



BMO Place – Yonge/Dundas Signage

Prepared for: Toronto City Council Signage Committee
Presented by: Zip Signs & BMO
Date: March 1, 2024



Proposed Sign

One illuminated first party roof sign with static copy display.

Located on the roof of the Eaton Centre facing Dundas Square, 38m above grade.



Rationale Criteria

Approved

- ✓ Belongs to a sign class permitted in the Sign District where the premises is located
- ✓ Is not a third party sign
- ✓ Does support the Official Plan objectives for the premises and surrounding area
- ✓ Does not adversely affect adjacent premises
- ✓ Does not adversely affect public safety, including traffic and pedestrian safety.
- ✓ Is not a sign expressly prohibited by section 694-15B of the Sign Bylaw.

Refused

- ✗ Is not compatible with the development of the premises and surrounding area
- ✗ Does alter the character of the premises or surrounding area
- ✗ Is in the opinion of the Chief Building Official, contrary to the public interest

Not Compatible With the Development of the Premises & Surrounding Area

The premises is in the heart of the Yonge and Dundas Square, which is known for the quantity and variety of signage.

The proposed sign mirrors the H&M roof sign, this creates consistency on the premises.



Not Compatible With the Development of the Premises & Surrounding Area



This area is full of signage.

Currently there are 12 digital roof signs, 5 static roof signs, 5 digital wall signs, 4 digital pylon signs, and 17 wall signs that are above the 2nd storey

The proposed sign is compatible with the other five static roof signs in the area.

Not Compatible With the Development of the Premises & Surrounding Area



Does the sign alter the character of the premises or surrounding area?

We believe that the proposed sign does not alter the character. The proposed sign will not be the largest sign in the area, nor the brightest.

Since the sign is not a digital screen, it will not be as eye catching as the other signage.



The proposed sign blends with the architecture of the building. Simple lines of channel letters and the support structure to blend with the skyline behind.

Does the sign alter the character of the premises or surrounding area?



Does the sign alter the character of the premises or surrounding area?



It is in the opinion of the Chief Building Official that this is contrary to public interest

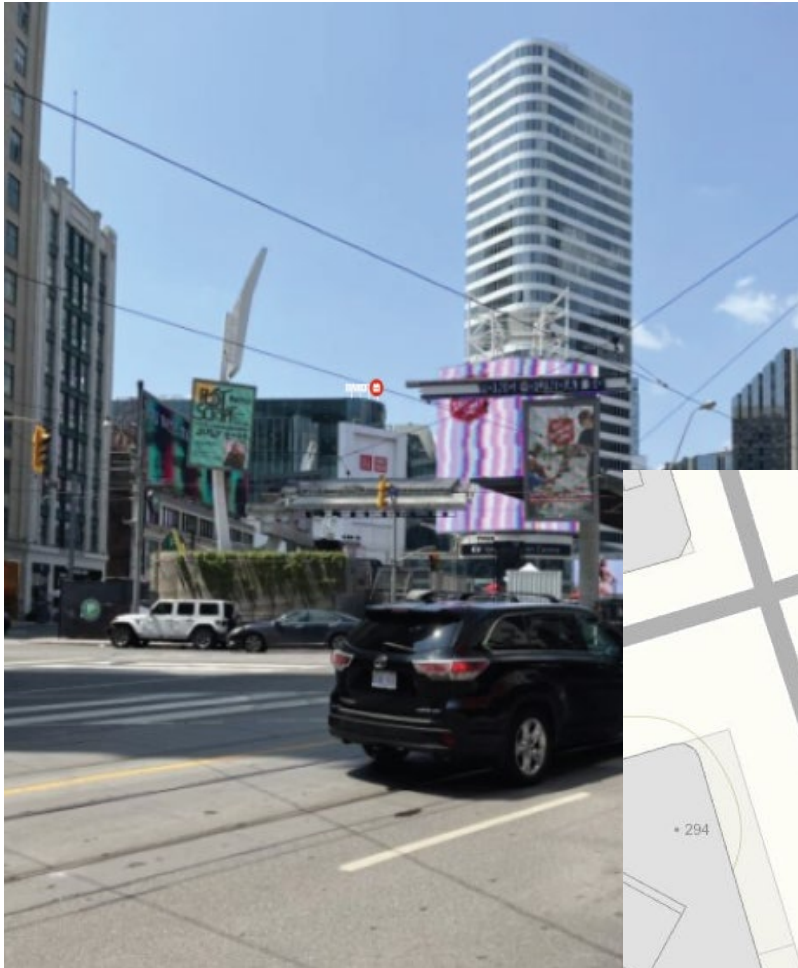
We believe that the proposed sign **is in the interest** of the public.

Official Plan Site and Area-Specific Policy #174

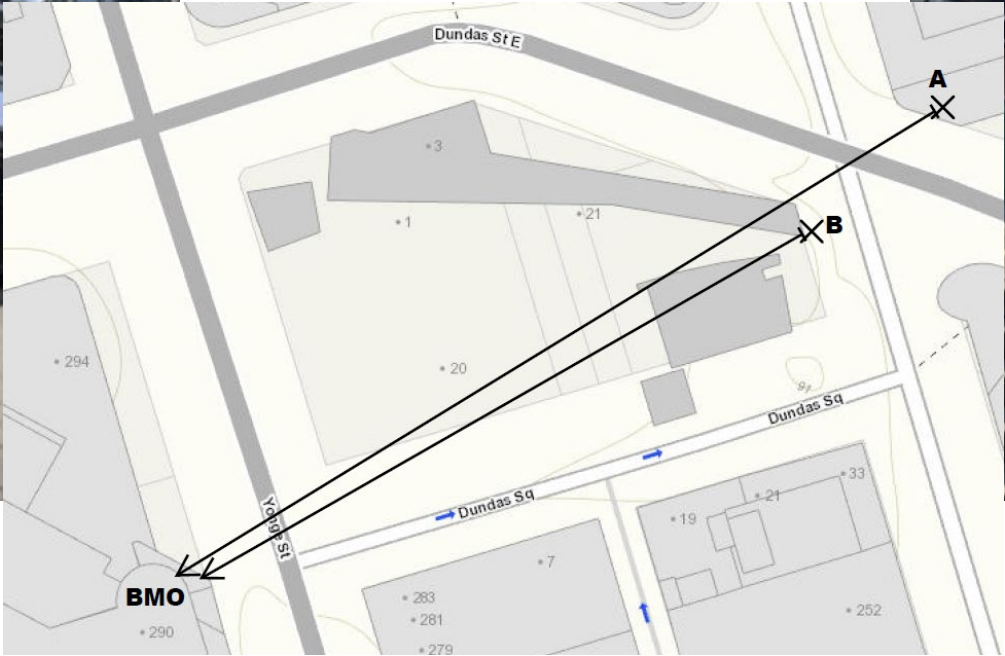
Projects will have the following attributes:

Opportunities for view corridors and landmark buildings with building elements such as signage and architectural treatments that create a focal point and a prominent place within Downtown Yonge Street

View Points



A

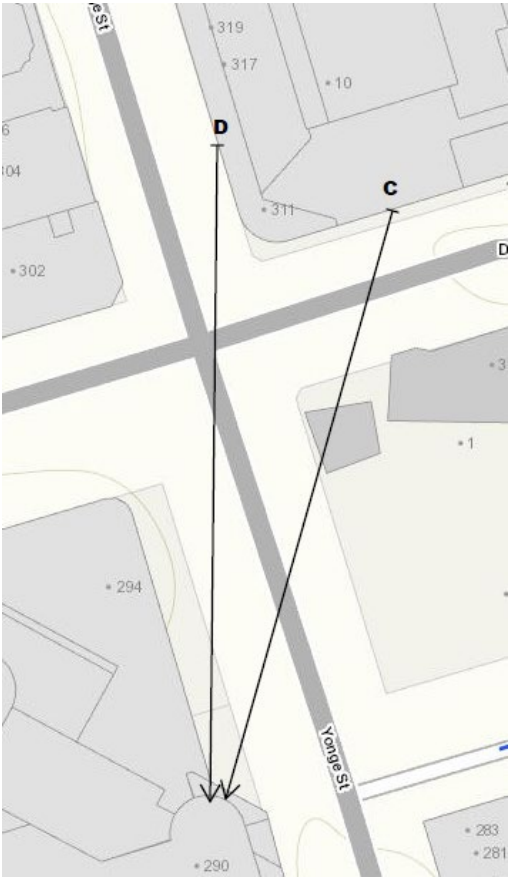


B

View Points



C



D

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BMO Place



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BMO Place Toronto – The Galleria Before and After



BMO Place

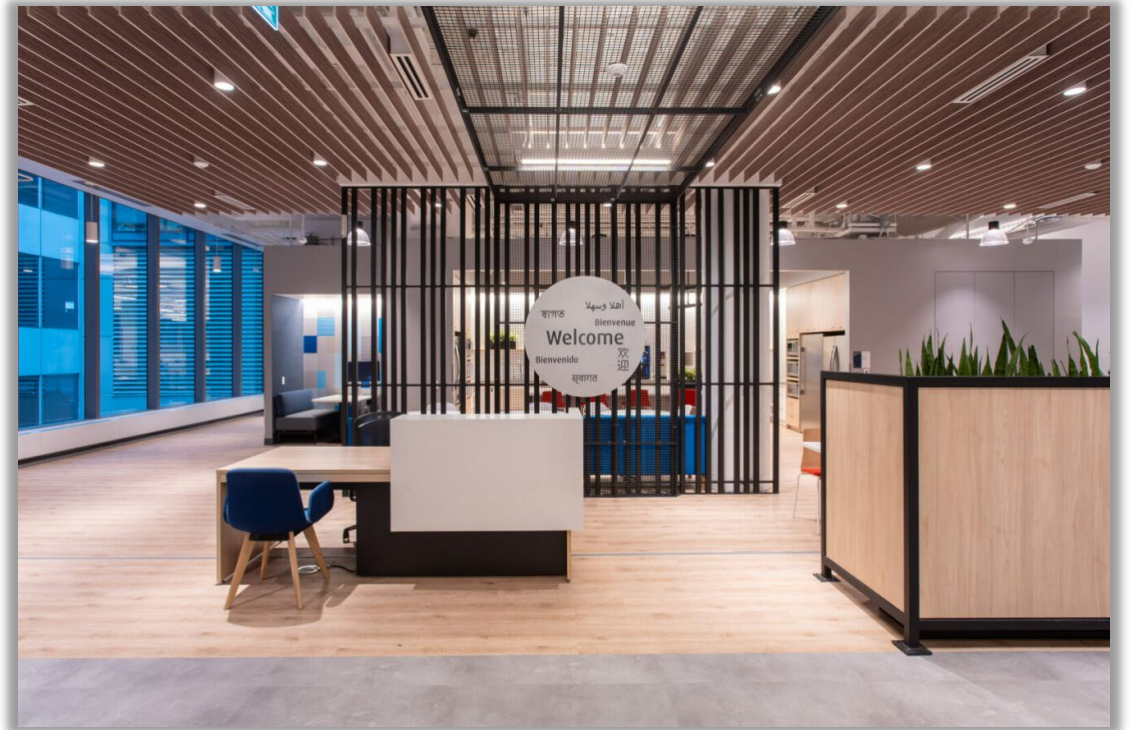


BMO Place Toronto – Looking back to our 2018 Launch



Mayor John Tory at 2018 Launch

BMO Place



Supporting Toronto's Vibrancy



BMO Place – Yonge Street View Before and After



BMO Place – Dundas Entry Before and After



BMO Place Toronto



BMO Place Toronto



BMO Gives Back



Driving innovation in research for mental health with CAMH



BMO Walk so Kids Can Talk in support of Kids Help Phone
raises over \$3.5M and counting!



Driving Progress for an Inclusive Economy: BMO Donates
\$1.5M to the UofT Institute for Gender and the Economy

Supporting our Neighbour TMU



“The Yonge Dundas area is characterized by it's vibrant and dominant signage. Like similar places in New York, London, Tokyo and elsewhere, it's the dominance of such signage that defines the place. The proposed BMO sign is in keeping with that spirit and in our opinion will be additive to the neighbourhood.”

*Rory MacLeod – Executive Vice President, Operations
The Cadillac Fairview Corporation Ltd.
Owner CF Toronto Eaton Centre*

A Signal of our Commitment

