

Rationale for Approval /CRITERIA 1-9

33 Dundas Street East (259 Victoria Street) Toronto
PPR NO. 20 218961 ZPR 00 ZR. Folder RSN: 4841824

The premises municipally known as 33 Dundas Street East (259 Victoria Street) is located in DS-SSD (Dundas Square Special Sign District), in Toronto Centre Ward 13 within the City of Toronto. Large, dynamic, spectacular third party signs including digital electronic signage are permitted.

As background, The Planning Partnership issued a document to the City in July of 2008 entitled “A Signage Vision for the Downtown Yonge Strip”- Bright Lights- Big City. In this document, The Planning Partnership emphasized

“A signage vision should ensure that the Downtown 'Yonge Strip' will continue to be one of the City's most important, vibrant and recognizable commercial streets while evolving and transforming into one of the City's greatest civic achievements.

The Downtown 'Yonge Strip' will continue to build and improve upon its unique and distinct qualities with high quality signage as a defining characteristic that frames and enhances public space; that respects and celebrates heritage; and, that serves to create a contemporary, exhilarating, dynamic and ever-changing urban experience that will resonate with all ages, during the day and night, and in all seasons.

Appealing and innovative signage along the 'Yonge Strip' will aim to provide a unique architectural and civic environment of a quality and calibre that will place it amongst the world's most renowned destinations and will therefore play an important role in shaping and promoting the image of Toronto as an exciting, cosmopolitan and modern city. “



Figure 1 Existing Display

The 'Yonge Strip' Precinct:

Vibrant and large-scale Third-party party signage already exists and is a defining characteristic of this precinct. Large-format signage in this area should be subject to special rules that are exceptional to any other location in the city and that are considered within an integrated vision that addresses all signage in the precinct.

Yonge-Dundas Square:

The area around Dundas Square is the heart of the precinct and currently includes the largest and most recent major signage installations and is appropriate for the highest 'peak' for signage intensity, animation and scale. Dundas Square will remain the focal point for signage within the precinct.

The consultants used the existing picture of the CityTV signage as an example spectacular signage.

The proposed application follows a series of previously approved applications by the City of Toronto to maintain

general size while changing the technical attributes. As example, the City previously approved the conversion of the Cadillac Fairview Tower (TEC Tower) to full digital from mixed use; approved the former Hard Rock Café signage to full digital, from mixed use and; the approval of Atrium on Bay Media tower to full digital, from mixed use. The City of Toronto had previously approved the expansion of the LED at 10 Dundas. So, this application is greatly preceded not only by the visions of the DYBIA and consultants but also by the City of Toronto through its existing bylaw. Specifically, and in response to the tests applied by planning:

694-30A(1): Belong to a sign class permitted in the sign district where the premises is located;

This property is located in the Dundas Square Special Sign District. Third-party signs are permitted in this district and therefore, criteria one is satisfied.

694-30A(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;

As per the Sign By-law, Chapter 694d of the Toronto Municipal Code, Schedule B, Subsection 4C(2), this property may contain large format and/or electronic signage. As per the Sign Bylaw, Chapter 694 of the Toronto Municipal Code, Section 26, Sub-section B, this property may contain an electronic projecting sign in as described within the application. Therefore, criteria 2 is established.

694-30A(3): Be compatible with the development of the premises and surrounding area;

Yonge-Dundas Square is an iconic destination within Toronto, is designated a public space and special event venue. The spectacular signage in the area, guided by the Signage Vision (as described within the application) and regulated by the Dundas Square Special Sign District, has created a vibrant and unique sense of place in Dundas Square area comparable to Times Square (NY) and Picadilly Circus (London). The proposed signage is designed to maintain and enhance this sense of place with current state-of-art technology and innovative design that respects and replicates the current architecture (existing signage) and the surrounding Dundas Square area.

The surrounding area consists of Canada's largest electronic signs including Atrium on Bay (1087 sq m), 10 Dundas (778 sq m), Toronto Eaton Centre Digital Signage (835 sq m) and the former Hard Rock Café (Shoppers Drug Mart) (64.5 sq m). The proposed application, representing 284.14 sq metres is smaller than, yet consistent with the signage intent and vision of existing approved signs and the signage district vision.

In 2006, the Downtown Yonge BIA, at the request of the City of Toronto, commissioned a study conducted by The Planning Partnership and completed in March 2009 titled: Bright Lights-Big City, A Signage Vision for the Downtown Yonge Strip. This vision was designated in consultation with the city to provide "recommendations to the DYBIA and the City of Toronto on an approach to guiding and assessing applications for large-format signage which can balance the interests of the BIA members with broader district and city urban design objectives. City Council adopted this vision in principle in April 2009.

In consideration of the foregoing, the current By law and the City of Toronto signage vision, criteria 3 is therefore established.

694-30A(4): Support the Official Plan objectives for the subject matter premises and surrounding area;

As part of the Downtown designation with the Official Plan, this area is described as “The Heart of the Toronto”. Section 2.2.1 states that “A Dynamic downtown is critical to the health of a city”, and characterizes the area by its concentration, intensity and interaction of a myriad of different activities and its “synergy that fosters innovation, creativity and an atmosphere of success”.

This application and its associated technology will enhance Yonge-Dundas Square’s status as a global landmark with modern, state of the art technology that can be used to enhance and support events in the Square.

Yonge-Dundas Square is one of the City’s (and Canada’s) most important tourist destinations, featuring high quality signage that respects local architecture. 33 Dundas East application will continue the tradition of maintaining Toronto’s Yonge-Dundas Square as a world class district.



Figure 2 Proposed Display

694-30A(5): Not adversely affect adjacent premises;

The City’s goal for this area, based upon the approved Signage Vision, is to create a “Bright Light, Big City” feel in the area and a strong sense of place when people visit Yonge-Dundas Square. Since the proposed application/sign falls within the Dundas Square Special Sign District, the one area of Toronto designated and suited for large-format signage, it will be consistent with adjacent premises which also contain large format signs and will therefore will “mirror” existing properties. Notwithstanding the recent influx of large condominium residential developments, the Dundas Square Special Sign District remains as an approved community within the Bylaws. There is no requirement that spectacular signage be abated or reduced due to recent condominium development activities and it should be assumed that residents of the area were attracted to a lifestyle of downtown vibrancy “Bright Light-Big City” including visual and noise related external factors. This is the very reason that Toronto designated the Yonge Dundas signage district and limited the development of large format, spectacular signs in the rest of the city.

The construction of the signage will require that LED modules be directed at a downward angle so that light is directed down rather than straight out or sideways. This will reduce glare. Further, the sign will as per City policy, strictly maintain lighting levels as prescribed within the By law including dusk/dawn policies and activated on internally installed light sensors.

694-30A(6): Not adversely affect public safety, including traffic and pedestrian safety;

The signage display is of a similar size and nature to what has already existing on the building (mixed signage) and is completely consistent with adjacent buildings features Canada's largest electronic signs. As previously demonstrated by existing signs, there has been/will be no impact on public safety as result of this application. The building currently features large spectacular signage (one of which is digital) and therefore is perfectly suitable, and historically approved for spectacular signage.

Pedestrian Safety

The sign is mounted to the rooftop of the 33 Dundas East and not accessible to the public. Future maintenance and repair will be performed at the rear of the signage, not facing the public and will not interfere with the sidewalk or roadway or TTC transit lines.

Traffic Safety

Many studies have been conducted on the impact of outdoor signage on traffic safety, including those referenced in a report to the City during their illuminated and electronic sign study in 2013. The general consensus, which remains true today, is that there is no statistically significant correlation between outdoor signage and traffic accidents.

694-30A(7): Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B

The proposed signage application is not prohibited by Toronto Municipal Code Chapter 694-15B as the aforementioned expressly prohibits the following:

1. A sign erected on a tree or fence;
 - a. This sign is roof mounted
2. A roof sign, except a first party roof sign included in a Signage Master Plan consisting solely of first party signs, or **roof sign located in the Dundas Square Special Sign District;**
 - a. This is a Roof Sign exempted by the inclusion in the Dundas Square Special Sign District
3. A sign erected on a parked vehicle or trailer where the primary purpose of the vehicle or trailer is the display of the sign;
 - a. The sign is not located on a vehicle of trailer.
4. A sign erected on a vehicular, railway or pedestrian bridge;
 - a. The sign is not located on a vehicular, railway or pedestrian bridge.
5. A sign which obstructs or interferes in any way with the use of any fire escape, fire exit, door, flue, or air intake, exhaust, or required parking space or window, but shall not include a window sign permitted by this chapter;
 - a. The proposed sign does not interfere in any way with any door, flue, air intake, exhaust or required parking space or window.
6. A sign which interferes with any electrical or telephone wires or associated supports;

- a. The proposed sign does not interfere with any electrical, telephone wire or associated support.
7. A sign emitting sound or odour;
 - a. The proposed sign does not emit sound or odour.
8. A sign discharging any gas, liquid or solid:
 - a. The proposed sign does not emit or discharge any gas, liquid or solid.
9. A sign containing interactive Copy;
 - a. The sign contains electronic copy as permitted within the Yonge Dundas Signage District
10. An electronic roof sign, except a first party electronic roof sign included in a Signage Master Plan consisting solely of first party signs, or an electronic roof sign located in the Dundas Square Special Sign District.
 - a. The proposed sign is third party, not first party and is allowed within the Yonge Dundas Signage District and is consistent with previously approved signs at 1 Dundas West (Toronto Eaton Centre digital roof sign) and 306 Yonge (Atrium on Bay digital roof sign).

694-30A(8) No alter the character of the premises or surrounding area

Character of the Premises

The spectacular signage currently located at 33 Dundas East is a key feature of the Yonge Dundas Square, the signage vision and the home broadcast facility of CityTV. The upgrade to full technology will be a vast improvement over a currently installed, old non-function LED and a large static display that requires considerable road/pedestrian interruption to maintain. The proposed signage application is consistent with the building and the intent of the district.

Character of the Surrounding Area

The proposed signage will not alter the character of the surrounding area in that, currently, it is already large spectacular signage. Further, the proposed signage is entirely within the Dundas Square Special Signage District where large format signage is appropriate and permitted. The application is in line with the guidelines outlined in Bright Lights- Big City: A Signage Vision for the Downtown Yonge Strip.

The following amplify that document and are consistent with this application:

“A clearly defined area with vibrant signage already exists and can be reinforced without raising significant concerns about compatibility”

“High quality signage that is well designed and well placed can reinforce the identity of the area as a pre-eminent shopping destination and unique tourist attraction”

“Consistent parameters for design of signage within a defined framework can improve the visual coherence of the area and enhance the pedestrian experience”

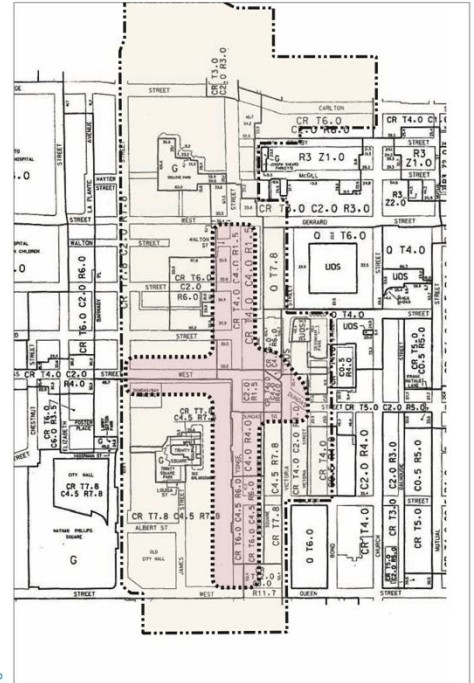


Figure 3 Special Sign District

694-30A(9): Not be, in the opinion of the decision maker, contrary to the public interest;

The proposed sign is not contrary to the public interest for the following reasons:

- The location in the Dundas Square Special Sign District, where this type and class of sign is permitted, meaning this property is suitable for large format signage.
- The proposed design is consistent with recent developments to other signage around the Square and brings the signage up to date with digital trends in the surrounding area.
- The signage display is a prominent focal point in the Yonge Dundas Square. The design features a high technology upgrade and supports the Official Plan for the downtown area and enhanced Yonge Dundas Square as an important tourist destination.
- The proposed signage will contribute to Yonge-Dundas Square’s sense of place and draw as one of the city’s premier shopping destinations.