

ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE

Folder Number	Date (yyyy-mm-dd)
	2024-07-16

Project Information

Street Number 304	Street Name Yonge Street	Lot Number	Plan Number
Describe the variance(s) being applied for: Convert 4 existing static displays on the north facing side (approx. 3154m ² total size) to 1 smaller digital display (approx. 193.64m ²), significantly decreasing the overall sign face. BCC will employ the well-proven SITEMINE blocking closure technology to mitigate visual/noise concerns.			
If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:			
Existing Sign Dimensions		Location Atrium on Bay Media Tower - 304 Yonge Street	
Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required): Please see attached letter			

Property Owner Information

First Name William		Last Name Logar	
Company Name (if applicable) Kingsett Capital			Telephone Number (416) 687-6700
Street Number 40	Street Name King Street West	Suite/Unit Number 3700	Mobile Number (416) 687-6700
City/Town Toronto	Province Ontario	Postal Code M5H 3Y2	Fax Number
Email wlogar@kingsettcapital.com			

Attachment Required

- Sign Variance Data Sheet
- Copies of any supporting documents
- All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested

Continue on next page

Applicant Information and Declaration

First Name Kevin		Last Name Thurlbeck	
Company Name Branded Cities Company Canada			Telephone Number (416) 488-0800
Street Number 250	Street Name Yonge Street	Suite/Unit Number	Mobile Number (613) 299-7879
City/Town Toronto	Province Ontario	Postal Code M5B 2L7	Fax Number
Email kthurlbeck@brandedcities.com			
Do hereby declare the following: - That I am: ☐ the Property Owner as stated above ☐ the owner's authorized agent. ☐ an officer/employee of _____, which is an authorized agent of the owner ☐ an officer/employee of _____, which is the Property Owner's authorized agent. - That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. - That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law - That the information included in this application and in the documents filed with this application is correct.			
Kevin Thurlbeck Signature		Kevin Thurlbeck Print Name (First, Last)	
		2024-07-16 Date (yyyy-mm-dd)	

Continue on next page

ontario Building collects personal information on this form under the legal authority of the City of Toronto Act, S.O. 2006, Chapter 11, Schedule A, 36(c) and the City of Toronto Municipal Code, Chapter 894, Signs, General and Chapter 771, Taxation, Third Party Sign Tax. The information will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 894, 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 can be directed to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, Ontario, M5H 2N2 or by telephone at 416-392-4235.



Sign Variance

Folder number:	Request Date: (yyyy-mm-dd)
	2024-07-16

This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code. Signs

Project Information

Street Number	Street Name	Lot Number	Plan Number
304	Yonge Street		

Site and Building Data

Lot Area	Lot Frontage	Lot Depth
Number of Building(s) on the lot	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	Number of Storeys	Building(s) Gross Floor Area
Building Uses(s)		
Retail Commercial Building		

Site Content

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)
North CR Sign District
South
East
West

Proposal

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

Please see attached letter

Continue on next page

Sign Variance

Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- 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
- 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, including traffic and pedestrian safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 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 describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary)

Please see attached letter

Sign Data Sheet

Date (yyyy-mm-dd)
2024-04-18

Folder No.

Sign Information

Sign No.	Sign Type	Method of Copy Display	Sign Face Dimensions (maximum)			Sign Depth (metres)	Sign Height (metres)	Illumination (Yes/No)	Professional Design Required (Yes/No)
			Length (metres)	Width (metres)	Area (m ²)				
1	Roof Sign	Electronic Static Copy	19.52	9.92	1.00			Yes	Yes
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				
					1.00				

* Please ensure that the sign numbers listed in this sheet, are indicated on all sign plans

Receipt No: 1767254

Receipt

NOTE: This is not a Permit. Do not construct until a permit is issued.

You will be notified when your permit is ready.

Folder No:	24 202428 ZSV 00 ZR	Date & Time:	August 23, 2024 08:45:45 AM
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Paid By:	BRANDED CITIES COMPANY CANADA C/O KEVIN THURLBECK 250 YONGE ST UNIT 1901 TORONTO ON M5B 2L7
-----------------	--

Project Location:	595 BAY ST TORONTO ON M5G 2C2
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Project Description:	Zoning Review; Non-Residential Building; Sign
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Fee Description(s):	Cost Center Number:	Value:
Sign Variance Fee	9010 - BL0014 - PAYMENT	\$1,885.58
TB-Master Card - online	110583 - PAYMENT	-\$1,885.58

Total: \$0.00

Paid Amount	\$1,885.58

Paid by :TB-Master Card - online	_____
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Payment of these fees accepted through the Toronto Building Payments web application.



April 17, 2024

The Corporation of the City of Toronto
City of Toronto Sign Bylaw Unit
First Floor, East Tower
100 Queen Street West
Toronto, ON M5H 2N3
Attn: Manager, Sign Bylaw Unit

Re: Property commonly known as the Atrium on Bay, Toronto and having the municipal addresses of 595 Bay Street, 14, 20, & 40 Dundas Street West, and 304, 306, 312, & 316 Yonge Street, Toronto, Ontario (the "**Property**"), owned by KS AOB TORONTO INC. and DUNDAS ATRIUM TORONTO INC. (collectively, the "**Owner**")

To Whom it May Concern,

The Owner is the owner of the Property, a part of which is leased via easement to Branded Cities Company Canada ("**Branded Cities**"), who constructed a media tower structure (the "**Media Tower**") on the Property in 1999. We are advised that Branded Cities is looking to apply to the City of Toronto to permit the following alteration to the Media Tower: converting the existing four (4) static screens on the North-facing side to a single and smaller, digital display (the "**Alteration**").

Provided that the Alteration is completed in accordance with the application to the City, we confirm that the Owner has no objection to the completion of the Alteration by Branded Cities.

Further, this letter certifies that for this particular project, the Owner has entered into a lease agreement (the "**Agreement**") with Branded Cities and thus is fully vested and supportive of this Alteration. As you may be aware, there are intentions to construct condominiums on the North side of the Media Tower in the coming years. However, in the interim, the Owner feels the space would be better utilized for the purpose of generating revenue to help fund the work and appropriate future costs that will be incurred in order to develop the site as soon as possible.

Should you have questions or concerns pertaining to this project or the proposed Alteration, please do not hesitate to contact me directly.

Sincerely,

A handwritten signature in black ink, appearing to be "B. Logar".

William (Bill) Logar
Chief Asset Management Officer

NOTE:
SUBJECT PROPERTY LIMITS SHOWN ON THIS PLAN ARE DEPICTED AT GROUND LEVEL.
SEE PLAN 66R-18209 FOR PART CONFIGURATION ABOVE AND BELOW GROUND.

SURVEYOR'S REAL PROPERTY REPORT, PART 1
PLAN OF SURVEY OF
LOT 4, WEST OF YONGE STREET
REGISTERED PLAN 2A
CITY OF TORONTO

1 0 1 5m

SCALE 1 : 100

TULLOCH GEOMATICS INC.
2022

SURVEYOR'S REAL PROPERTY REPORT, PART 2

DESCRIPTION OF LAND:

- PIN 21103-0002 (LT);
- LOT 4, WEST SIDE OF YONGE STREET, REGISTERED PLAN 2A, BEING PART 1, PLAN 66R-17427, TOGETHER WITH PART OF LOT 3, WEST SIDE OF YONGE STREET, BEING PART 2, PLAN 66R-17427 AS IN T27294, SUBJECT TO PARTS 1 AND 7, PLAN 66R-18209 IN FAVOUR OF PARTS 2 AND 8, PLAN 66R-18209 AS IN E270118, SUBJECT TO PART 7, PLAN 66R-18209 IN FAVOUR OF PARTS 2 AND 8, PLAN 66R-18209 AS IN E270120, CITY OF TORONTO

BOUNDARY ELEMENTS

- AS SHOWN

COMPLIANCE WITH MUNICIPAL ZONING BY-LAWS
- NOT CONFIRMED BY THIS REPORT, SETBACKS AS SHOWN

MUNICIPAL ADDRESS

- NO. 304 YONGE STREET, TORONTO

ADDITIONAL REMARKS

THIS REPORT WAS PREPARED FOR MEDIA RESOURCES.
THE UNDERSIGNED ACCEPTS NO RESPONSIBILITY FOR USE BY OTHER PARTIES.

ANY UNDERGROUND SERVICES AND THEIR POSITIONS ARE NOT CONFIRMED BY THIS REPORT.

NOTE:

THIS REPORT CAN BE UPDATED BY THIS OFFICE, HOWEVER NO ADDITIONAL PRINTS OF THIS ORIGINAL REPORT WILL BE ISSUED SUBJECT TO THE DATE OF CERTIFICATION.

BUILDING TIES ARE PERPENDICULAR OR RADIAL TO PROPERTY LIMITS AND ARE TO EXTERIOR SIDING UNLESS OTHERWISE NOTED.

BEARING NOTE:

BEARINGS ARE MTM GRID AND ARE DERIVED FROM SPECIFIED CONTROL POINTS 2019650016 AND 2020209022, USING RTK BASE-ROVER GNSS AND ARE REFERRED TO MTM ZONE 10 (78°30' WEST LONGITUDE), NAD83 CSRS 2010 V6.

METRIC:

DISTANCES, ELEVATIONS AND COORDINATES SHOWN ON THIS PLAN ARE IN METRES AND CAN BE CONVERTED TO FEET BY DIVIDING BY 0.3048.

GROUND DISTANCES SHOWN HEREON CAN BE CONVERTED TO MTM GRID BY MULTIPLYING BY A COMBINED SCALE FACTOR OF 0.999802.

ELEVATION NOTE

ELEVATIONS SHOWN HEREON REFER TO PLAN 66R-18209.
NO ATTEMPT WAS MADE TO VERIFY ELEVATIONS OF VARIOUS HORIZONTAL PLANES STATED ON 66R-18209.

LEGEND:

■ DENOTES FOUND MONUMENT
□ DENOTES PLANTED MONUMENT
CA DENOTES CUT ARROW
CC DENOTES CUT CROSS
M DENOTES MEASURED
S DENOTES SET
WT DENOTES WITNESS
OU DENOTES ORIGIN UNKNOWN
P DENOTES PLAN OF SURVEY BY KROMAR SURVEYORS LTD., DATED DEC 9, 2020.
P1 DENOTES PLAN 66R-18209
P2 DENOTES PLAN 64R-15292
D DENOTES INSTRUMENT CT701809
ORP DENOTES OBSERVED REFERENCE POINT
INST. DENOTES INSTRUMENT
EL. DENOTES ELEVATION

SURVEYOR'S CERTIFICATE:

I CERTIFY THAT:
(1) THIS SURVEY AND PLAN ARE CORRECT AND IN ACCORDANCE WITH THE SURVEYS ACT, THE SURVEYORS ACT AND THE REGULATIONS MADE UNDER THEM.

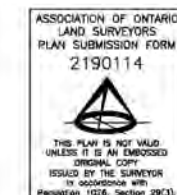
(2) THE SURVEY WAS COMPLETED ON THE 21st DAY OF JULY, 2022.

AUGUST 2, 2022
DATE

DARREN WALKER
ONTARIO LAND SURVEYOR

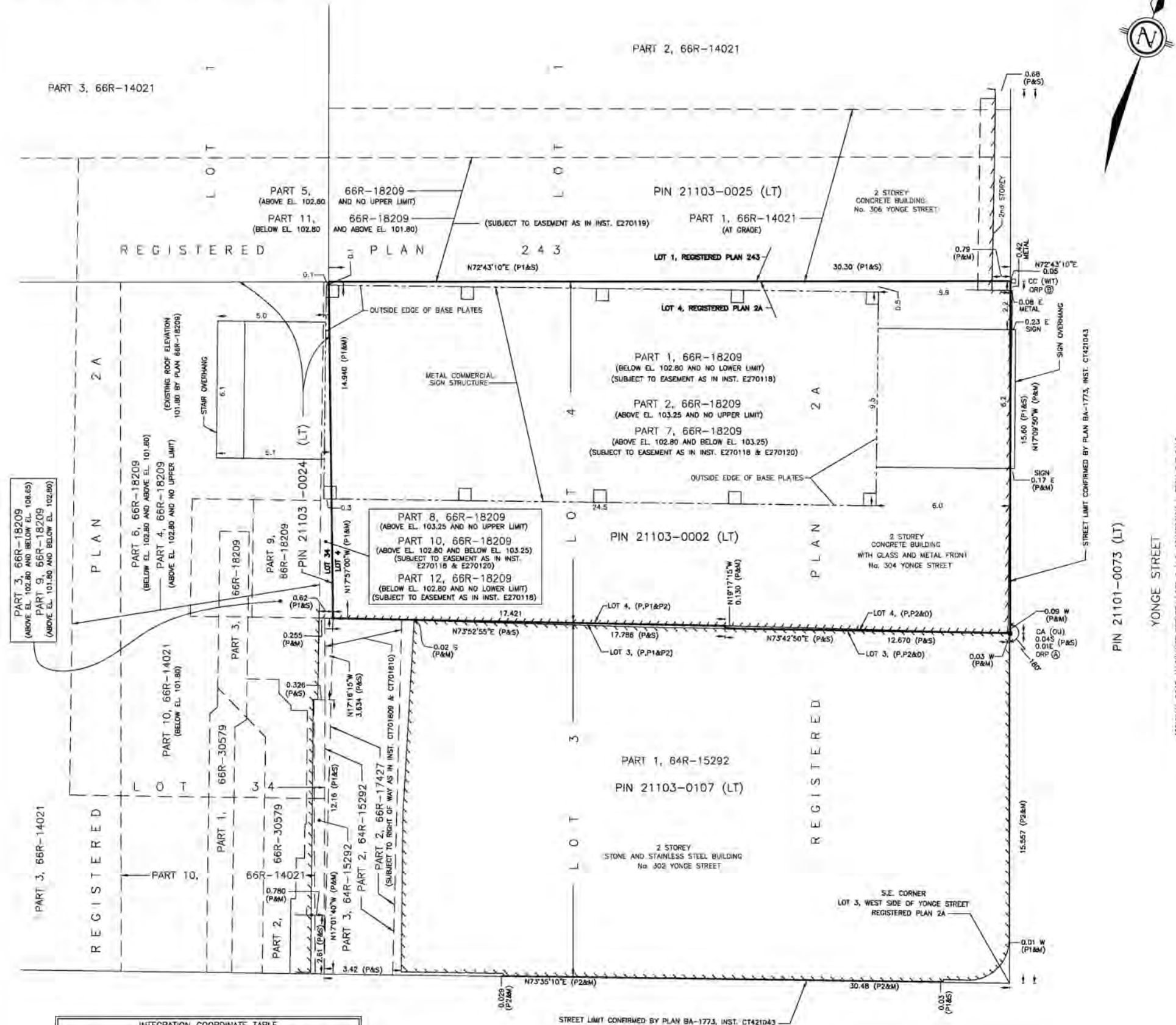
NOT VALID UNLESS EMBOSSED WITH THE SEAL OF THE SURVEYOR

THE REPRODUCTION, ALTERATION, OR USE OF THIS REPORT IN WHOLE OR IN PART WITHOUT THE EXPRESS PERMISSION OF TULLOCH GEOMATICS INC., O.L.S. IS STRICTLY PROHIBITED.



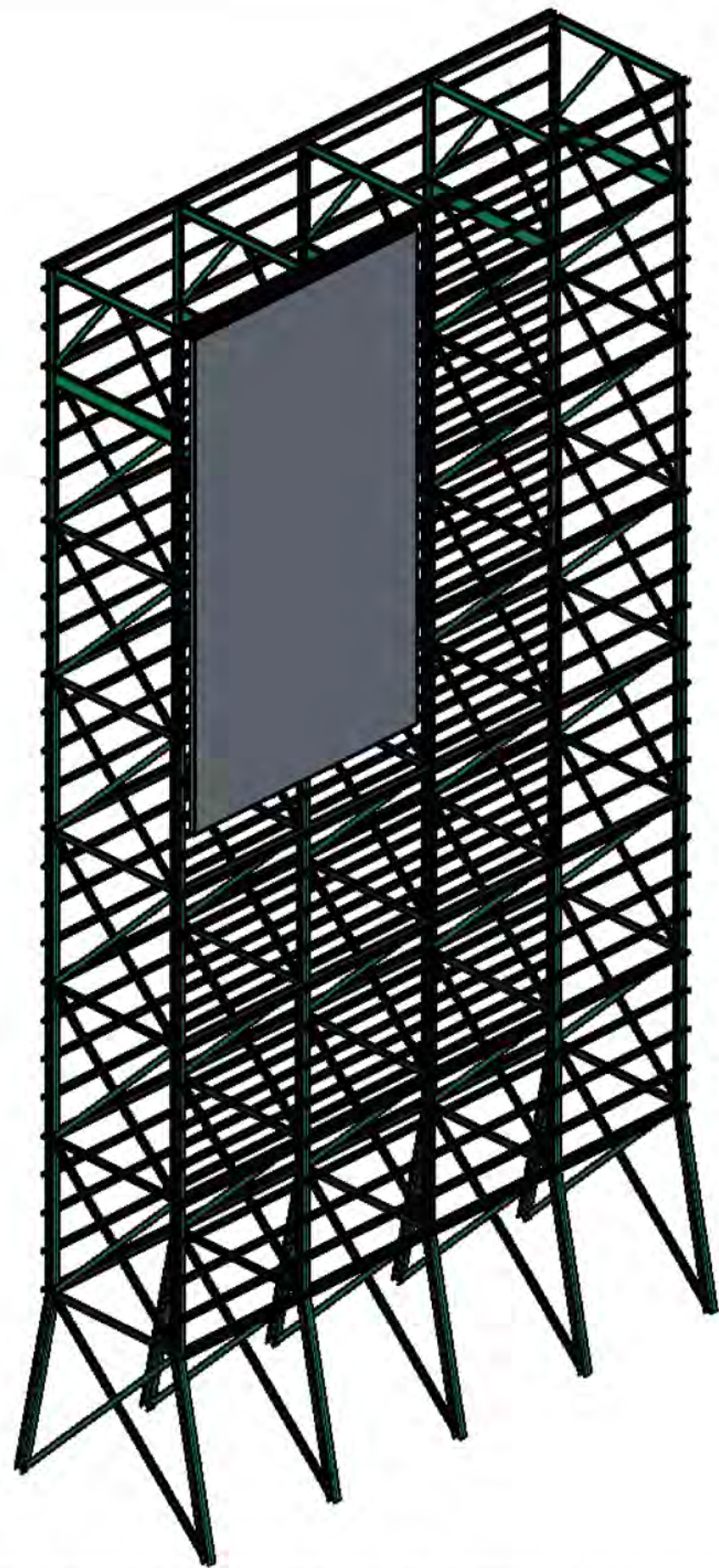
TULLOCH GEOMATICS INC.
80 MAIN ST. W.
HUNTSVILLE, ON
M1H 1W9
T. 705.789.7851
F. 705.789.7891
777.535.0558
huntsville@tulloch.ca
DRAWN BY: MAL FILE: 222565

ADD FILE:HUNTSVILLE\2022\222565 Foot Locker Sign Survey\PROJECT DRAWINGS\222565 Foot Locker Sign.DWG



INTEGRATION COORDINATE TABLE			
ALL COORDINATES ARE GRID AND ARE DERIVED FROM METROLINK ONTARIO LINE SPECIFIED CONTROL POINTS No. 2019650016 AND 2020209022 AND ARE REFERRED TO THE 3° MODIFIED TRANSVERSE MERCATOR GRID PROJECTION, MTM ZONE 10, GSD (NAD83 CSRS, 2010 V6, COVD 27/78) (79°30'W LONGITUDE) COORDINATES TO URBAN ACCURACY PER SEC. 14(2) OF O. REG. 216/10 AT A 95% CONFIDENCE LEVEL.			
SCP	NORTHING	EASTING	
2019650016	4834954.62	315340.50	
2020209022	4834652.91	314258.30	
ORP	NORTHING	EASTING	
A	4835182.17	314388.62	
B	4835197.12	314384.05	
COORDINATES CANNOT, IN THEMSELVES, BE USED TO RE-ESTABLISH THE CORNERS OR BOUNDARIES SHOWN ON THIS PLAN.			

DUNDAS STREET WEST
(FORMERLY AGNES STREET BY BY-LAW 7789)
(ST. AGNES STREET, BY REGISTERED PLAN 2A)



LED DISPLAY 206sq METERS

NOTES:

1. EXISTING TOWER HAS BEEN REVIEWED FOR ADDITION OF SIGNAGE ON NORHT ELEVATION CONSISTING OF NEW DIGITAL DISPLAY
2. REFERENCE WIND 0.44 kPa, design wind pressure = 1.5kPa
3. ICE LOAD: 0.24 kPa PER FACE
4. REVIEW IN ACCORDANCE WITH PART FOUR OF THE 2012 OBC
5. ALUMINUM SHEET TO BE MINIMUM 5052-H32, MIN. Fy=193 MPa
6. ALUMINUM REVIEWED IN ACCORDANCE WITH CSA S157 "STRENGTH DESIGN IN ALUMINUM"
7. ALUMINUM STRUCTURE TO BE 6061-T6, min Fy=240 MPa
8. STRUCTURAL STEEL HAS BEEN DESIGNED IN ACCORDANCE WITH CSA STANDARD S16 "Design of steel structures"
9. ALL STRUCTURAL STEEL MEMBERS SHALL CONFORM TO CSA STANDARD G40.21-M.
10. PLATES, ANGLES, CHANNELS AND ANCHOR BOLTS TO BE TYPE 300W, HSS AND W SHAPES TO BE TYPE 350W.
11. ALL STEEL WELDS AND WELDING TO CSA W59.1 AND WELDERS CERTIFIED UNDER W47.1
12. ALL ALUMINUM WELDS AND WELDING TO CSA W59.2 AND WELDERS CERTIFIED UNDER W47.2
13. DIELECTRIC SEPARATOR IS REQUIRED AT MATING SURFACES OF DISSIMILAR METALS
14. ALL BOLTS TO BE STRUCTURAL A325 BOLTS FOR OUTDOOR APPLICATION
15. CONTACT OUR OFFICE 48 HOURS PRIOR TO SIGN INSTALLATION TO ARRANGE FOR A SITE REVIEW DURING SIGN INSTALLATION

NOTES:

1. SIGN MOUNTING TO STRUCTURE USING 5/8" ϕ BOLTS, A563 NUTS & F436 WASHERS
2. FASTENERS TORQUED TO 75 LB-FT, MAXIMUM 100 LB-FT

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UNLESS OTHERWISE SPECIFIED
DO NOT SCALE DRAWING
INTERPRET DIMENSIONS AND TOLERANCES
PER ASME Y14.5M-1994
DIMENSIONS ARE IN INCHES (mm's IN BRACKETS)
TOLERANCES APPLY AS SHOWN BELOW

0 PL DEC	± 0.2
1 PL DEC	± 0.1
2 PL DEC	± 0.01
3 PL DEC	± 0.005
ANGLES	± .1°
SURFACE ROUGHNESS	32 μ in

NOTES:

1. MATERIAL: " THICK
2. FINISH:
3. COATING:



CUSTOMER:
MRI

PROJECT
305 Yonge Street - AOB

DRAWN BY
R. YORK

DATE
10/22/23

CHECKED BY
MARTY DOLSON

DATE
10/23/23

APPROVED
MARTY DOLSON

DATE
10/23/23

MEDIA RESOURCES INTERNATIONAL
1387 CORNWALL ROAD OAKVILLE ONTARIO
TEL: 1.800.667.4554 FAX: 1.905.337.9531

TITLE
63'-6" x 35' DIGITAL BILLBOARD STRUCTURE
60H x 33W MODULES, 1800H x 990W PIXELS
10.67mm SMD SERIES MODULE

SIZE
B

DRAWING NO

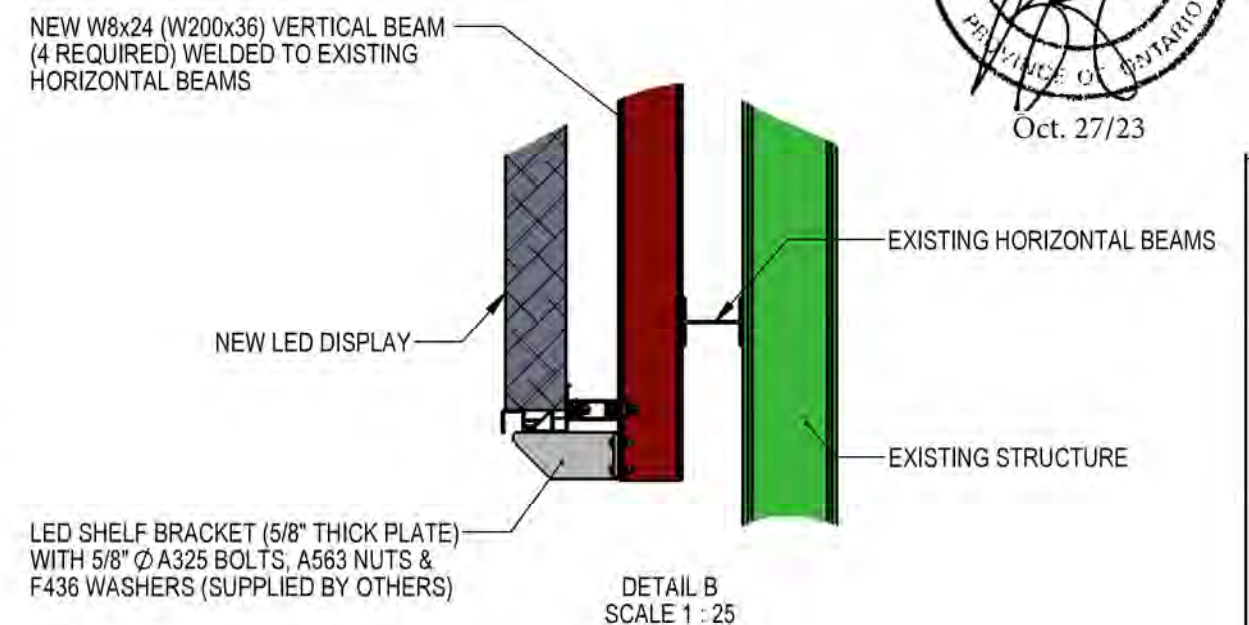
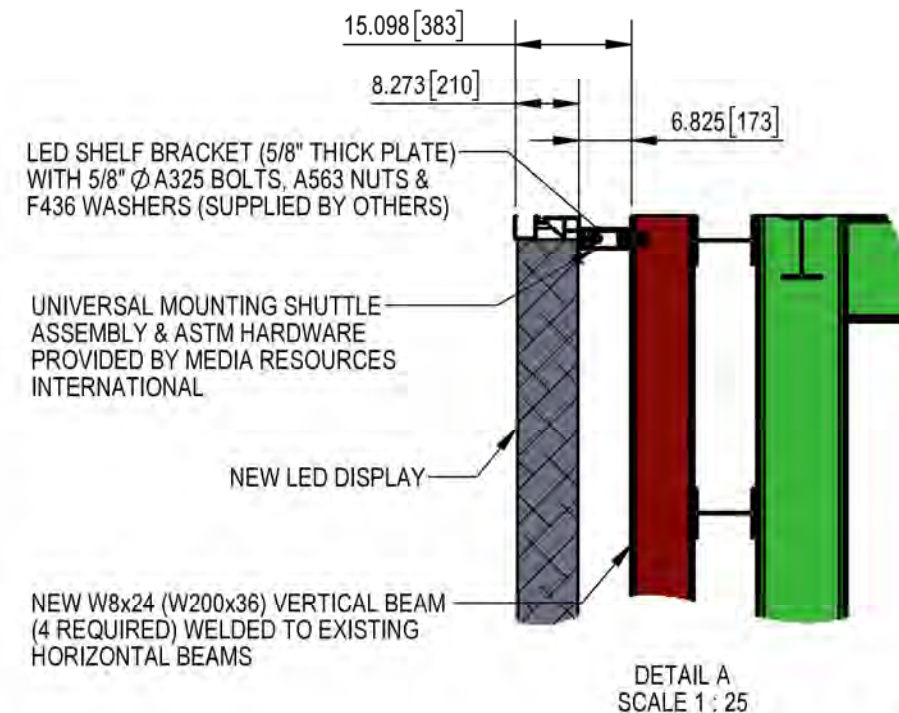
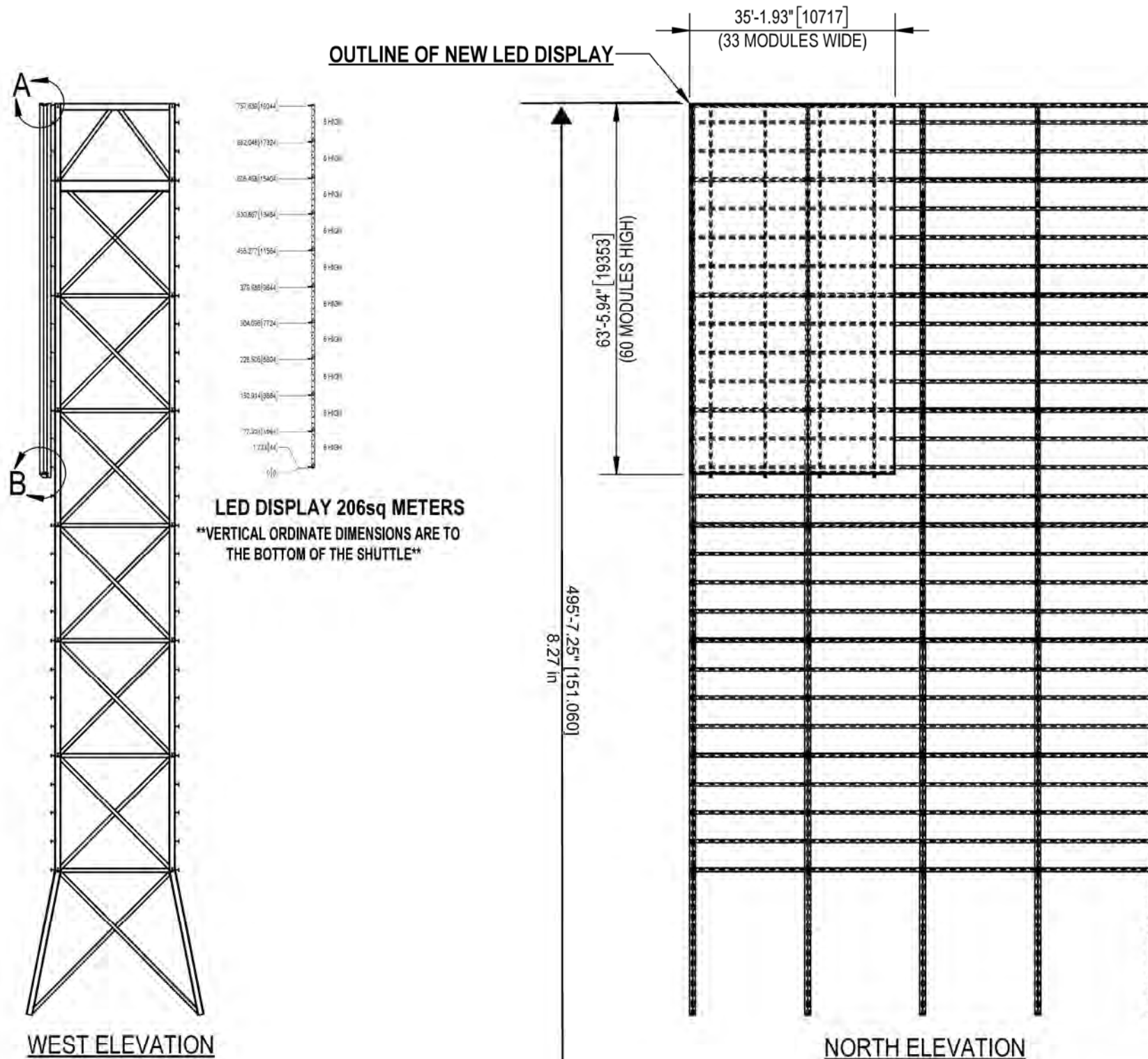
AOBN Site Assembly

REVISION

WORK ORDER NO

SCALE
1:220

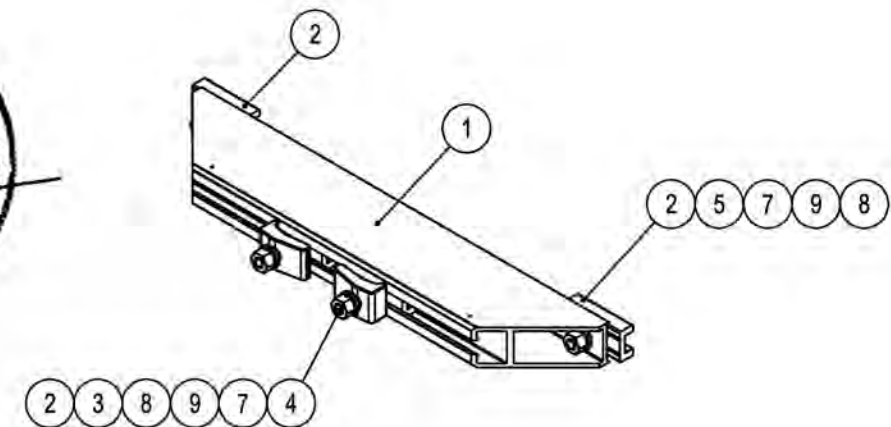
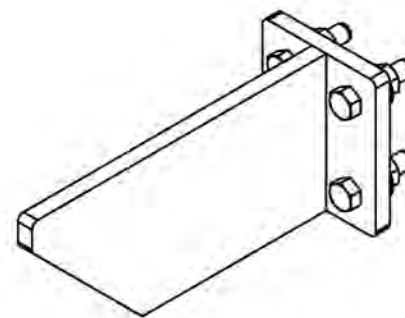
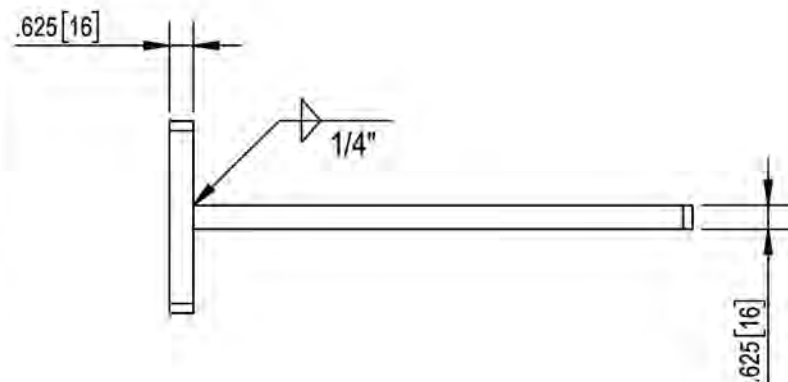
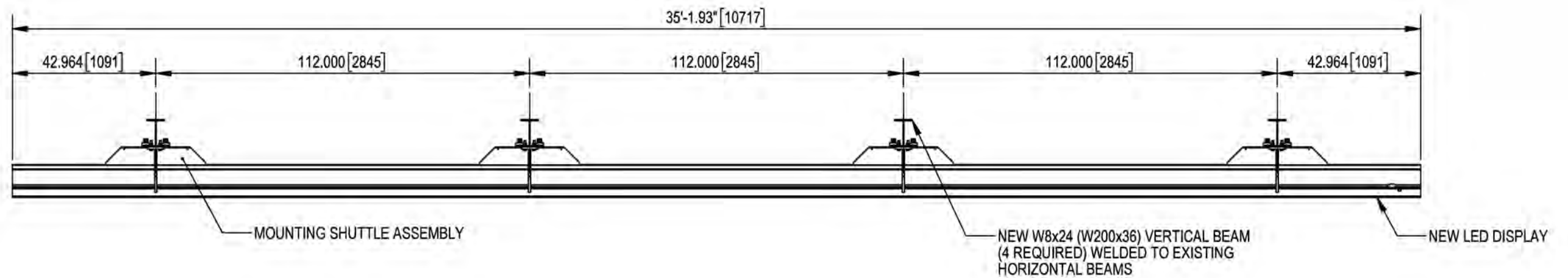
WEIGHT



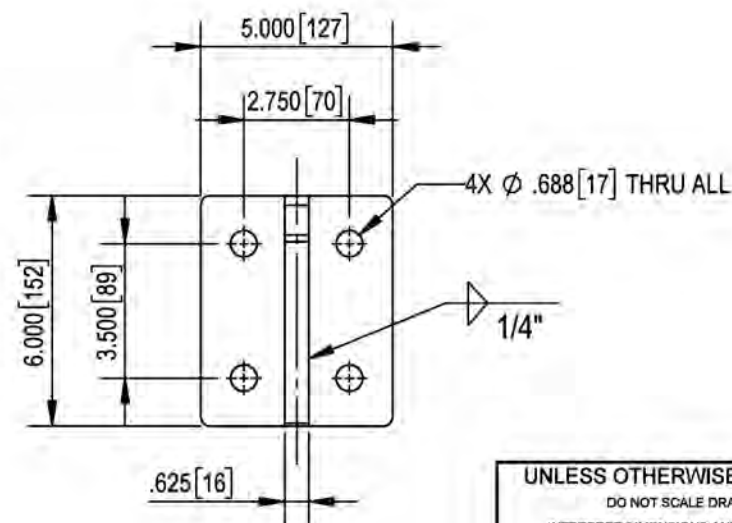
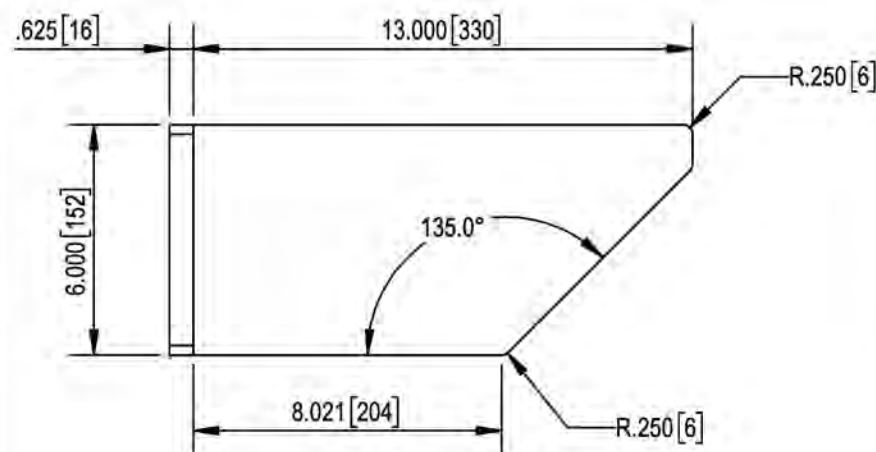
- NOTES:
1. SIGN MOUNTING TO STRUCTURE USING 5/8" ϕ BOLTS, A563 NUTS & F436 WASHERS
 2. FASTENERS TORQUED TO 75 LB-FT, MAXIMUM 100 LB-FT

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UNLESS OTHERWISE SPECIFIED DO NOT SCALE DRAWING INTERPRET DIMENSIONS AND TOLERANCES PER ASME Y14.5M-1994 DIMENSIONS ARE IN INCHES (mm's IN BRACKETS) TOLERANCES APPLY AS SHOWN BELOW 0 PL DEC ± 0.2 1 PL DEC ± 0.1 2 PL DEC ± 0.01 3 PL DEC ± 0.005 ANGLES ± .1° SURFACE ROUGHNESS 32 μ in		 mediaresources solutions for the sign industry. CUSTOMER MRI PROJECT 306 Yonge Street - AOB		MEDIA RESOURCES INTERNATIONAL 1387 CORNWALL ROAD OAKVILLE ONTARIO TEL: 1.800.667.4554 FAX: 1.905.337.9531			
NOTES: 1. MATERIAL: " THICK 2. FINISH: 3. COATING:		DRAWN BY R. YORK CHECKED BY MARTY DOLSON APPROVED MARTY DOLSON		DATE 10/22/23 DATE 10/23/23 DATE 10/23/23		TITLE 63'-6" x 35' DIGITAL BILLBOARD STRUCTURE 60H x 33W MODULES, 1800H x 990W PIXELS 10.67mm SMD SERIES MODULE	
				SIZE B		DRAWING NO AOBN Site Assembly	
				WORK ORDER NO SCALE 1:275		REVISION WEIGHT	



MOUNTING SHUTTLE ASSEMBLY



ITEM NO.	PART NUMBER	DESCRIPTION	MATERIAL	QTY.
1	0610-MW15-208A	MOUNTING SHUTTLE	ALUMINUM 6063-T6	1
2	0610-MW15-209A	CHANNEL PLATE - CUT 4" FROM 0970-EXTR-0206 C/W 11/16" DIA. HOLE THRU CENTER	STEEL	4
3	0900-HRDW-0000	BEAMCLAMP M16(5/8") BM STEEL-STEEL QUOTE 1510052	GALVANIZED STEEL	2
4	0960-BOLT-0019	5/8"-11 X 5.0" LG HEAVY HEX HEAD STRUCTURAL BOLT	A325 STEEL GALVANIZED	2
5	0960-BOLT-0020	5/8"-11 X 2.0" LG HEAVY HEX HEAD STRUCTURAL BOLT	A325 STEEL GALVANIZED	2
6	0960-MISC-0000	SLOTTED SPRING PIN, 1/8" DIA 3/4" LENGTH		2
7	0960-NUTS-0018	5/8"-11 HEX NUT FOR ASTM A325 STRUCTURAL BOLTS	A325 STEEL GALVANIZED	4
8	0960-WASH-0028	5/8" FLAT WASHER, HOT-DIPPED FOR A325 STRUCTURAL BOLTS	GALVANIZED STEEL	4
9	0960-WASH-0029	5/8" SPLIT LOCK WASHER, HOT-DIPPED FOR A325 STRUCTURAL BOLTS	GALVANIZED STEEL	4

UNLESS OTHERWISE SPECIFIED
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TOLERANCES APPLY AS SHOWN BELOW

0 PL DEC	± 0.2
1 PL DEC	± 0.1
2 PL DEC	± 0.01
3 PL DEC	± 0.005
ANGLES	± .1°
SURFACE ROUGHNESS	32 µin

mediaresources
...solutions for the sign industry.

CUSTOMER
MRI

PROJECT
306 Yonge Street - AOB

DRAWN BY
R. YORK

CHECKED BY
MARTY DOLSON

APPROVED
MARTY DOLSON

DATE
10/22/23

DATE
10/23/23

DATE
10/23/23

MEDIA RESOURCES INTERNATIONAL
1387 CORNWALL ROAD OAKVILLE ONTARIO
TEL: 1.800.667.4554 FAX: 1.905.337.9531

TITLE
63'-6" x 35' DIGITAL BILLBOARD STRUCTURE
60H x 33W MODULES, 1800H x 990W PIXELS
10.67mm SMD SERIES MODULE

SIZE
B

DRAWING NO
AOBN Site Assembly

REVISION

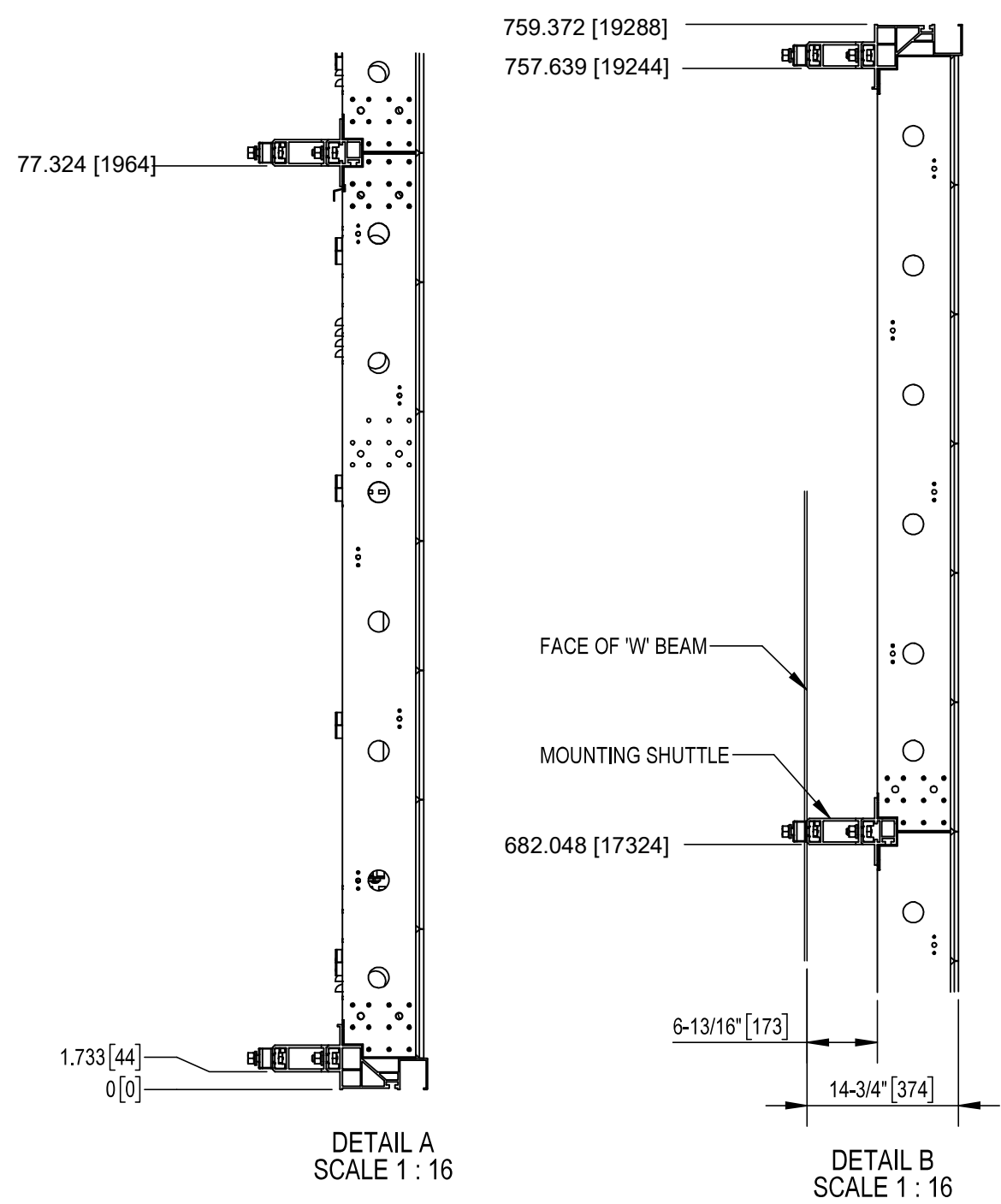
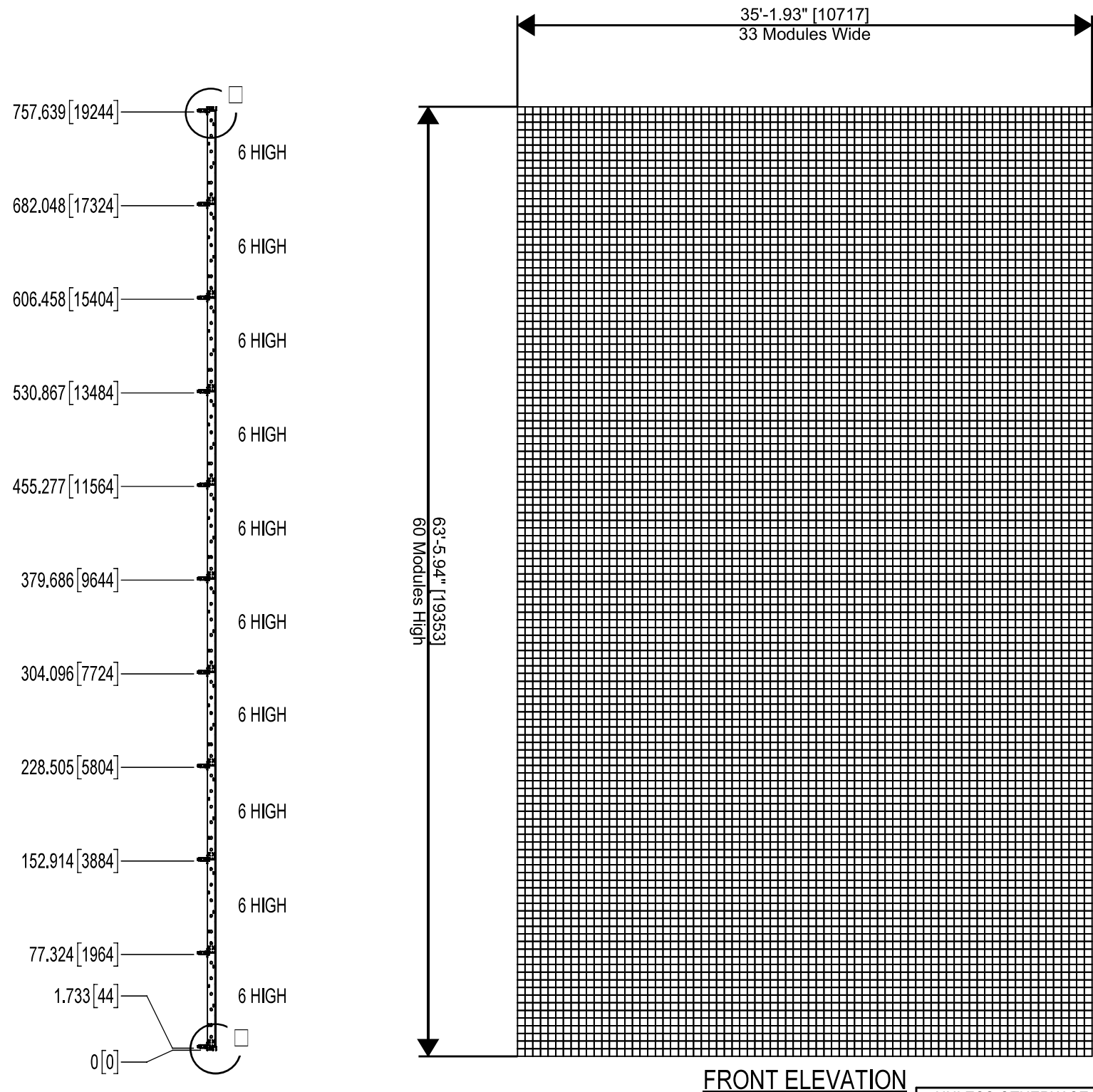
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- NOTES:
1. MATERIAL: " THICK
 2. FINISH:
 3. COATING:

WORK ORDER NO.

SCALE 1:35

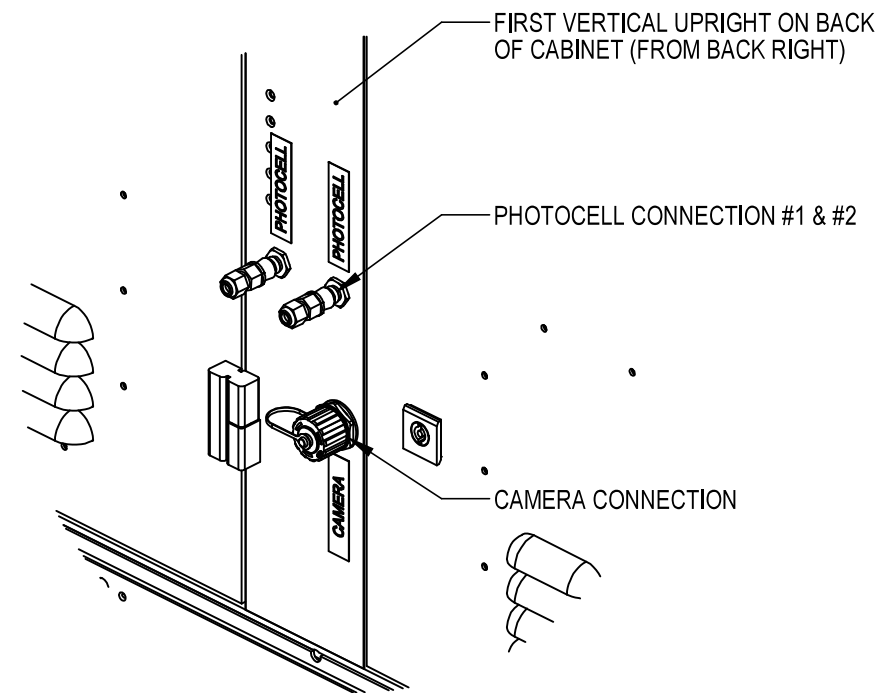
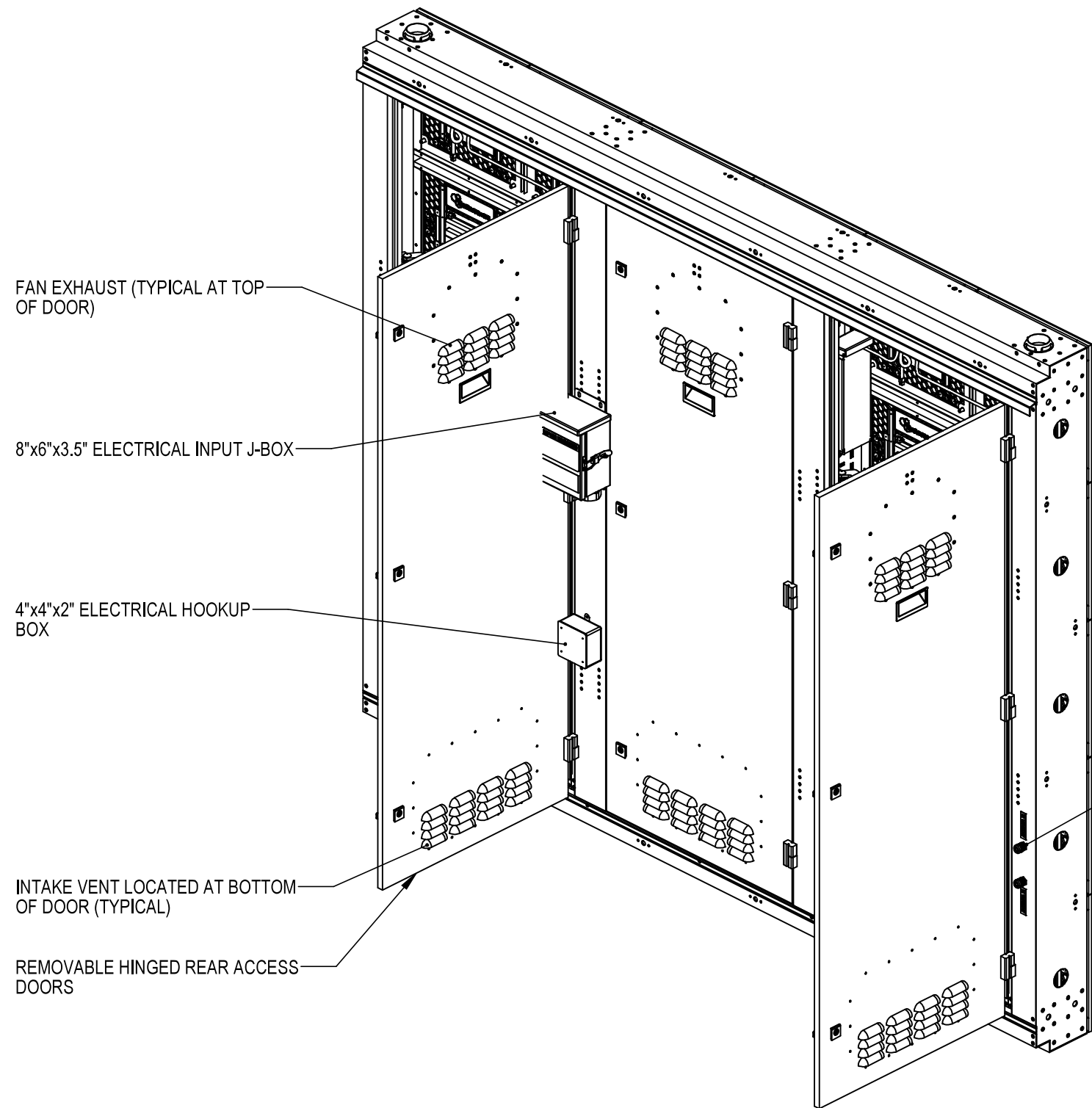
WEIGHT



****VERTICAL ORDINATE DIMENSIONS ARE TO THE BOTTOM OF THE SHUTTLE**

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				TITLE 63'-6" x 35' DIGITAL BILLBOARD STRUCTURE 60H x 33W MODULES, 1800H x 990W PIXELS 10.67mm SMD SERIES MODULE			
NOTES: 1. MATERIAL: " THICK 2. FINISH: 3. COATING:		CUSTOMER MRI PROJECT AOB 60H x 33W SF w/ Cellular and Webcam		SIZE B	DRAWING NO AOBN General Arrangement		REVISION
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CHECKED BY		DATE					
APPROVED		DATE					



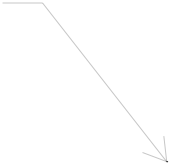
PG13 DOME CONNECTORS FOR ANTENNA (ONLY REQUIRED WHEN CORTEX / CONTROL PANEL IS LOCATED TO THE LEFT)

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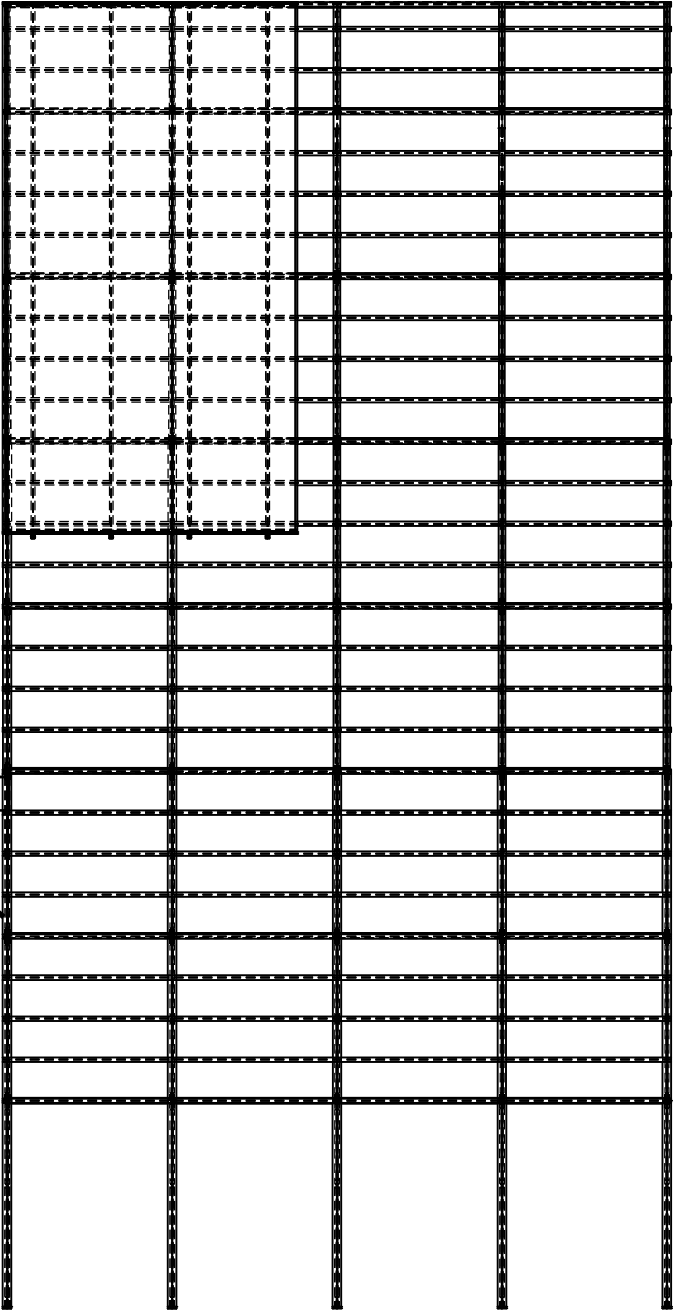
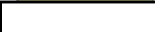
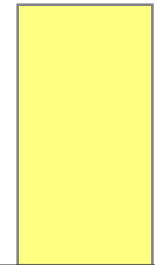
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DRAWN BY CHECKED BY APPROVED		DATE DATE DATE		SIZE B		DRAWING NO AOBN General Arrangement	
				WORK ORDER NO		SCALE 1:14	
						WEIGHT	



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128' [39014.4] to Grade



NORTH ELEVATION

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3 PL DEC ± 0.005
ANGLES ± .1°
SURFACE ROUGHNESS 32 µin

- NOTES:
1. MATERIAL: " THICK
 2. FINISH:
 3. COATING:



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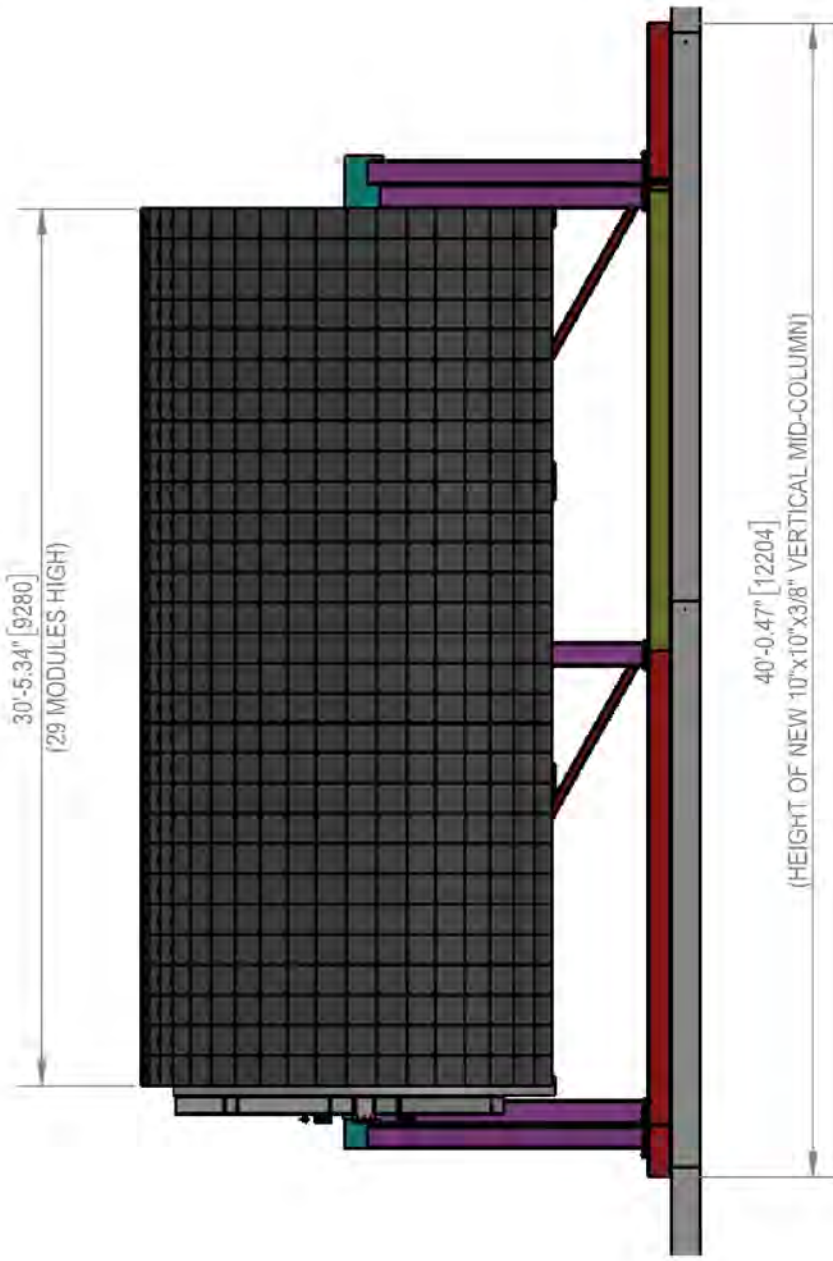
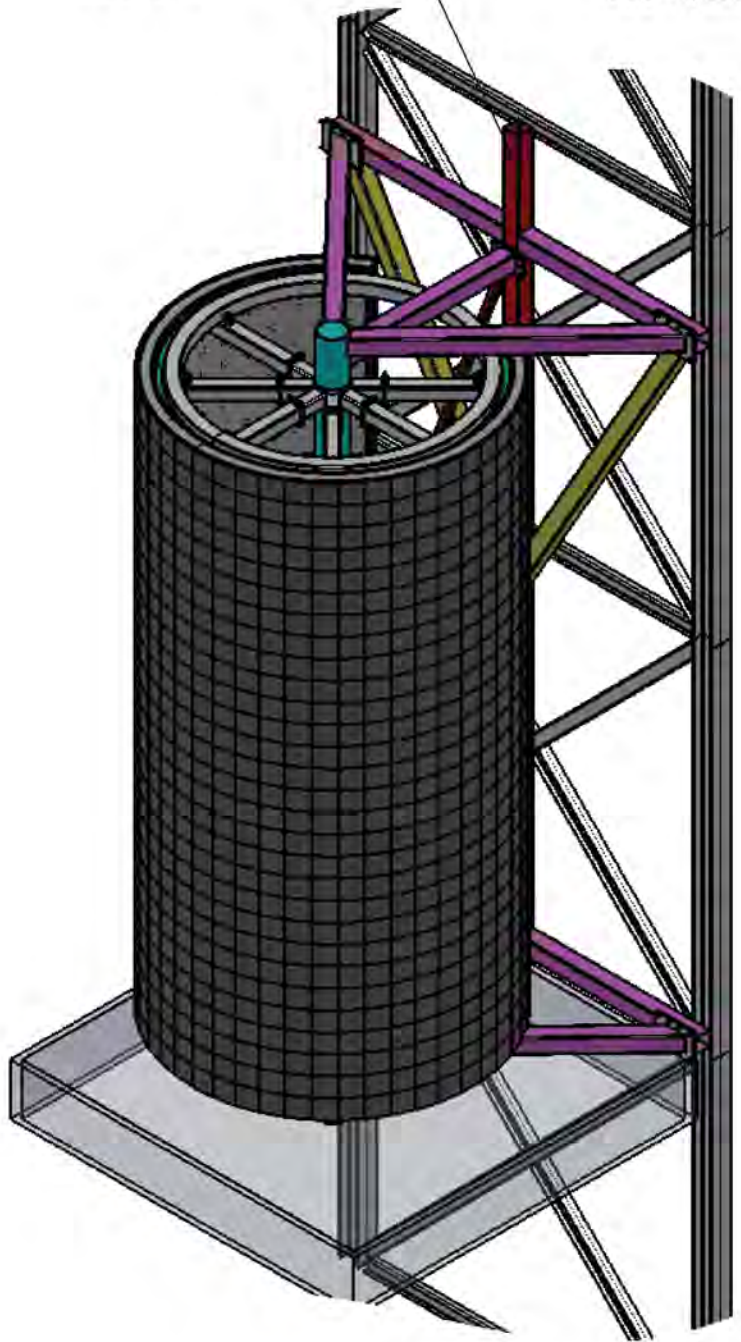
CUSTOMER MRI	
PROJECT 306 Yonge Street - AOB	
DRAWN BY R. YORK	DATE 10/22/23
CHECKED BY MARTY DOLSON	DATE 10/23/23
APPROVED MARTY DOLSON	DATE 10/23/23

MEDIA RESOURCES INTERNATIONAL 1387 CORNWALL ROAD OAKVILLE ONTARIO TEL: 1.800.667.4554 FAX: 1.905.337.9531			
TITLE AOB - EAST ELEVATION BEER CAN - 10.67mm SMD CURVE 29H x 38W MODULES, 870H x 1140W PIXELS			
SIZE B	DRAWING NO	REVISION	
WORK ORDER NO		SCALE 1:275	WEIGHT

FOR CONCEPT AND
APPROXIMATE LOCATION
ONLY



NEW 10"x10"x3/8" VERTICAL
MID-COLUMN



LED DISPLAY 112sq METERS

NOTES:

1. EXISTING TOWER HAS BEEN REVIEWED FOR ADDITION OF SIGNAGE ON NORHT ELEVATION CONSISTING OF NEW DIGITAL DISPLAY
2. REFERENCE WIND 0.44 kPa, design wind pressure = 1.5kPa
3. ICE LOAD: 0.24 kPa PER FACE
4. REVIEW IN ACCORDANCE WITH PART FOUR OF THE 2012 OBC
5. ALUMINUM SHEET TO BE MINIMUM 5052-H32, MIN. Fy=193 MPa
6. ALUMINUM REVIEWED IN ACCORDANCE WITH CSA S157 "STRENGTH DESIGN IN ALUMINUM"
7. ALUMINUM STRUCTURE TO BE 6061-T6, min Fy=240 MPa
8. STRUCTURAL STEEL HAS BEEN DESIGNED IN ACCORDANCE WITH CSA STANDARD S16 "Design of steel structures"
9. ALL STRUCTURAL STEEL MEMBERS SHALL CONFORM TO CSA STANDARD G40.21-M.
10. PLATES, ANGLES, CHANNELS AND ANCHOR BOLTS TO BE TYPE 300W, HSS AND W SHAPES TO BE TYPE 350W.
11. ALL STEEL WELDS AND WELDING TO CSA W59.1 AND WELDERS CERTIFIED UNDER W47.1
12. ALL ALUMINUM WELDS AND WELDING TO CSA W59.2 AND WELDERS CERTIFIED UNDER W47.2
13. DIELECTRIC SEPARATOR IS REQUIRED AT MATING SURFACES OF DISSIMILAR METALS
14. ALL BOLTS TO BE STRUCTURAL A325 BOLTS FOR OUTDOOR APPLICATION
15. CONTACT OUR OFFICE 48 HOURS PRIOR TO SIGN INSTALLATION TO ARRANGE FOR A SITE REVIEW DURING SIGN INSTALLATION

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3 PL DEC	± 0.005
ANGLES	± .1°
SURFACE ROUGHNESS	32 µin

- NOTES:
1. MATERIAL: " THICK
 2. FINISH:
 3. COATING:

mediaresources
...solutions for the sign industry.

CUSTOMER:
MRI

PROJECT:
305 Yonge St. - AOB EAST ELEVATION BEER CAN

DRAWN BY:
R. YORK

CHECKED BY:
CHAD BEDORE

APPROVED:
CHAD BEDORE

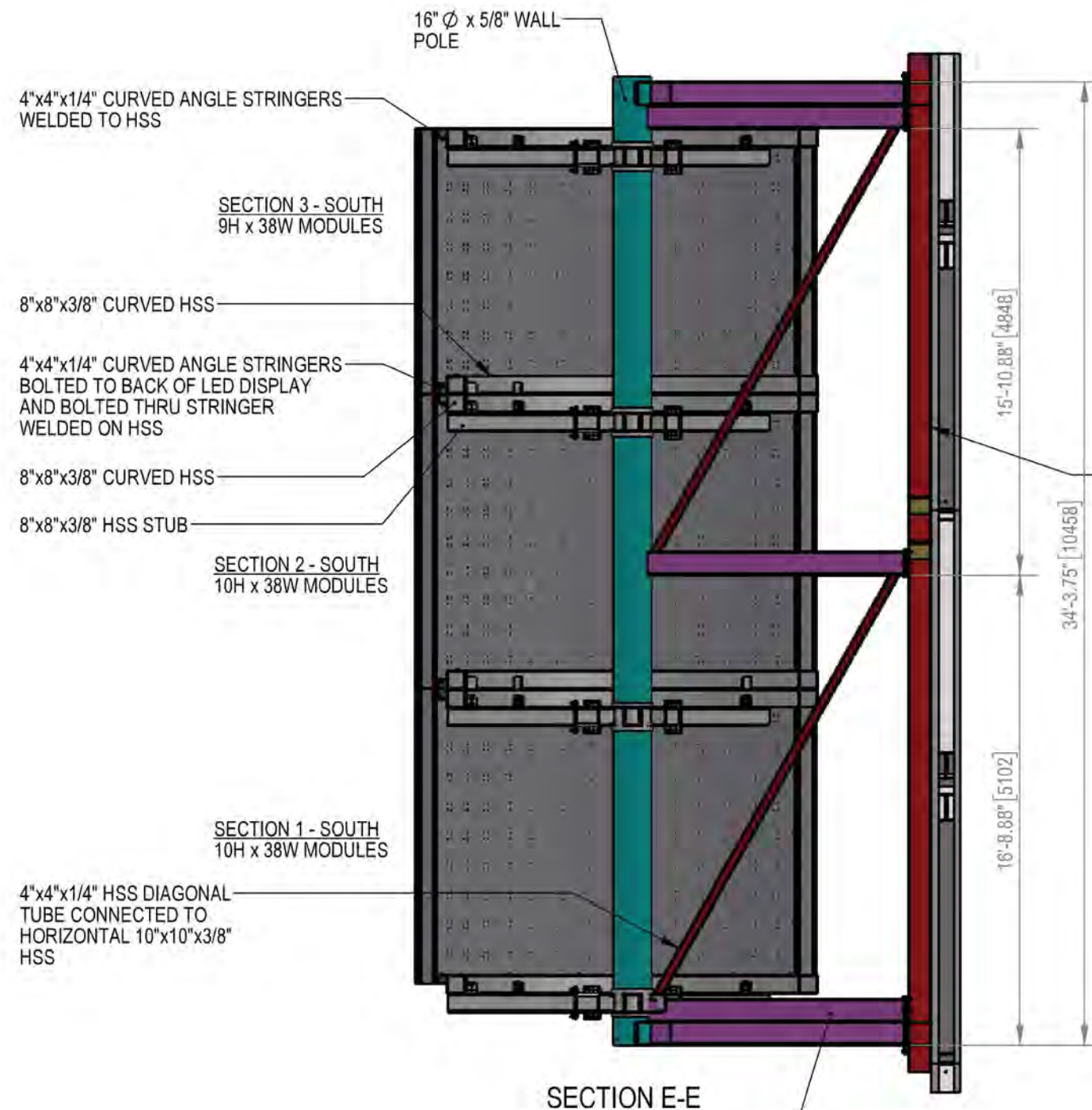
DATE:
12/08/23

MEDIA RESOURCES INTERNATIONAL
1387 CORNWALL ROAD OAKVILLE ONTARIO
TEL: 1.800.667.4554 FAX: 1.905.337.9531

TITLE:
**AOB - EAST ELEVATION
BEER CAN - 10.67mm SMD CURVE
29H x 38W MODULES, 870H x 1140W PIXELS**

SIZE: DRAWING NO:
B

WORK ORDER NO: SCALE: 1:90 WEIGHT: lbs SHEET 1 OF 4



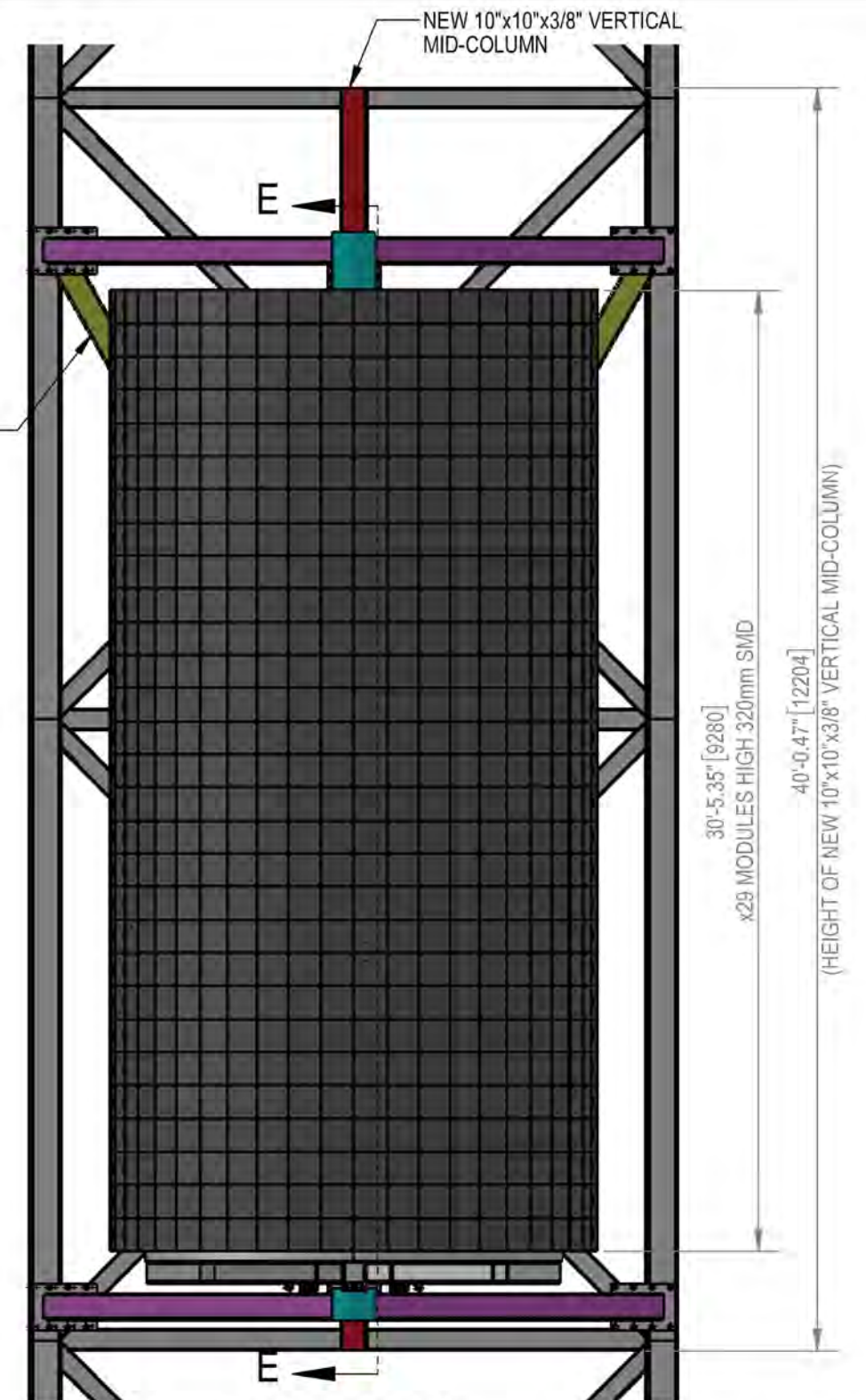
10"x10"x3/8" HSS TUBE BOLTED TO NEW VERTICAL 10"x10"x3/8" MID-COLUMN AND TO OUTSIDE EXISTING BEAM

FOR CONCEPT AND APPROXIMATE LOCATION ONLY



NEW 10"x10"x3/8" DIAGONAL HSS

NEW 10"x10"x3/8" DIAGONAL HSS



EAST ELEVATION

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0 PL DEC	± 0.2
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3 PL DEC	± 0.005
ANGLES	± .1°
SURFACE ROUGHNESS	32 µin

NOTES:

1. MATERIAL: " THICK
2. FINISH:
3. COATING:



CUSTOMER

MRI

PROJECT

305 Yonge St. - AOB EAST ELEVATION BEER CAN

DRAWN BY

R. YORK

CHECKED BY

CHAD BEDORE

APPROVED

CHAD BEDORE

DATE

12/08/23

DATE

12/08/23

DATE

12/08/23

MEDIA RESOURCES INTERNATIONAL

1387 CORNWALL ROAD OAKVILLE ONTARIO

TEL: 1.800.667.4554

FAX: 1.905.337.9531

TITLE

AOB - EAST ELEVATION

BEER CAN - 10.67mm SMD CURVE

29H x 38W MODULES, 870H x 1140W PIXELS

SIZE

B

DRAWING NO

AOBBC Site Assembly

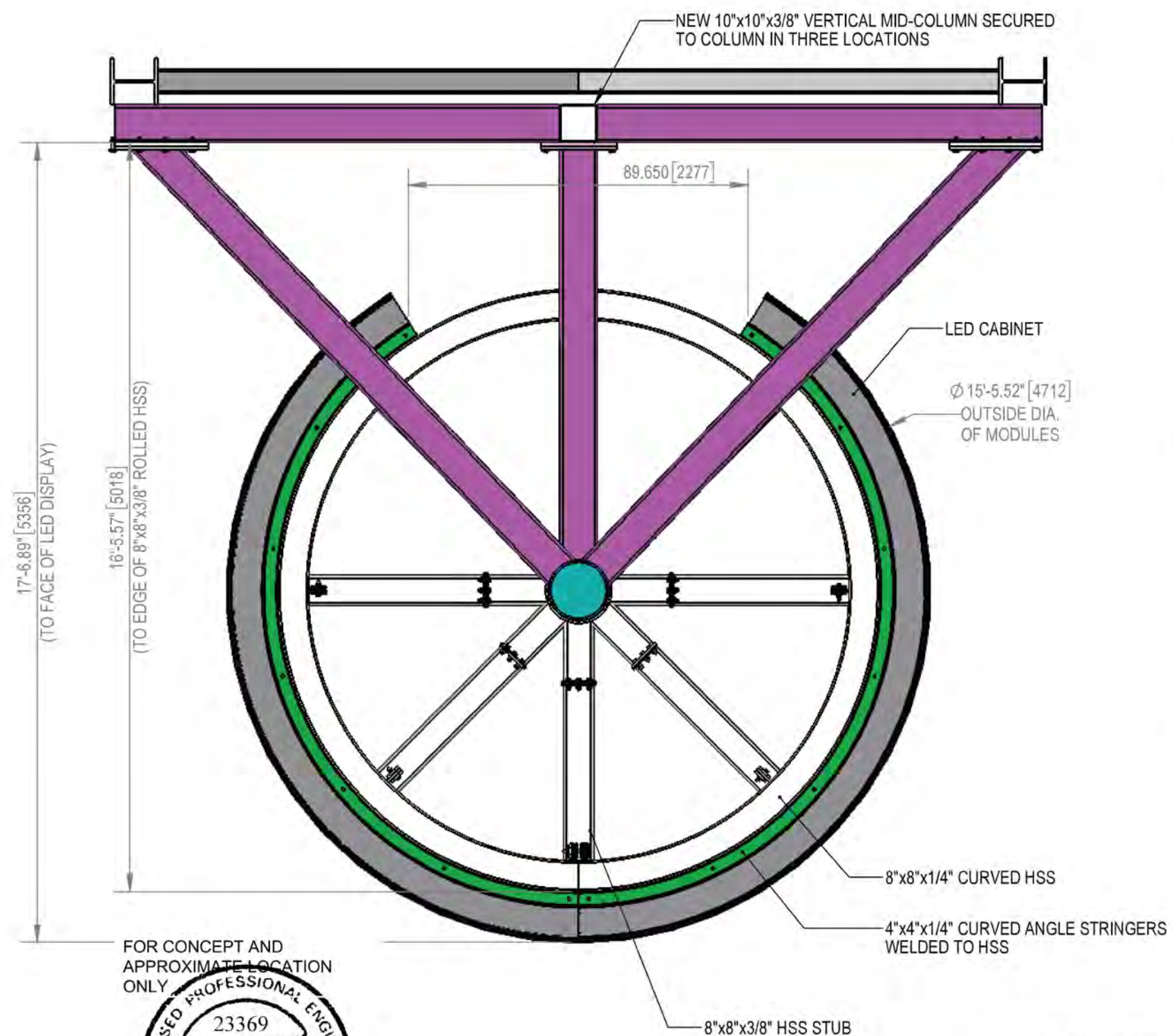
WORK ORDER NO

SCALE

1:65

WEIGHT

lbs SHEET 2 OF 4



FOR CONCEPT AND APPROXIMATE LOCATION ONLY



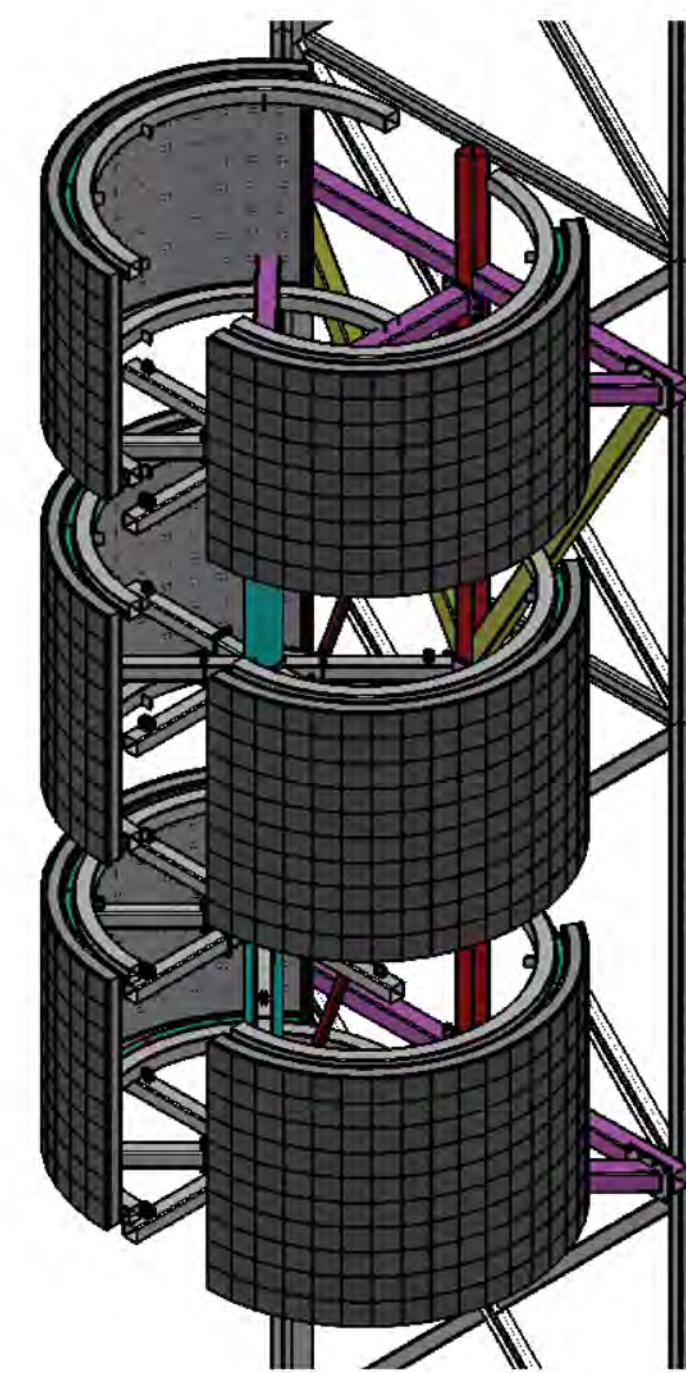
DEC 11, 2023

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SECTION 3 - SOUTH
9H x 38W MODULES

SECTION 2 - SOUTH
10H x 38W MODULES

SECTION 1 - SOUTH
10H x 38W MODULES

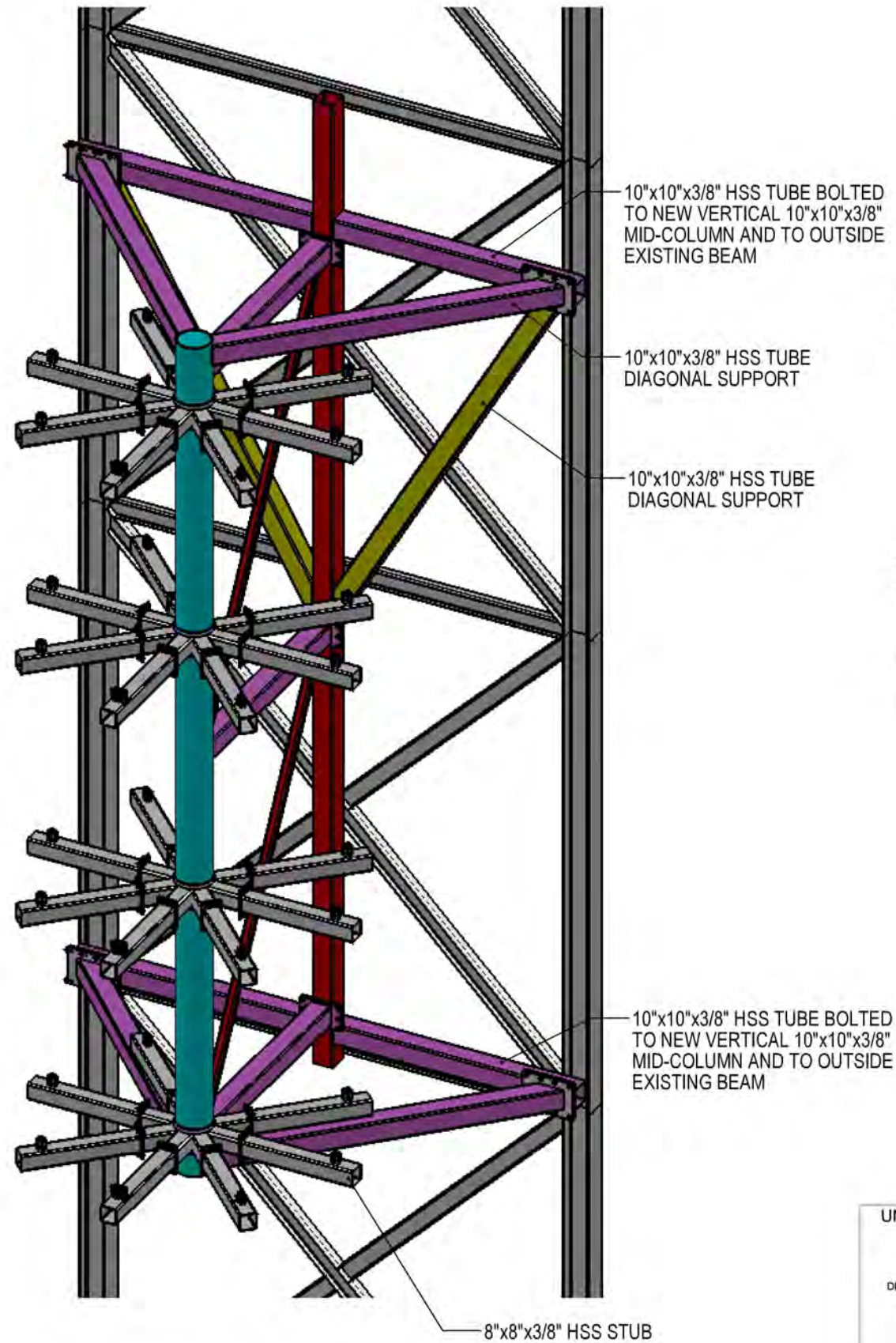


SECTION 3 - NORTH
9H x 38W MODULES

SECTION 2 - NORTH
10H x 38W MODULES

SECTION 1 - NORTH
10H x 38W MODULES

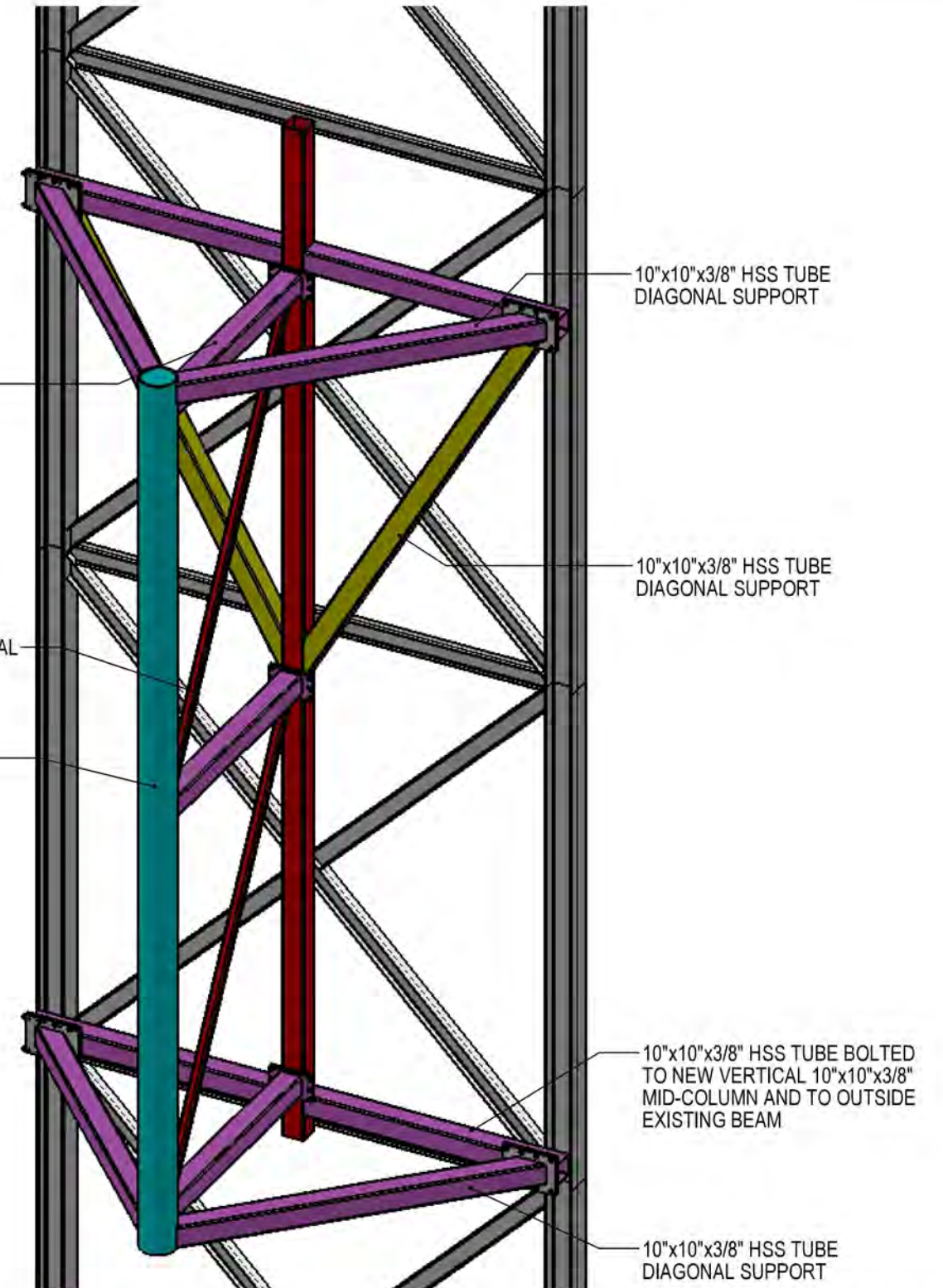
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0 PL DEC	± 0.2																
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3 PL DEC	± 0.005																
ANGLES	± .1°																
SURFACE ROUGHNESS	32 µin																
NOTES: 1. MATERIAL: " THICK 2. FINISH: 3. COATING:		CUSTOMER: MRI PROJECT: 305 Yonge St. - AOB EAST ELEVATION BEER CAN DRAWN BY: R. YORK CHECKED BY: CHAD BEDORE APPROVED: CHAD BEDORE		DATE: 12/08/23 DATE: 12/08/23 DATE: 12/08/23													
		SIZE: B WORK ORDER NO:		DRAWING NO: AOBBC Site Assembly SCALE: 1:35 WEIGHT: lbs													
				SHEET 3 OF 4													



10"x10"x3/8" HSS TUBE HORIZONTAL SUPPORT BEAM (3 PLACES)

4"x4"x1/4" HSS TUBE DIAGONAL SUPPORT

16" ϕ x 5/8" WALL POLE



UNLESS OTHERWISE SPECIFIED

DO NOT SCALE DRAWING

INTERPRET DIMENSIONS AND TOLERANCES PER ASME Y14.5M-1994

DIMENSIONS ARE IN INCHES (mm's IN BRACKETS)

TOLERANCES APPLY AS SHOWN BELOW

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ANGLES	± .1°
SURFACE ROUGHNESS	32 μ in

NOTES:

1. MATERIAL: " THICK
2. FINISH:
3. COATING:



CUSTOMER
MRI

PROJECT
305 Yonge St. - AOB EAST ELEVATION BEER CAN

DRAWN BY
R. YORK

CHECKED BY
CHAD BEDORE

APPROVED
CHAD BEDORE

DATE
12/08/23

DATE
12/08/23

DATE
12/08/23

MEDIA RESOURCES INTERNATIONAL
1387 CORNWALL ROAD OAKVILLE ONTARIO
TEL: 1.800.667.4554 FAX: 1.905.337.9531

TITLE

**AOB - EAST ELEVATION
BEER CAN - 10.67mm SMD CURVE
29H x 38W MODULES, 870H x 1140W PIXELS**

SIZE

B

WORK ORDER NO

DRAWING NO

AOBBC Site Assembly

REVISION

SCALE
1:65

WEIGHT

lbs SHEET 4 OF 4

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(Figure one)



** Above information is as provided by Media Resources Inc.



To whom it may concern,

Recognizing the City's feedback and concerns about the light impact North of Y&D square, Branded Cities is voluntarily making significant adjustments to the brightness configuration of the proposed digital sign (See figure one). We believe this approach is appropriate to meet the Yonge Street ambient condition away from the square itself.

1. Branded Cities will employ the well-proven SITELINE blocking louver technology to shield to the west of the proposed sign, mitigating illuminance concerns of any residences on Edward St. The SITELINE technology is the same product as was deployed on the Rogers Tower in Y&D to protect southerly residential areas.
2. We will voluntarily reduce the allowable nighttime brightness from the by-law allowable 300 NITS to 80 NITS, a multiple fold reduction in output luminance. The existing digital sign on the 10 Dundas building facing North is currently configured voluntarily by Branded Cities to a similar, low-impact brightness level.
3. With the nighttime brightness cap of 80NITS, the digital sign also reduces the illuminance impact by several times in comparison to the by-law limit of 3.2 lux. The worst-case illuminance impact to any nearby residential is 0.522 LUX at the southern end of the new condo tower in development on the east side of Yonge. This is 84.4% less illuminance than the by-law limit.
4. Lastly, the lines of sight from residents up Yonge currently include partial viewing into the large format digital signs inside the square itself. With those signs operating within the by-law 300 NITS, our new proposed sign at 80 NITS will be a markedly lower brightness visual presence in comparison.

To whom it may concern,

Media Resources Inc. has been engaged by Branded Cities to review and assess the lighting impact of the proposed digital billboard installation at AOB East Elevation. This document will describe the lighting impacts of our VISIONiQ 10.67mm SMD digital billboards in this specific application, and further commit a maximum luminance value of the display as observed from the nearby light-sensitive areas.

Light Analysis

We have had to take a liberal estimate when calculating the expected illuminance impact to the surrounding areas of concern and have provided the maximum lux values that the display would be able to achieve at the marked locations. These marked lux values are the highest calculated values that a DOOH board can reach at 300 NITS. At the two building of concern, “Panda Condo” and “Concord” the lux values reach a maximum of 0.588lux and 0.352lux respectively in comparison to the allowable 3.0 lux above the ambient lighting that the city of Toronto allows stated in *Municipal code Chapter 694, Section E. (3)*.



Figure 1. Site satellite photo overlay showing areas of concern with reference to display location.

Background on Media Resources Digital Display Ambient-Aware Brightness Controls

During dusk, dawn, or cloudy days, the operation of the digital display according to ambient light readings is the ideal way to maintain a glare-free, light-trespass free image. Media Resources digital billboards are all equipped with factory-mounted dual photocell sensors that are redundant and capable of reading ambient brightness even if one unit suffers a hardware failure. The ambient brightness to output brightness response curves have been carefully developed into a standard to provide good readability on the display while keeping in line with the brightness of the overall visual context.

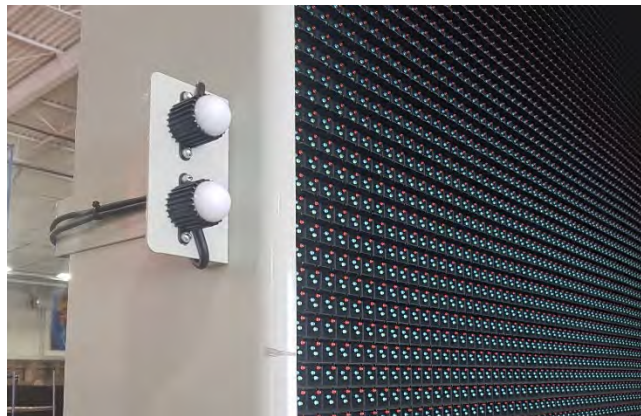


Figure 2. Media Resources standard - dual ambient brightness measuring photocells for hardware redundancy

During night-time, brightness control becomes critical as the digital billboards must be operated at a small percentage of its maximum brightness in order to avoid glare or light trespass. Media Resources endeavors to have the most comprehensive system of safeties and traceability for night-time brightness management. The proposed digital billboards are well equipped with modern brightness controls. Besides the redundant photocells above, a number of secondary fail-safes are also implemented including a communications watchdog (automatic reduction to night-time brightness in the event of a communication loss), and fallback to a location/season aware time-based schedule in the event of catastrophic photocell system failure. With these safety features in place, it becomes extremely unlikely for the digital billboard to operate at high brightness levels at night.

Additionally, the Media Resources Network Operations Centre can monitor brightness and recall brightness history for traceability. See Figure 2 and Figure 3 below on our internal control system for configuring brightness and recalling brightness history.

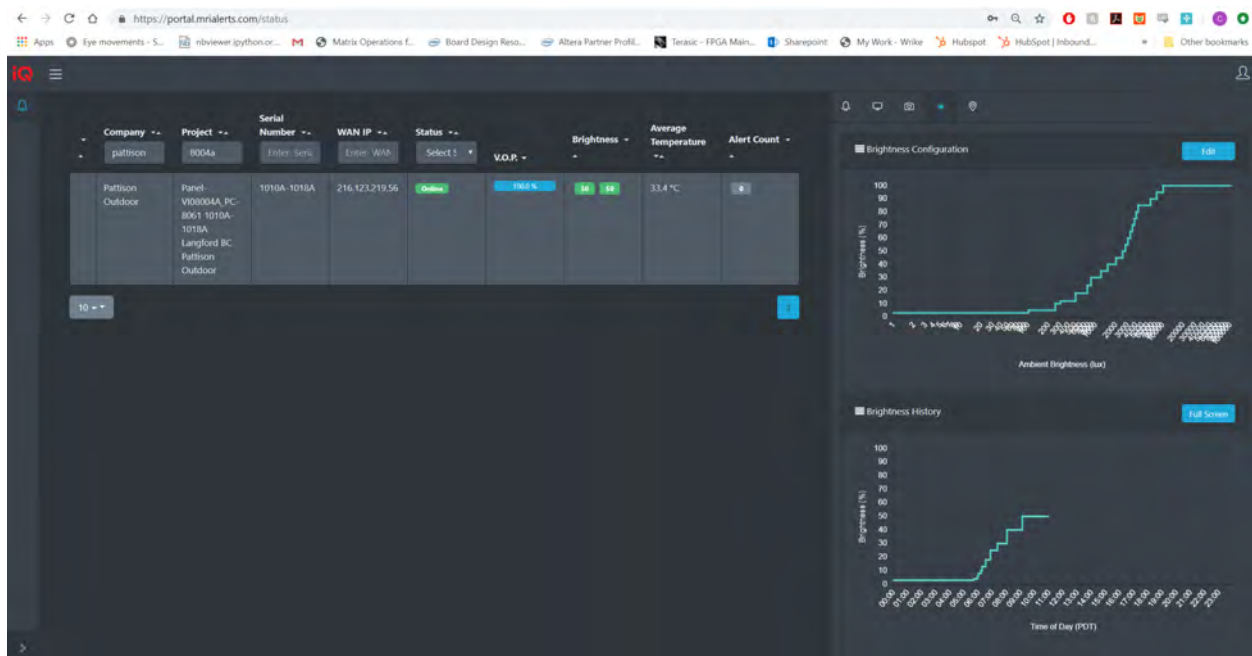


Figure 3. Media Resources web portal showing brightness configuration and history of the current day

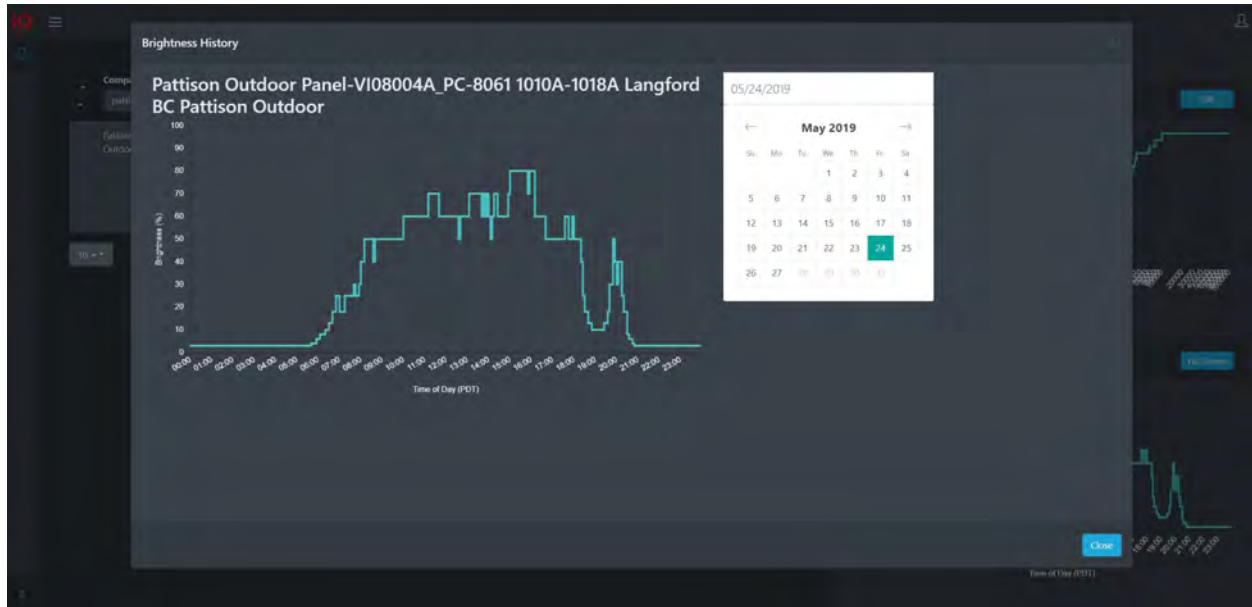


Figure 4. Media Resources web portal showing brightness history of any selected previous date. Brightness history data is logged indefinitely on Media Resources servers.

We are always committed to the responsible application of LED digital technology and are happy to engage with regulatory stakeholders at any time. Please feel free to contact us if you have any questions.

Sincerely,



Cheng Qian
Chief Product Architect
Media Resources Inc.
(905) 586-1064
cqian@mediaresources.com



The Corporation of the City of Toronto
Express Services, Toronto Building
16th Floor, East Tower
100 Queen Street West
Toronto, ON M5H 2N3
Attn: Fernanda Patza, Building Plans Examiner Inspector, Express Services, Toronto Building

Sent via E-mail: Fernanda.Patza@toronto.ca

Re: PPR Notice No. 24 142382 ZPR 00 ZR – Letter of Rationale for Third Party Sign Variance Application regarding Atrium on Bay (AOB) Media Tower – North Façade and Digital Can Platform, located at 304 Yonge Street – UPDATED

Dear Ms. Patza,

Branded Cities Canada (Branded Cities) is the owner of the AOB Media Tower, which includes some of the most vibrant and dynamic mixed-use signage displays in Yonge-Dundas Square.

The purpose of this letter is to respond to your request for a letter of rationale outlining the reasons to approve the third-party sign variance application and proposal to convert four (4) existing static displays on the north façade of the AOB Media Tower to one (1) smaller digital display, as well as the proposal to add (1) curved digital display on the existing platform/podium, located on the eastern-most side of the AOB Media Tower.

Below outlines how we feel a variance is reasonable and meets the following criteria stated in 694-30A of the Sign By-law.

- **Belong to a sign class permitted in the sign district where the premises is located.**

The Proposed Signs belong to the third-party sign class, which is permitted in the Dundas Square Special Sign District (DS-SSD). The DS-SSD allows for, and contains, many large-scale third-party electronic signs – a key defining characteristic of this area.

- **Be compatible with the development of the premises and surrounding area.**

The surrounding area primarily includes non-residential commercial, institutional, and office buildings. The property at 304 Yonge Street is located in Ward 11, on the west side of Yonge Street and the north side of Dundas Street, approximately 30 metres northwest of the intersection of Yonge Street and Dundas Street – two of the City's most important Priority Retail Streets, which play a key role in animating and activating the local streetscape. In these locations, the Official Plan encourages "*globally competitive locations for national and international businesses*" and projects that support "*specialty retailing opportunities that attract tourists to and residents of*" the GTA. Creative, high-quality signage helps to accomplish those objectives.

As per a 2021 staff report, City Council's approved "Signage Vision" identifies 304 Yonge Street as being "Dundas Square Landmark Signage" which is intended to reinforce the primary importance of this area (Dundas Square) within the precinct. Within this report, staff explained that "the AOB Media Tower at 304 Yonge Street was specifically built to contain some of the largest and tallest signs in Dundas Square" and has always done so; and this proposal will continue to make the media tower a landmark in the area.

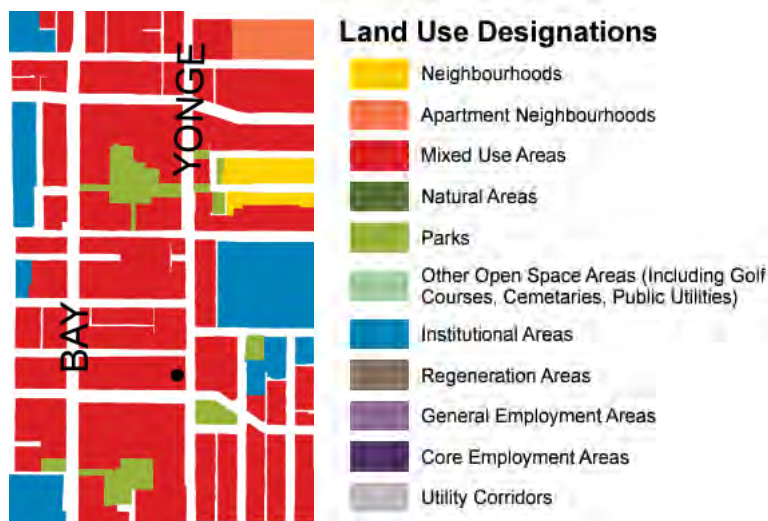
Large format signs displaying electronic sign copy have been specifically planned for and permitted on several properties in the immediate area and surrounding the Square, including the subject premise. This proposal will continue to make the media tower a landmark in the area, harboring a dynamic and cutting-edge, new, curved screen that brings mixed media to life. Thus, it is in keeping with the area and should have a minimal impact on the essential character of the area.

Over the last several years, sign owners in the area have been consolidating multiple sign faces, including those containing various sign copies (mechanical, static, etc.) and replacing them with signs containing a smaller number and size of electronic sign faces, as is being proposed with this alteration. A transition to electronic copy for this sign would align with recent improvements and upgrades to signage displays within this area.

- **Support the Official Plan objectives for the subject premises and surrounding area.**

The subject premises is located in a "Mixed Use Area" as outlined in Toronto's Official Plan. Mixed Use Areas are areas within the city that blend various land uses, such as office, retail, institutional, entertainment, residential, recreational, and cultural, to achieve multiple objectives.

The proposed alterations to electronic digital copy will support businesses by providing a medium to more seamlessly promote themselves and economic activity within the Yonge-Dundas area. In a similar vein, the local community can use this digital medium to more easily promote upcoming community events and disseminate information. Messages could be displayed on both the north sign face as well as the cylindrical sign face.



For these reasons, the this proposal would be compatible with Official Plan objectives for the premises and surrounding area.

- **Not adversely affect adjacent premises.**

The Proposed Signs would be located in a mixed-use neighbourhood, with a significant commercial presence. There are numerous similar signs that already exist in close proximity – including several third-party signs that are all generally illuminated and contain electronic moving copy. Numerous existing signs face in a northern direction as well, meaning this proposal to update technology to electronic copy has precedent in the vicinity.

This proposal for both sign faces will display methods of copy that are generally permitted as-of-right in this sign district, per §694-15C. While the sign is located near an intersection, it will be mounted on a Media Tower on the roof of the building at 306 Yonge Street, meaning that sightlines would not easily be visible to any traffic and/or pedestrians. This Media Tower and signage display has existed since the early 2000s, with no reports of impacts on safety.

The Proposed Signs will not intensify illumination impacts on adjacent premises. As part of the PPR Application and Sign Variance Application, light analysis studies were submitted for each proposed sign face, which detailed that Branded Cities would employ the well-prove SITELINE blocking louver technology to further shield and mitigate illumination concerns of any nearby residents. This is the same technology already deployed on the Rogers Tower in The Square to protect residential areas to the south.

Further, Branded Cities has committed to voluntarily reduce the allowable nighttime brightness from 300 NITS to 80 NITS, a multiple fold reduction in output luminance. It should be noted that, by comparison, the current north-facing static sign face is permitted to be lit by large lights on an ongoing basis. This proposal to electronic copy, along with the large reduction in commercial advertising footprint, would result in a significant reduction in light pollution and thus not adversely affect adjacent premises.

For these reasons, this proposal will have no impacts to adjacent premises.

- **Not adversely affect public safety, including traffic and pedestrian safety.**

As noted above, this sign is located well-above street level and would not raise a reasonable basis for any concern regarding adverse effects on public safety, including traffic and pedestrian safety. Due to the recessed nature of the building that the Media Tower is mounted upon, sightlines are not easily visible. Of note, the proposed sign represents a reduction in size and visual impact.

Both proposed signs will meet all requirements laid out in section 14(1) of By-Law 2010-694 with respect to operating standards (i.e., no animation, audio, flashing effects, odors, 10 second minimum dwell times, etc.). The AOB Media Tower is not accessible to the public and poses neither a physical safety issue nor a sociological one. The sign and structure itself will be designed, engineered and installed in accordance with all applicable Ontario Building Code requirements, thus there would be no negative impacts to public safety.

- **Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B.**

The Proposed Sign does not meet the description of any of the signs which are specifically prohibited by §694-15B. Therefore, this criterion has been met.

Further, 694-15C specifies that “Notwithstanding § 694-15B, third party roof signs and third-party electronic roof signs are permitted in the Dundas Square Special Sign District. [Added 2016-07-15 by By-law 767-2016]”.

The intent of Yonge-Dundas Square was to be a dynamic gathering place and included some of the city’s most spectacular large format, third-party signage displays. The AOB Media Tower, and addition of a new cylindrical sign upon the existing structure, is consistent with the public-space and designed environment. Of all places within the City of Toronto for a dynamic display, this is an ideal location.

- **Not alter the character of the premises or surrounding area.**

This proposal would not alter the character of the area and not infringe on any other land use, functions, and businesses in the area. As noted previously, staff outlined within a 2021 report that “the AOB Media Tower at 304 Yonge Street was specifically built to contain some of the largest and tallest signs in Dundas Square” and has always done so; and while the north façade does not directly face into the Square, the Proposed Sign will continue to make the media tower a landmark in the area. This Media Tower signage has existed for well-over 20 years and aligns with the highly commercialized and tourist nature of the Yonge-Dundas area.

Further, as this signage already exists, the proposed sign face on the north side of the Media Tower looks to decrease the number of sign faces from 4 to 1, and the remaining sign face would be much smaller in size overall. There would be a reduced advertising footprint from the original static spectacular size of 11,447 square feet to a digital spectacular measuring 3,070

square feet, resulting in nearly a 73% size reduction and thus a significant decrease in sign clutter.

Additionally, regarding the proposed cylindrical sign face, the platform/podium was installed in the early 2000s and has been used periodically for various campaigns and temporary creative installations since that time. The initial creative was a dancing beer can which remained in place for a period of one year (2003). Following this, the Hewlett Packard hand (2009) as well as the Nordstrom shopping bag (2016) were then installed for a limited time. There were no issues reported during any of these previous campaigns, and thus, Branded Cities does not foresee any issues with future uses of the existing podium display.

- **Not be, in the opinion of the decision maker, contrary to the public interest.**

The Proposed Sign will not have any negative social impacts. All third-party advertisements displayed on the Proposed Sign will abide by the Canadian Code of Advertising Standards. This will help to ensure that all messaging is appropriate and that the general public is not exposed to any offensive, explicit, or indecent forms of advertising.

Furthermore, the electricity required to operate the proposed sign shall be provided by and in conjunction with a distributor recognized and licensed by the Ontario Energy Boards and shall be governed by an agreement to purchase renewable energy.

The illumination of the proposed face shall not exceed illumination levels of 150 nits (whereas the Sign By-Law allows for the maximum illumination of 300 nits) during the period between sunset and sunrise.

Enclosed within this third-party sign variance application is a letter of support from the Downtown Yonge BIA, which represents the interests of local businesses and have expressed their support for the proposed changes. Thus, it is our opinion that this proposal and sign variance application for sign modifications would have an overall positive impact on the premises and surrounding area and would be in the public interest.

We appreciate your consideration of this rationale. Should you have questions or concerns pertaining to this project and sign variance application, please do not hesitate to reach out.

Sincerely,

Kevin Thurlbeck

SVP, Operations & Construction
e. kthurlbeck@brandedcities.com
m. 613.299.7879



July 3, 2024



To: Sign Variance Committee
Sign Bylaw Unit
Toronto Building

Re: 306 Yonge Street – DYBIA Letter of Support

Dear Members of the Committee,

The Downtown Yonge Business Improvement Area (DYBIA) advocates for the safety and well-being of our neighbourhood. We believe that collaboration, stewardship and facilitation are key roles that the DYBIA can play in achieving a healthy, prosperous and growing district economy.

We are located at the Downtown Yonge Street Special Sign District and Dundas Square Special Sign District. The signs are part of this neighbourhood's distinct character and add to the vibrancy of this location.

Today, for those reasons, we are writing to express our support for the changes proposed on the third-party signage at 306 Yonge Street. The addition of a vertical digital display on the eastern-most part of the north AOB tower and the digital can. (See attached photo) - with the condition that they adhere to all City of Toronto requirements and conditions including, but not limited to, reduction of lighting to 300 Nits at sundown.

The conversion of the static signs to digital will allow better programming and are in keeping with the quality of the other digital signage in the area.

If you have any questions or concerns about the above, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Pauline Larsen". The signature is fluid and cursive, with the first name "Pauline" being more prominent than the last name "Larsen".

Pauline Larsen
Executive Director and Chief Operating Officer



From: [Lauren Gerhardt](#)
To: [Fernanda Patza](#)
Subject: [External Sender] Re: Follow up on Variance Application - 304 Yonge Street (AOB Media Tower)
Date: January 23, 2025 8:56:25 PM
Attachments: [image045156.png](#)
[image066375.png](#)
[image315533.png](#)
[image511086.png](#)
[image030403.png](#)
[image557320.png](#)
[image033051.png](#)
[image194249.png](#)
[image225748.png](#)
[image626199.png](#)
[From Development Application - Interaction with AOB North and Proposed Development - Rendering.png](#)

Hi Fernanda,

Just to close the loop on this, wanted to provide some additional context on how the existing AOB Tower and signage would interact with the proposed development (to be constructed in future years).

The sign applicant (BCC) is well-aware of the proposed development application in question, to permit the construction of a 34-storey mixed-use building. In fact, they have continued to work closely with the developer, as a partner, to ensure that the proposed tower has been designed to incorporate the existing Media Tower (as it will be retained). Overall, this design will result in a robust and unique architecture expression while preserving the utility of the existing office building and functionality of the billboard sign and commercial building below. It emphasizes the importance of signage and unique character of the Yonge and Dundas area, and adds visual interest while optimizing the use of land and infrastructure at a time when housing is desperately needed.

As per the renderings and drawings from the development application, all of the residential units within the proposed tower beneath the cantilevered portion would be east and west-facing with no south-facing windows. In this regard, there would be no light pollution or other negative impacts from the abutting Media Tower. While the north sign face would no longer be in use (no sightlines and thus removed from service) once the development is constructed, the south elevation within this portion of the tower is proposed to be a blank wall and articulated with false window treatments. As you can also see from the rendering, the proposed digital "can" would be blocked by the backside of the building and therefore will not create any issues or negative impacts for future tenants. Further, the light analysis submitted by BCC shows the proposed signs will shield/mitigate any illumination concerns of nearby community members in the interim.

I am working on securing a signed a letter of support from the developer with the above language/detail, but wanted to ensure you had an explanation for the forthcoming report.

I hope this is helpful. Please let me know if you have any questions or wish to discuss further.

Best,

Lauren Gerhardt
SENIOR ASSOCIATE, MUNICIPAL

o: (416) 961-6611 / ext. 244
c: (416) 500-3825
e: lgerhardt@sussex-strategy.com
a: 155 University Ave. Suite 1900 Toronto ON M5H3B7

sussex



From: Lauren Gerhardt <lgerhardt@sussex-strategy.com>

Sent: January 21, 2025 1:26 PM

To: Fernanda Patza <Fernanda.Patza@toronto.ca>

Subject: Follow up on Variance Application - 304 Yonge Street (AOB Media Tower)

Hi Fernanda,

Forgot to mention in my earlier email, I am working on pulling together some information and renderings to explain how the proposed changes to the Media Tower would interact with the proposed development application abutting the existing infrastructure, and that it would not impact future residents. I know you had mentioned that was one concern raised by City Planning.

Just wanted to let you know that I will have that information to you shortly.

Best,

Lauren Gerhardt

SENIOR ASSOCIATE, MUNICIPAL

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