

**From:** Corwin Cambray  
**To:** McCall, Brian  
**Date:** 01/09/2006 5:32 PM  
**Subject:** Re: Bay Dundas

Brian,

Further to our discussion this afternoon, I have left a voice message with John Sullivan providing a status update and asking him to contact me if he requires further information. I have also provided Councillor Rae with a further update on this application.

As we discussed:

(a) I have been advised that the application requires review by the Traffic Management Centre in the Transportation Services Division in accordance with Recommendation No. 2 in Clause No. 6, Report No. 6 of the Works Committee adopted by Council in July 2003. This recommendation requires us to circulate video signs to Transportation Services for their review of the proposal's potential impact on right-of-way activities. I have spoken with the Traffic Management Centre about the proposal; and

(b) in light of the above, I am now aiming to have the report to the February 7th TEYCC meeting subject to receiving feedback from Transportation Services.

Corwin

>>> Brian McCall <brian@kramer-design.com> 01/09/2006 4:15 PM >>>  
Hi Corwin,

Could you please update me on the status of the Variance application for the Bay Dundas LED sign. Is it on the next Council Meeting Agenda ?

Thanks in advance for the information, and for your ongoing assistance with this application.

Best Regards

Brian

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**section 14 applies**  
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Consolidated Clause in Toronto and East York Community Council Report 2, which was considered by City Council on February 14, 2006.

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**Variances from Chapter 297, Signs, of the former  
City of Toronto Municipal Code - 1 Dundas Street West  
(Ward 27 - Toronto Centre-Rosedale)**

*City Council on February 14, 2006, adopted this Clause without amendment.*

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**The Toronto and East York Community Council recommends that City Council adopt the staff recommendations in the Recommendations Section of the report (January 23, 2006) from the Director, Community Planning, Toronto and East York District:**

Purpose:

To review and make recommendations on a request by Adam Kelly with Kramer Design Associates Limited for The Cadillac Fairview Corporation Limited, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code, to permit an animated copy video display sign, for first and third party advertising purposes, on the northwest corner of a new building forming part of the Eaton Centre complex at 1 Dundas Street West.

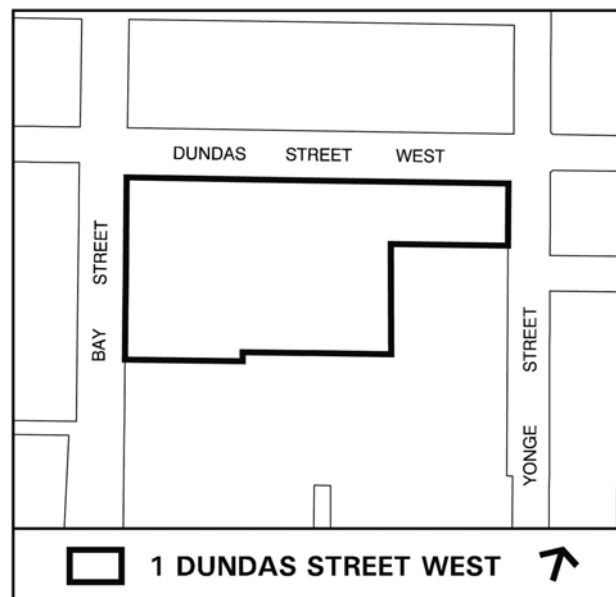
Financial Implications and Impact Statement:

There are no financial implications resulting from the adoption of this report.

Recommendations:

It is recommended that:

- (1) the request for a variance to permit an animated copy video display sign, for first and third party advertising purposes, on the northwest corner of the new building forming part of the Eaton Centre complex at 1 Dundas Street West be approved;
- (2) the applicant be advised, should Council approve the variance, of the requirement to obtain the necessary sign permits from the Chief Building



Official for a sign substantially in accordance with the drawings dated stamped as received on December 1, 2005, and on file with the City Planning Division;

- (3) prior to the issuance of any sign permits as identified in Recommendation (2), the applicant shall provide to the Transportation Services Division an irrevocable Letter of Credit or certified cheque payable to the Treasurer, City of Toronto, in the amount of \$2,500 to pay for an 'after study' to be conducted once the proposed animated copy video display sign has been installed to determine if there is an impact on traffic safety; and
- (4) the proposed animated copy video display sign comply with any recommendations resulting from the 'after study' identified in Recommendation (3) to the satisfaction of the General Manager of Transportation Services.

Background:

The property is located at the southeast corner of Dundas Street West and Bay Street in a mixed-used (CR) zone. It forms part of the northerly component of the Eaton Centre complex municipally known as 1 Dundas Street West.

A seven-storey mixed used building is currently under construction on the property. The building will contain retail uses on the ground floor and the first level below grade, three levels of above-grade parking (internal to the building) and three floors for the Ryerson School of Business. Two additional floors for Ryerson University may be added in the future.

On August 27, 2004, the Committee of Adjustment approved a variance from the provisions of By-law 438-86, as amended, requiring an above-grade setback for an at-grade arcade on Bay Street. On December 6, 2004, the City Planning Division granted Site Plan Approval. The project is scheduled to be completed in Fall 2006.

Comments:

The proposed sign is 5.3 metres wide and 3.4 metres high with an area of 18.3 square metres. The sign cabinet is enclosed by an architectural steel frame with vertical custom-formed light columns with changeable colour. Overall, the sign frame is 8.3 metres wide and 5.8 metres high (see Attachment 3).

Attachment 1 shows the location of the proposed sign on the north and west elevations of the building. Attachment 2 provides perspectives of the sign from various vantage points.

The Building Division has identified that the proposed sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

Sign By-law Section	By-law Requirements	Required Variance for Applicant's Proposal
(1) Chapter 297-10	An animated copy video display sign is not permitted.	To erect an animated copy fascia sign, for third party advertising purposes.

Consideration of a potential sign location was part of the design exercise for the proposed building. As a result, the proposed sign fits with the overall building mass and complements the architectural character of the building, as depicted on the perspectives in Attachment 2. Although not subject to this application, first party signage opportunities will also be provided on various building elevations for retail tenants as well as for Ryerson University.

In accordance with Clause 6 in Report 6 of the Works Committee adopted by Council in July 2003, the application has been circulated to Traffic Management Centre, Transportation Services Division for their review of the proposal's potential impact on right-of-way activities. The Traffic Management Centre has examined traffic volumes, turn restrictions and collision history, particularly for southbound and eastbound traffic. These are the directions of travel from which the proposed sign will be seen. Traffic Management Centre has advised that there is no conclusive evidence that the installation of the proposed sign will have a negative impact on traffic safety at this location. To assess the sign's impact once installed, Traffic Management Centre recommends that an 'after study' be conducted to determine if the proposed animated copy video display sign has any impact on traffic safety and the cost of such a study be borne by the applicant. These recommendations are brought forward as Recommendation 3 and 4 in this report.

Conclusions:

It is recommended that the request for the variance be approved on the conditions that the sign is constructed substantially in accordance with the drawings date stamped as received on December 1, 2005; an after study be conducted with the costs borne by the applicant; and the sign comply with any recommendations resulting from the after study.

Contact:

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Applicant's Information:

Adam Kelly, Kramer Design Associates Limited  
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Telephone: 416-921-1078 ext. 27; Fax: 416-921-9934

(Copies of the following Attachments in the report (January 23, 2006) from the Director, Community Planning, Toronto and East York District, were forwarded to all Members of the Toronto and East York Community Council with the agenda for its meeting on February 7, 2006, and copies are on file in the City Clerk's Office:

- Attachment 1: Building Elevations;
- Attachment 2: Perspectives and
- Attachment 3: Sign Detail.)

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The Toronto and East York Community Council also had before it the following communications and copies are on file in the City Clerk's Office:

- Communication (February 6, 2006) from Heather L. McDonald;
- Communication (February 3, 2006) from Ashlee Cooper;
- Communication (February 3, 2006) from Alison Gorbould;
- Communication (February 3, 2006) from Alice Barton;
- Communication (February 5, 2006) from Karen Sun;
- Communication (February 3, 2006) from Andrew Woodrow; and
- Communication (February 6, 2006) from Andrew Brown.