PRESENTATION BEFORE THE CITY OF HAMILTON
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE
BY GRAYDON OUTDOOR
REGARDING THE ROOFTOP SIGN AT 115 KING STREET EAST

Tuesday, June 20, 2006

PURPOSE: To request of the Committee to do whatever is within its capacity to secure permission for Graydon Outdoor to employ the above-referenced sign for third-party use, and to except it from restrictions against third-party use.

ACHIEVED TO DATE: We have received a construction permit for renovation of the sign, but with the stipulations that it not be put to third-party use and that it be used for business identification purposes only.

REASONS WHY FIRST-PARTY AND BUSINESS-IDENTIFICATION-ONLY USE IS NOT THE BEST USE OF THIS SIGN
- The sign surface is an inappropriate scale for a first-party user. The content and context will be mismatched.
- Potential high turnover in renters of business space at the building means frequent uncertainty with regard to the sign.
- Quality as to design and materials may not be as high if the sign is employed by a first-party user.
- A first-party user may not be as inclined to maintain the sign when it fades or when lamps burn out.
- The first-party user's main concern is the business it operates in the building, not its signage.
- If the building is converted to residential use, it is most unlikely the sign will be used at all.

REASONS WHY THIRD-PARTY USE IS THE BETTER USE OF THE SIGN
- This resource can be renovated and put to use immediately, independent of Kingsway Investment's improvement of the building proper, independent of what tenants Kingsway may attract, independent of whether or not a tenant will desire to use the sign at all.
- The sign can be managed as a main line of business by Graydon Outdoor, not as a peripheral aspect of a tenant's operation. It will be maintained to the highest standards at all times. End users will demand this.
- It maximizes the value of economic activity at the address. If the sign is available only to first-party users, it is a feature of the building available to the tenant; if open to third-party users, the sign is transformed into a business in its own right. It is its own profit centre.
- Conducted in the manner proposed by Graydon Outdoor, it relieves the landlord of a further management issue, and allows Kingsway Investments to proceed with its main plans for the property.
- It permits Kingsway Investments to see a return on its investment in the building NOW.
- Third-party use of this sign sets no precedent for other sites, since no other such structures exist downtown to be similarly developed.
- Will allow Graydon Outdoor to consider use of the sign by the City of Hamilton, whereby the City may promote its own tourism, recreational, and cultural venues to visitors to the city, especially useful given the sign's location. In this way, the City could directly control the sign's content.

GRAYDON OUTDOOR'S COMMITMENT
- To utilize the sign by providing a passive presence to selected enterprises and organizations, not to add another space for overt sales messages.
- Better matching of content and context and sensitivity to the emerging public distaste of being sold to out of every corner of the eye. This is the next best thing to use as business identification.
- To keep the sign's content local and as public as possible.
- To maximize certainty through long-term agreements with end-users.
- To promote community-wide participation in the downtown core.

We appeal to the Planning and Economic Development Committee, to the City of Hamilton's elected representatives, and to the City of Hamilton's administration to let this project go forward.
The Past — Desolate Shades of Decline

Though a prominent feature of downtown, rot, rust, and graffiti now do the talking from this platform. The defunct clock would suggest time has long since run out on this part of the Ambitious City. We know this is untrue.

Built in 1926, the address of 115 King East is, itself, meaningful to Hamilton, as it once housed the bustling Hamilton Spectator editorial offices. Despite the changes in the mobility of people, the downtown core remains an area of the city where the mix of automobile and pedestrian traffic can be found. The site is directly across the street from the Howard Johnson (Royal Connaught) Hotel, which is currently undergoing renovations and will again be hosting visitors. The sign is visible from many vantage points and at long distance.

Local discussion is laced with the issue of revitalization of the core, yet it is highly unlikely that any private party would dismantle this billboard, since undertaking such an expense would not return any value directly to the investor. Renovating the billboard, however, would be an important step in improving the core. Your organization’s appearance in this venue will find you twice served—first and foremost, you will gain the exposure this highly visible medium provides; second, you will be a participant in realizing our community’s vision for the future of the downtown.

This is a valuable promotional resource. Let’s use it.

Source: http://collections.ic.gc.ca/hamilton_tour/
The Future — Rays of Revival

The renovated sign is backlit with high output, energy-efficient fluorescent lamps; cabinetry for the lighting provides architectural depth. The message surface is made of durable, translucent Ultralon IV™ flex face. New siding is installed. Each board face is divided into four, making the most use out of the only billboard-sized advertising space in the core. This is an installation befitting a city like Hamilton.

MAKE YOUR STATEMENT

Your appearance on the board makes a statement. It's a statement about commitment—commitment to the community in which you conduct your business. It is not about sentimentality. It is about NOW. It is about the FUTURE.

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Sign to be renovated by Jones Neon.
Engineering & inspection services provided by Millennium Engineering Limited and Martin's Non-Destructive Inspection & Consulting Inc.
Original photographs by Kenney Photographic Productions
Mock-ups by Graydon Outdoor.

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