.26	Bay	0.62%
		West Elevation Total:	14.23		0.95%
OVER THE RAINBOW					
RB-8	Retail Branding (Over the Rainbow)	Wall (Mullion Connection)	2.97	Balmuto	0.20%
		West Elevation Total:	2.97		0.20%
BAY BLOOR RADIO					
RB-6	Retail Branding (Bay Bloor Radio)	Wall (Mullion Connection)	3.67	Bay	0.24%
		West Elevation Total:	3.67		0.24%
BLOORSTREET MARKET					
BSM-1	Bloorstreet Market Branding	Wall (Mullion Connection)	2.57	Bay	0.17%
		West Elevation Total:	2.57		0.17%
BSM-2	Bloorstreet Market Branding	Wall (Mullion Connection)	2.57	Balmuto	0.17%
		East Elevation Total:	2.57		0.17%
GOODLIFE FITNESS					
RB-13	Retail Branding (Goodlife Fitness)	Wall (Mullion Connection)	4.74	Bay	0.32%
		West Elevation Total:	4.74		0.32%
INDIGO					
IND-1	Indigo Branding	Wall Sign	17.95	Bay	1.20%
		West Elevation Total:	17.95		1.20%
HAARTEK SALON					
RB-10	Retail Branding (haartek salon)	Wall (Mullion Connection)	3.48	Balmuto	0.24%
		East Elevation Total:	3.48		0.24%



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CLIENT **Manulife Real Estate**

PROJECT **Manulife Centre**
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Submission March 05, 2018

TITLE Sign Percentage Utilization
Matrix and Tenant Percentage

DWG No

APPROVAL

W2.0b

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Bay and Bloor North West Corner



Bay and Bloor North East Corner



Bay and Bloor South West Corner



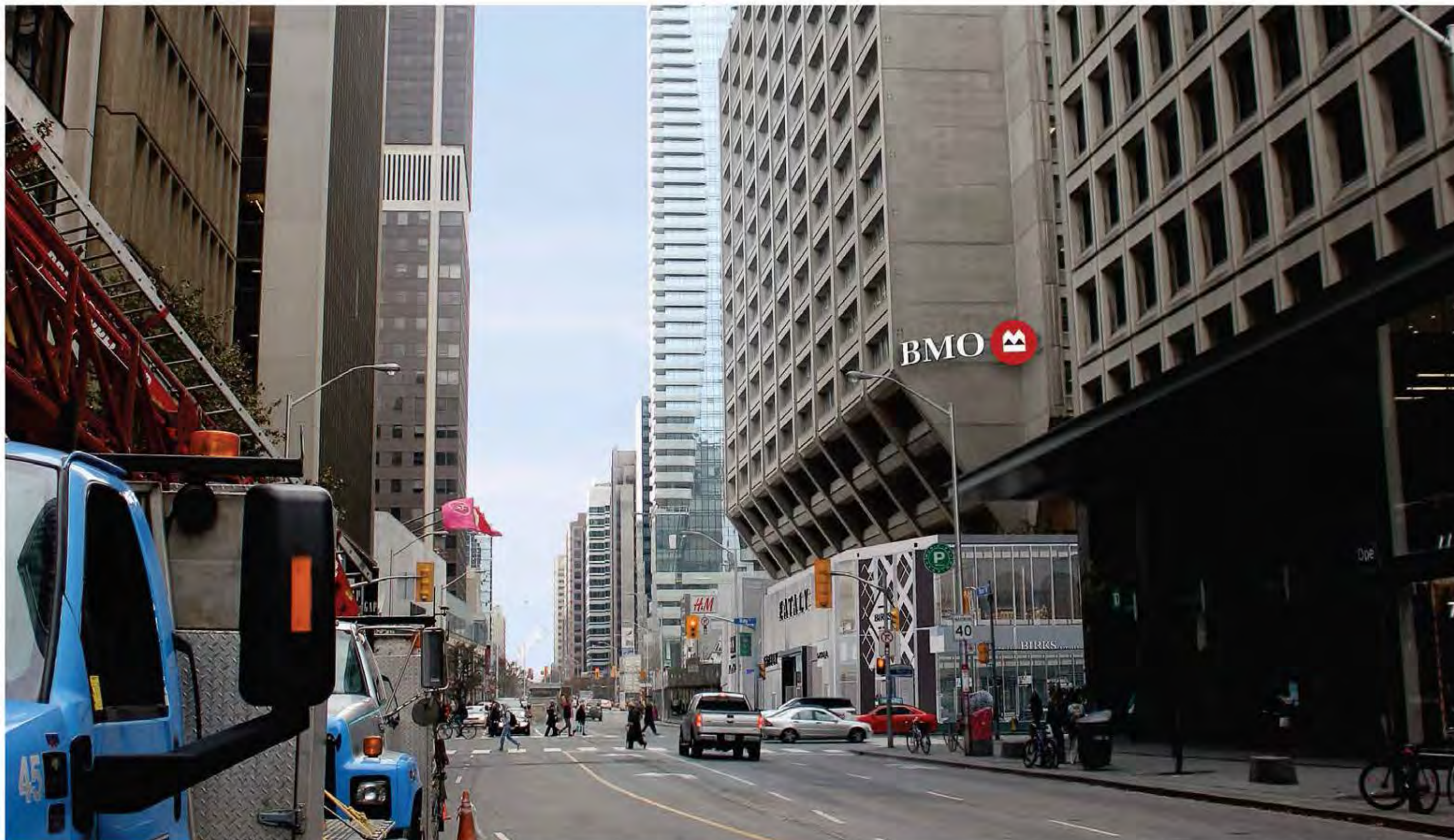
Bay and Bloor South East Corner



 KDA Associates Tel: 416.821.1078 Fax: 416.821.8834 www.kramer-design.com	CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE		TITLE	Context Bloor and Balmuto Inter- section	DWG No
					Signage Master Plan Submission	March 05, 2018			
					-	-			
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							Signage Master Plan Submission	March 05, 2018			W0.3
							-	-			
							-	-	APPROVAL		
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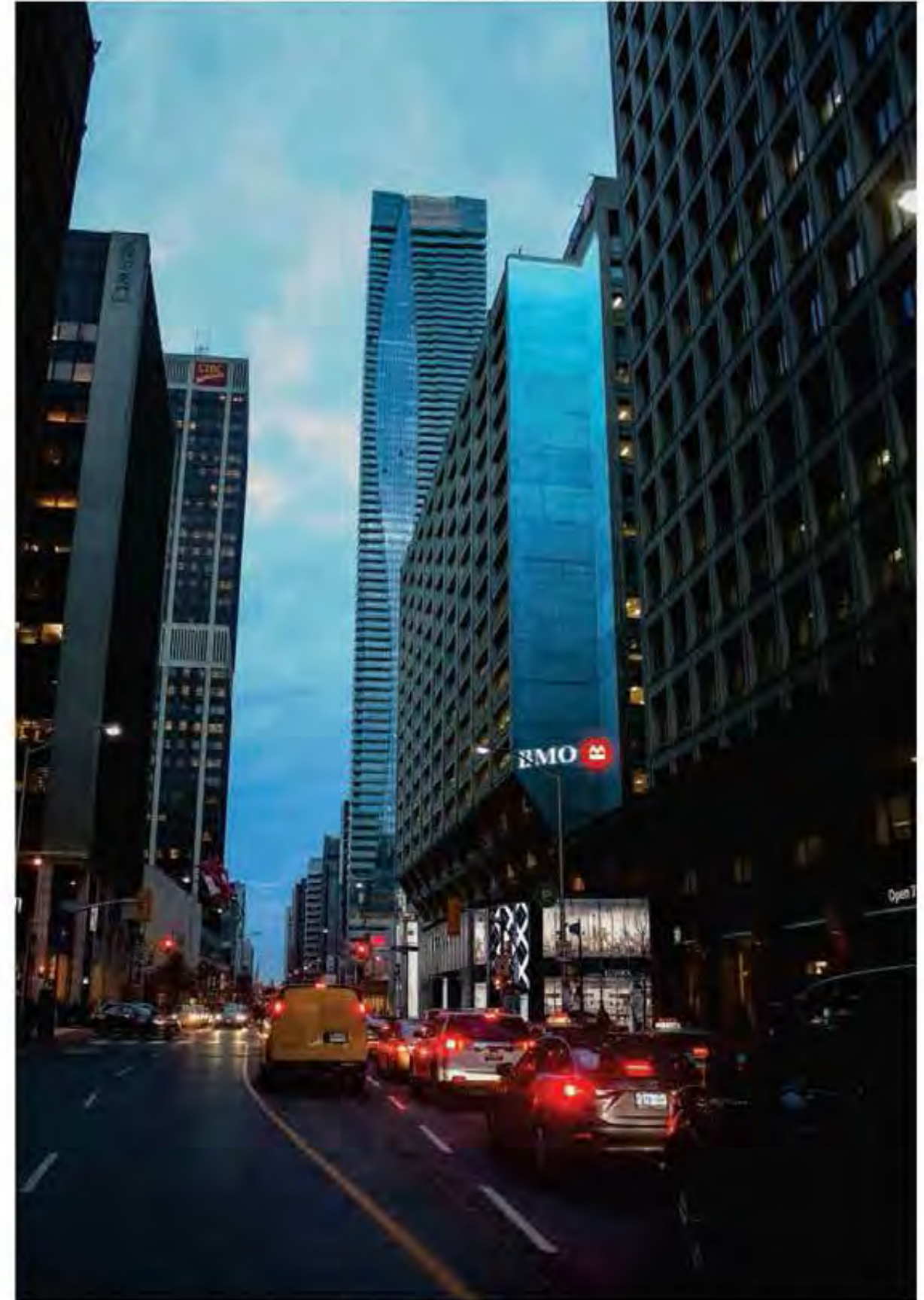
CLIENT Manulife Real Estate	PROJECT Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE	TITLE	Bloor and Bay Looking East Day	DWG No W0.5
		Signage Master Plan Submission March 05, 2018			
		-			
		-			
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		APPROVAL			



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CLIENT	PROJECT	DATE	TITLE	DWG No
Manulife Real Estate	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	Signage Master Plan Submission March 05, 2018	Bloor and Bay Looking East Night	W0.6
		-	-	
		-	APPROVAL	

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CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO
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DATE		TITLE	Bloor and Bay Looking East	DWG No
Signage Master Plan Submission	March 05, 2018			
-	-			
-	-	APPROVAL		W0.7



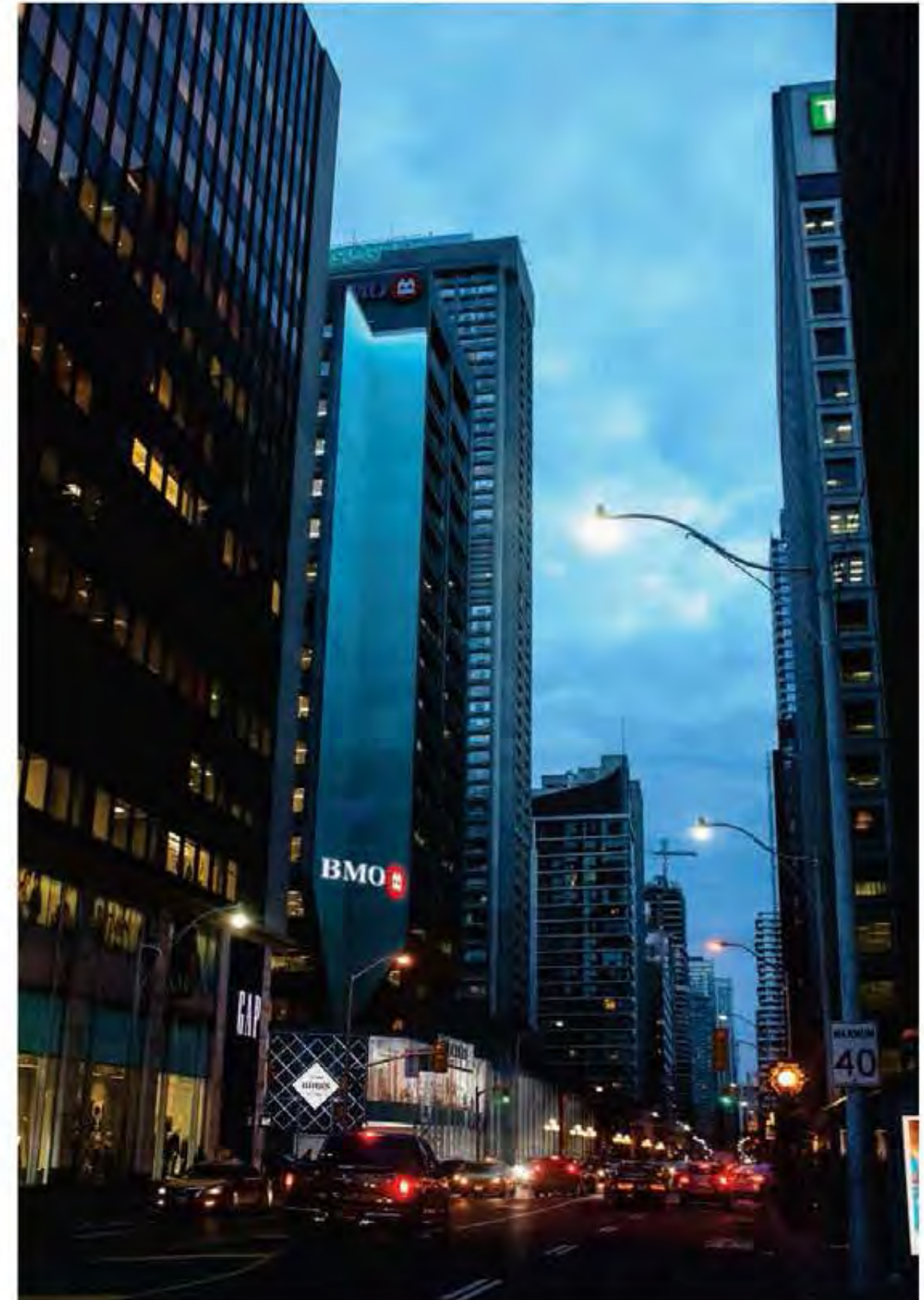
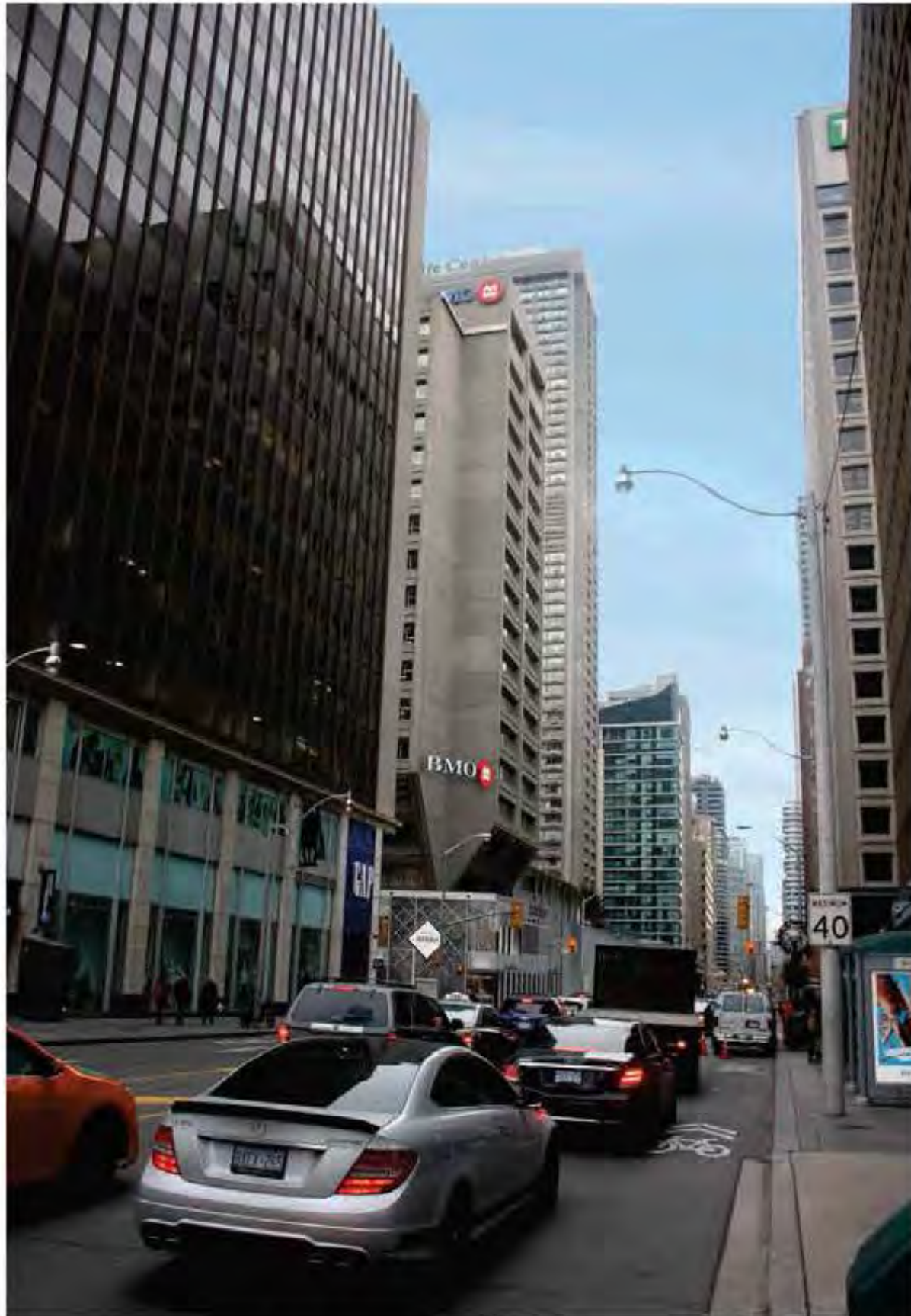
 Kramer Design Associates Tel: 416.921.1078 Fax: 416.921.9934 www.kramer-design.com	CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE		TITLE	Bloor and Bay Looking South Day	DWG No
					Signage Master Plan Submission	March 05, 2018			W0.8
					-	-			
					-	-	APPROVAL		
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					-			
					-	APPROVAL		W0.9

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CLIENT	PROJECT	DATE	TITLE	DWG No
Manulife Real Estate	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	Signage Master Plan Submission March 05, 2018	Bloor and Bay Looking South	W0.10
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		-	APPROVAL	



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CLIENT

Manulife Real Estate

PROJECT

Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO

DATE

Signage Master Plan Submission March 05, 2018

TITLE

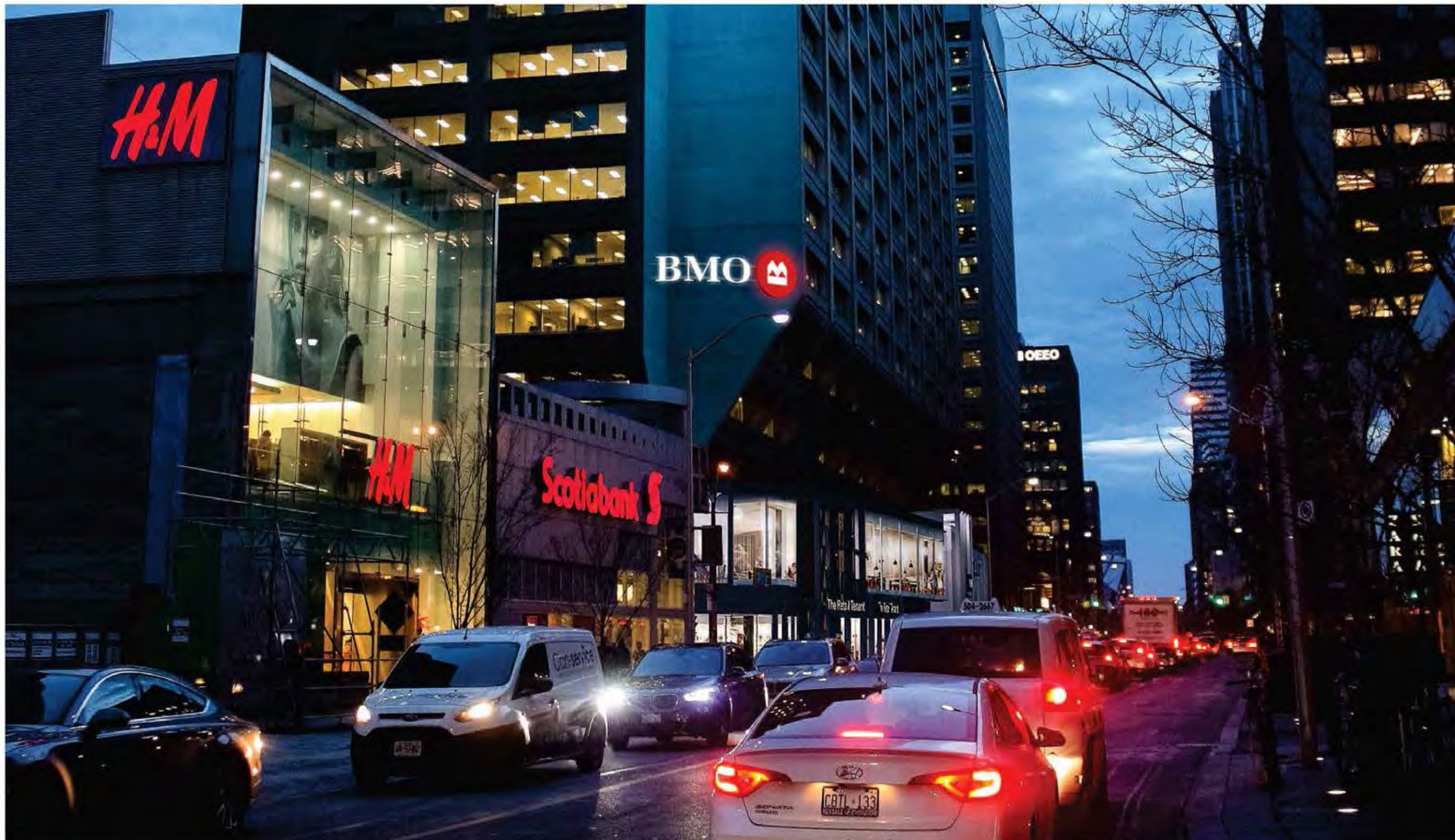
Bloor and Balmuto
Looking West
Day

DWG No

W0.11

APPROVAL

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CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE	Signage Master Plan Submission	March 05, 2018	TITLE	Bloor and Balmuto Looking West Night	DWG No	W0.12
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CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE	Signage Master Plan Submission March 05, 2018	TITLE	Bloor and Balmuto Looking West	DWG No	W0.13
						APPROVAL			

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Bloor St Main Entrance



Balmuto St Entrance



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CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE	Signage Master Plan Submission March 05, 2018	TITLE	Bloor Street Entrance and Balmuto Street Entrance Rendering	DWG No	W0.14
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CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE	Signage Master Plan Submission March 05, 2018	TITLE	Parking Entrance Rendering	DWG No
				-	-	APPROVAL		W0.15
				-	-			

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CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO		DATE		TITLE	Bloor and Bay Intersection Rendering	DWG No
					Signage Master Plan Submission	March 05, 2018			
							APPROVAL		W0.16

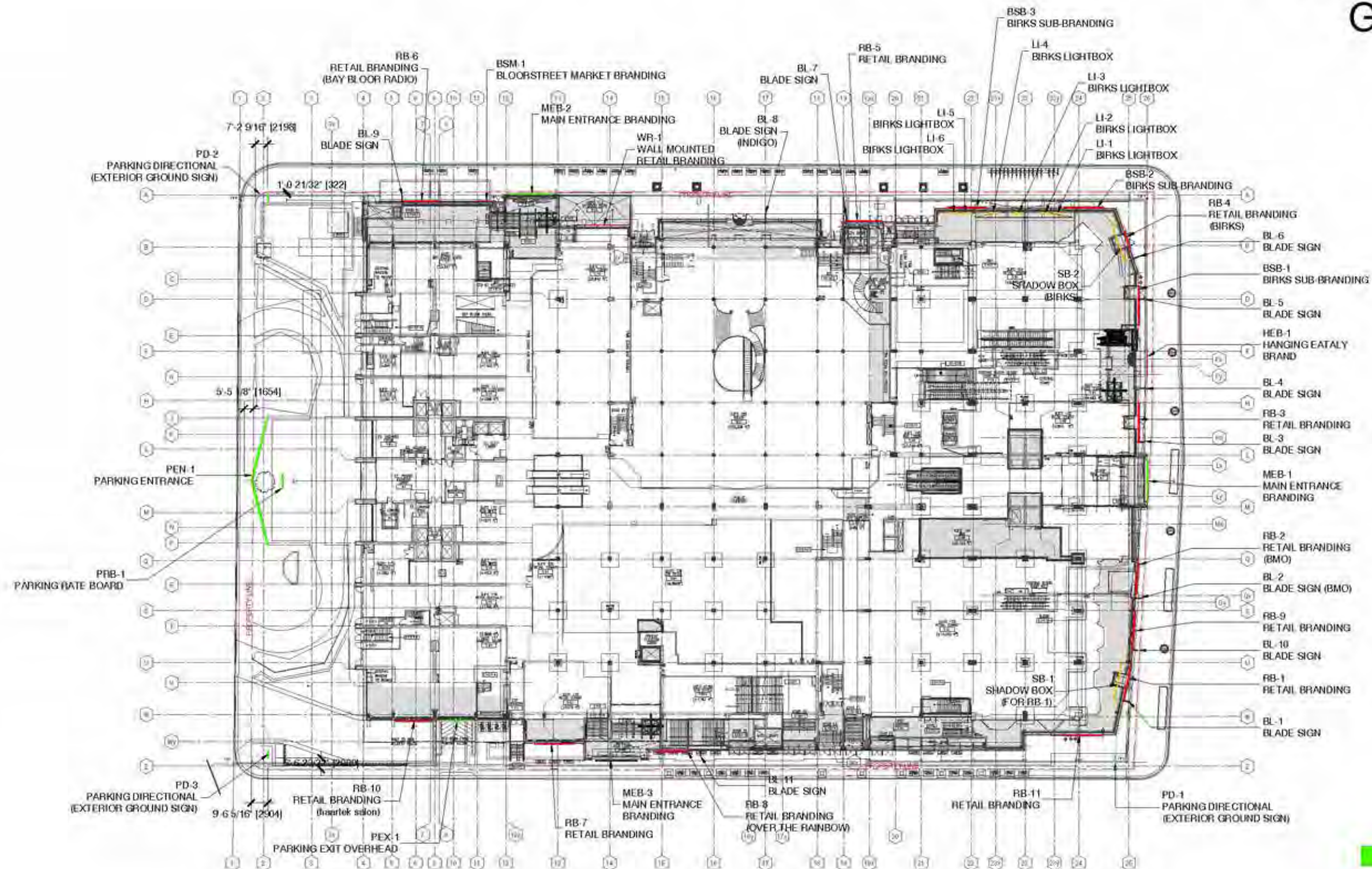
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CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE	Signage Master Plan Submission March 05, 2018	TITLE	Bloor and Balmuto Intersection Rendering	DWG No	W0.17
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Exterior Signage Ground Level



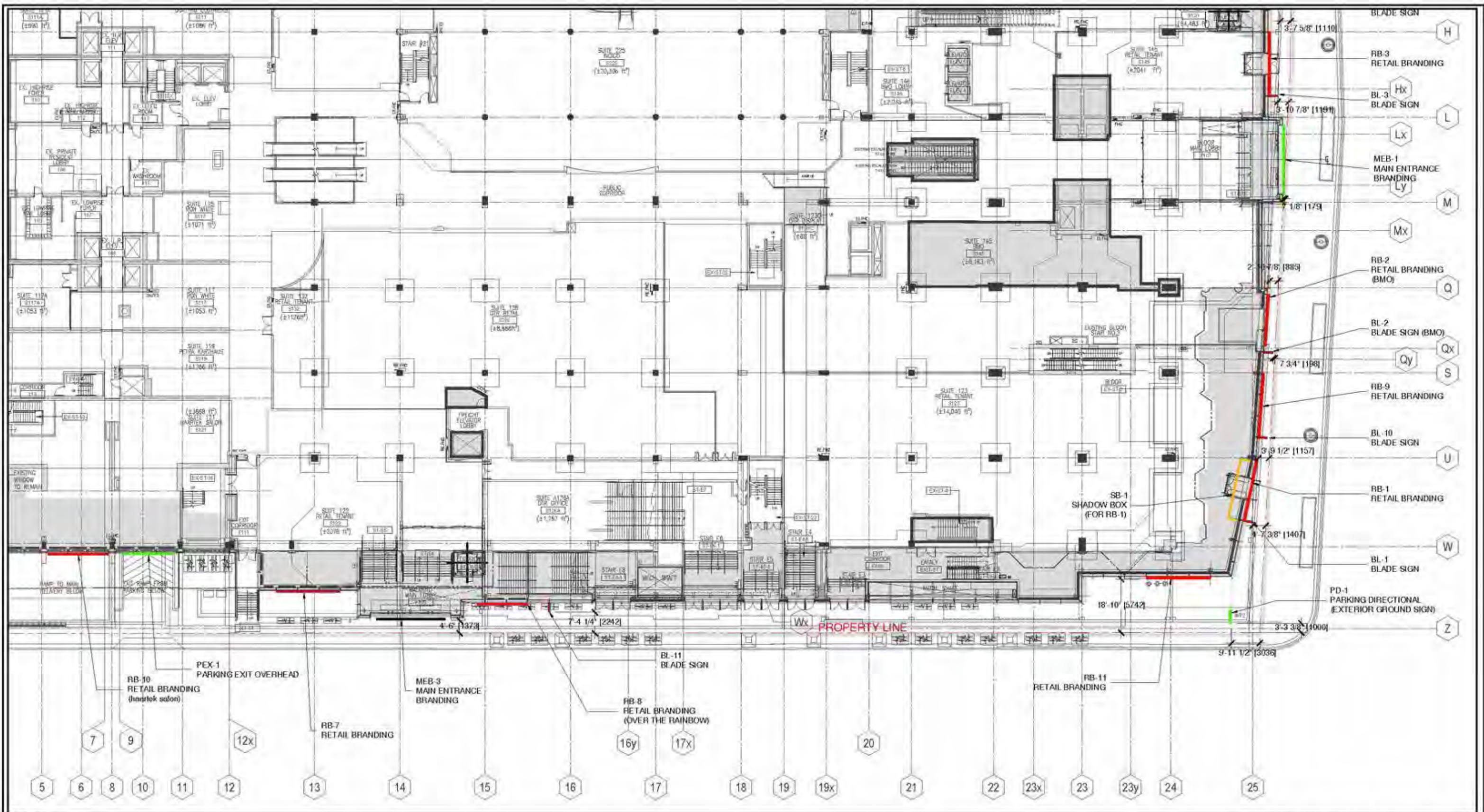
1 Site Plan
W1.1 1/64" = 1'-0"



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CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE	Signage Master Plan Submission March 05, 2018	TITLE	Exterior Signage Ground Level	DWG No
							APPROVAL	W1.1

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1 Site Plan
W1.1-2 1/32" = 1'-0"

Ground Level North East Section



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CLIENT **Manulife Real Estate**

PROJECT **Manulife Centre**
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Submission March 05, 2018

TITLE
Exterior Signage
Ground Level
Section 2

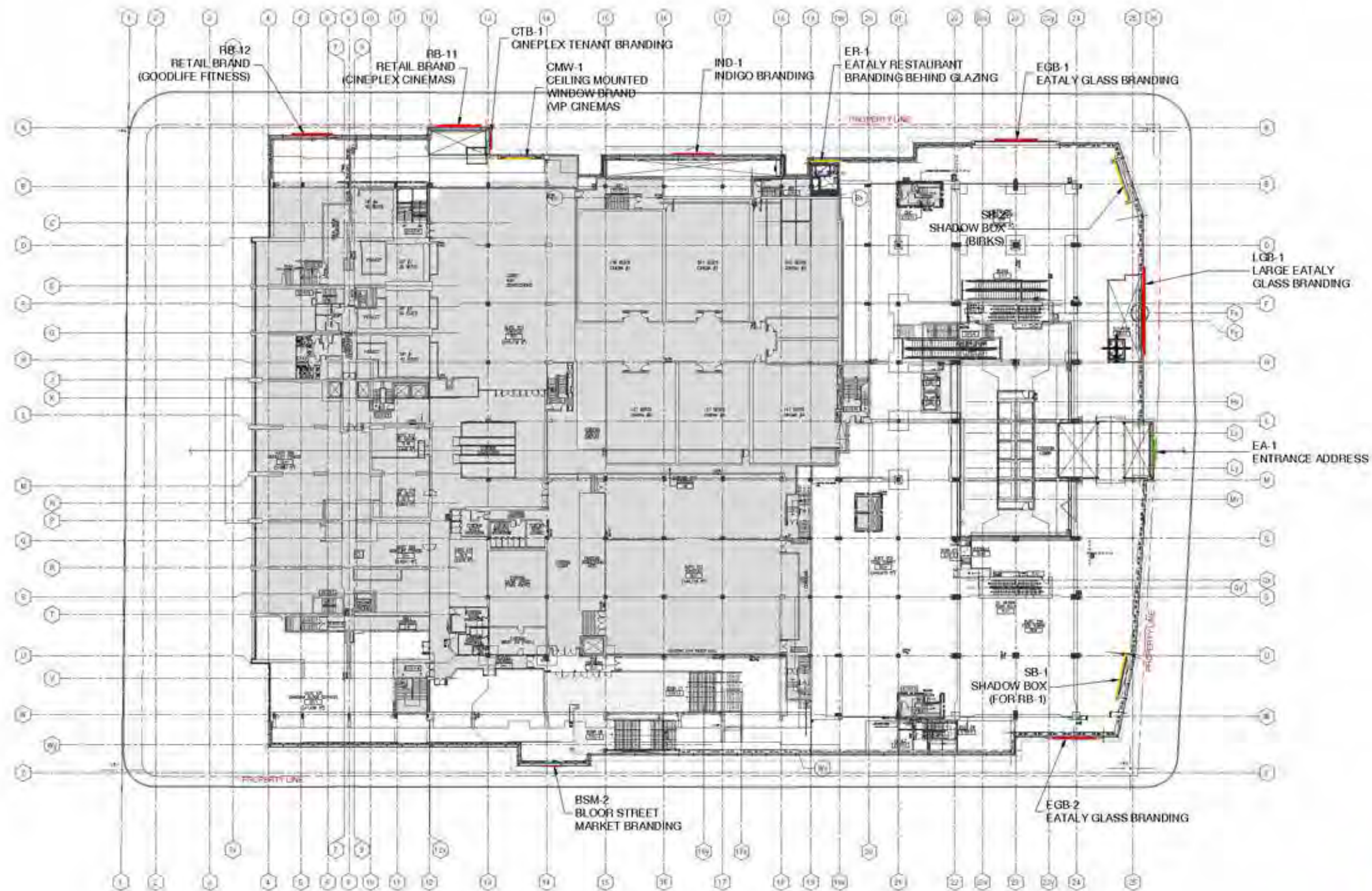
DWG No

W1.1-2

APPROVAL

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Exterior Signage 2nd Level



1 Site Plan
W1.2 1/64" = 1'-0"



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CLIENT **Manulife Real Estate**

PROJECT **Manulife Centre**
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Submission March 05, 2018

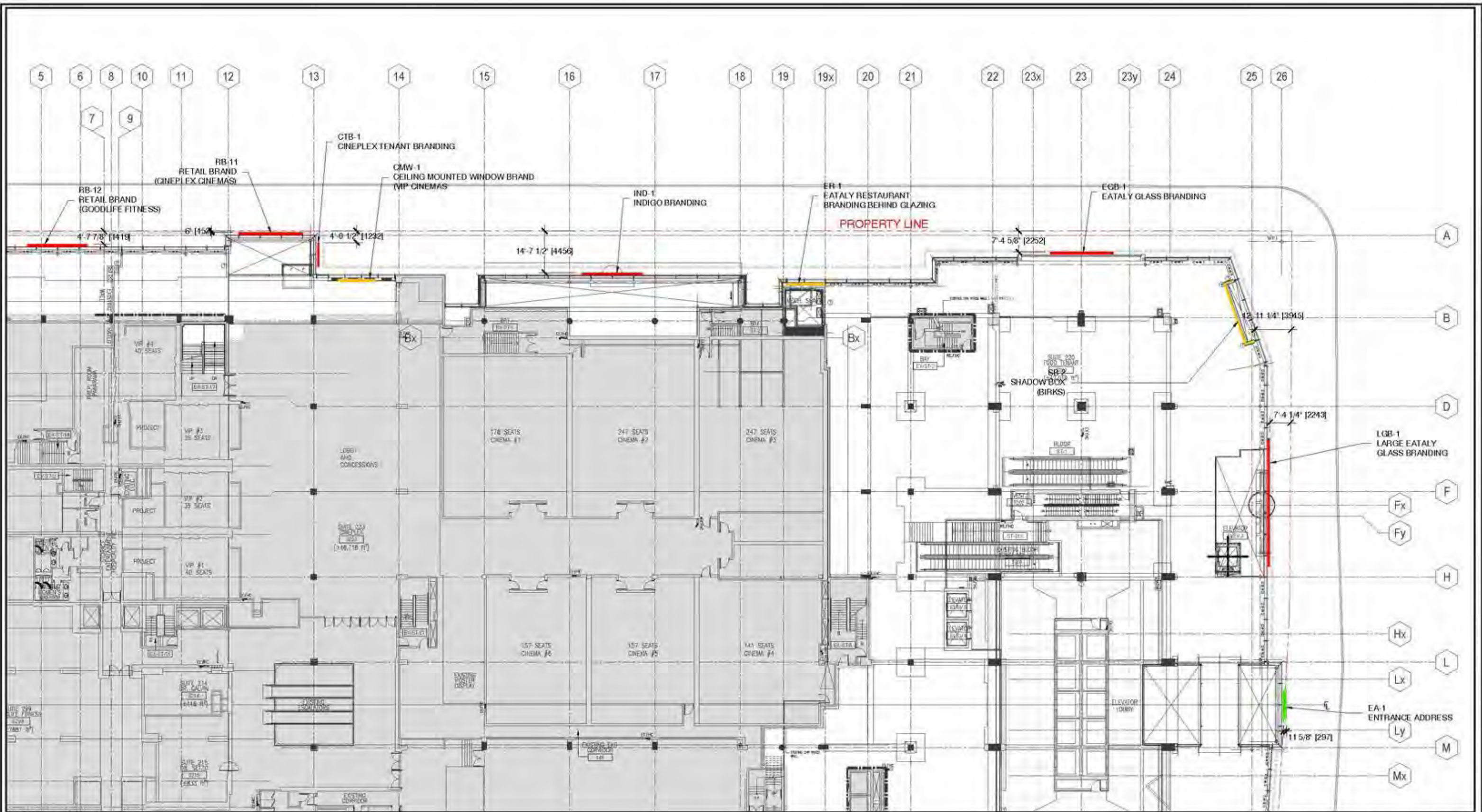
TITLE Exterior Signage
2nd Level

DWG No

W1.2

APPROVAL

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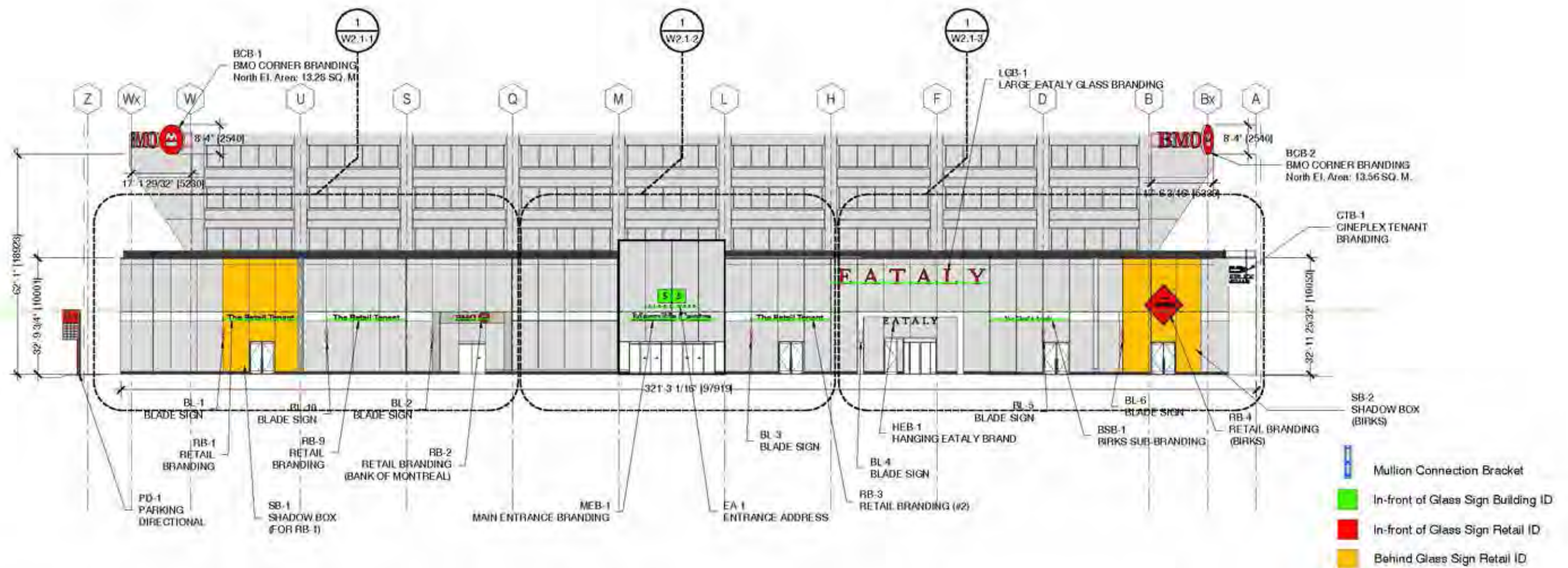
1 Site Plan
W1.2-1 1/32" = 1'-0"

Second Level North West Section

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					Signage Master Plan Submission	March 05, 2018			W1.2-1
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Bloor St. North Elevation

BLOOR ST. (NORTH ELEVATION) Total Façade Elevation: 381.53 meters squared					
Code	Sign Name	Sign Type	Area (sq. m.)	Building Façade	Percentage (%) of Elevation
MEB-1	Main Entrance Branding	Wall (Mullion Connection)	4.55	Bloor	0.49%
EA-1	Entrance Address	Wall (Mullion Connection)	0.28	Bloor	0.14%
RB-1	Retail Branding	Wall (Mullion Connection)	Part of SB-1	Bloor	0.00%
RB-2	Retail Branding (Bank of Montreal)	Wall (Mullion Connection)	3.23	Bloor	0.33%
RB-3	Retail Branding	Wall (Mullion Connection)	3.56	Bloor	0.36%
RB-4	Retail Branding (Birks)	Wall (Mullion Connection)	Part of SB-2	Bloor	0.00%
RB-5	Retail Branding	Wall (Mullion Connection)	3.95	Bloor	0.32%
LGB-1	Large Eatery Glass Branding	Wall (Glass Mounted)	17.79	Bloor	1.61%
HEB-1	Hanging Eatery Brand	Canopy Hung Sign	2.85	Bloor	0.27%
BSB-1	Birks Sub-Branding	Wall (Mullion Connection)	2.38	Bloor	0.24%
CTB-1	Cineplex Tenant Branding	Wall (Mullion Connection)	5.2	Bloor	0.33%
SB-1	Shadow Box (Retail Tenant #1)	Wall Sign (Behind Glass)	56.5	Bloor	5.80%
SB-2	Shadow Box (Birks)	Wall Sign (Behind Glass)	50.22	Bloor	5.13%
BL-1	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BL-2	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BL-3	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BL-4	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BL-5	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BL-6	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BL-10	Blade Sign	Blade (Mullion Connection)	0.2	Bloor	0.02%
BCB-1	BMO Corner Branding	Wall Sign	n.a	Bloor 3rd Floor	n.a
BCB-2	BMO Corner Branding	Wall Sign	n.a	Bloor 2nd Floor	n.a
Total:			188.1		18.92%



1 North Elevation
W2.1 1/32" = 1'-0"



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CLIENT **Manulife Real Estate**

PROJECT

Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO

DATE

Signage Master Plan Submission March 05, 2018

TITLE

Bloor St.
North Elevation
Percentage Utilization

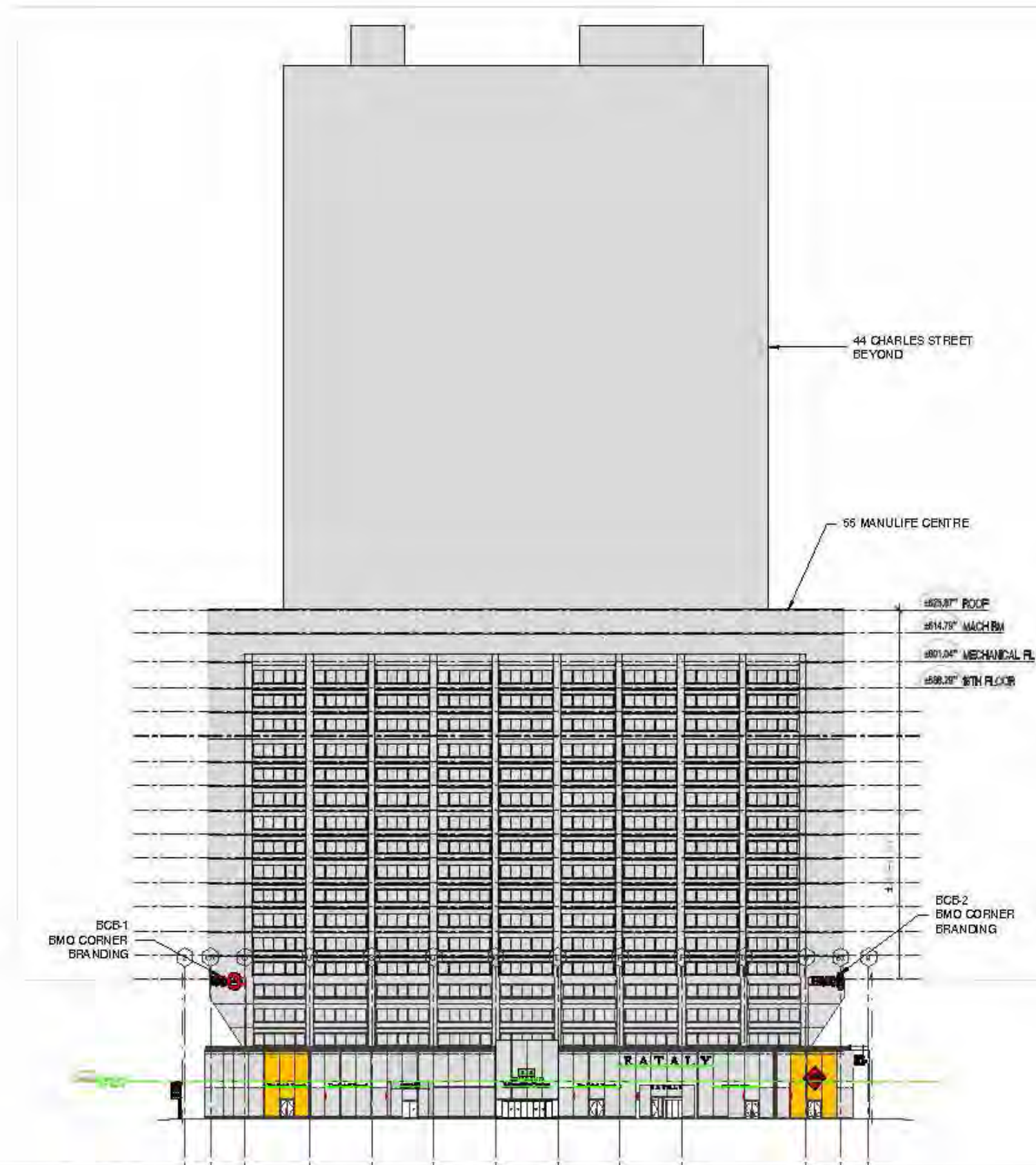
DWG No

W2.1

APPROVAL

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Bloor St. North Elevation



1 North Elevation
W2.1-0 1/8" = 1'-0"



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PROJECT

Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO

DATE

Signage Master Plan Submission March 05, 2018

TITLE

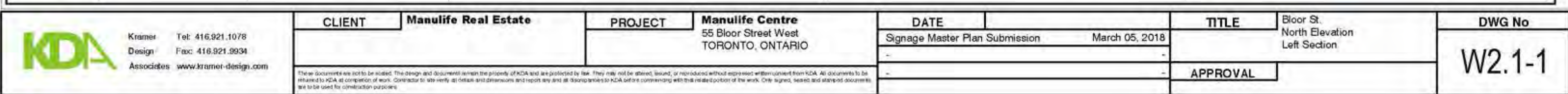
Bloor St.
North Elevation
Full Elevation

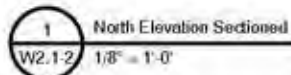
DWG No

W2.1-0

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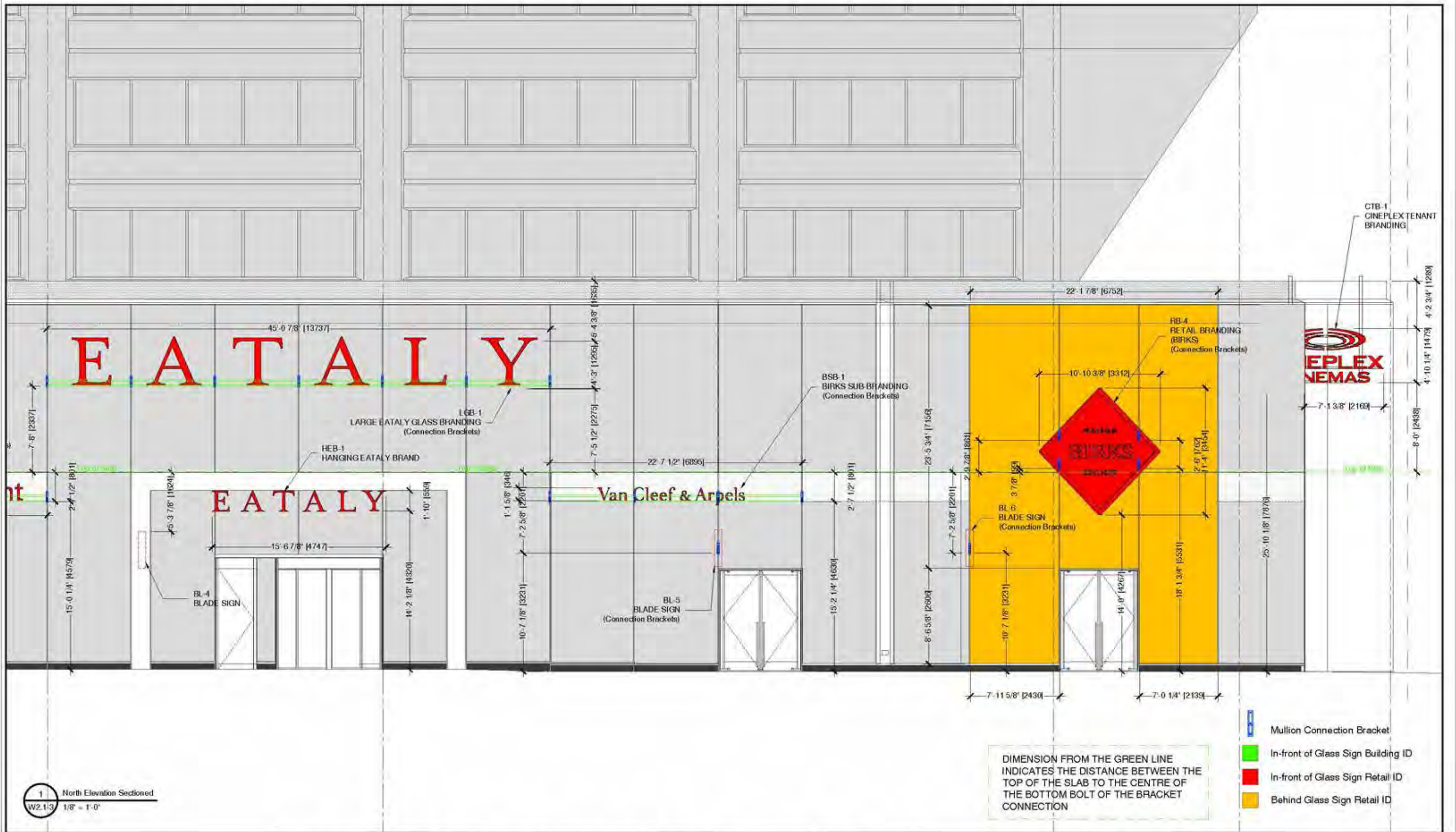




DIMENSION FROM THE GREEN LINE INDICATES THE DISTANCE BETWEEN THE TOP OF THE SLAB TO THE CENTRE OF THE BOTTOM BOLT OF THE BRACKET CONNECTION

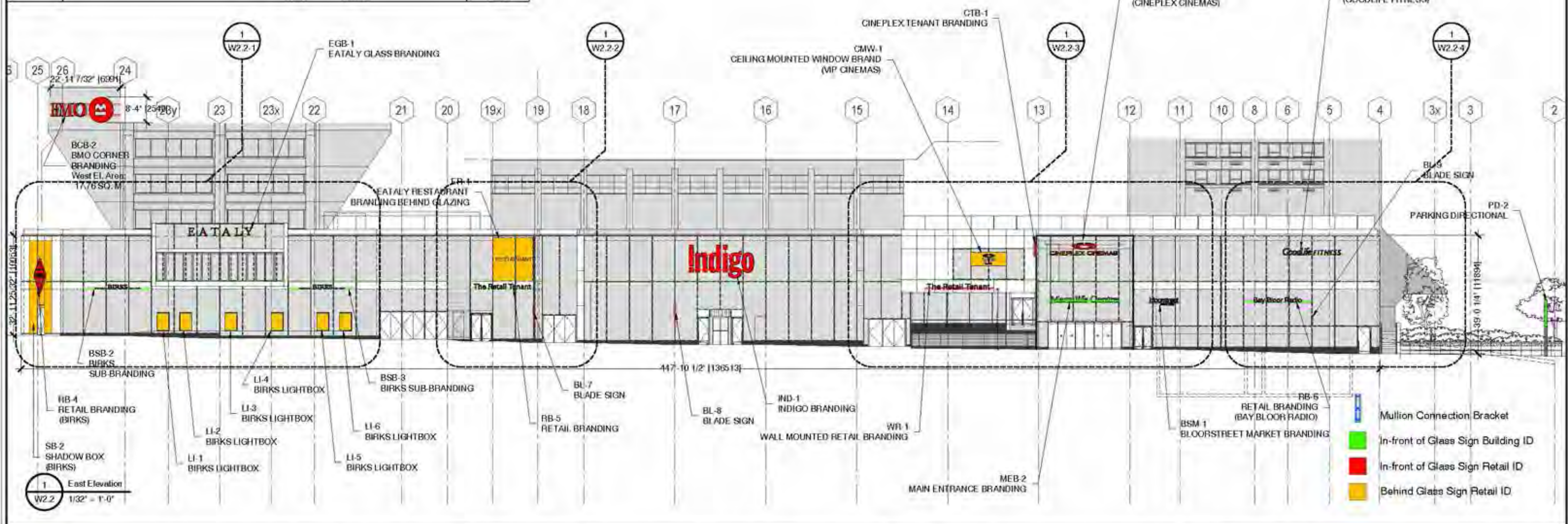
- | | |
|---|------------------------------------|
|  | Mullion Connection Bracket |
|  | In-front of Glass Sign Building ID |
|  | In-front of Glass Sign Retail ID |
|  | Behind Glass Sign Retail ID |

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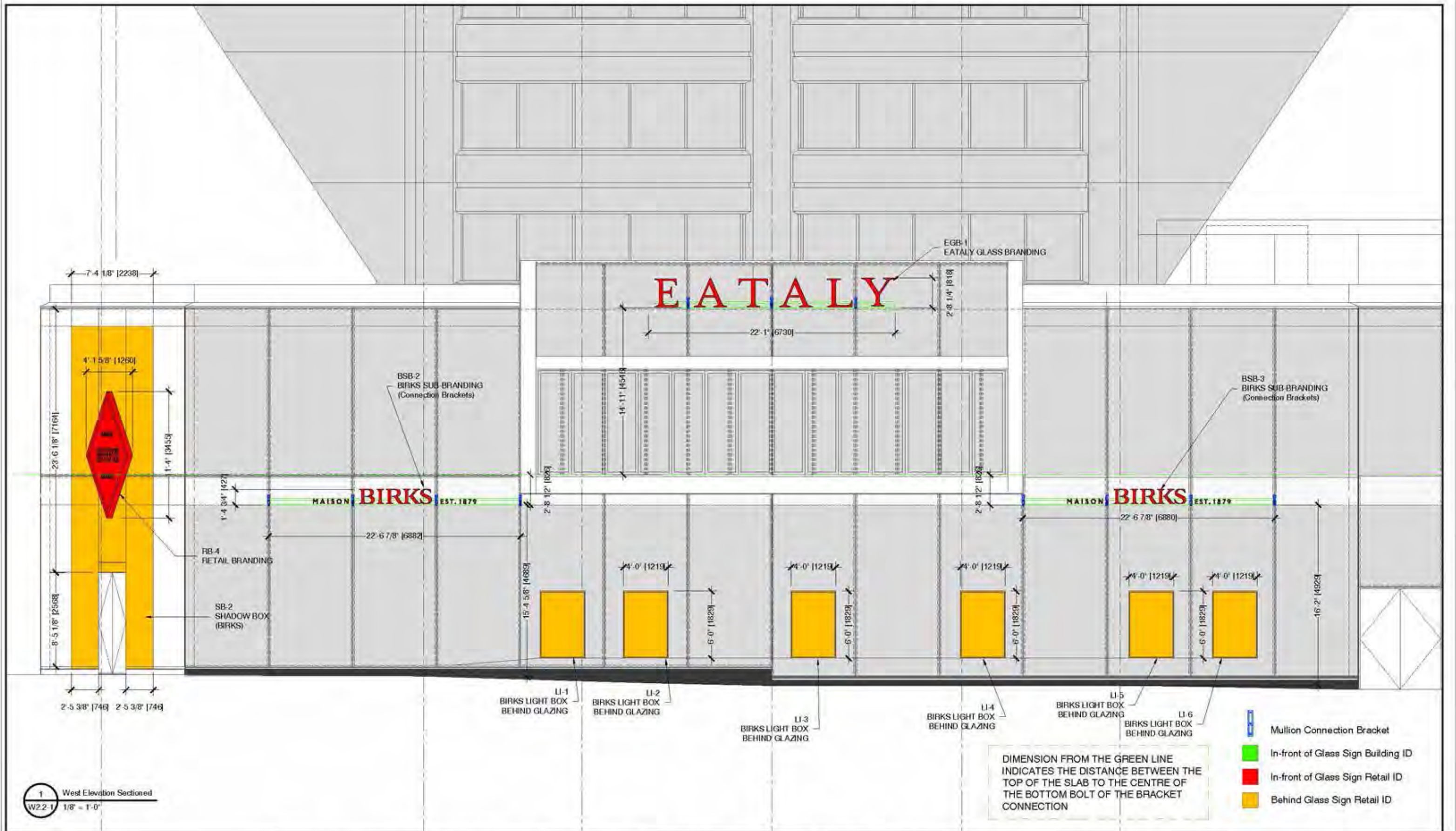


Bay St. West Elevation

BAY ST. (WEST ELEVATION) Total Façade Elevation: 1498.03 meters squared					
Code	Sign Name	Sign Type	Area (sq.m.)	Building Façade	Percentage(%) of Elevation
MEB-2	Main Entrance Branding	Wall (Mullion Connection)	4.85	Bay	0.32%
RB-4	Retail Branding (Birks)	Wall (Mullion Connection)	Part of SB-2	Bay	0.00%
RB-5	Retail Branding	Wall (Mullion Connection)	2.04	Bay	0.20%
RB-6	Retail Branding (Bay Bloor Radio)	Wall (Mullion Connection)	3.67	Bay	0.24%
RB-12	Retail Branding (Cineplex Cinemas)	Wall (Mullion Connection)	9.25	Bay	0.62%
RB-13	Retail Branding (Goodlife Fitness)	Wall (Mullion Connection)	4.74	Bay	0.32%
EGB-1	Eataly Glass Branding	Wall (Glass Mounted)	5.03	Bay	0.34%
BSB-2	Birks Sub-Branding	Wall (Mullion Connection)	2.68	Bay	0.19%
BSB-3	Birks Sub-Branding	Wall (Mullion Connection)	2.68	Bay	0.19%
LI-1	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-2	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-3	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-4	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-5	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
LI-6	Birks Light Box	Wall Sign (Behind Glass)	2.23	Bay	0.15%
WR-1	Wall Mounted Retail Branding	Wall Sign	3.52	Bay	0.23%
CMW-1	Ceiling Mounted Window Brand	Wall Sign (Behind Glass)	4.95	Bay	0.33%
BSM-1	BloorStreet Market Branding	Wall (Mullion Connection)	2.57	Bay	0.17%
PD-2	Parking Directional	Ground Sign	n/a	Bay - Closes	n/a
SB-2	Shadow Box (Birks)	Wall Sign (Behind Glass)	9.61	Bay	0.64%
IND-1	Indigo Branding	Wall Sign	17.95	Bay	1.20%
BL-7	Blade Sign	Blade (Mullion Connection)	0.2	Bay	0.01%
BL-8	Blade Sign	Blade (Mullion Connection)	0.2	Bay	0.01%
BL-9	Blade Sign	Blade (Mullion Connection)	0.2	Bay	0.01%
ER-1	Eataly Restaurant Branding	Wall Sign (Behind Glass)	17.2	Bay	1.15%
BCB-2	BMO Corner Branding	Wall Sign	n/a	Block-Bay	n/a
Total:			106.05		7.43%



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							APPROVAL			



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CLIENT Manulife Real Estate

PROJECT Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Submission March 05, 2018

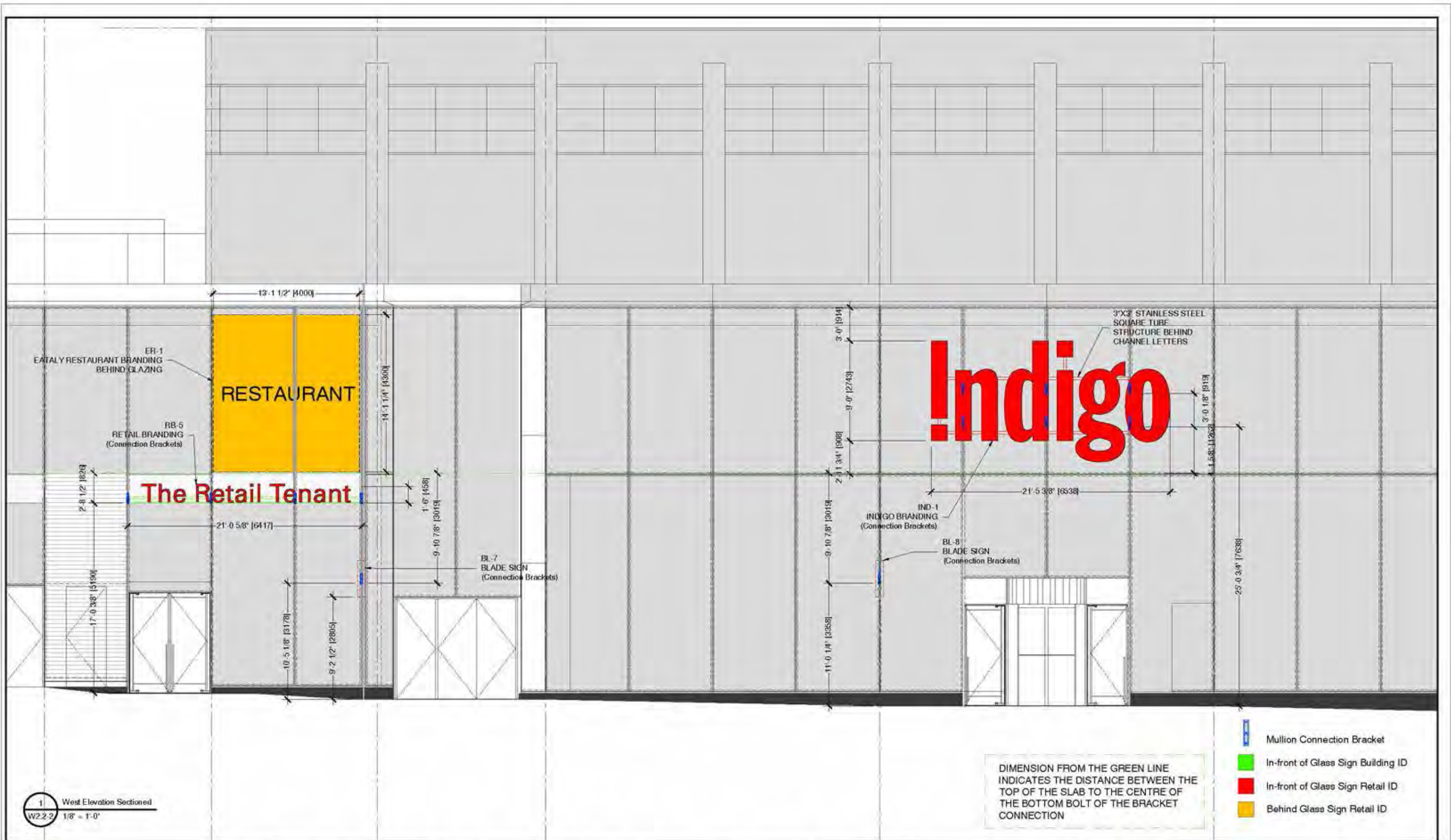
TITLE Bay St.
West Elevation
Left Section

DWG No

W2.2-1

APPROVAL

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PROJECT Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Submission March 05, 2018

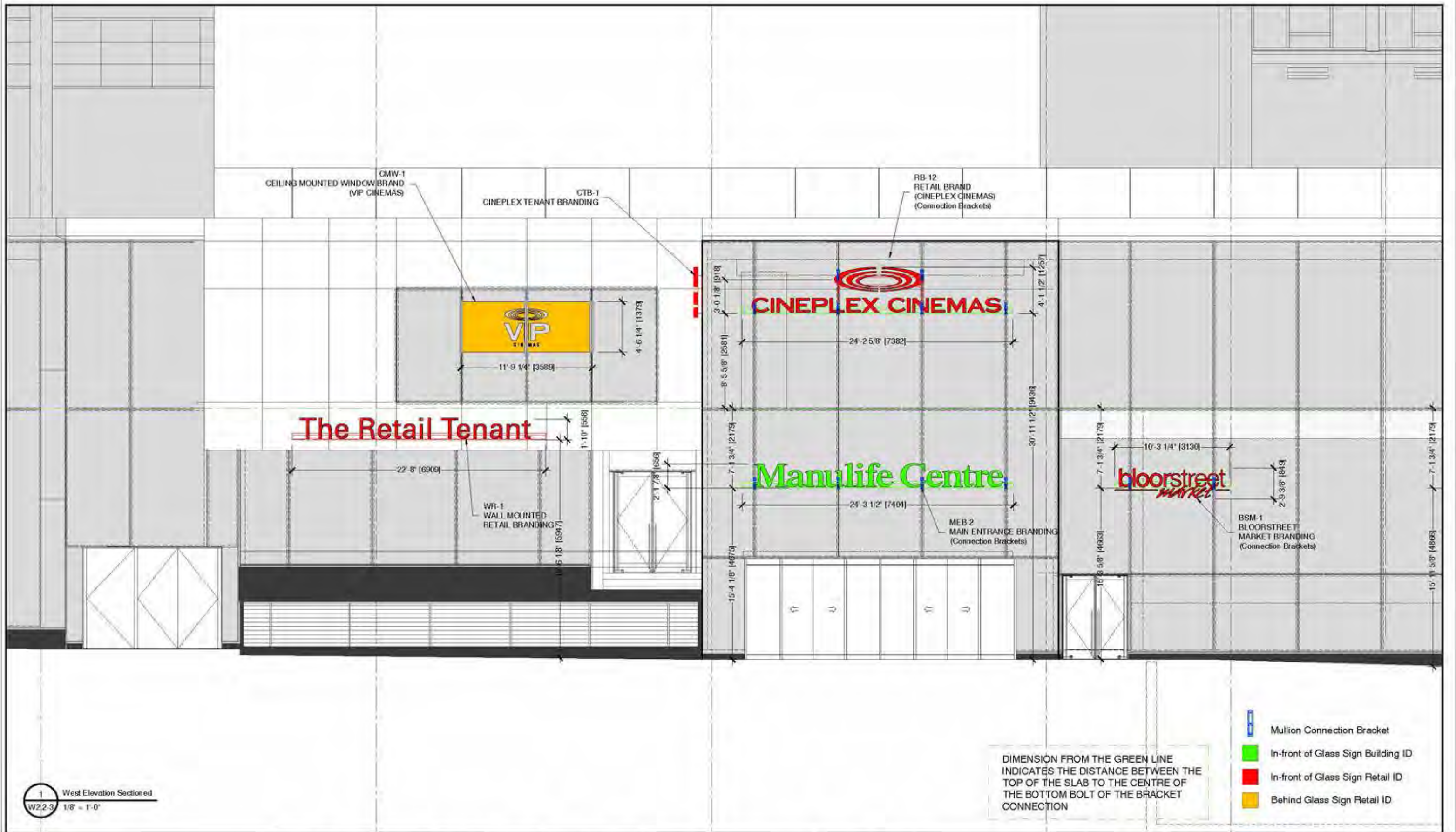
TITLE Bay St.
West Elevation
Left Middle Section

DWG No

W2.2-2

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1 West Elevation Sectioned
W2.2-3 1/8" = 1'-0"



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55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Submission March 05, 2018

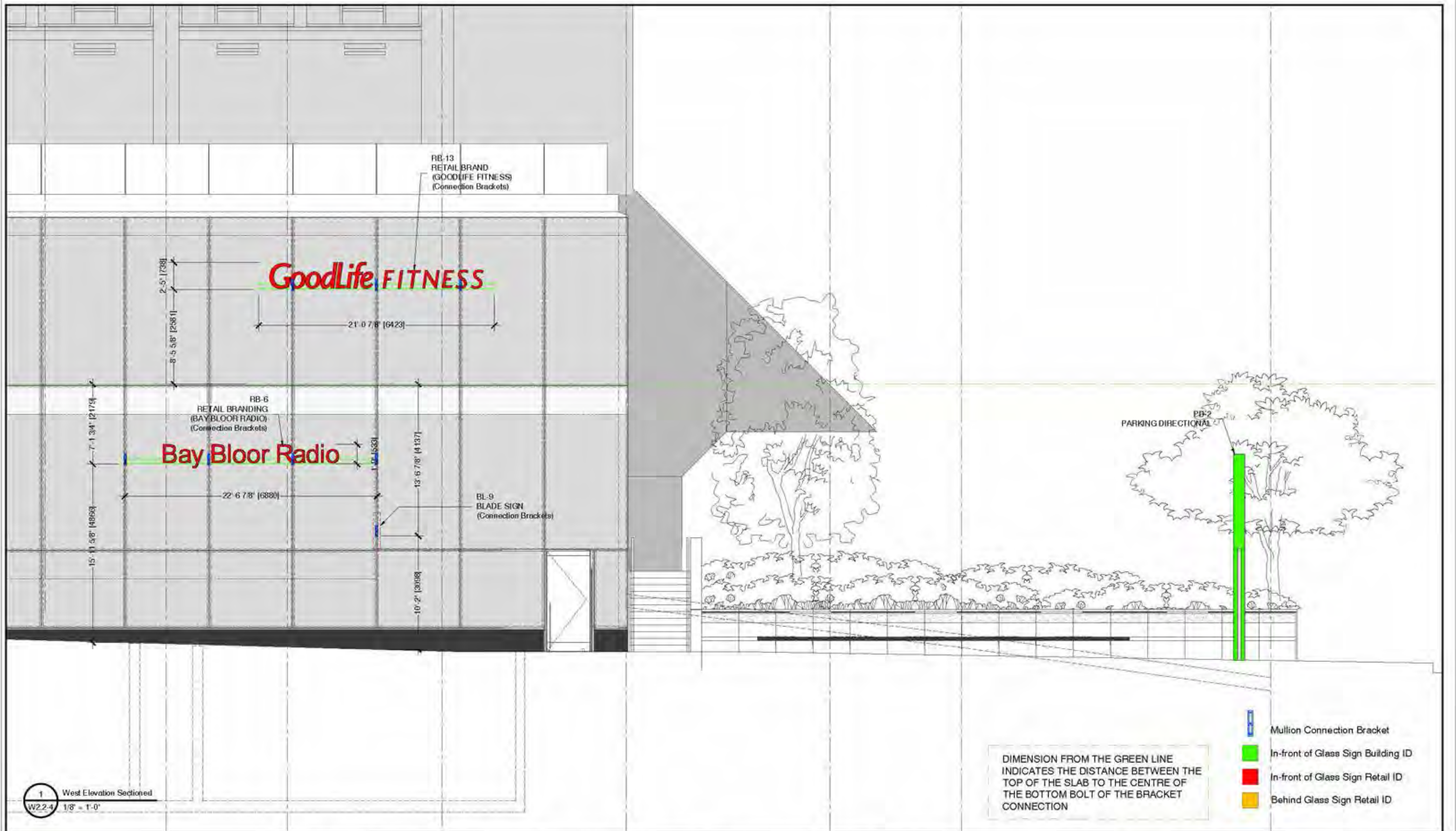
TITLE
Bay St.
West Elevation
Right Middle Section

DWG No

APPROVAL

W2.2-3

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55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Submission March 05, 2018

TITLE
Bay St.
West Elevation
Right Section

DWG No

APPROVAL

W2.2-4

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BALMUTO ST. (EAST ELEVATION) Total Façade Elevation: 1470.22 meters squared				Building Façade	Percentage(%) of Elevation
Code	Sign Name	Sign Type	Area (sq.m.)		
MEB-3	Main Entrance Branding	Wall (Mullion Connection)	4.85	Balmuto	0.33%
RB-7	Retail Branding	Wall (Mullion Connection)	3.67	Balmuto	0.25%
RB-8	Retail Branding (Over the Rainbow)	Wall (Mullion Connection)	2.57	Balmuto	0.20%
RB-10	Retail Branding (heartek salon)	Wall (Mullion Connection)	3.45	Balmuto	0.24%
RB-11	Retail Branding	Wall (Mullion Connection)	3.65	Balmuto	0.25%
EGB-2	Entry Glass Branding	Wall (Glass Mounted)	6.03	Balmuto	0.34%
BSM-2	Bloomstreet Market Branding	Wall (Mullion Connection)	2.57	Balmuto	0.17%
PEX-1	Parking Exit Overhead	Wall Sign	4.09	Balmuto	0.28%
PD-1	Parking Directional	Ground Sign	n/a	Balmuto/Bloor	n/a
PD-3	Parking Directional	Ground Sign	n/a	Balmuto/Charles	n/a
BL-9	Blade Sign	Blade (Mullion Connection)	0.2	Balmuto	0.01%
BCB-1	BMO Corner Branding	Wall Sign	n/a	Bloor/Balmuto	n/a
Total:			30.51		2.08%





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CLIENT **Manulife Real Estate**

PROJECT **Manulife Centre**
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Submission March 05, 2018

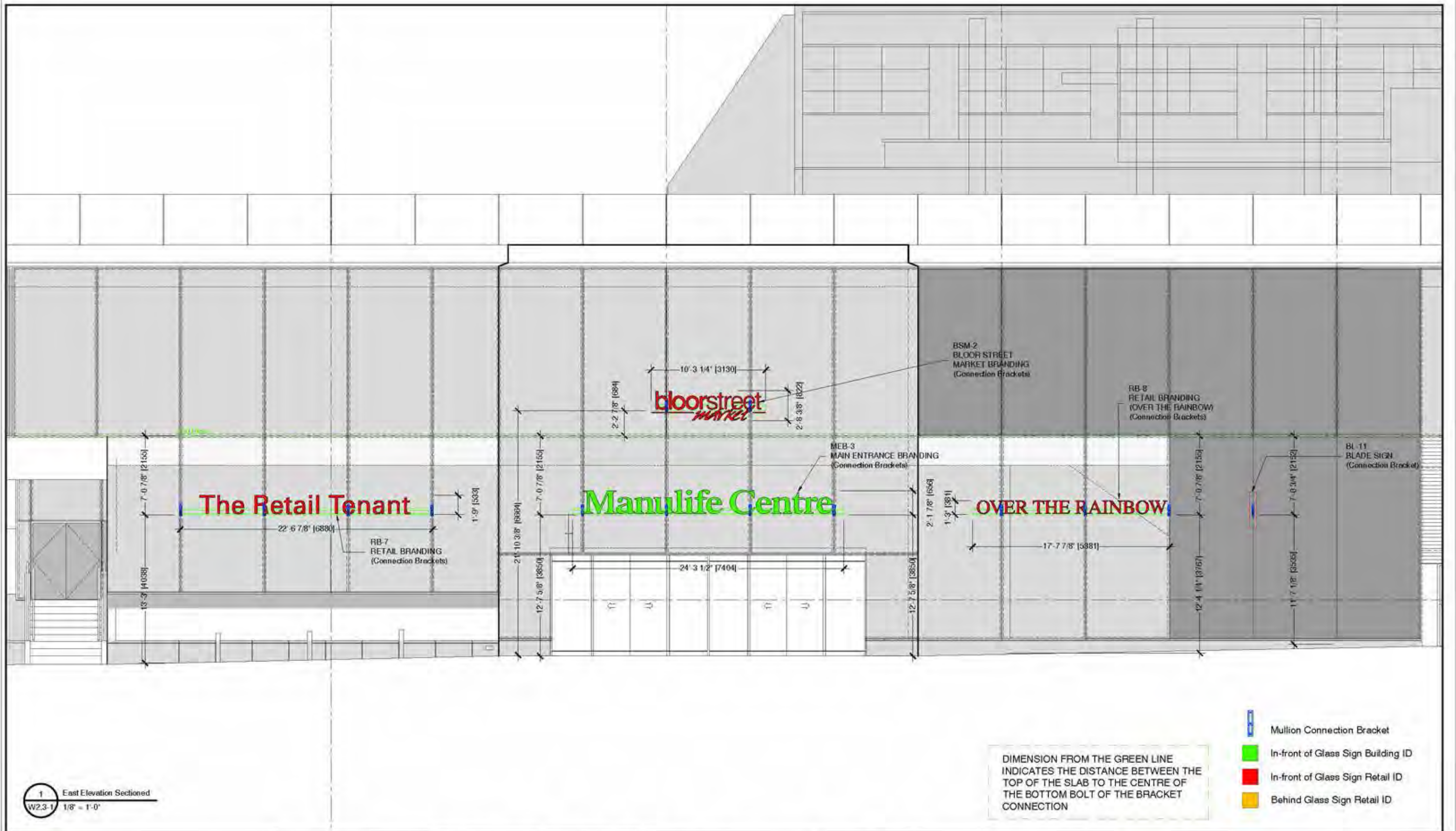
TITLE
Balmuto St.
East Elevation
Left Section

DWG No

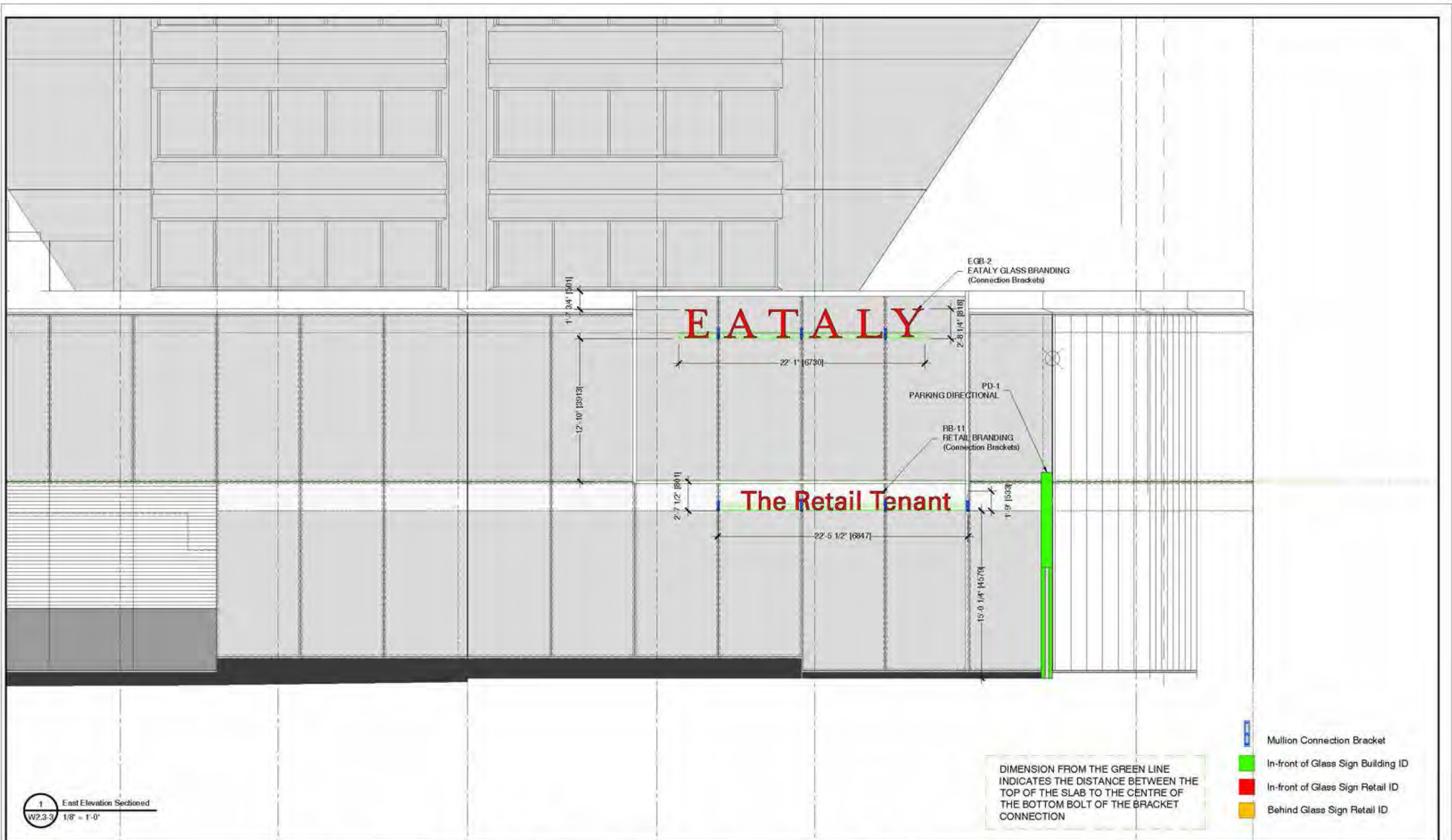
W2.3-1

APPROVAL

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					Signage Master Plan Submission	March 05, 2018			
					-				
					-		APPROVAL		
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W2.3-2									



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55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Submission March 05, 2018

TITLE
Balmuto St.
East Elevation
Right Section

DWG No

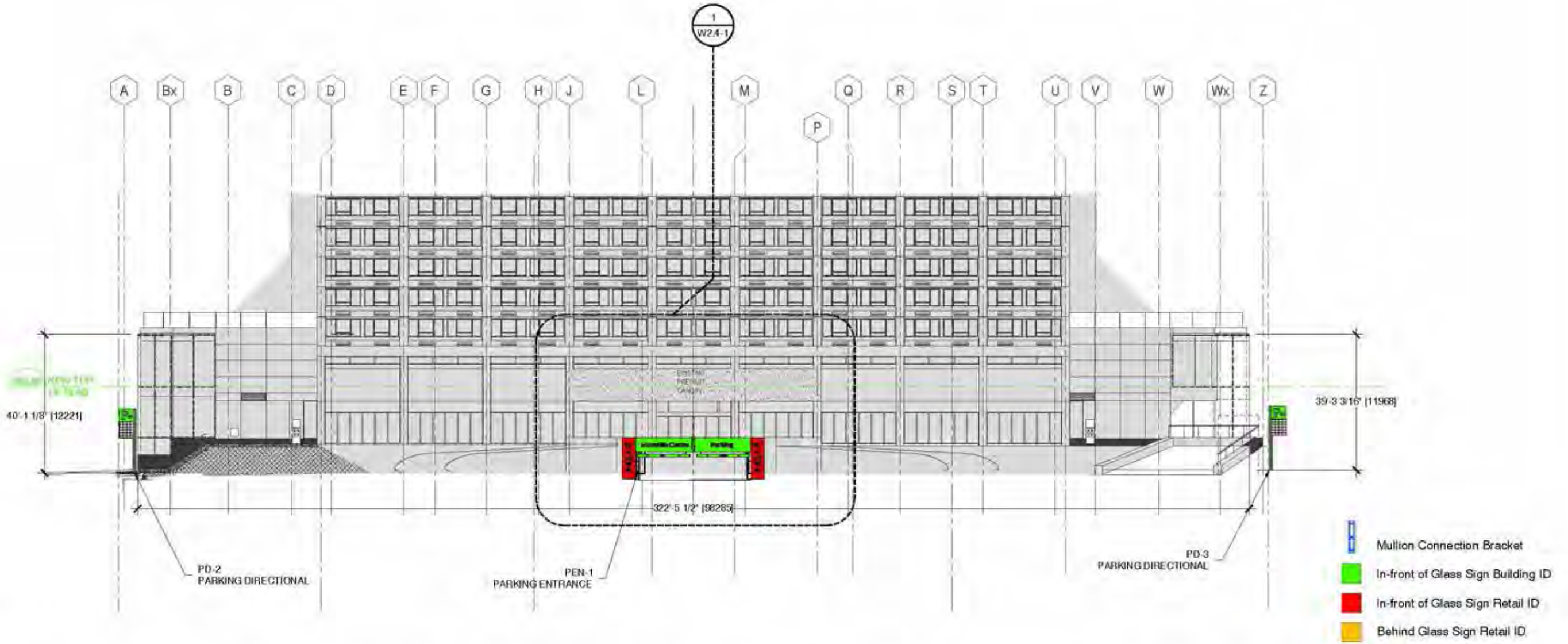
APPROVAL

W2.3-3

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CHARLES ST. (SOUTH ELEVATION) Total Façade Elevation: 1188.70 meters squared					
Code	Sign Name	Sign Type	Area (sq.m.)	Building Façade	Percentage(%) of Elevation
PD-2	Parking Directional	Ground Sign	n/a	Bay/Charles	n/a
PD-3	Parking Directional	Ground Sign	n/a	Balmuto/Charles	n/a
PEN-1	Parking Entrance	Wall Sign	11.16	Charles	0.94%
Total:			11.16		0.94%

Charles St. South Elevation



1 South Elevation
W2.4 1/32" = 1'-0"



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TORONTO, ONTARIO

DATE
Signage Master Plan Submission March 05, 2018

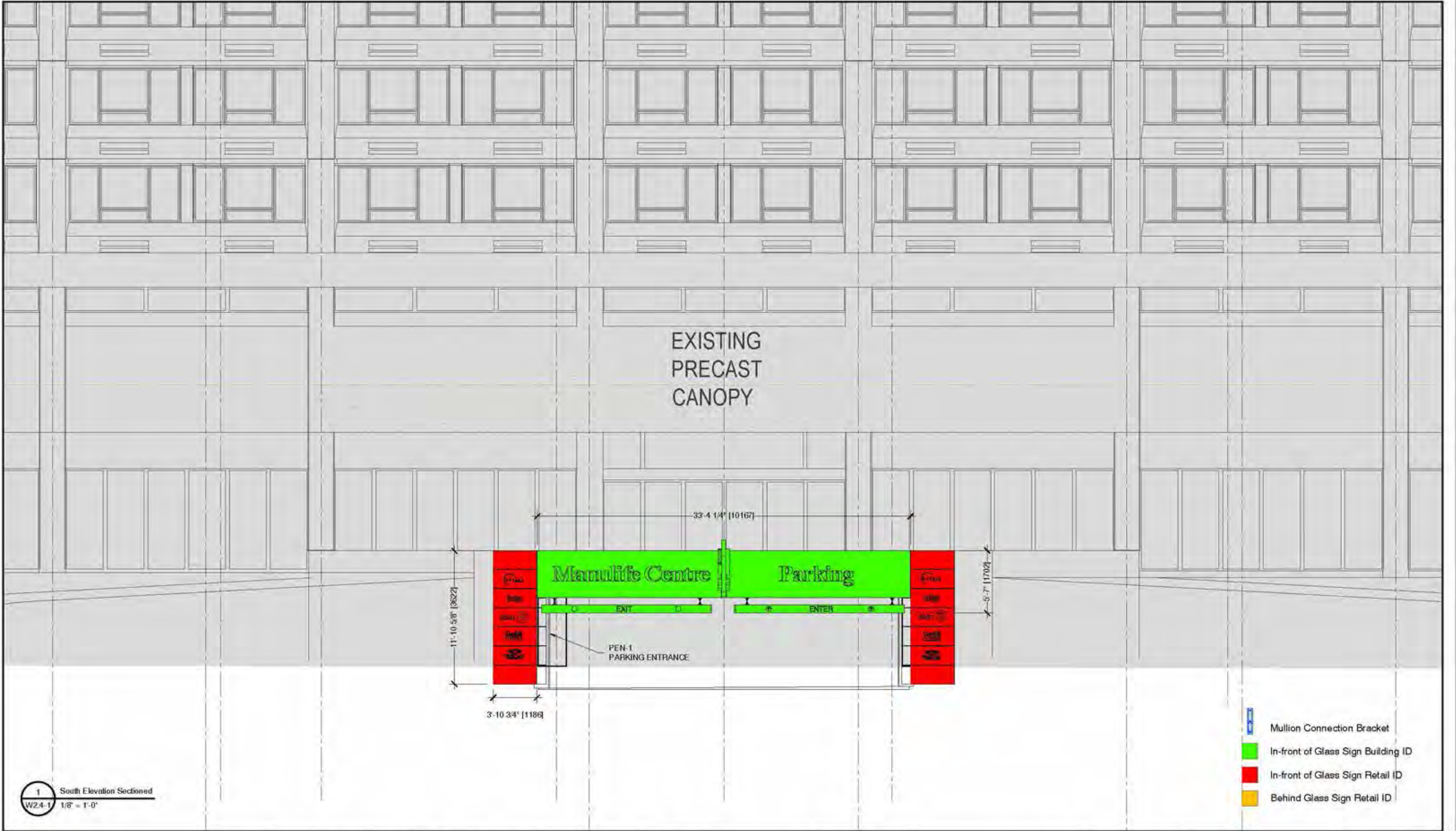
TITLE
Charles St.
South Elevation
Percentage Utilization

DWG No

W2.4

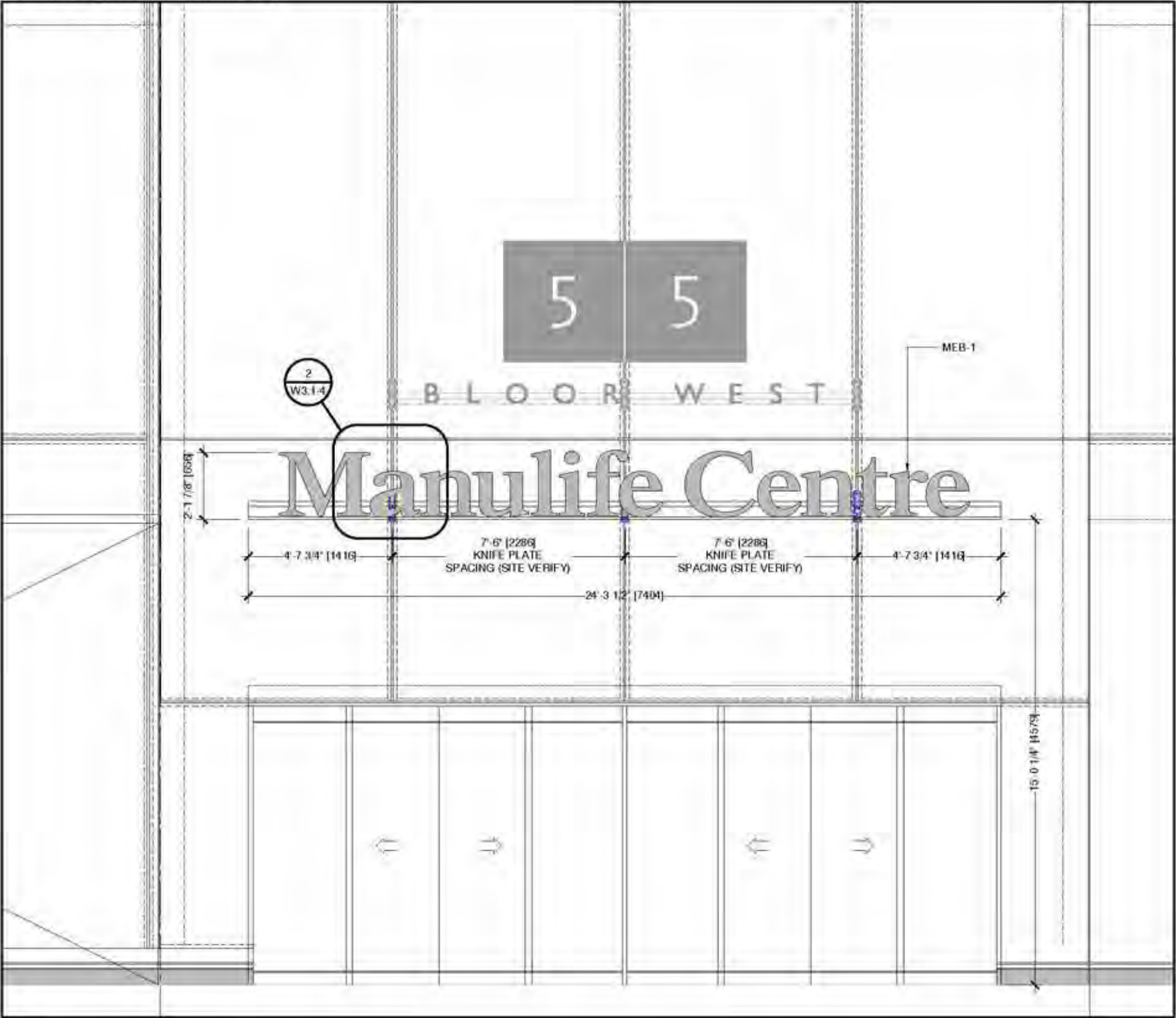
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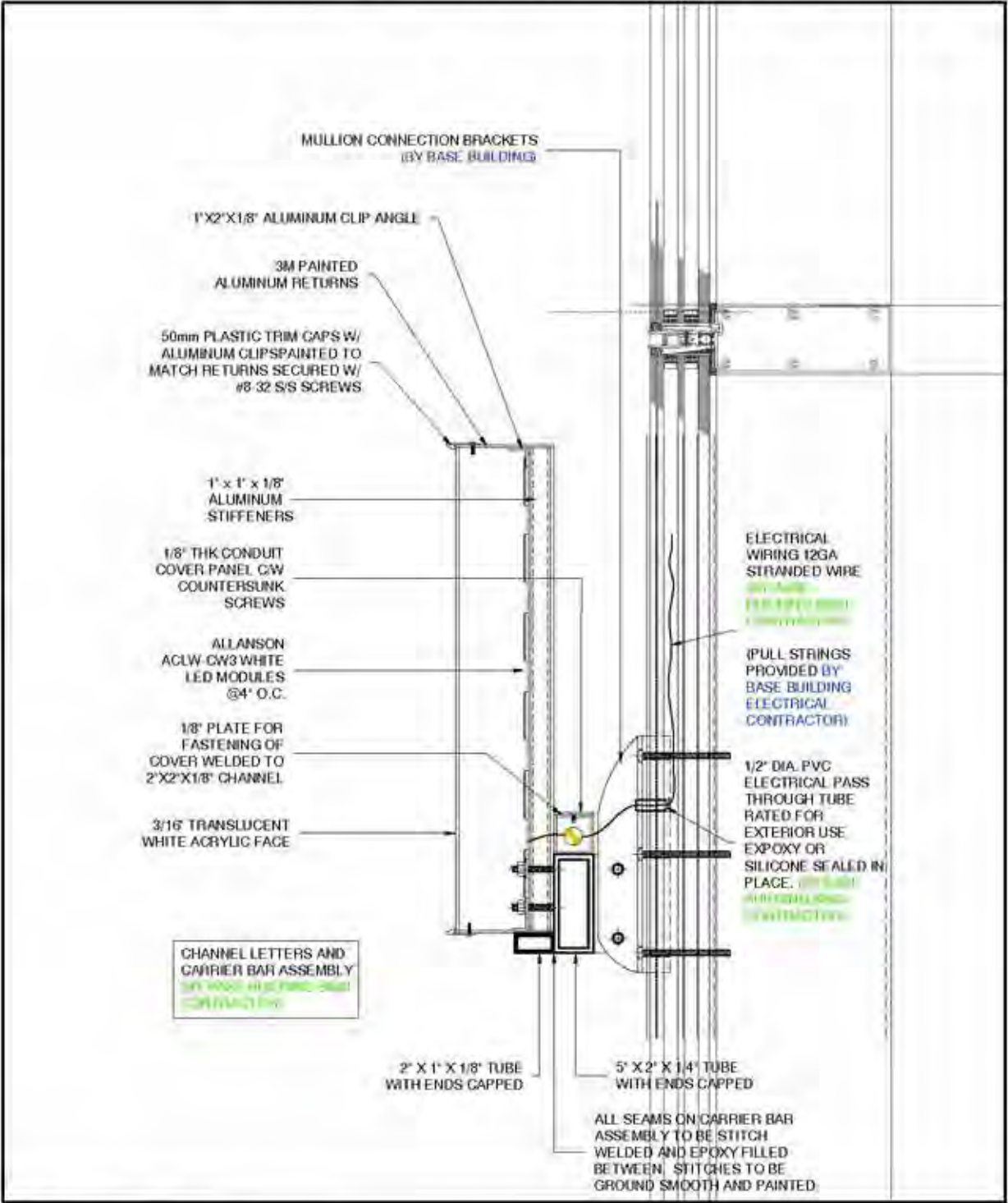
 Kramer Tel: 416.921.1078 Design Fax: 416.921.9934 Associates www.kramer-design.com	CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE		TITLE	Charles St. South Elevation Close up	DWG No
					Signage Master Plan Submission	March 05, 2018			W2.4-1
					-	-			
					-	-	APPROVAL		
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MEB-1 (Bloor Entrance)



1 Front View Elevation (MEB-1 (Bloor Entrance))
W3.1-1 1/4" = 1'-0"

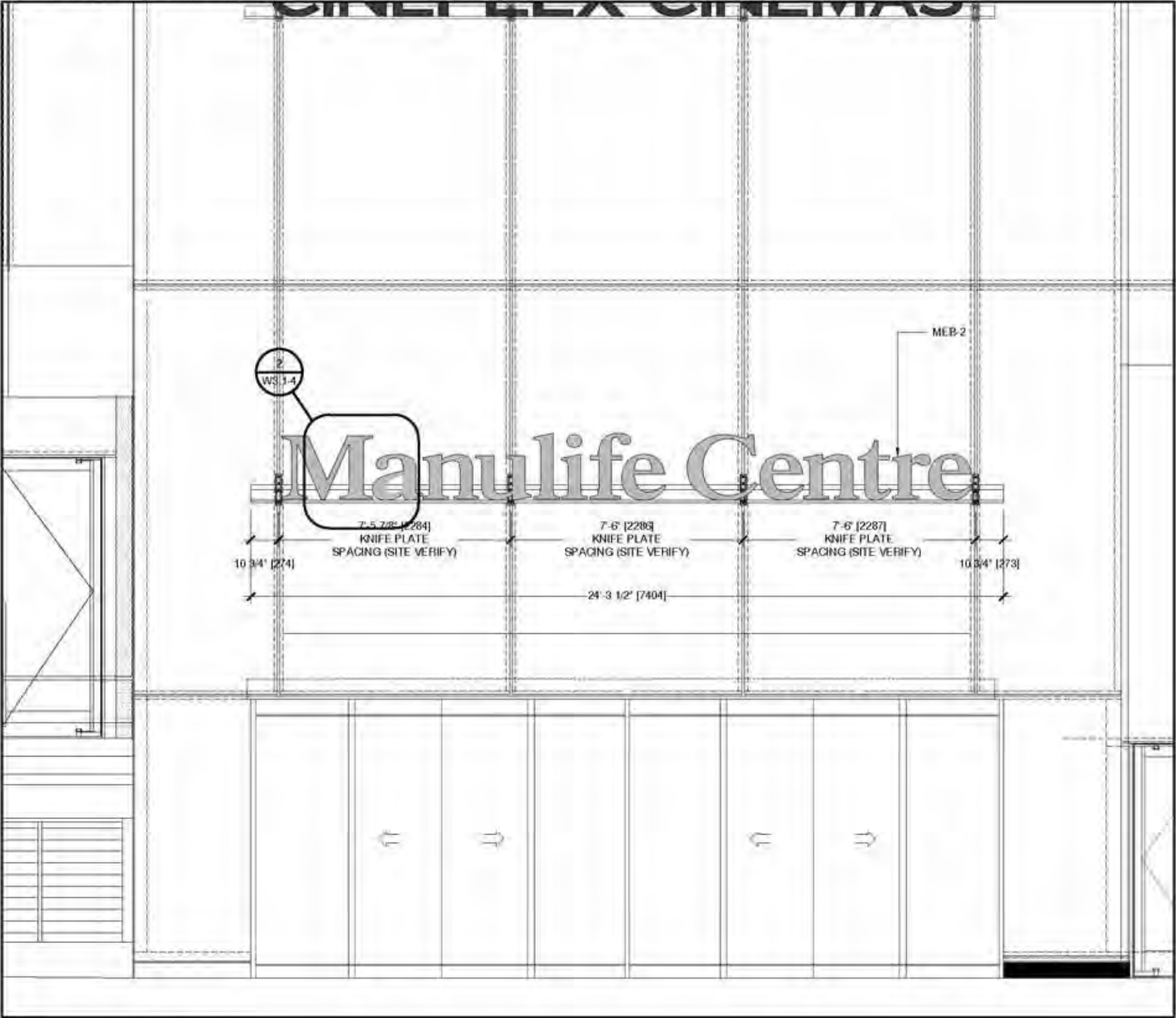
Exterior Signage
MEB - Main Entrance Brand



2 Section Detail - MEB-1 (Bloor Entrance)
W3.1-1 1-1/2" = 1'-0"

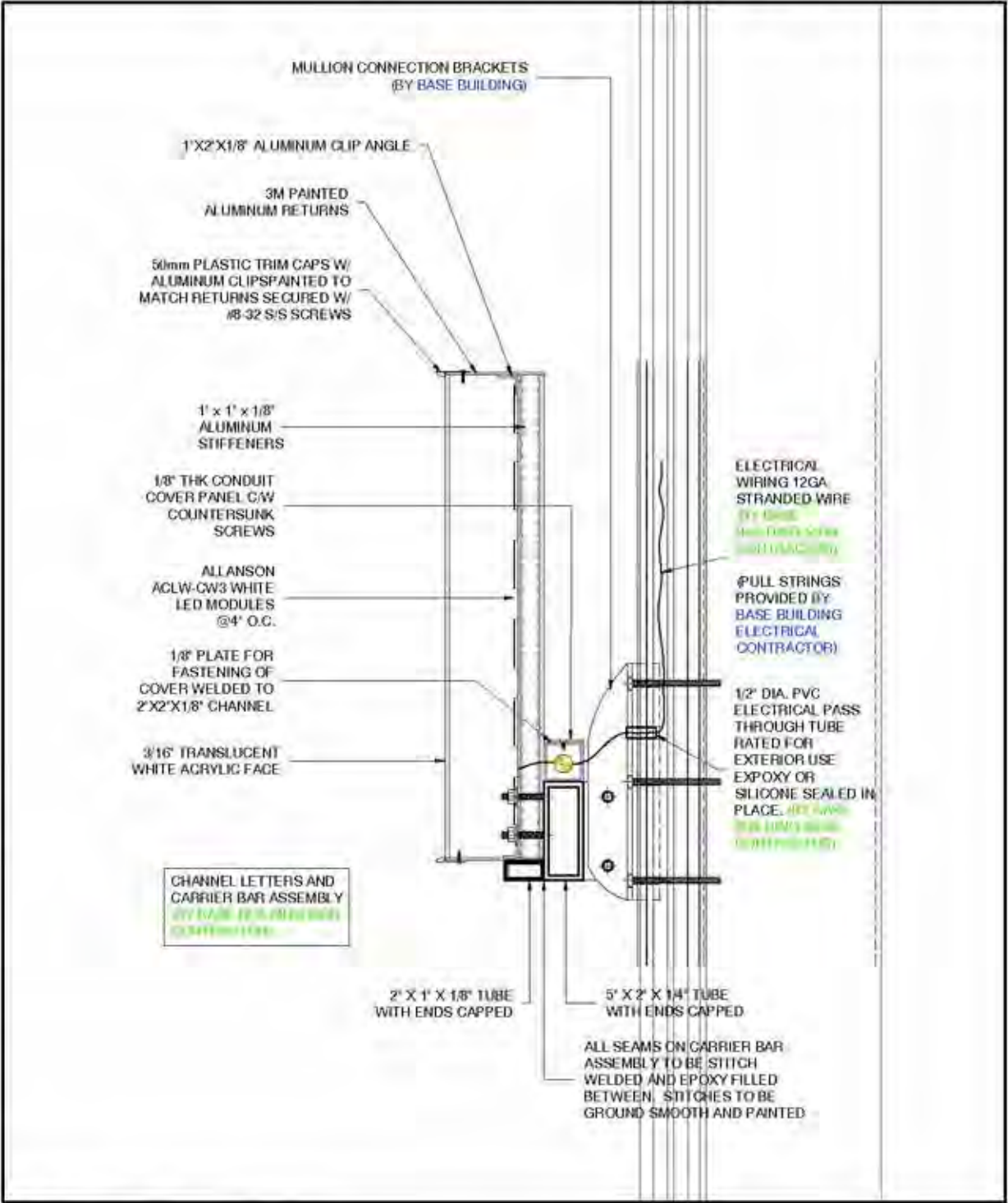
 Kramer Tel: 416.921.1078 Design Fax: 416.921.9934 Associates www.kramer-design.com	CLIENT	Manulife Real Estate	PROJECT	Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE	Signage Master Plan Submission March 05, 2018	TITLE	Main Entrance Brand Bloor Entrance	DWG No	W3.1-1
							APPROVAL			

MEB-2 (Bay Entrance)



1 Front View Elevation (MEB-2 (Bay Entrance))
W3.1-2 1/4" = 1'-0"

Exterior Signage
MEB - Main Entrance Brand



2 Section Detail - MEB-2 (Bay Entrance)
W3.1-2 1-1/2" = 1'-0"



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TORONTO, ONTARIO

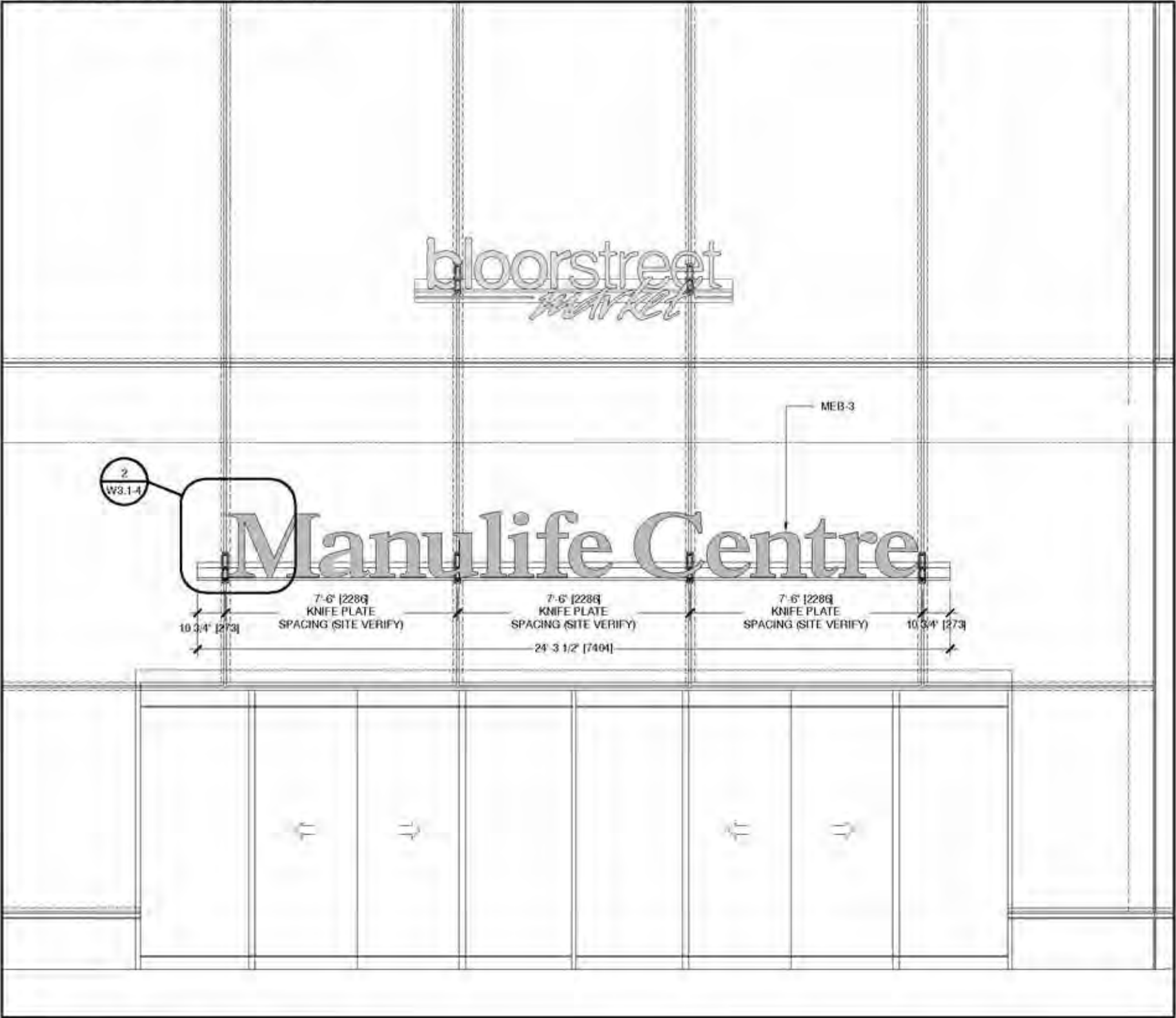
DATE
Signage Master Plan Submission March 05, 2018

TITLE **Main Entrance Brand**
Bay Entrance

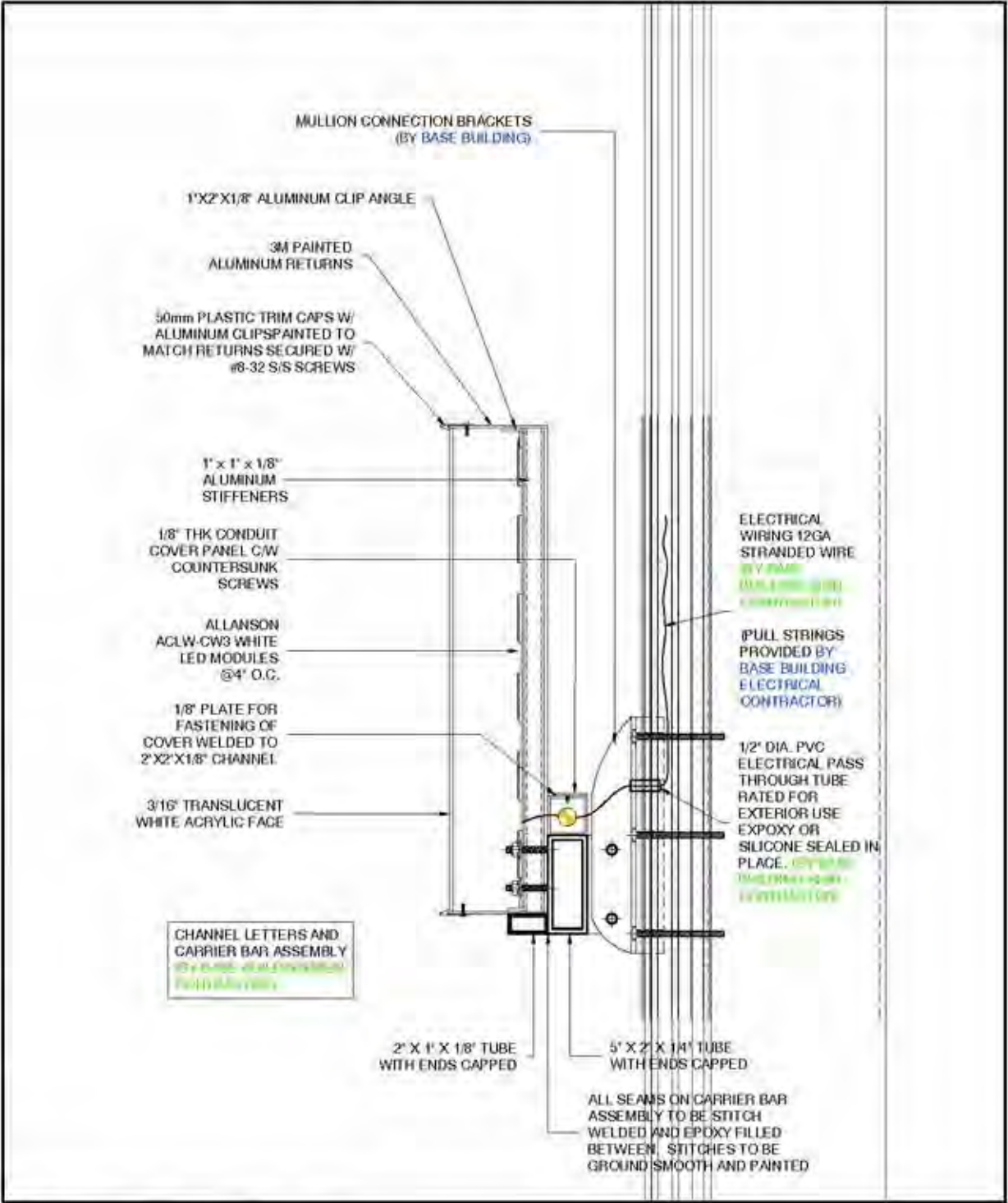
DWG No

W3.1-2

APPROVAL



1 Front View Elevation (MEB-3 Balmuto Entrance)
W3.1-3 1/4" = 1'-0"



2 Section Detail - MEB-3 (Balmuto Entrance)
W3.1-3 1-1/2" = 1'-0"



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TORONTO, ONTARIO

DATE
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TITLE **Main Entrance Brand**
Balmuto Entrance

DWG No

W3.1-3

APPROVAL

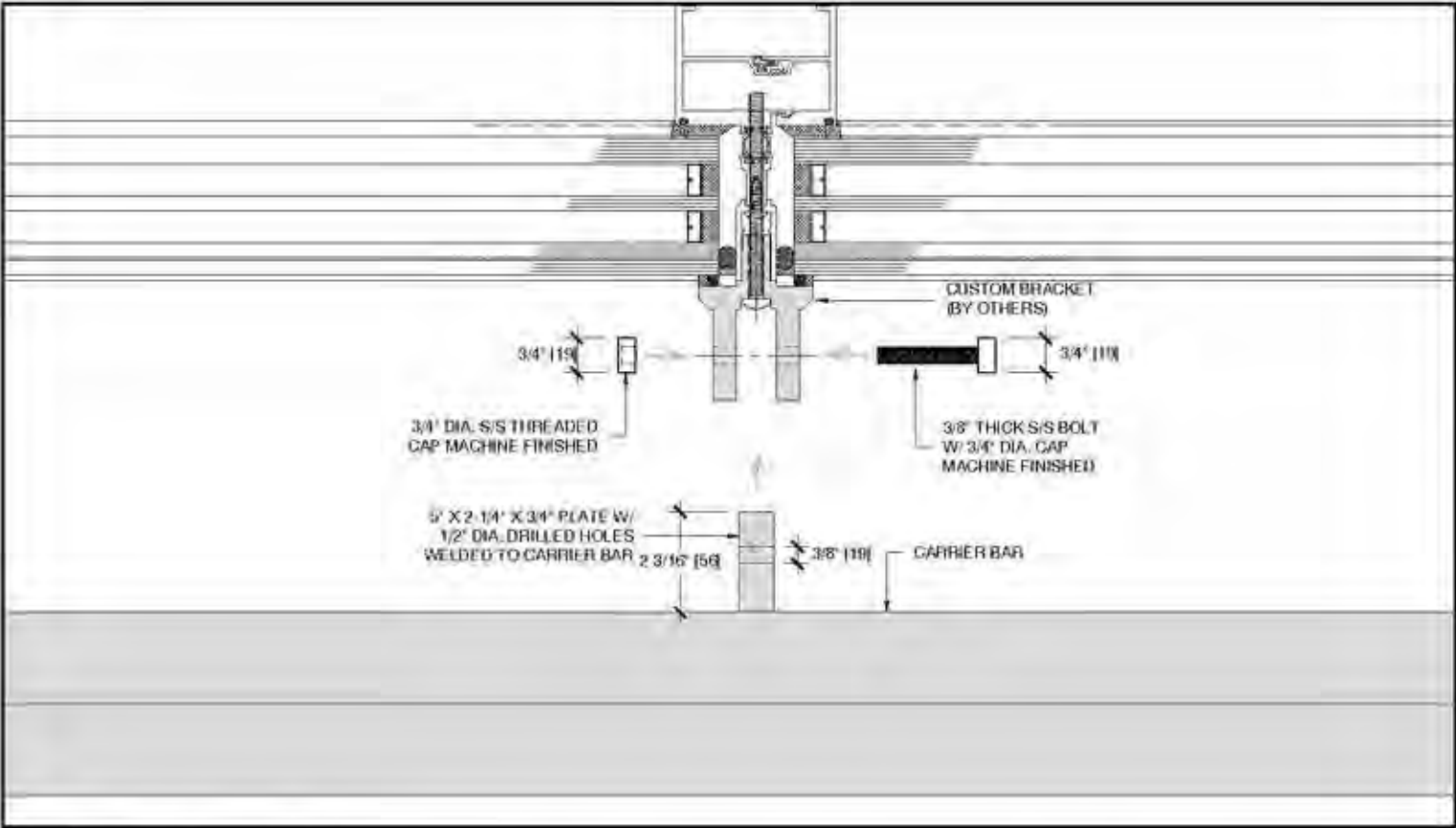
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MEB-1,2,3

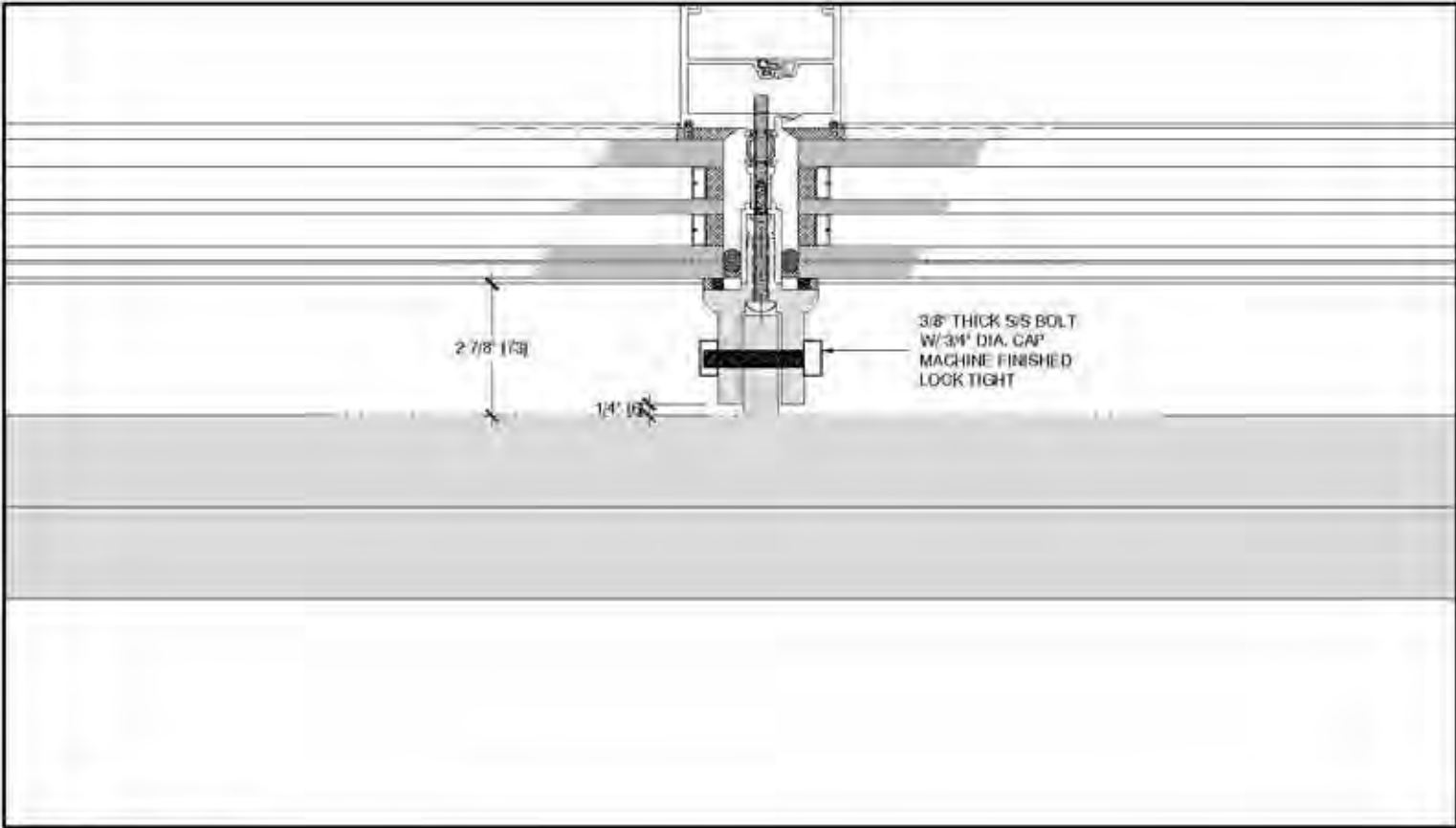
Exterior Signage
MEB - Main Entrance Brand

Manulife Centre

1 Section Detail (Typical)
W3.1-4 1/2" = 1'-0"



2 TYP. Connection Detail (Installation Method)
W3.1-4 3\"/>



3 TYP. Connection Detail
W3.1-4 3\"/>



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DATE
Signage Master Plan Submission March 05, 2018

TITLE Main Entrance Brand
Details

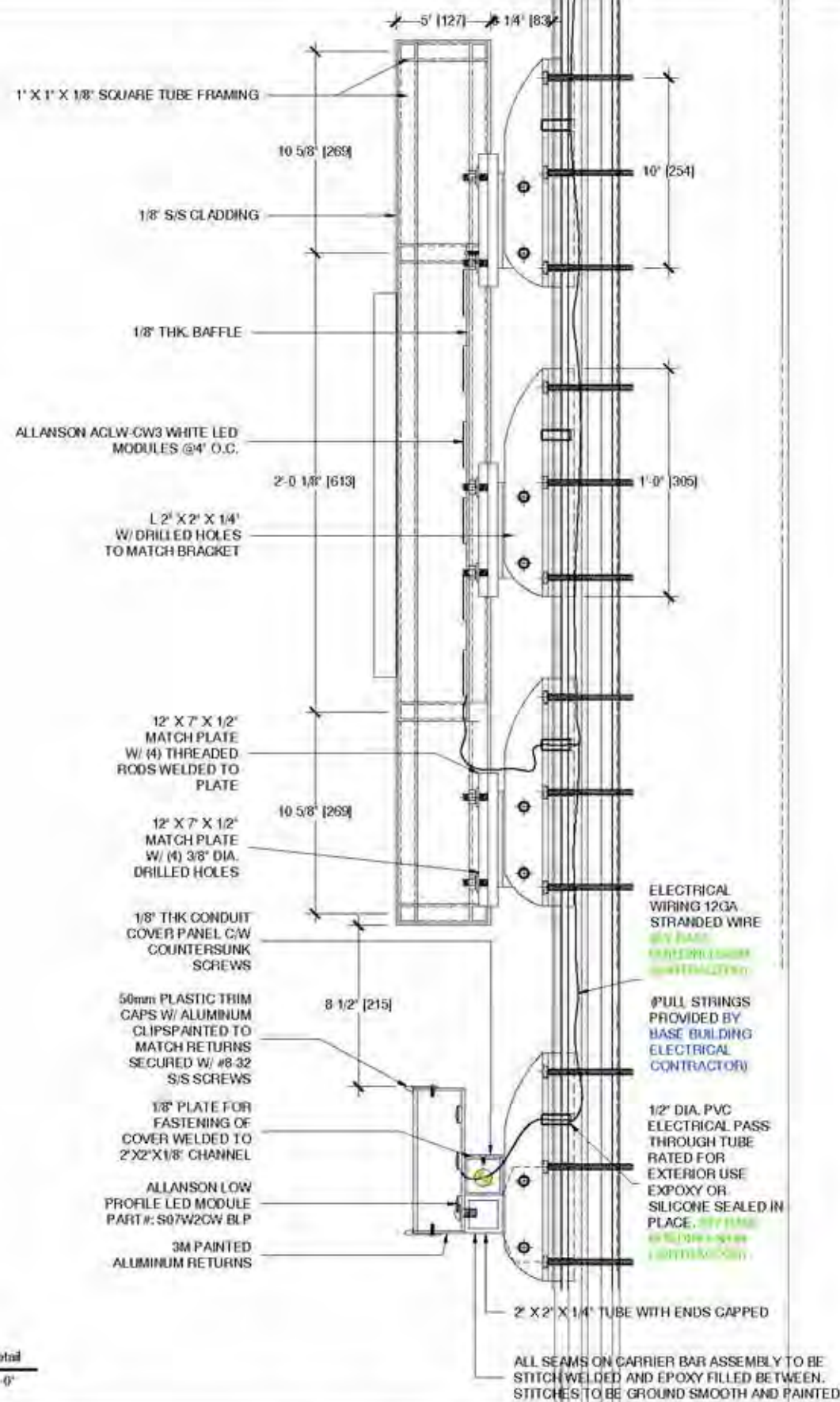
DWG No

APPROVAL

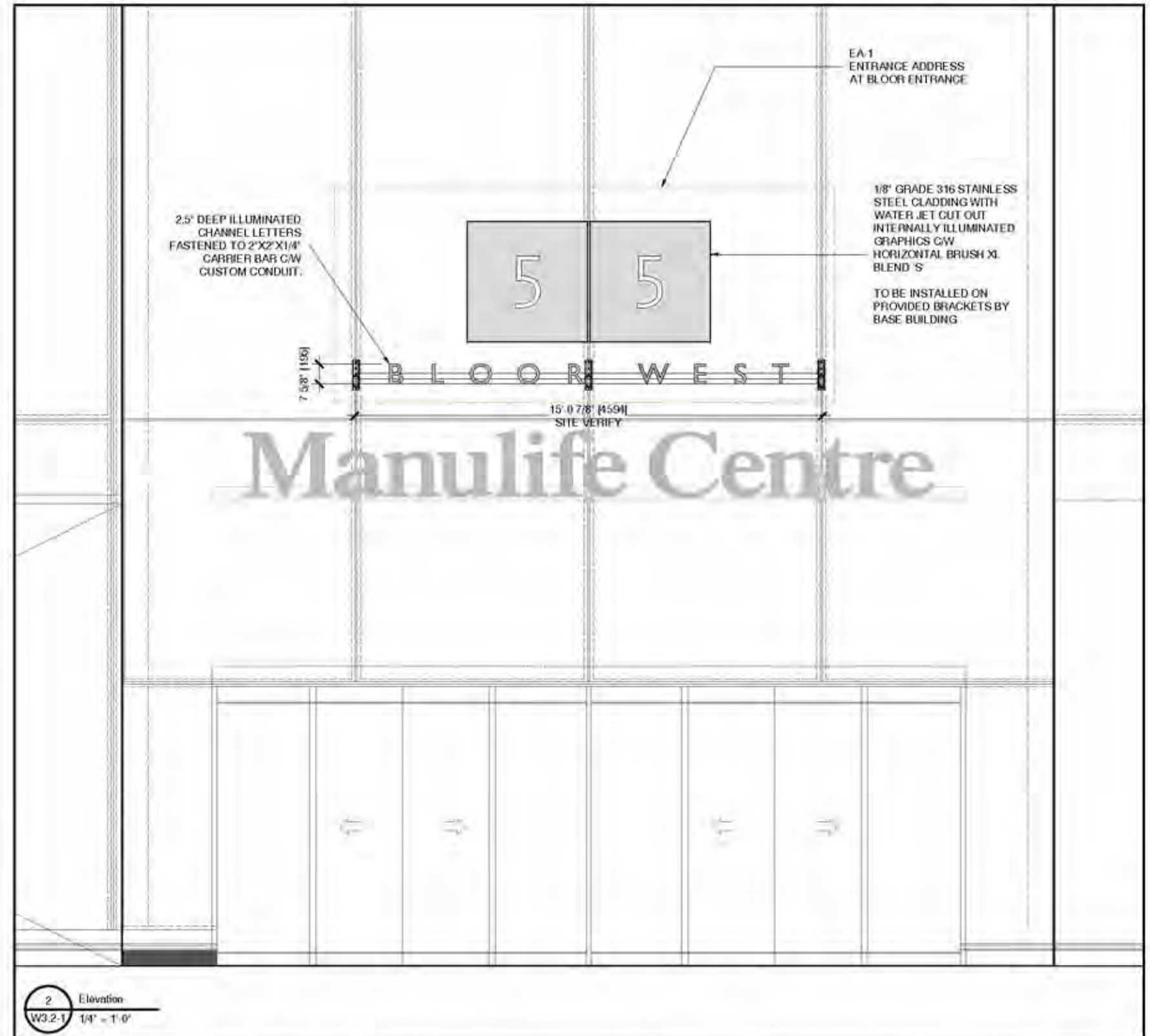
W3.1-4

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Exterior Signage EA - Entrance Address



1 Section Detail
W3.2-1 1-1/2" = 1'-0"



2 Elevation
W3.2-1 1/4" = 1'-0"



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DATE
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TITLE **Entrance Address**

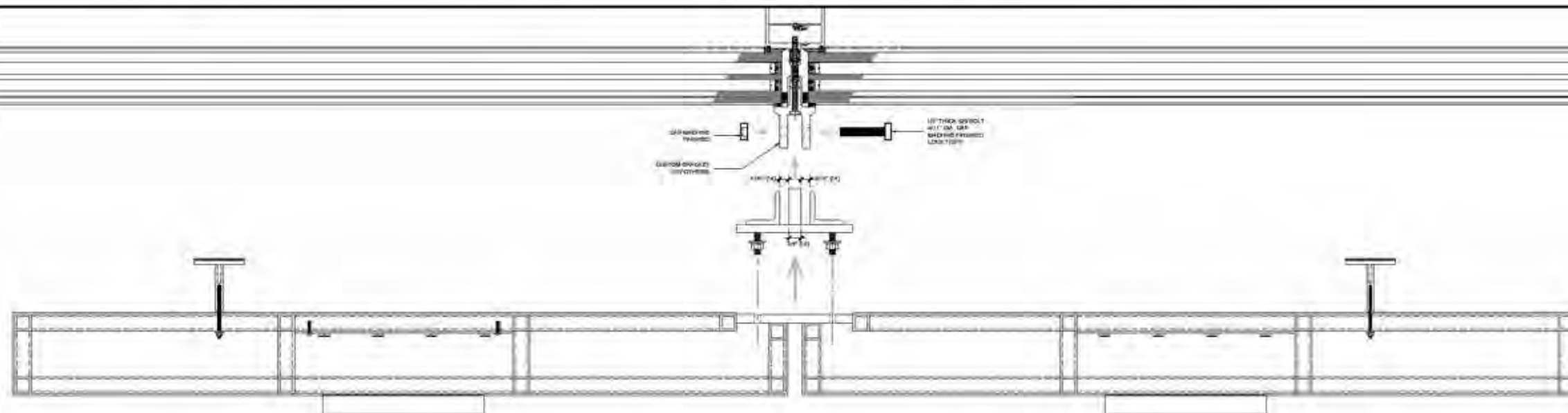
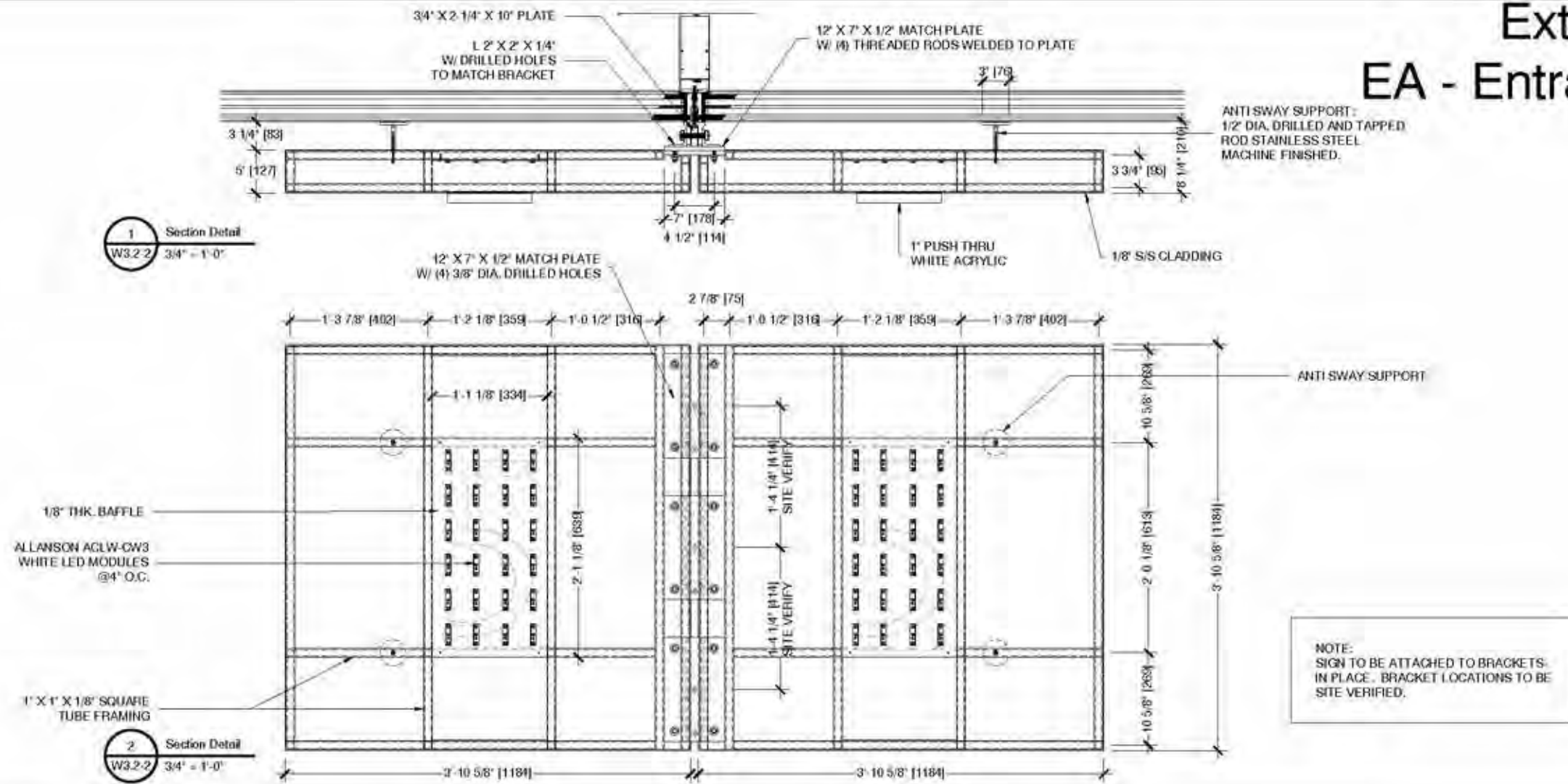
DWG No

W3.2-1

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Exterior Signage EA - Entrance Address



3 Section Detail Installation Diagram
W3.2-2 1/4" = 1'-0"



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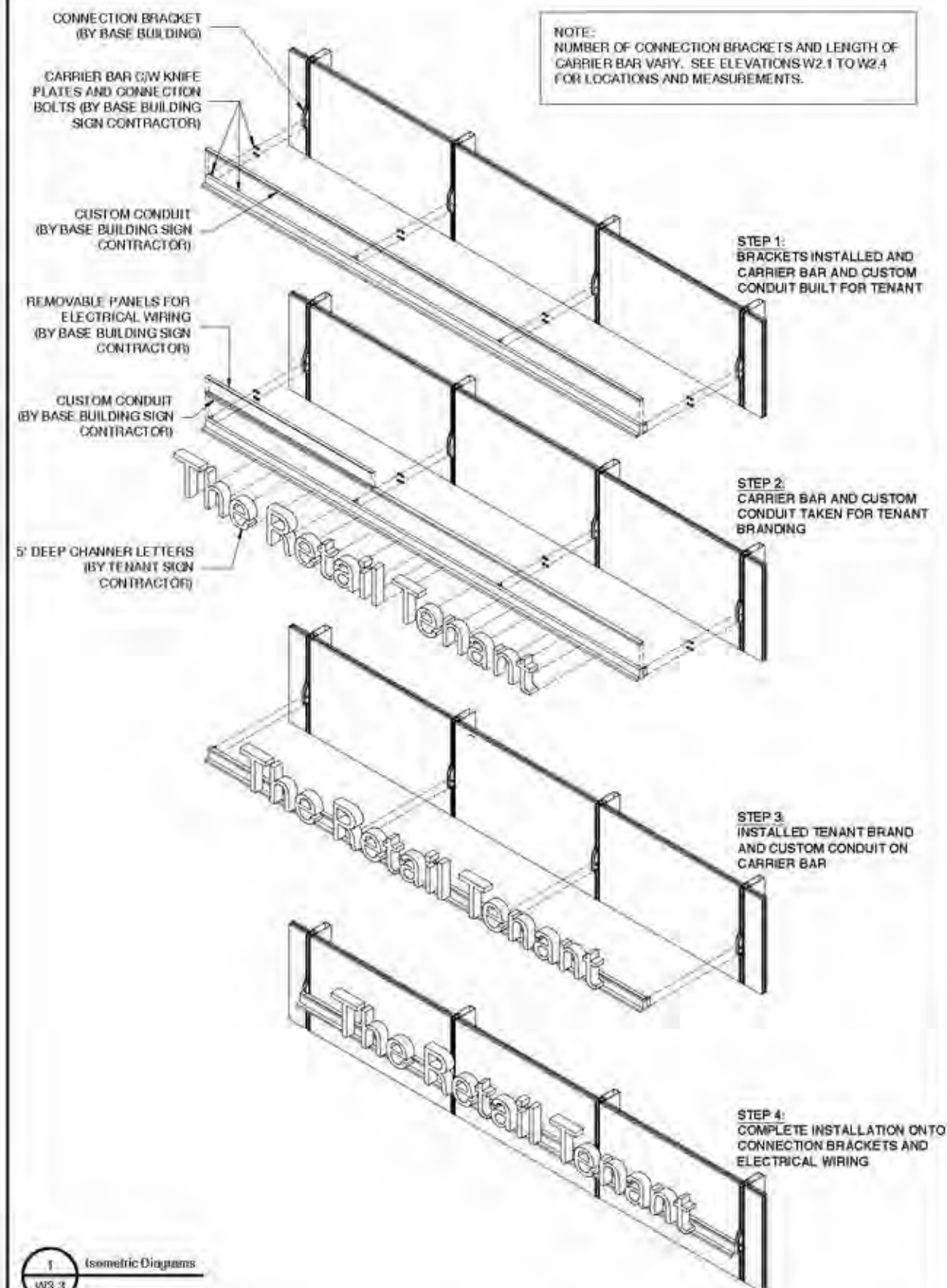
TITLE **Entrance Address**

DWG No

W3.2-1

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RB-1,2,3, 5,6,7,8,9,10,11
LGB-1
EGB-1,2
BSB-1,2,3
BSB-1,2

Exterior Signage

Carrier Bar and Custom Conduit

RB - Retail Branding

LGB - Large Eatery Glass Branding

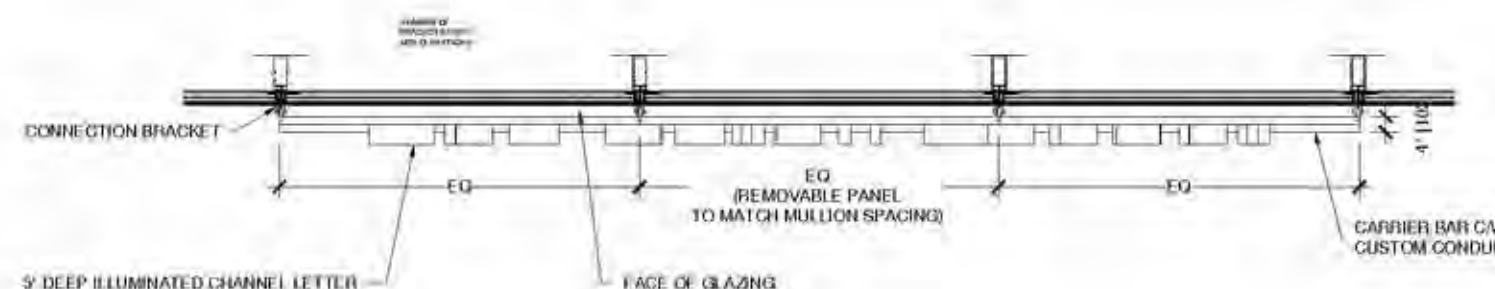
EGB - Eatery Glass Branding

BSB - Birks Sub Branding

BSM - Bloor Street Market Branding



2 Front Elevation
W3.3 1/4" = 1'-0"



3 Plan View
W3.3 1/4" = 1'-0"



4 Plan Section (Electrical Diagram)
W3.3 1/4" = 1'-0"



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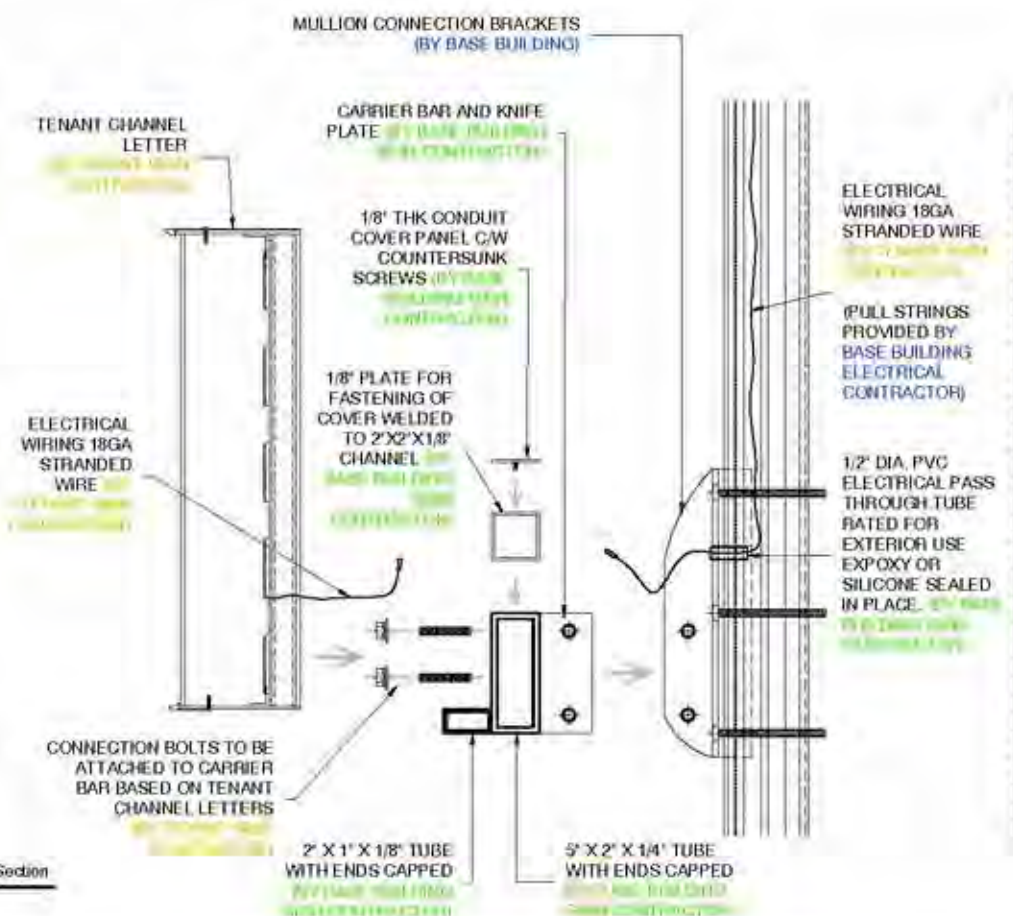
TITLE Custom Carrier Bar

DWG No

APPROVAL

W3.3

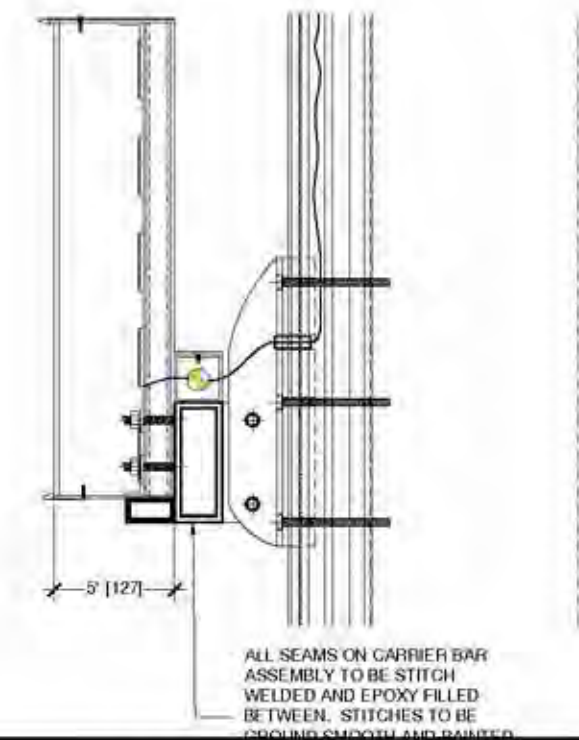
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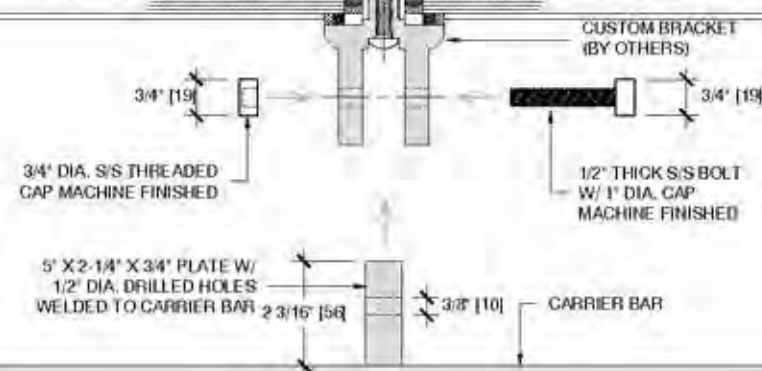
1 Detail Assembly Side Section
W3.3-1 1.5" = 1'-0"

Exterior Signage

Carrier Bar and Custom Conduit



2 Completed Assembly Detail
W3.3-1 1.5" = 1'-0"



3 Detail Carrier Bar Assembly Plan Section
W3.3-1 3\"/>



3 Detail Plan Section of Carrier Bar Installed to Connection Bracket
W3.3-1 3\"/>



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TITLE **Retail Branding**

DWG No

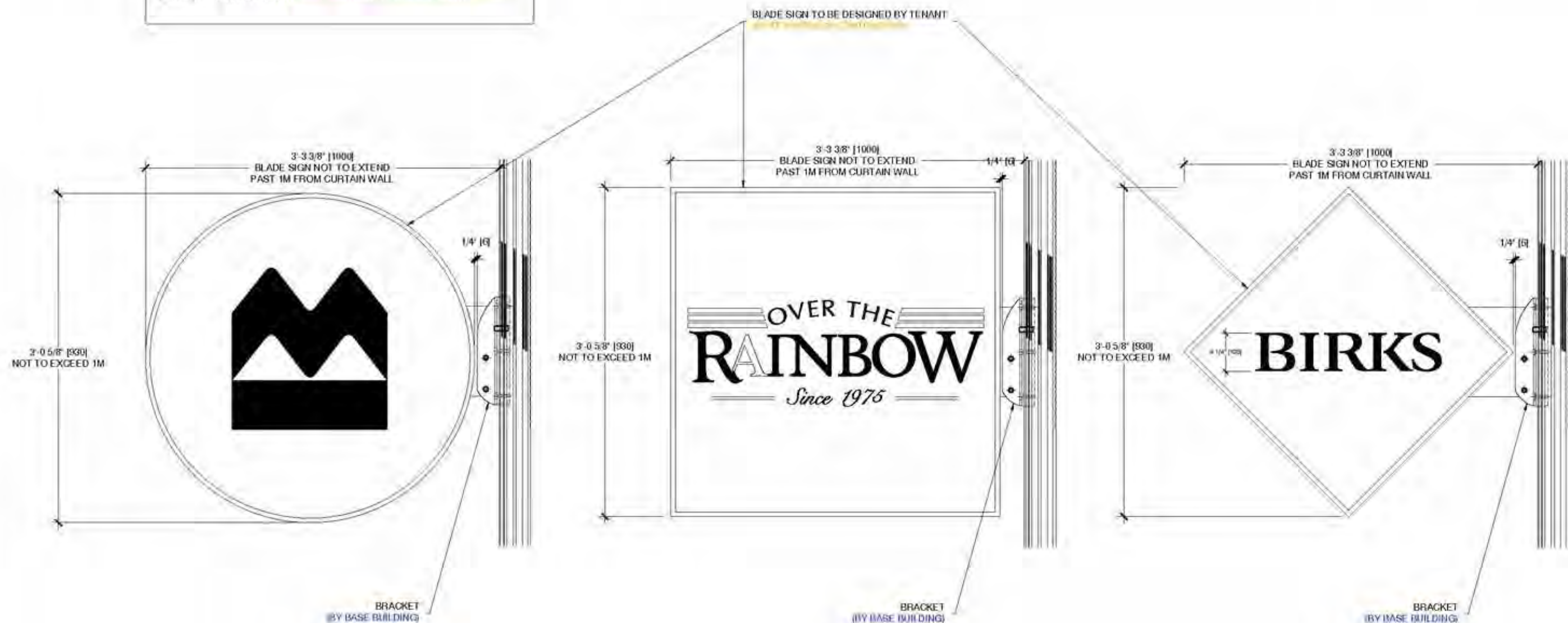
W3.3-1

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Exterior Signage
BL - Blade Sign

NOTE:
ELECTRICAL WIRING 18GA STRANDED WIRE (BY CONTRACTOR)
(PULL STRINGS PROVIDED BY CONTRACTOR)



1 Detail Section
W3.4 1" = 1'-0"



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TITLE Blade Sign

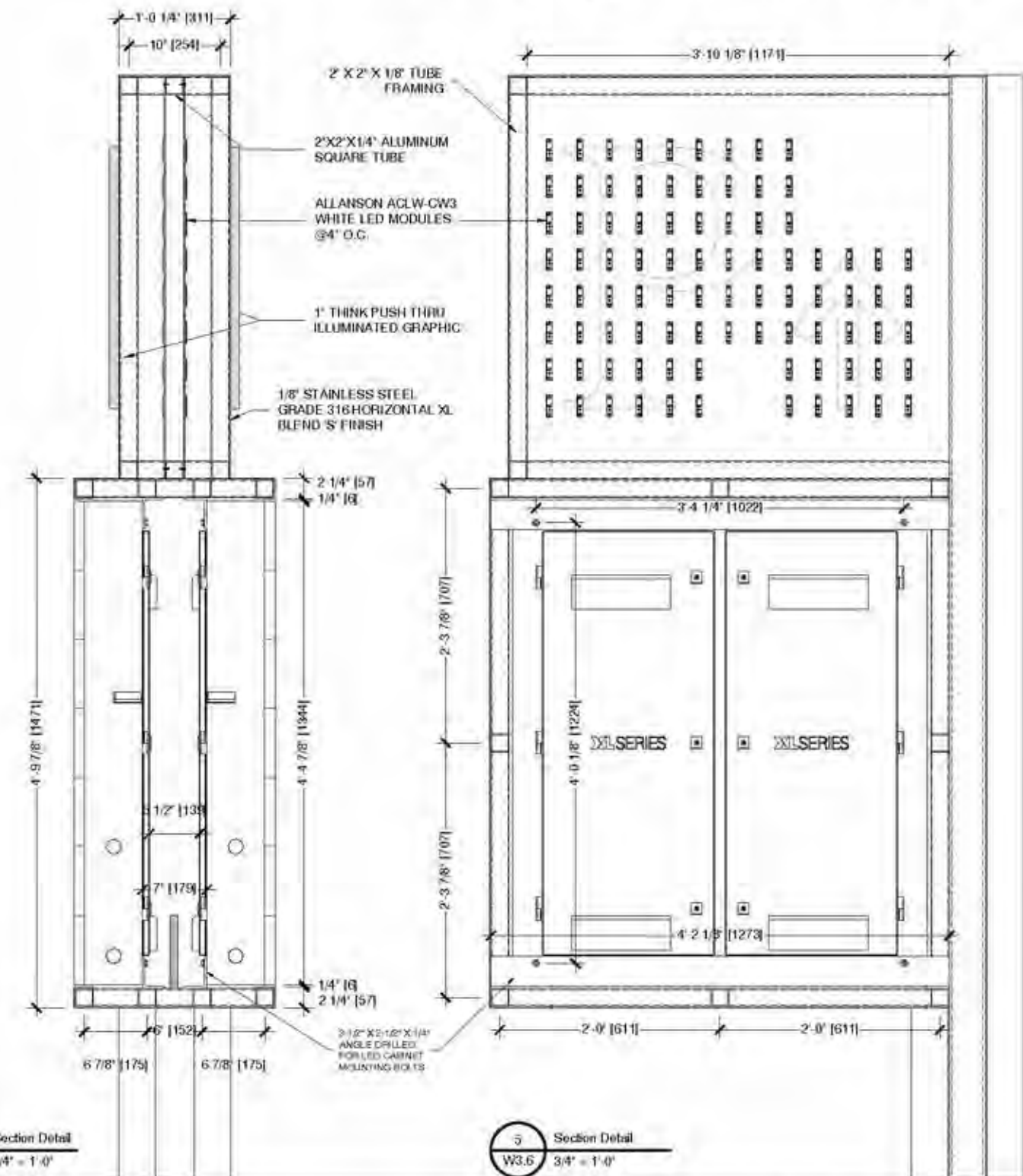
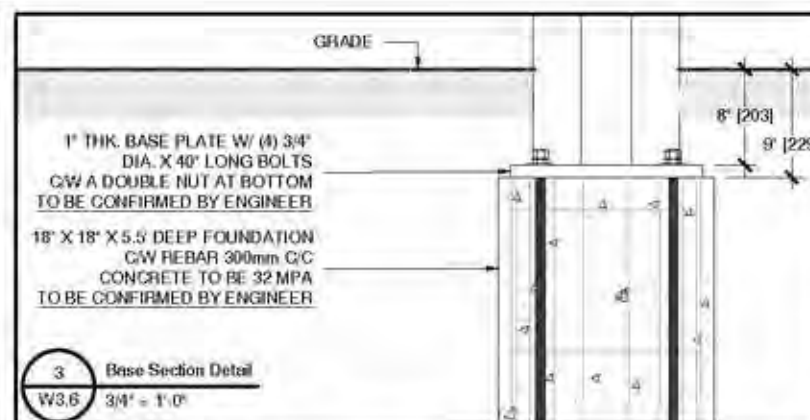
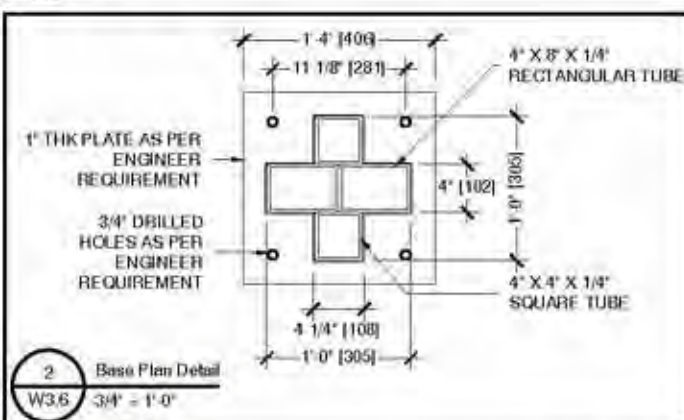
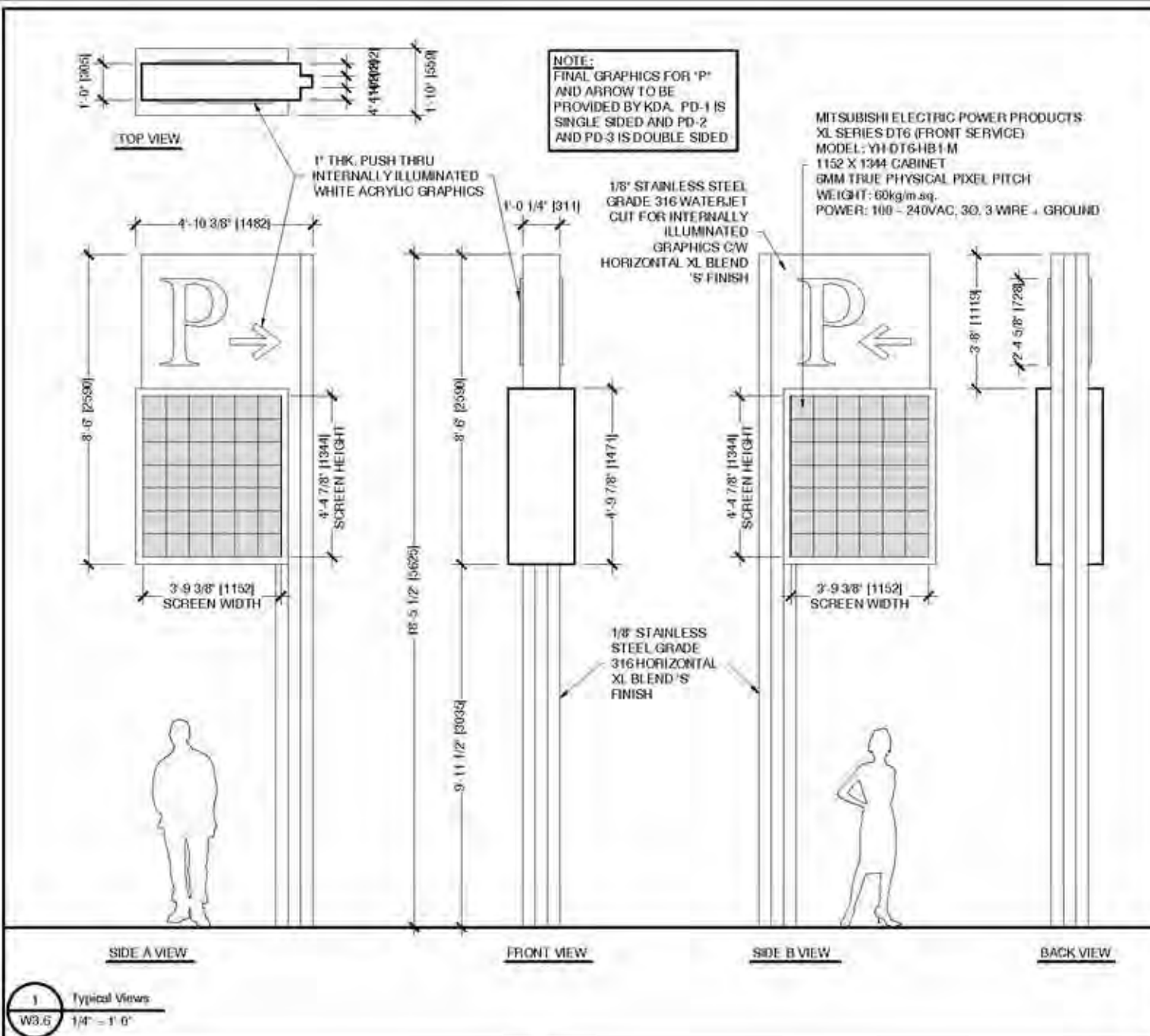
DWG No

W3.4

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Exterior Signage PD - Freestanding Parking Directional



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PROJECT **Manulife Centre**
55 Bloor Street West
TORONTO, ONTARIO

DATE
Signage Master Plan Submission March 05, 2018

TITLE **Freestanding Parking Directional**

DWG No

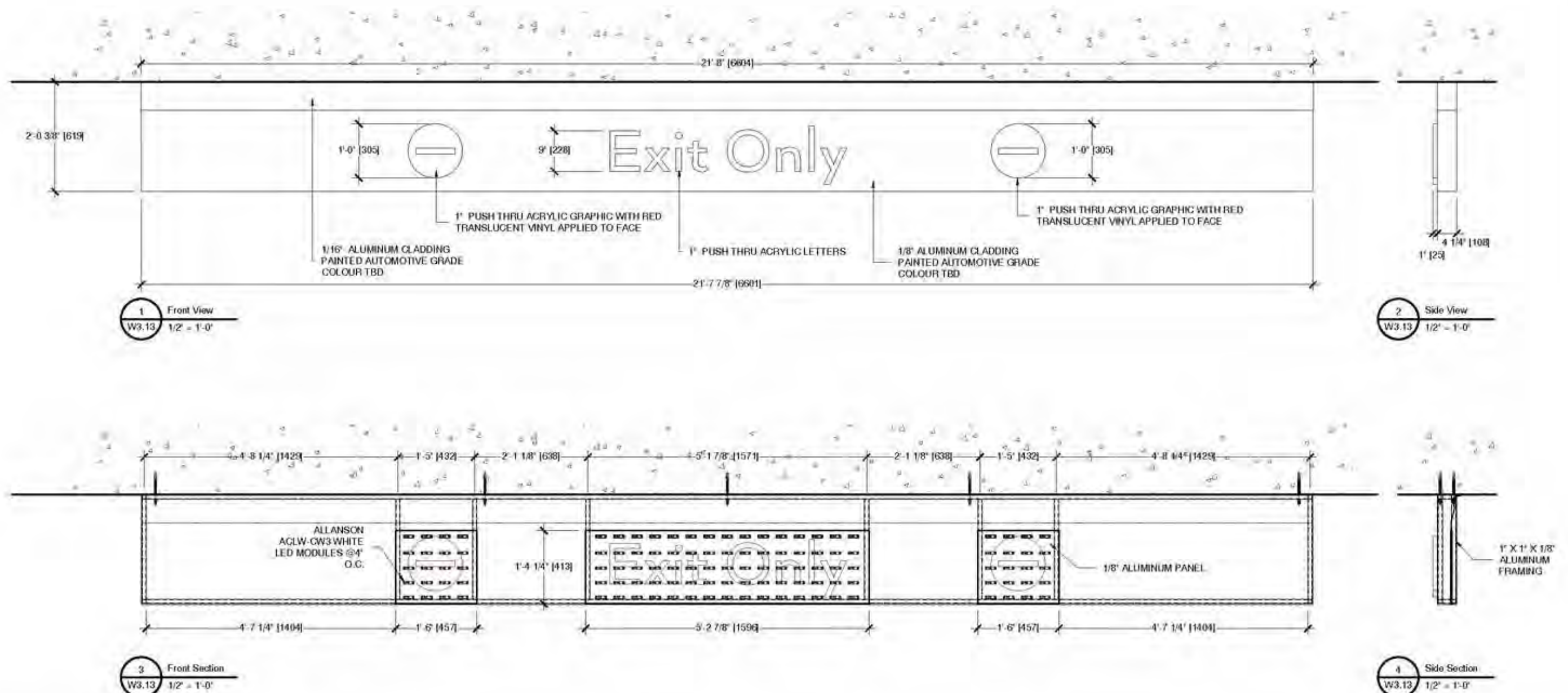
APPROVAL

W3.6

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Exterior Signage PEX - Parking Exit Overhead

NOTE:
FINAL GRAPHICS TO
BE PROVIDED BY KDA.



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TORONTO, ONTARIO

DATE
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TITLE **Parking Exit Overhead**

DWG No

W3.13

APPROVAL

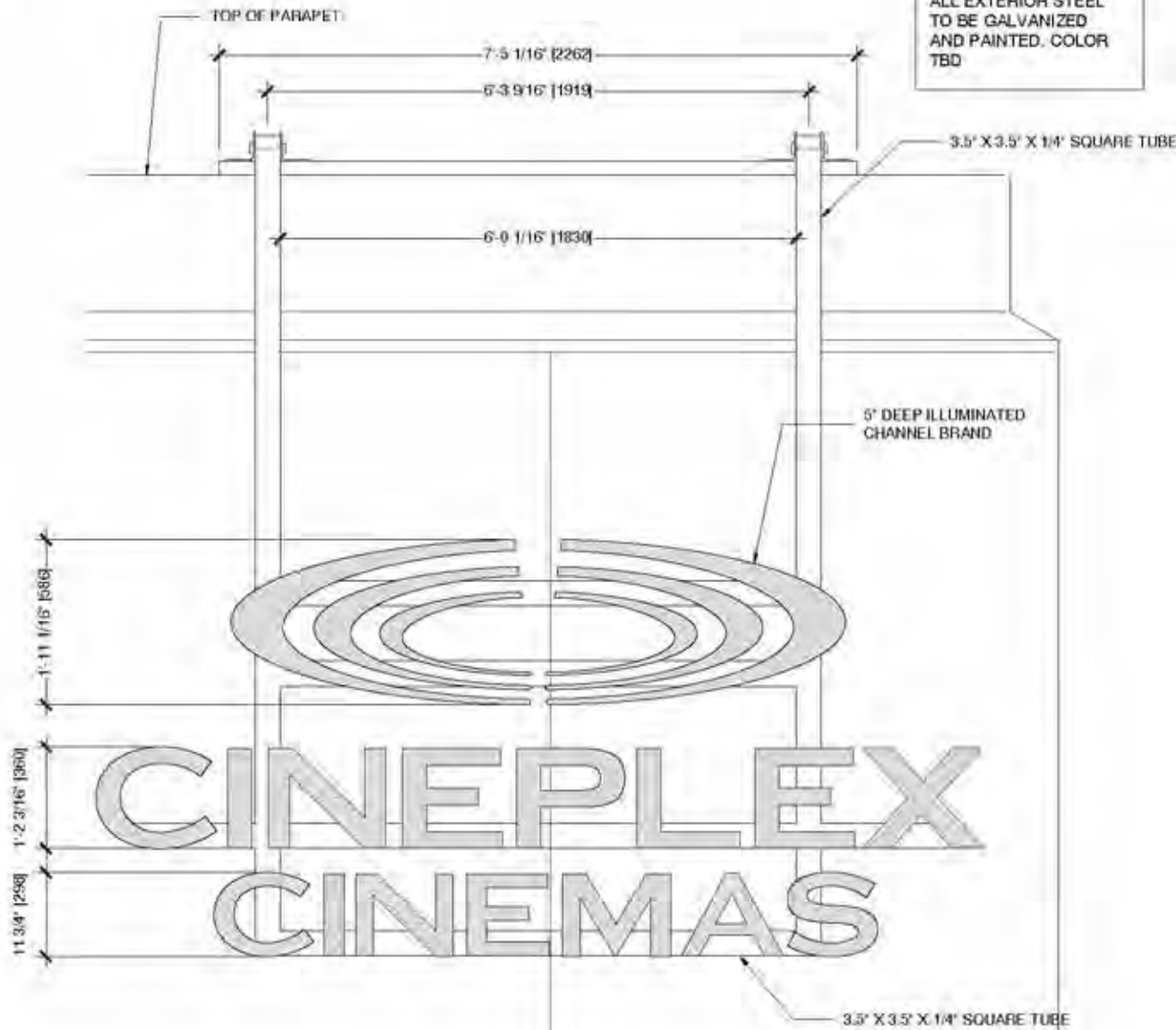
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CTB-1

WEIGHT:

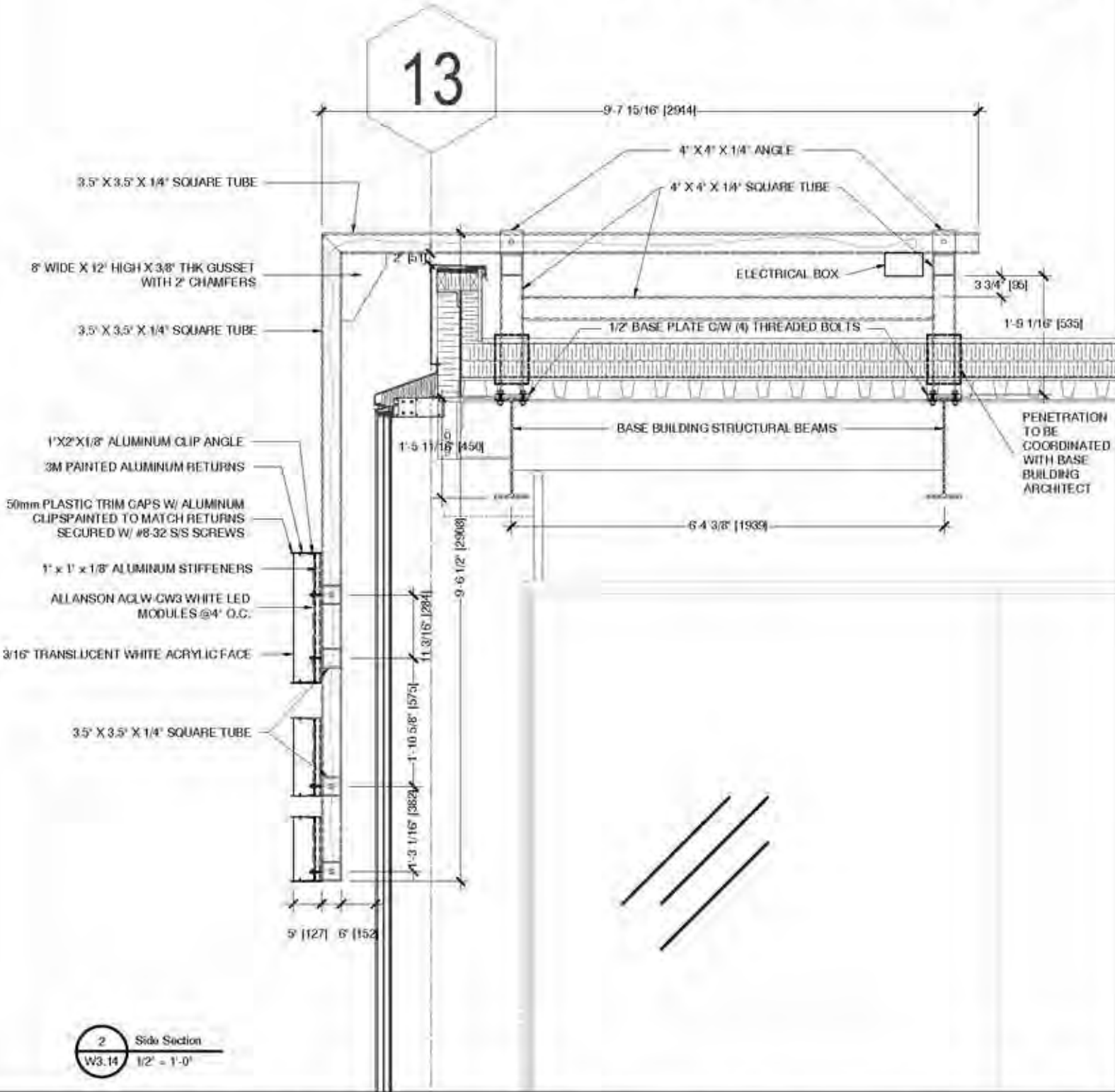
SYMBOL - 120 lbs
CINEPLEX (text) - 160 lbs
CINEMAS (text) - 105 lbs
TOTAL 385 lbs / 175 kg

ALL EXTERIOR STEEL
TO BE GALVANIZED
AND PAINTED. COLOR
TBD



1 Elevation
W3.14 1/2\"/>

Exterior Signage CTB - Cineplex Tenant Branding



2 Side Section
W3.14 1/2\"/>



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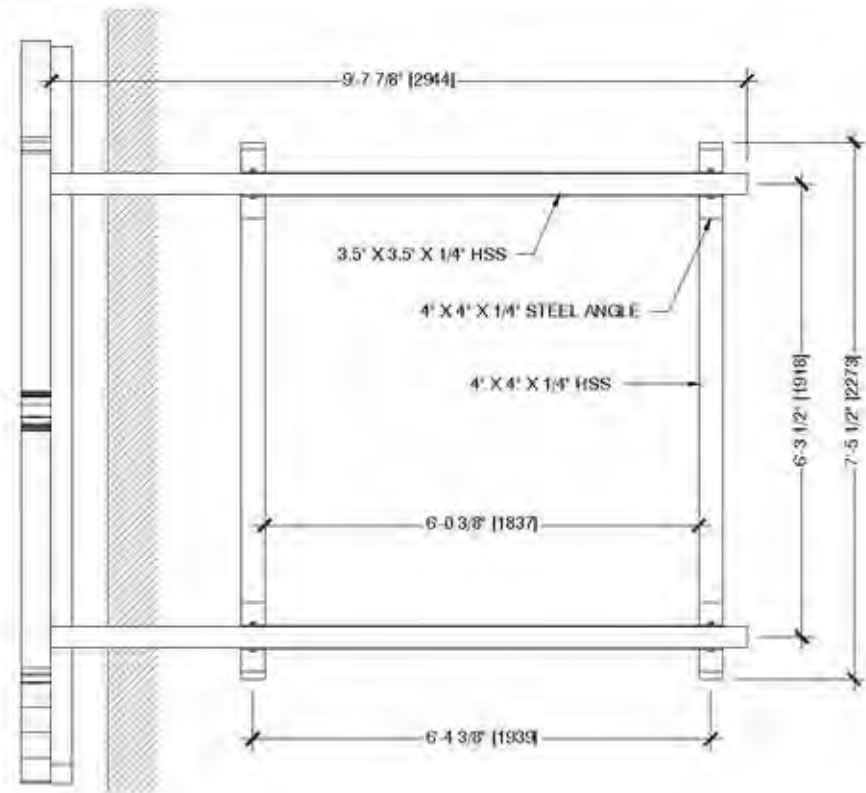
TITLE **Cineplex Tenant Branding**

DWG No

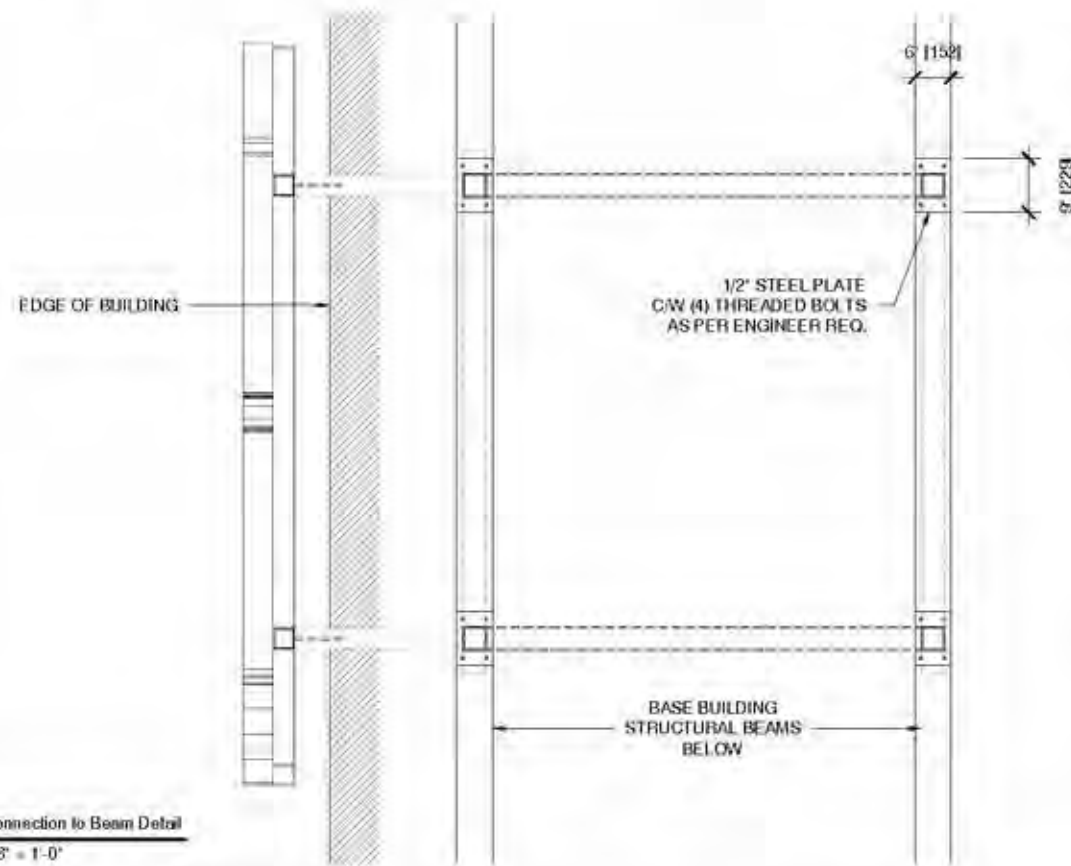
W3.14

APPROVAL

CTB-1

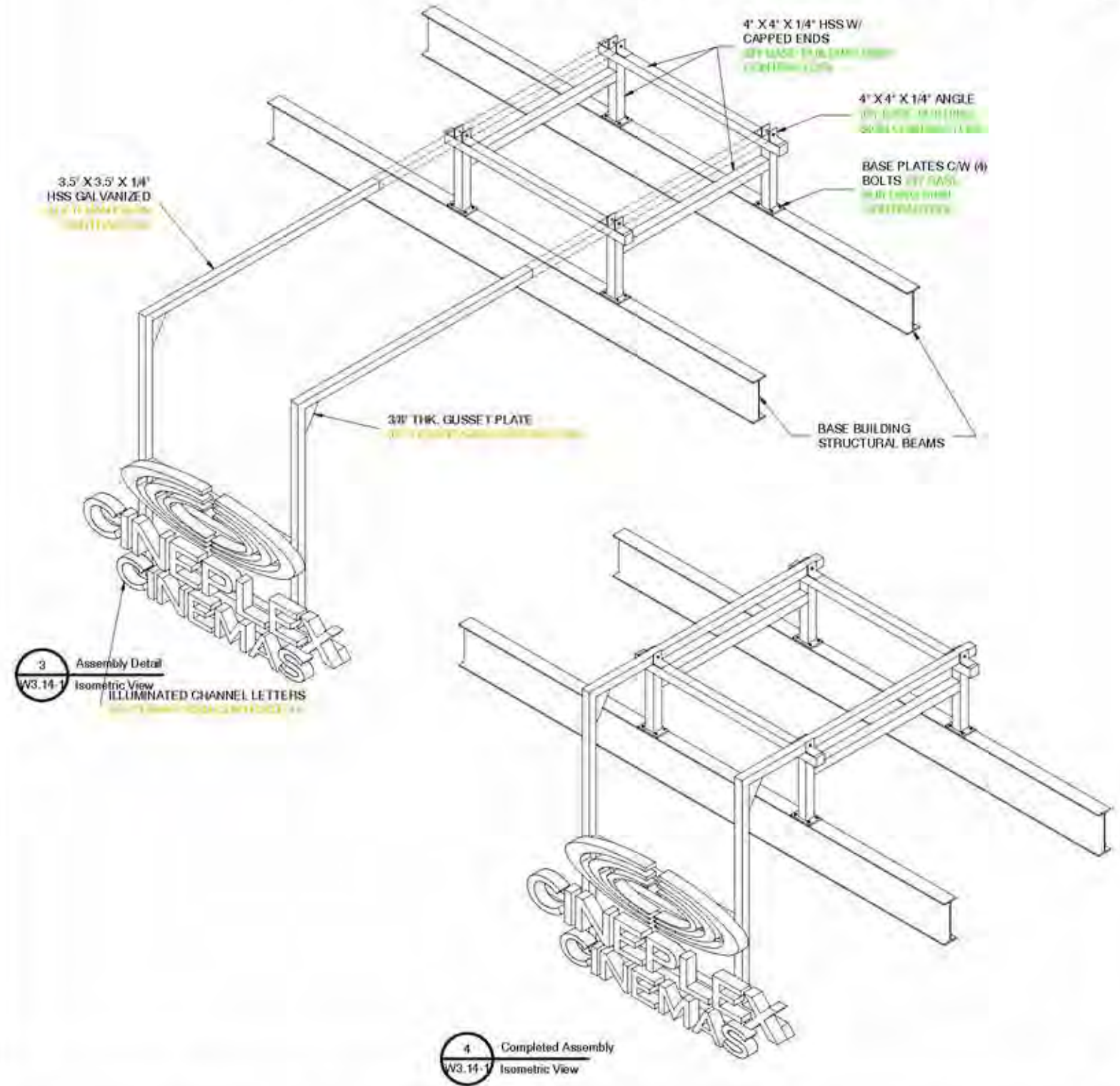


1 Top View
W3.14-1 3/8" = 1'-0"



2 Connection to Beam Detail
W3.14-1 3/8" = 1'-0"

Exterior Signage CTB - Cineplex Tenant Branding

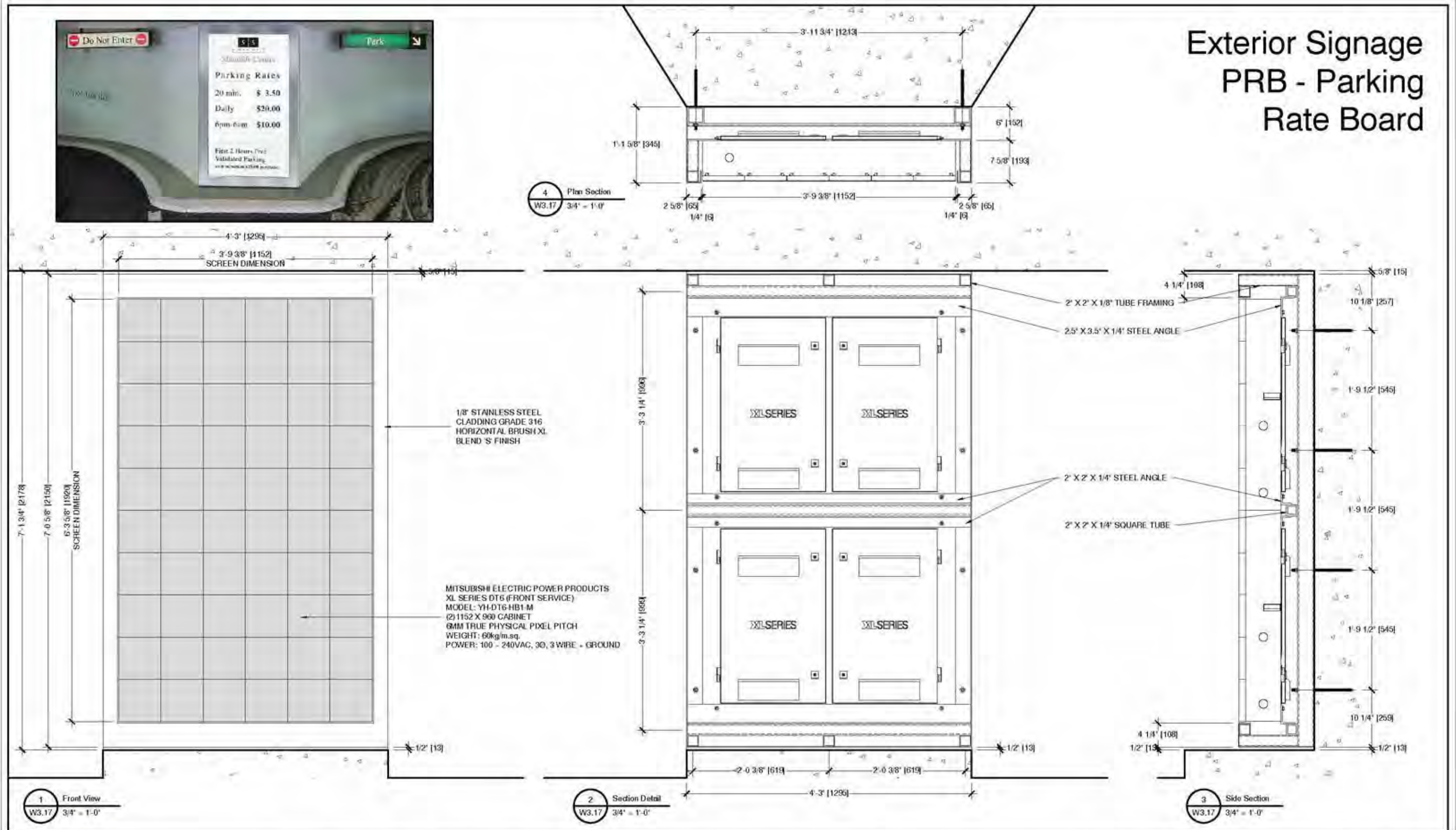


3 Assembly Detail
W3.14-1 Isometric View

4 Completed Assembly
W3.14-1 Isometric View



Exterior Signage PRB - Parking Rate Board



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DATE
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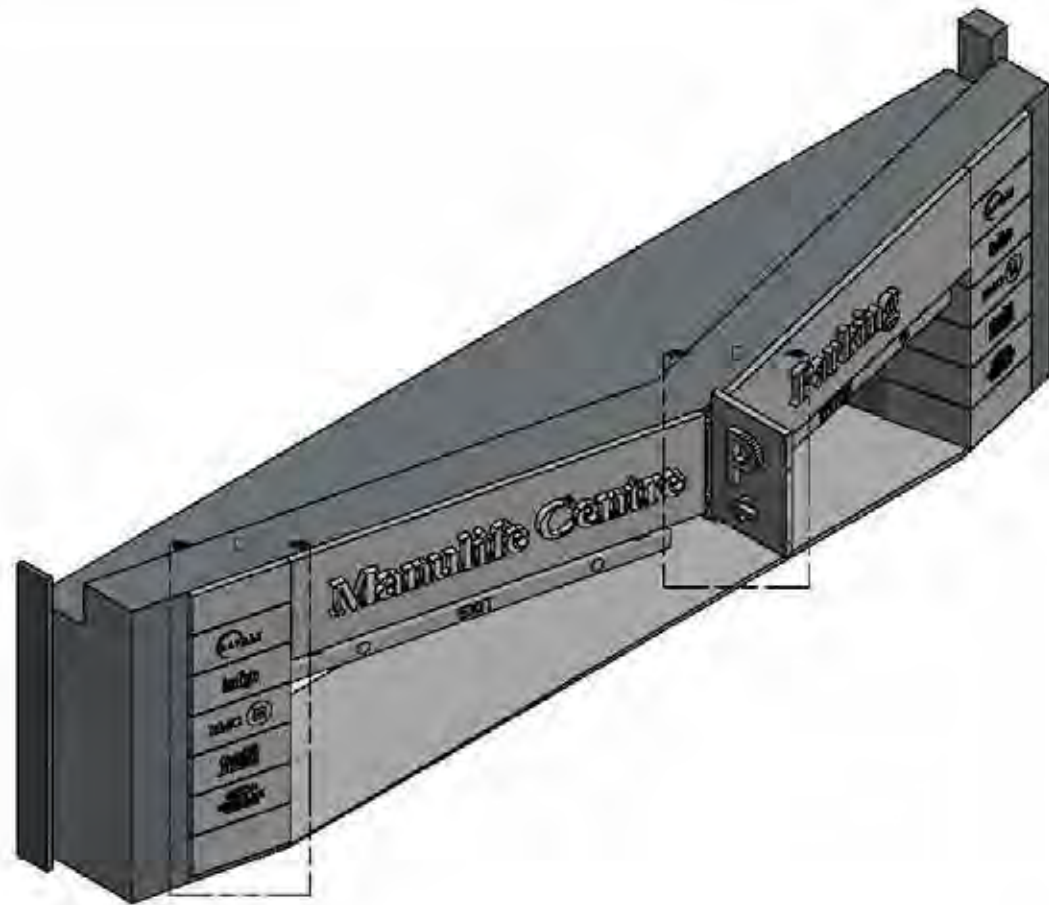
TITLE BMO STOREFRONT
BRANDING

DWG No

W3.17

APPROVAL

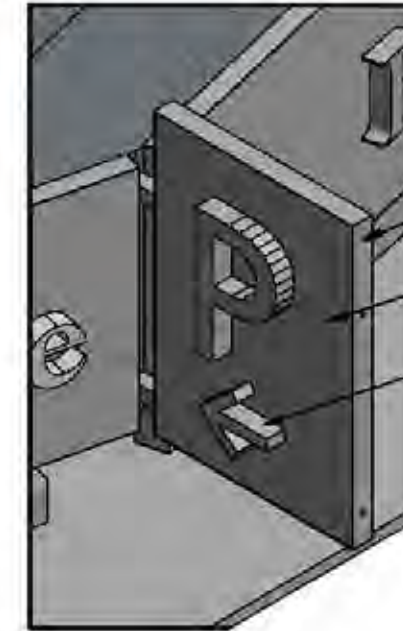
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TENANT BLADE
ALUMINUM FACE
AUTOMOTIVE GRADE PAINTED
PUSHED THRU GRAPHICS
I.E.D. INTERNALLY ILLUMINATED

1/4" LASER CUT WHITE ACRYLIC
PUSHED THRU ALUMINUM FACE
3M FIRST SURFACE VINYL
AS PER TENANT BRAND IDENTITY

DETAIL D
SCALE 1/40

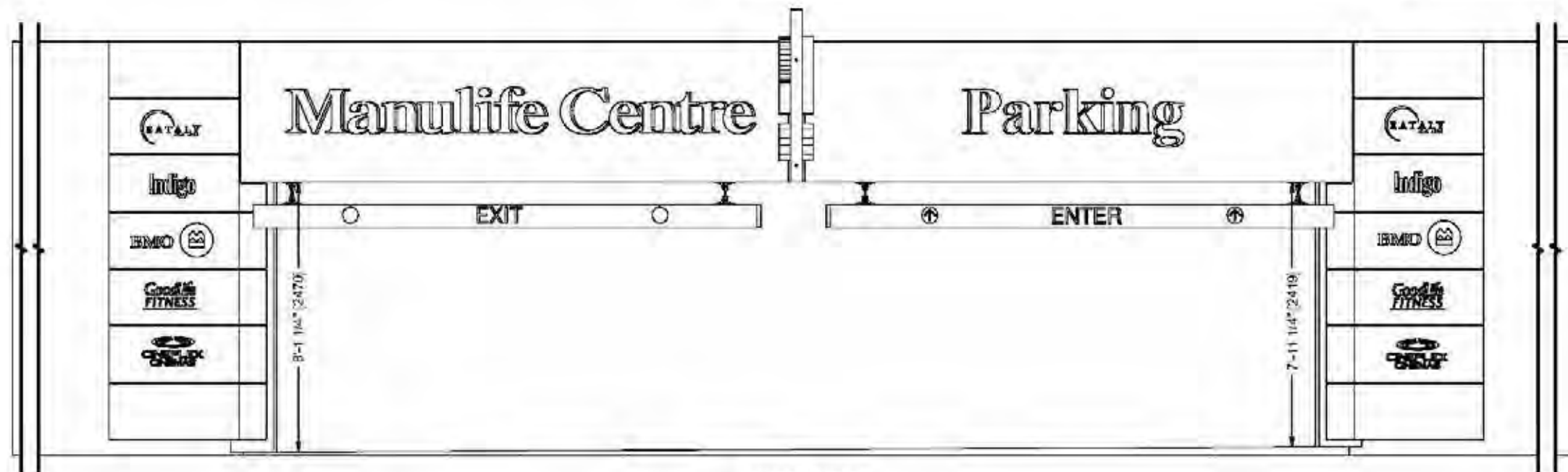


ALUMINUM TRIM FRAME
AUTOMOTIVE GRADE PAINTED

WHITE ACRYLIC FACE
INTERNALLY I.E.D. ILLUMINATED

STAINLESS STEEL FORMED
CHANNEL LETTERS
W/STAINLESS STEEL FACE

DETAIL E
SCALE 1/30



FRONT ELEVATION
SCALE 1/50



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Design Fax: 416.921.9034
Associates www.kramer-design.com

CLIENT **Manulife Real Estate**

PROJECT **Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO**

DATE
Stonace Master Plan Submission March 05, 2016

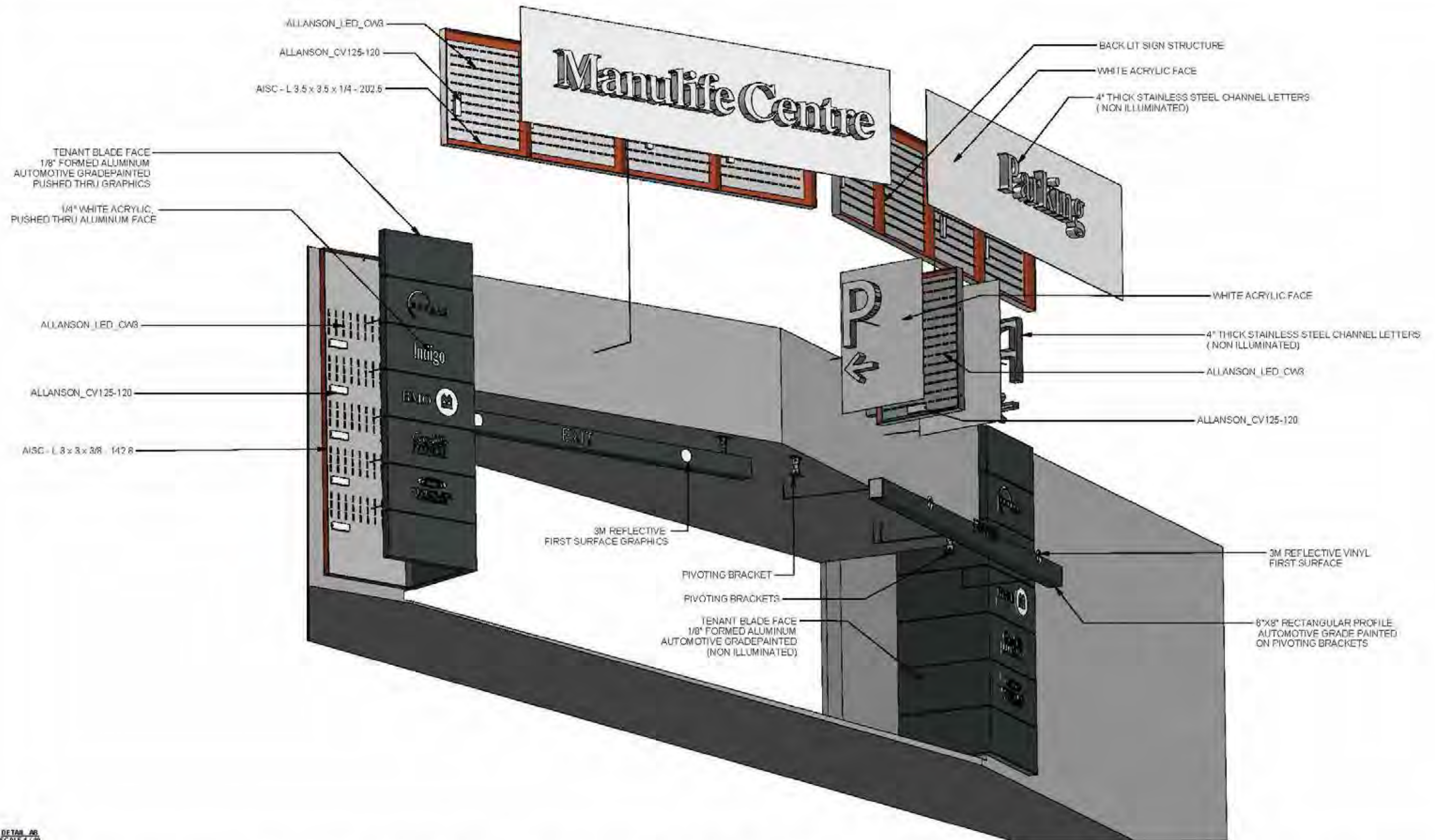
TITLE **PARKING_ENTRANCE 1**

DWG. No.

W3.18 1

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DETAIL A6
SCALE 1/4" = 1'-0"



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PROJECT **Manulife Centre
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TORONTO, ONTARIO**

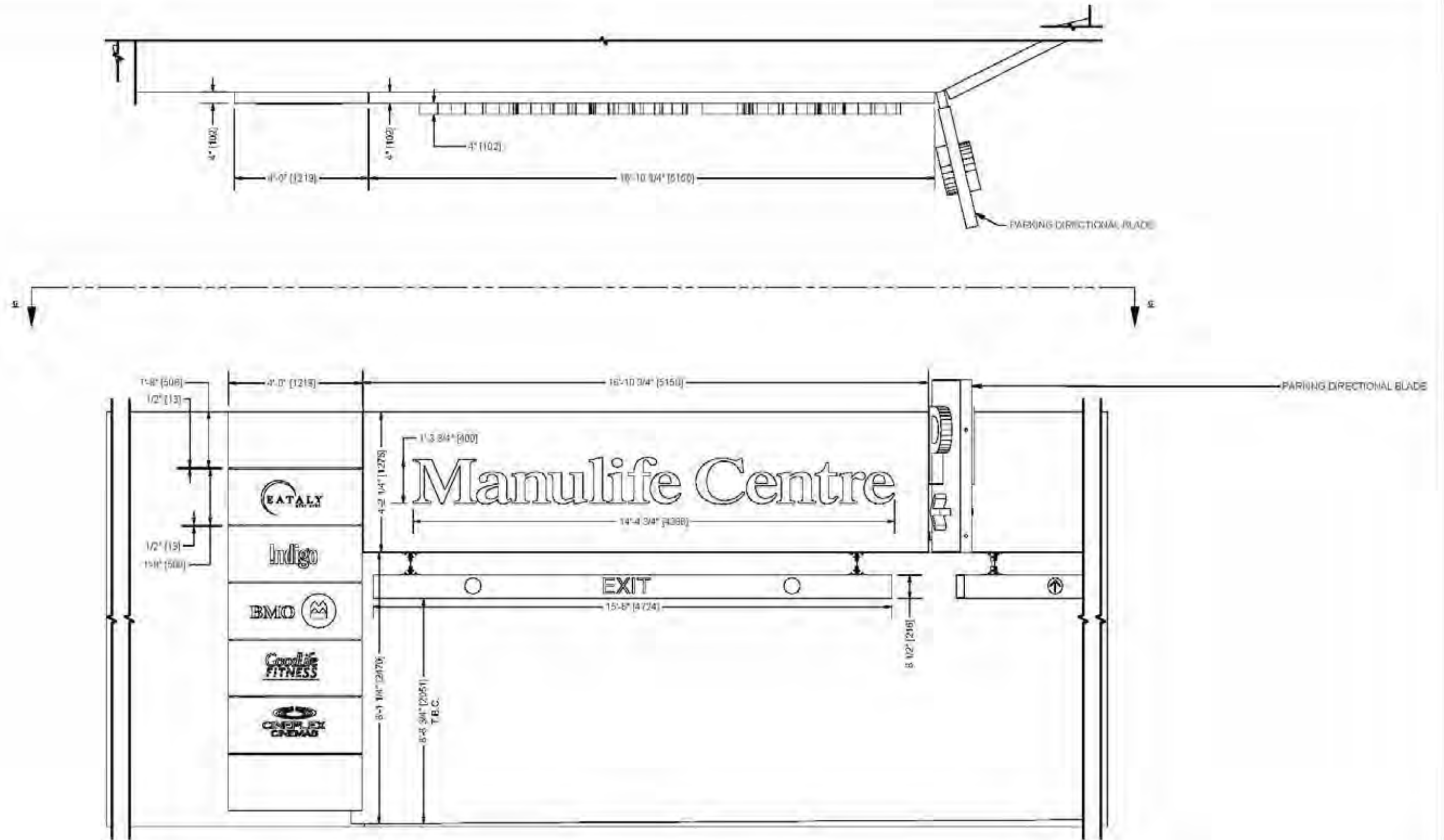
DATE
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TITLE **PARKING_ENTRANCE 3**

DWG No.

W3.18 3

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PROJECT **Manulife Centre
55 Bloor Street West
TORONTO, ONTARIO**

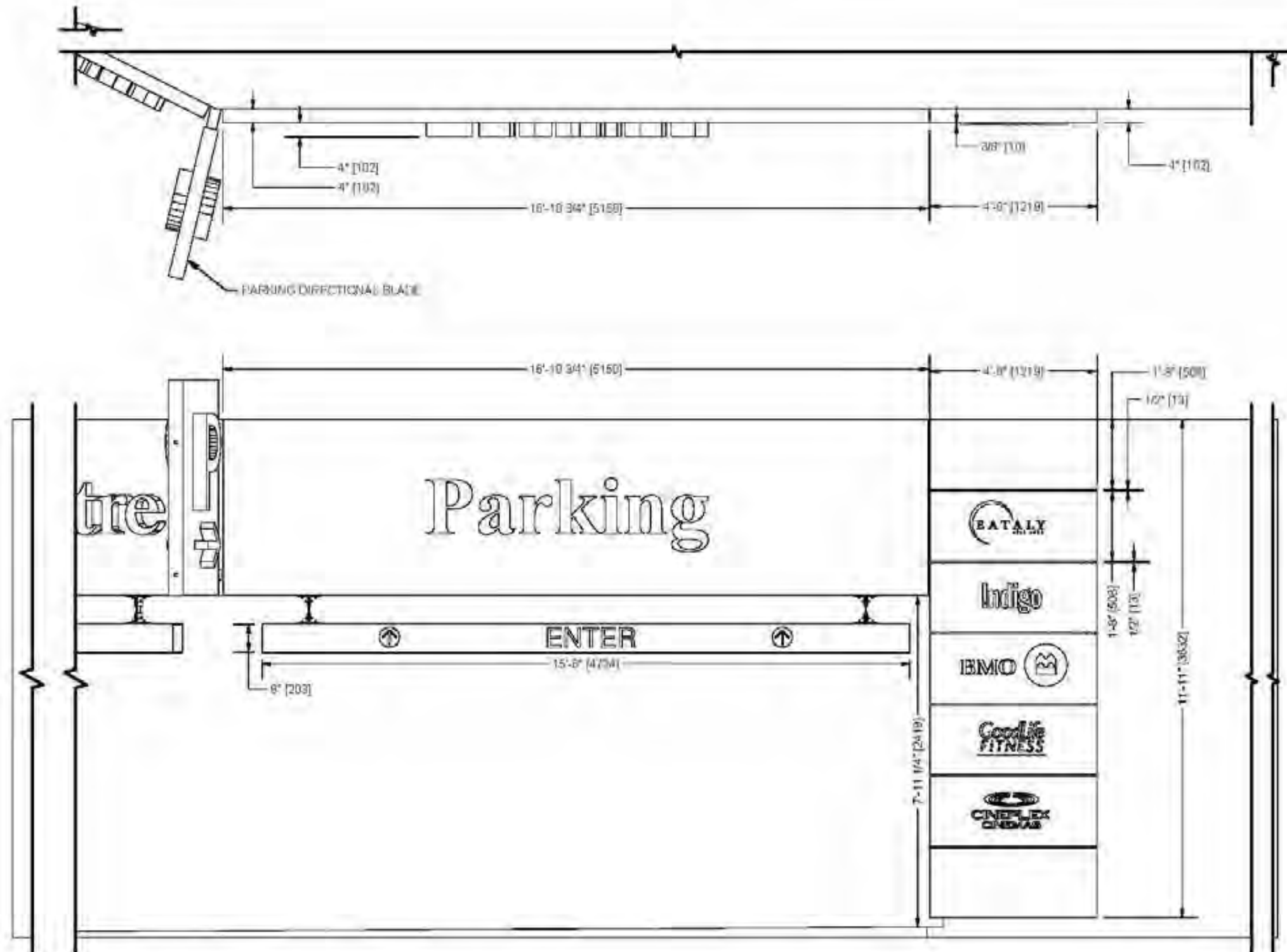
DATE
Signaco Master Plan Submission March 05, 2018

TITLE **PARKING ENTRANCE 4**

DWG No.

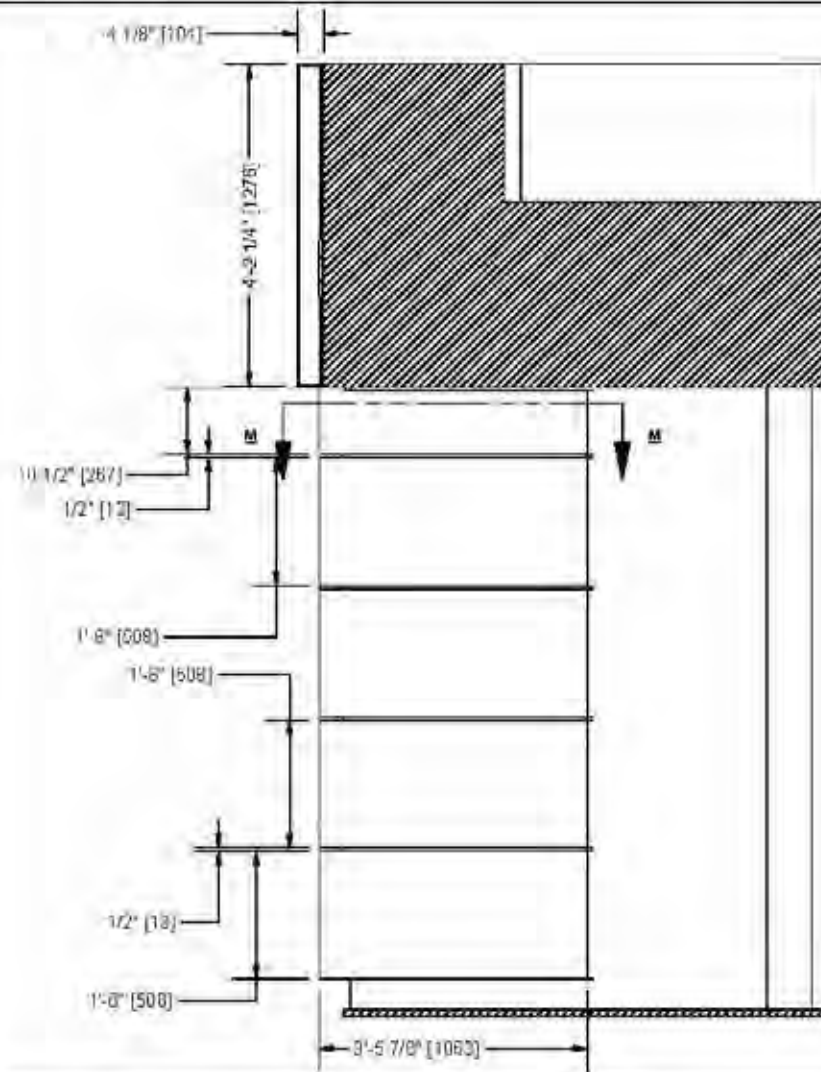
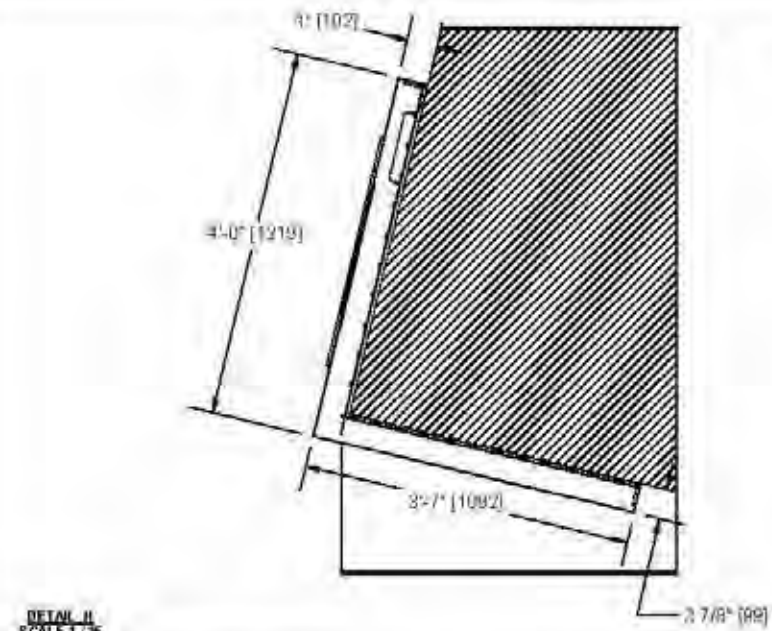
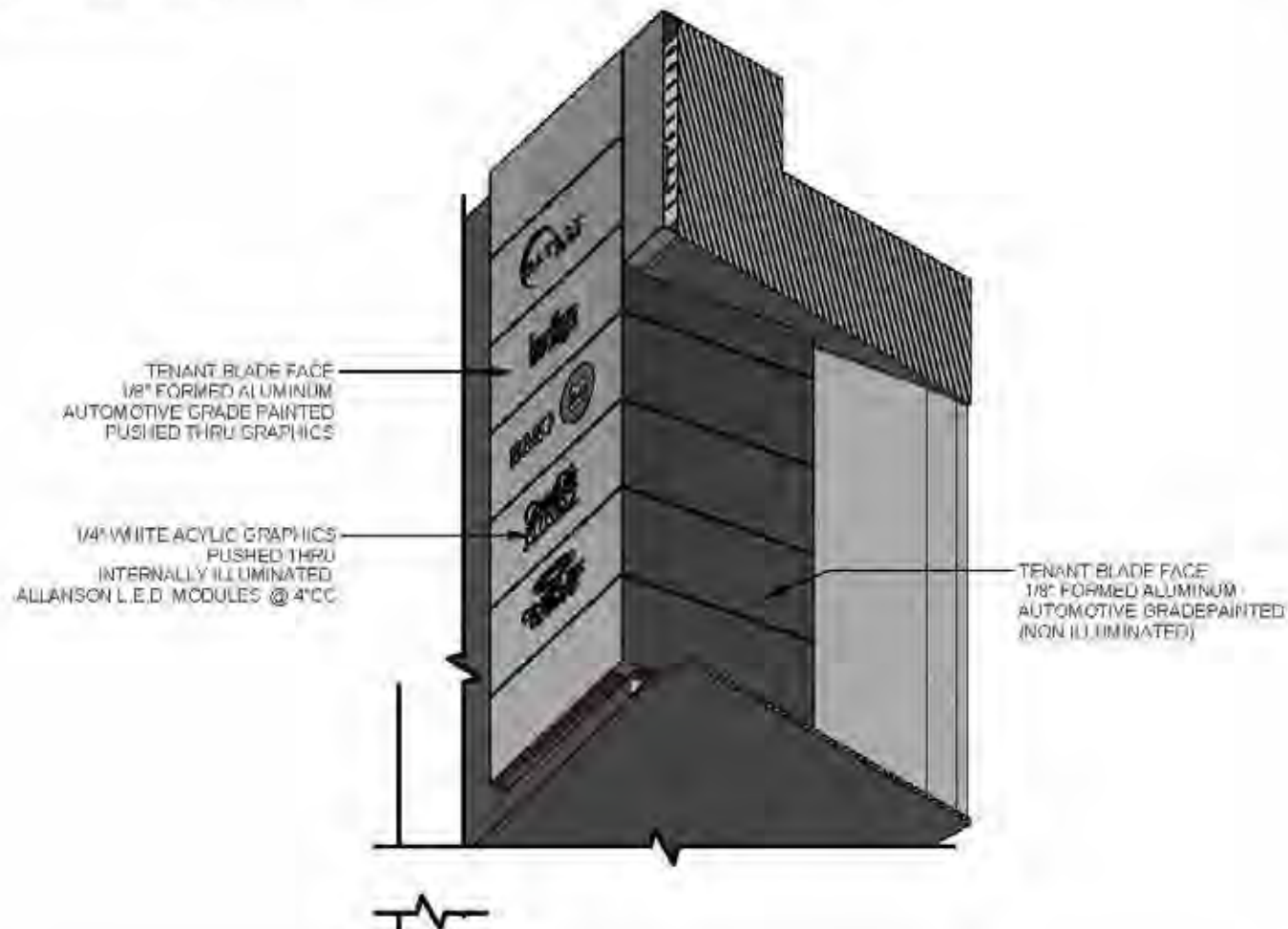
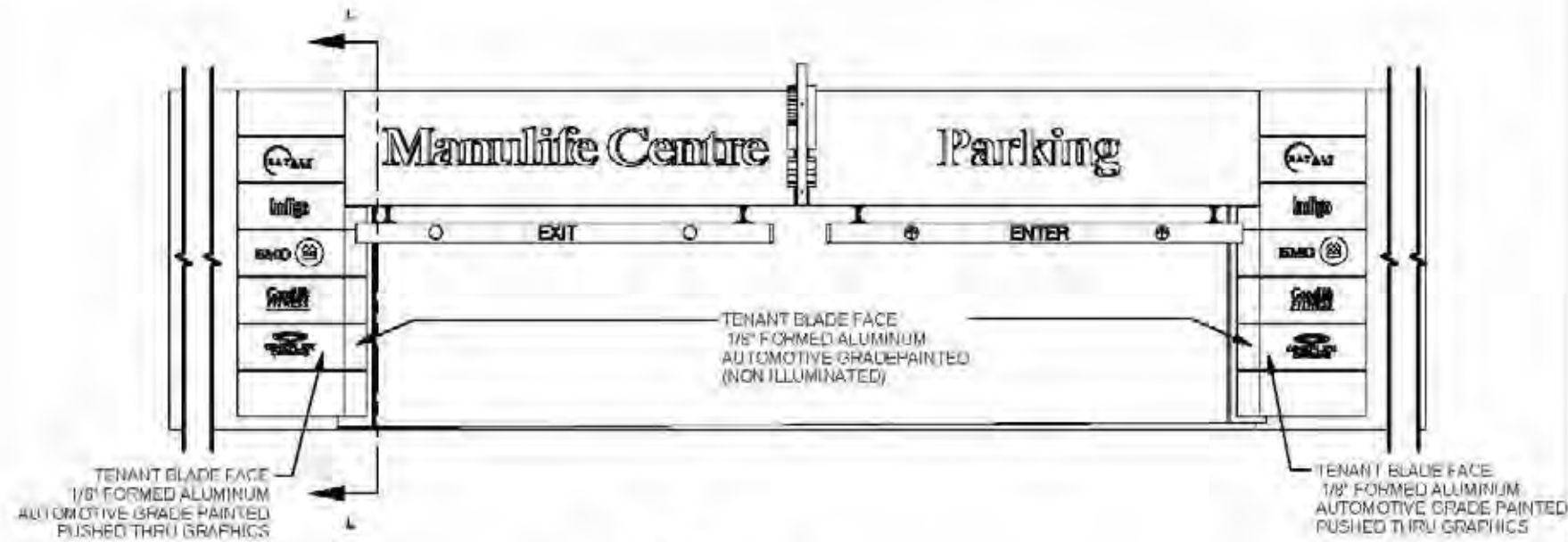
W3.18 4

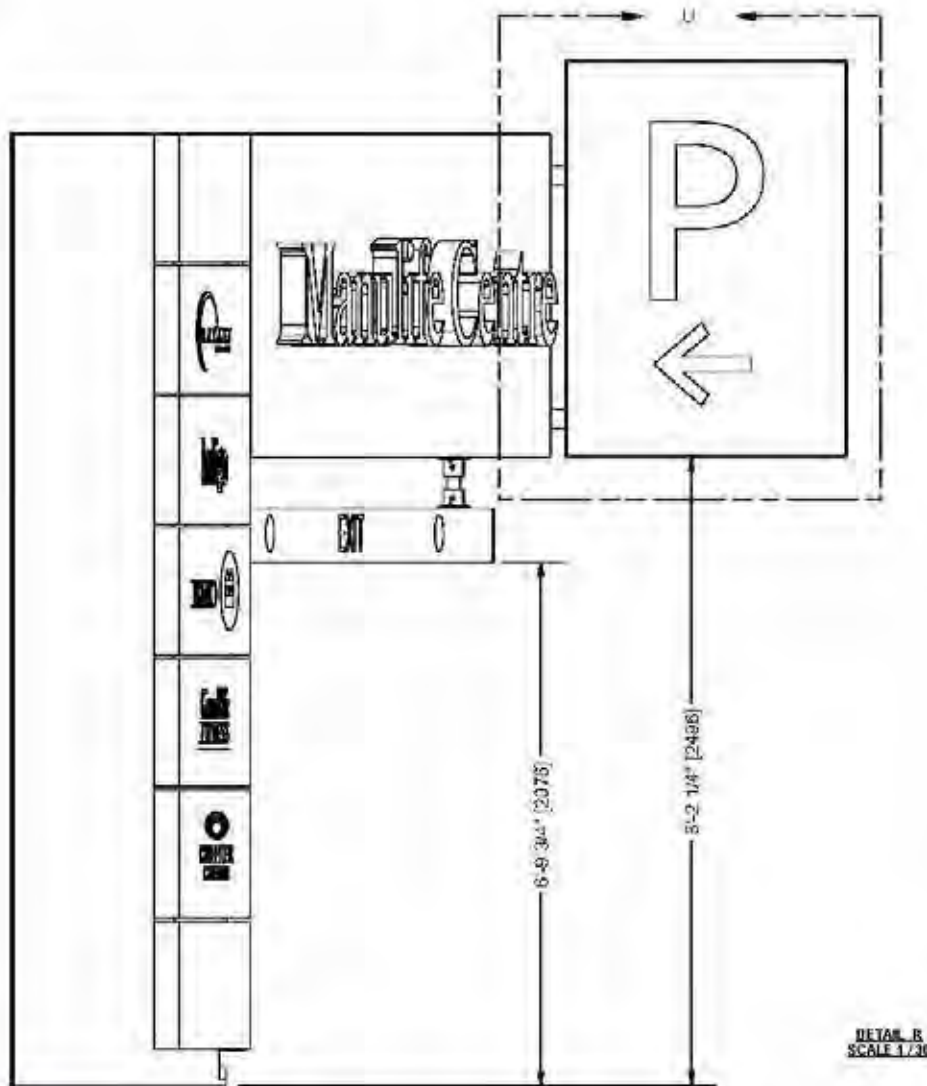
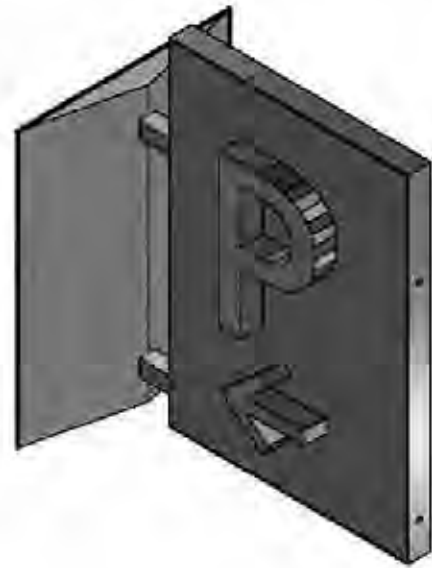
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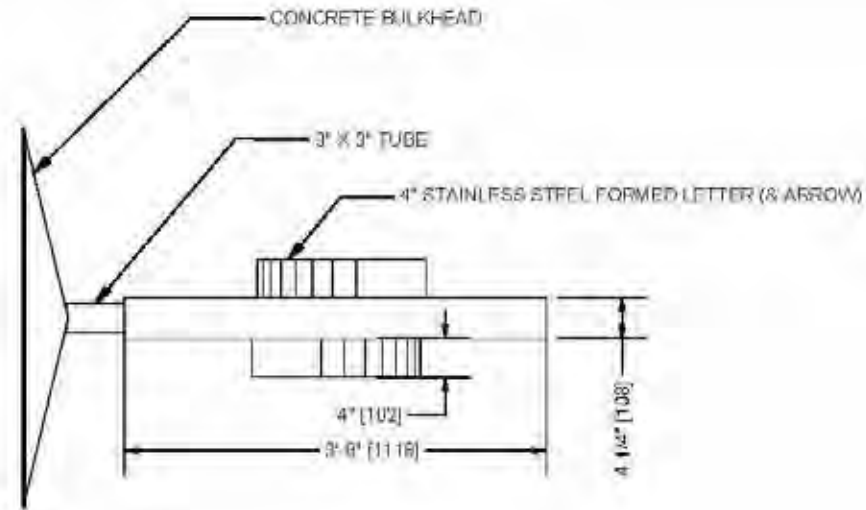
 Kramer Tel: 416.921.1076 Design Fax: 416.921.9634 Associates www.kramer-design.com	CLIENT Manulife Real Estate	PROJECT Manulife Centre 55 Bloor Street West TORONTO, ONTARIO	DATE Sionas Master Plan Submission March 05, 2018	TITLE PARKING ENTRANCE 5	EWS No.
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W3.18 5

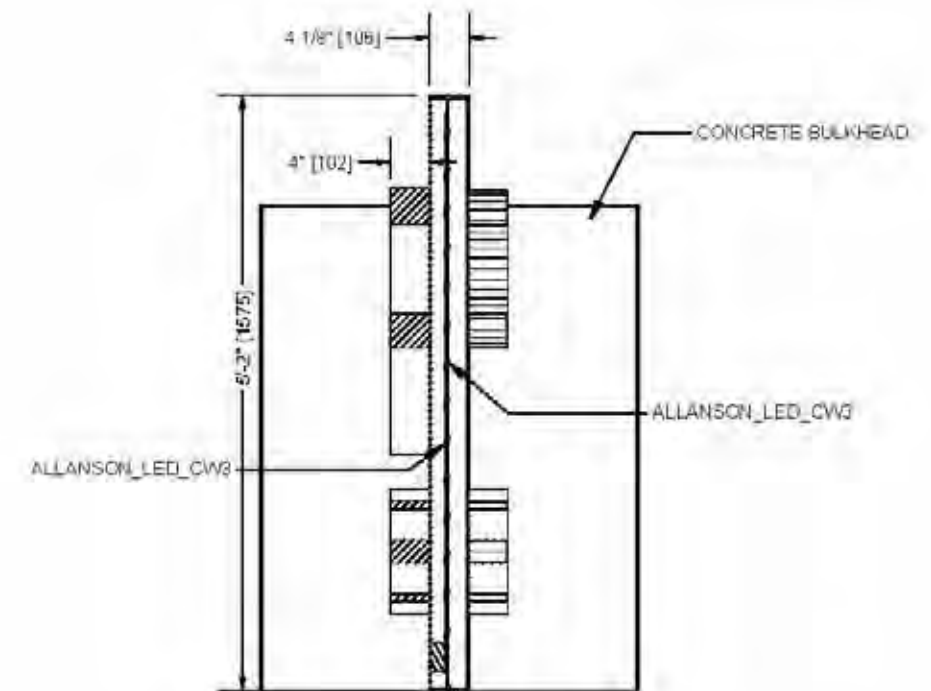
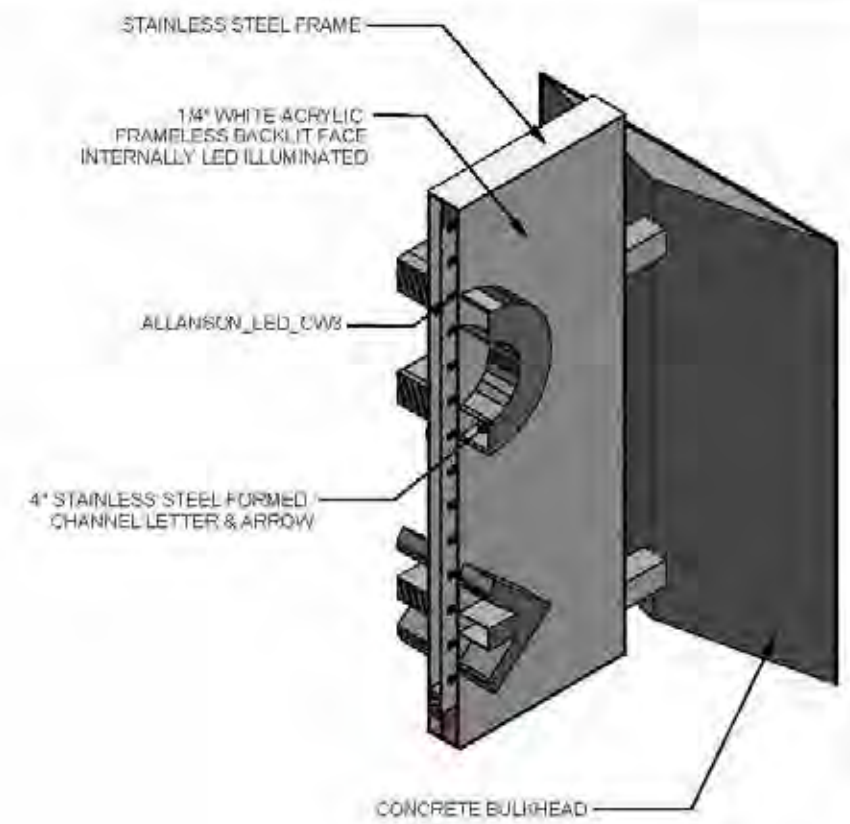




DETAIL B
SCALE 1/30



DETAIL U
SCALE 1/20



SECTION Y-Y
SCALE 1/20



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Associates www.kramer-design.com

CLIENT **Manulife Real Estate**

PROJECT **Vanulite Centre
55 Bloor Street West
TORONTO, ONTARIO**

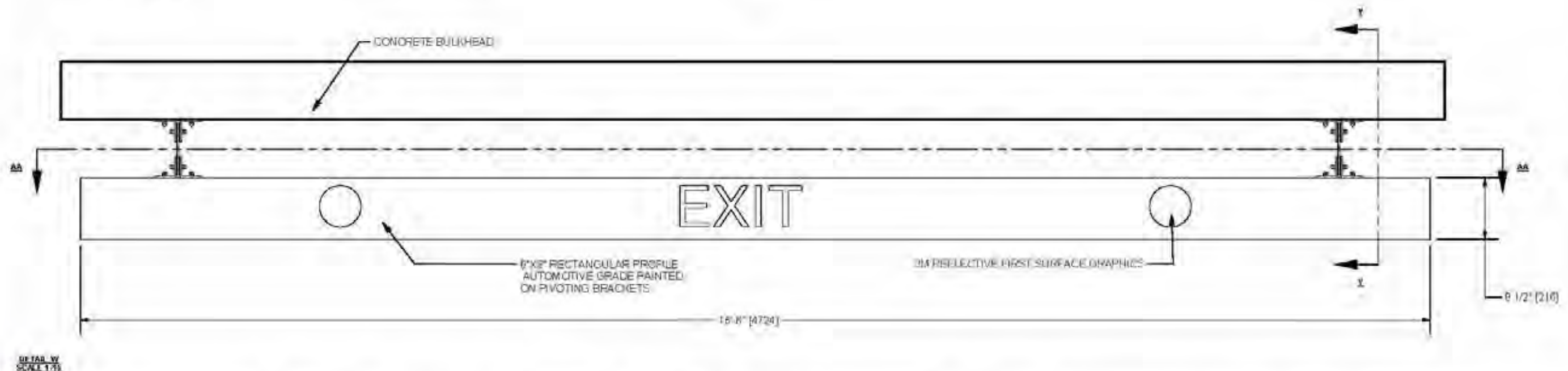
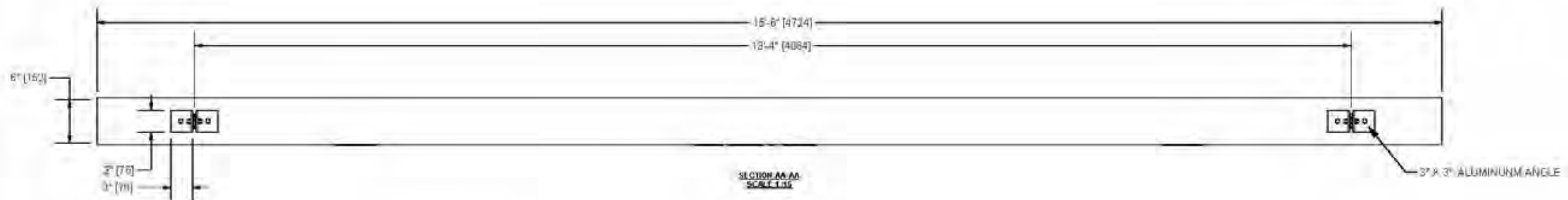
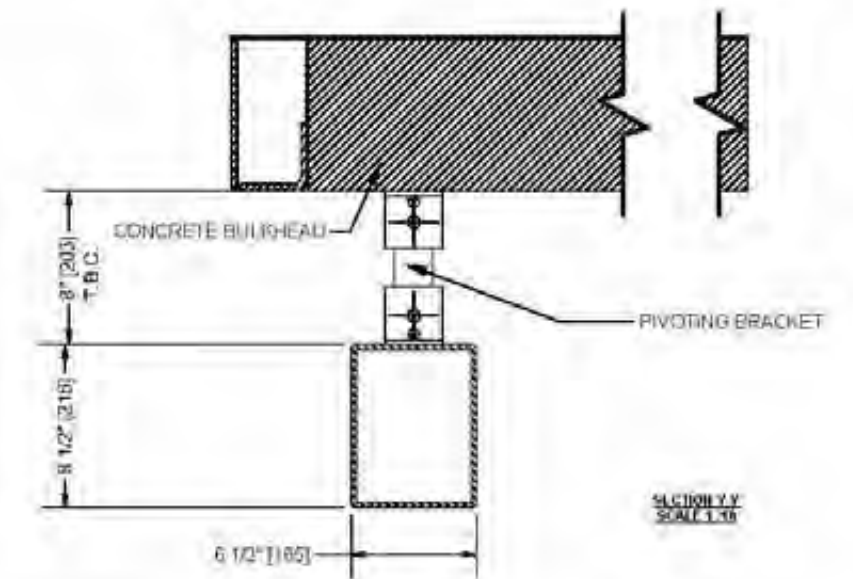
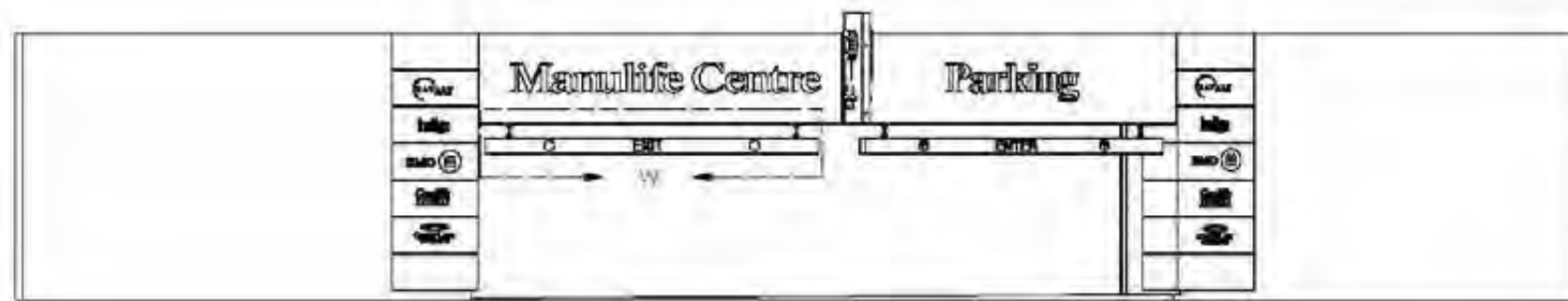
DATE **March 05, 2010**
Stonace Master Plan Submission

TITLE **PARKING_ENTRANCE 7**

DWG No

W3.18 7

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