

# BRIGHT LIGHTS - BIG CITY

## Signage Vision Leads to Special Signage District for the Downtown Yonge Strip

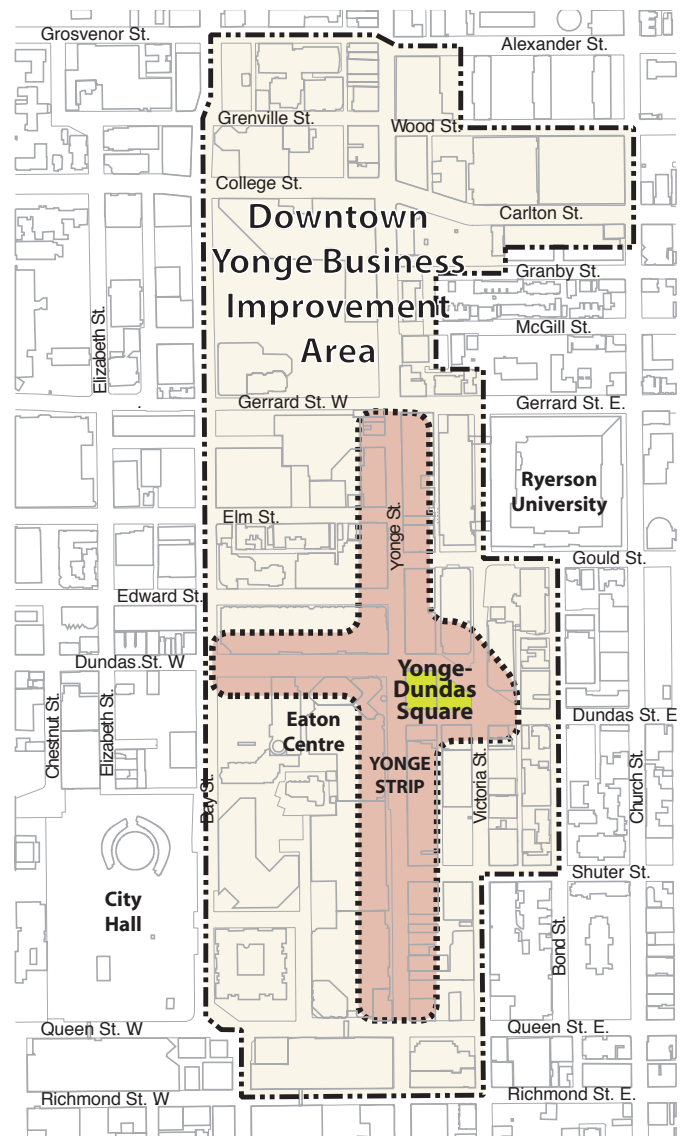
The Downtown-Yonge BIA's vision for signage for the Yonge and Dundas area has successfully led to the establishment of a distinct area in the City that will embrace large-scale and bold signage installations. This special status is unique in all of Toronto and will enable retailers and other enterprises to think creatively and boldly about their signage and presence on the street. This is an integral initiative in a series that is firmly establishing the Downtown Yonge area as Canada's premiere shopping district.

### Highlights of the Approach to the Vision

- Defining a distinct precinct with tailored rules for signage.
- A design strategy for all signage.
- Large-scale signage as a grand urban design gesture.
- Strategy for protecting and enhancing heritage.
- Linking signage with improvements to the host building and viability of high quality retail.
- Signage of the highest quality that contributes to the precinct's distinction on the global stage.

### Highlights of the Urban Design Strategy

- The Yonge Strip is identified as a **distinct precinct** within the city with special rules and exceptions for signage.
- There are **four character areas**, each with their own unique signage character.
- Subject to height restrictions, large-scale signage is permitted **on and above buildings**.
- Signage will emphasize **key visual sites**:
  - **Landmark signage** will reinforce Dundas Square as the focal point of the area.
  - **Gateway signage**, at Gerrard and at Queen, will announce entry into the area.
  - **Terminating signage** will be located at the ends of Elm and Shuter Streets.
  - **Corner sites** with permitted special signage treatments.
- Signage will conserve and be integrated with **heritage buildings**.



*The Special Signage area applies to the 'Yonge Strip'*

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*Yonge-Dundas Square  
photograph by Sam Javanrouh*

For more information or to obtain a copy of the Bright Lights – Big City: A Signage Vision for the Downtown 'Yonge Strip', please contact:

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