

**Sign Variance Report  
BMO Field  
2 Strachan Avenue (170 Princes Boulevard)**

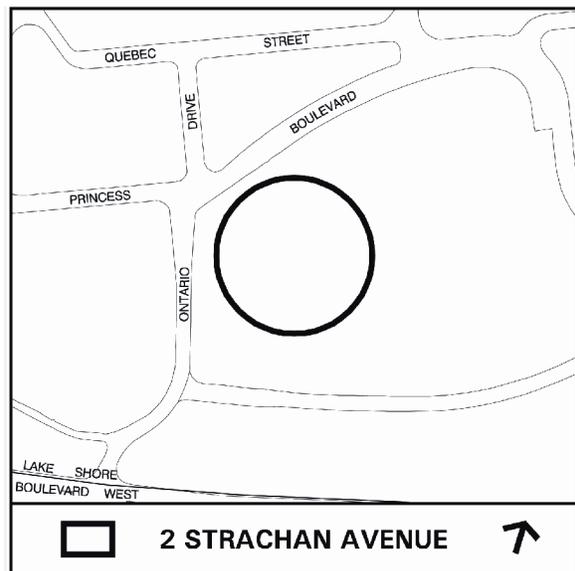
<b>Date:</b>	October 29, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 19 – Trinity-Spadina
<b>Reference Number:</b>	07-225795

**SUMMARY**

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

This report reviews and makes recommendations on a request by Stephanie South, with A-Tec Signs, on behalf of Maple Leafs Sports & Entertainment Ltd. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, five illuminated fascia signs attached to the seating structure of the stadium over Gate #1, Gate #2, Gate #3 and Gate #4 of the Soccer Stadium and four non-illuminated ground signs located along the north, east and west frontages of the property for directional purposes and one illuminated score board located at the north end of the Soccer Stadium at 2 Strachan Avenue (170 Princes Boulevard).

Staff recommends approval of the application with a condition that no signage be permitted on the north face of the scoreboard facing the Gardiner



Expressway. The remaining variances are appropriate in this context and within the general intent and purpose of the Municipal Code.

## **RECOMMENDATIONS**

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### **The City Planning Division recommends that:**

1. Toronto and East York Community Council approve the requested variances to maintain, for identification purposes, five illuminated fascia signs attached to the seating structures of the stadium over Gate #1, Gate #2, Gate #3 and Gate #4 of the stadium and four non-illuminated ground signs located along the north, east and west frontages of the property for directional purposes and one illuminated scoreboard located at the north end of the Soccer Stadium at 2 Strachan Avenue (170 Princes Boulevard) with a condition that no signage be permitted on the north face of the scoreboard; and
2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of variances, of the requirement to obtain the necessary sign permits from the Chief Building Official.

### **Financial Impact**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

This listed historic property is located south of the Gardiner Expressway and north of Lake Shore Boulevard West in a 'G' zone. The BMO-Soccer Stadium is on the grounds of Exhibition Place. The five illuminated fascia signs are attached to the seating structures of the stadium over Gate #1, Gate #2, Gate #3 and Gate #4 of the Soccer Stadium. The fascia sign "BMO-FIELD" and corporate logo located over Gate #1 has an area of 14.68m<sup>2</sup> and the fascia sign "TICKETS" at Gate #1 has an area of 3.77m<sup>2</sup>. The fascia sign "BMO-FIELD" and corporate logo located over Gate #2 has an area of 34.59m<sup>2</sup>. The fascia sign "BMO-FIELD" and corporate logo located over Gate #3 has an area of 14.68m<sup>2</sup>. . The fascia sign "BMO-FIELD" and a corporate logo are located over Gate #4 and have an area of 41.19m<sup>2</sup>. The non-illuminated ground signs, for directional purposes, are located near Gate #1, Gate #2, Gate #3 and Gate #4. Each ground sign has an area of 4.09m<sup>2</sup>. The vertical clearance from top of grade to the bottom of each ground sign is 2.52m and the height of each sign from grade to the top of the sign is 5.78m (see attachments). The illuminated scoreboard is 17.83m wide and 8.88m high with an area of 158.33m<sup>2</sup>. The north elevation of the scoreboard contains an illuminated large size corporate name "BMO-FIELD" and a logo sign and it is clearly visible from the Gardiner Expressway.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1. Chapter 297-9C	The five illuminated signs are attached to the seating structure of the stadium.	The signs do not meet the definition of a fascia sign and they are not the permitted type of signs listed in the Municipal Code.
2. Chapter 297-9C (2)(4)(a)	Each ground sign has an area of 4.09m <sup>2</sup> .	The 4.09m <sup>2</sup> sign area for a ground sign would exceed by 3.09m <sup>2</sup> , the maximum 1.0m <sup>2</sup> sign area permitted.
3. Chapter 297-9C (2)(4)(b)	The height from grade to the top of each ground sign is 5.78m.	The 5.78m height of each ground sign exceeds by 3.78m, the maximum 2.0m sign height permitted in this area.
4. Chapter 297-11B(6), Chapter 297-11 II(1)	Five illuminated fascia signs are attached to the seating structures of the soccer stadium and four non-illuminated ground signs for direction purposes are located on the north, east and west frontages of the property.	These signs are not permitted in this area.
5. Chapter 297-11B(6), Chapter 297-11 II(1)	The illuminated scoreboard is located at the north end in the stadium. The scoreboard is 17.83m wide and 8.88m high with an area of 158.33m <sup>2</sup> . The south elevation of the scoreboard displays some third party Ads. The proposal is to install, for third party advertisement purposes, an illuminated video screen on the south elevation of the scoreboard and static signage on the north elevation of the scoreboard.	An illuminated ground sign containing a video screen for third party advertising purposes is not permitted in this area.

## COMMENTS

The signs in a “G” zone district are required to be small and low in order to limit any adverse impact the signs may have on the enjoyment of the park users. With regard to the first variance, all existing fascia signs do not meet the definition of a fascia sign. The Municipal Code requires that a fascia sign must be fully attached to the wall of a building. In this case, the signs resemble fascia signs except that they are attached to the

seating structure of the stadium. Staff considers the variance to be technical in nature and therefore acceptable.

The second, third and fourth variances are required because the signs are larger and higher than permitted in a “G” zone. In this instance, the signs are well designed to complement the soccer stadium and its surrounding vicinity.

The fifth variance is required because the two face scoreboard sign is larger and higher than permitted in a “G” zone district. In addition, it is not permitted in the zone between the Gardiner Expressway and Lake Ontario due to restrictions in this area meant to reduce visual clutter and distractions along this corridor. Although, it does not meet the By-law requirements, the south face of the scoreboard is only visible from the interior of the stadium, is well designed and complements the stadium.

The north face of the scoreboard is clearly visible from the Gardiner Expressway and is just south of the recently approved electronic pylon sign erected for the Stadium. The pylon sign carries the BMO Field logo on it and includes electronic advertising for the Toronto Football Club. The current proposal is to provide static signage on the full north face of the scoreboard stating “BMO Field – Home of Toronto FC”. This proposal adds to the concentration of signage which now exists south of the Gardiner Expressway on the grounds of Exhibition Place. In the context of the “G” zoning and important heritage character of the grounds this signage is inappropriate and detracts from the character of the grounds. In addition, the pylon sign and other signage being approved through this report provide significant opportunities for the BMO Field and Toronto FC to be identified and advertised on this site.

Heritage Preservation Services staff have reviewed the plans and consider that the variances are acceptable, with the exception of any text on the north face of the scoreboard.

The proposal for signage on the north side of the scoreboard is not minor and not within the general intent and purpose of the Municipal Code.

Staff recommend approval of the application with a condition that no signage be permitted on the north face of the scoreboard. With this condition in place, the variances are appropriate in these circumstances.

## **CONTACT**

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E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

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Gary Wright, Director  
Community Planning, Toronto and East York District

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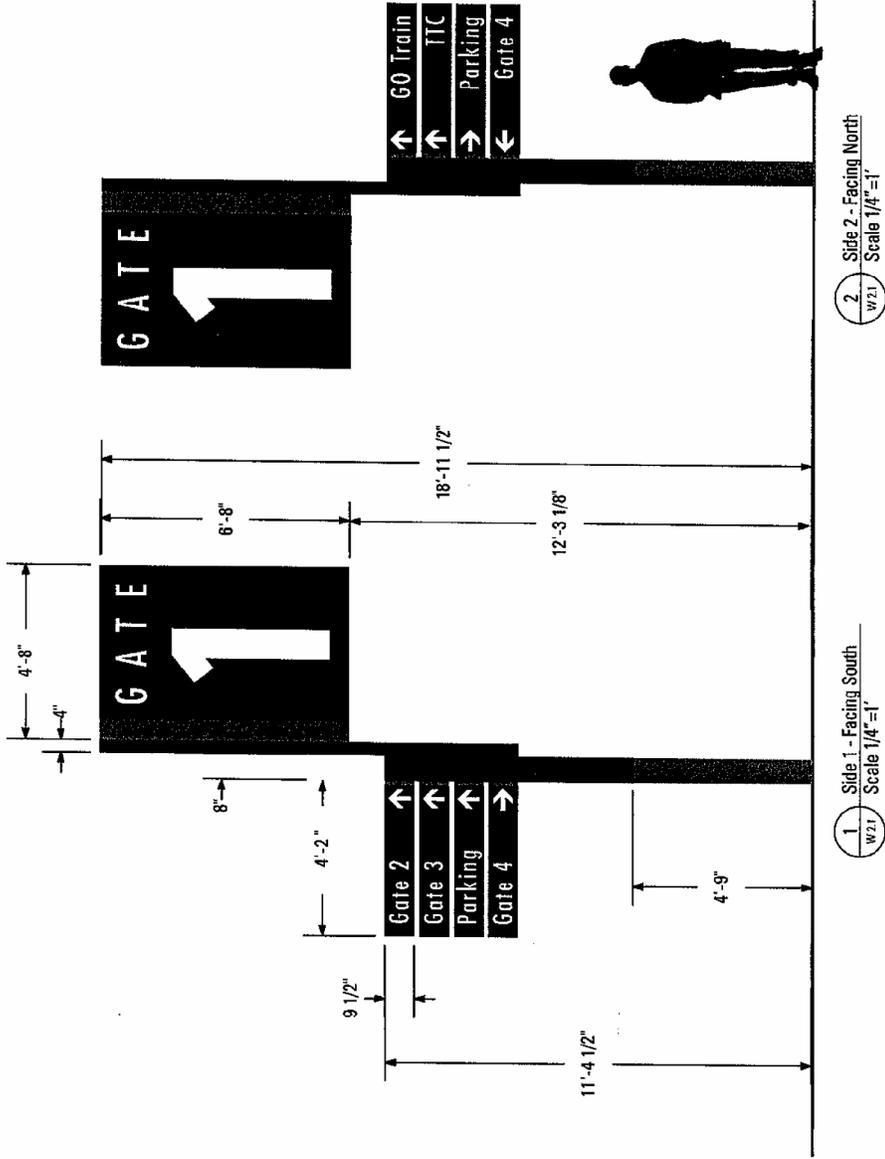
## **ATTACHMENTS**

Attachment 1: Sign Detail  
Attachment 2: Sign Details  
Attachment 3: Sign Details  
Attachment 4: Sign Details  
Attachment 5: Sign Details  
Attachment 6: Sign Details  
Attachment 7: Sign Details  
Attachment 8: Elevation & Sign Detail  
Attachment 9: Sign Detail  
Attachment 10: Sign Details  
Attachment 11: Elevation & Sign Detail  
Attachment 12: Elevation & Sign Detail  
Attachment 13: Roof Sign  
Attachment 14: Sign Detail  
Attachment 15: Elevation & Sign Detail





### Attachment 3: Sign Details



### Sign Details

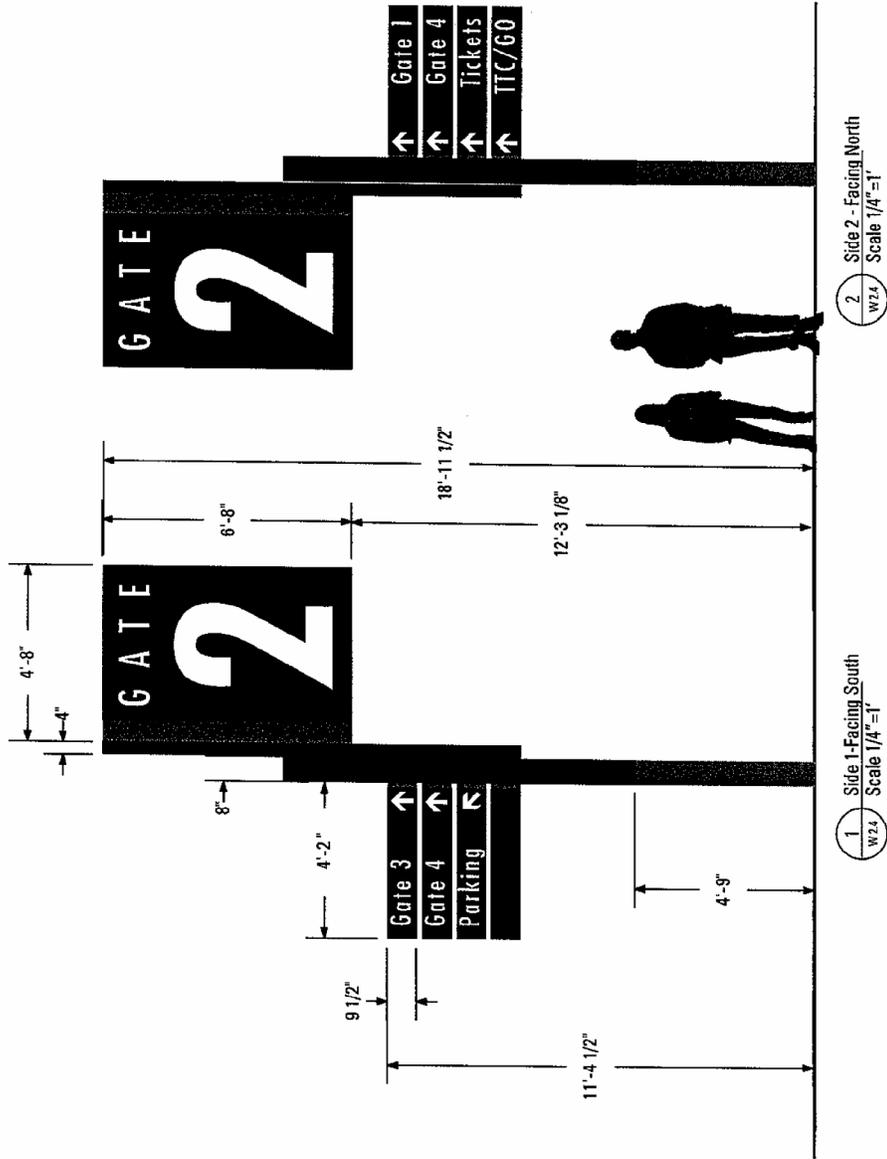
Applicant's Submitted Drawing

Not to Scale  
07/04/07

### 2 Strachan Avenue

File # 07\_225795

Attachment 4: Sign Details



Sign Details

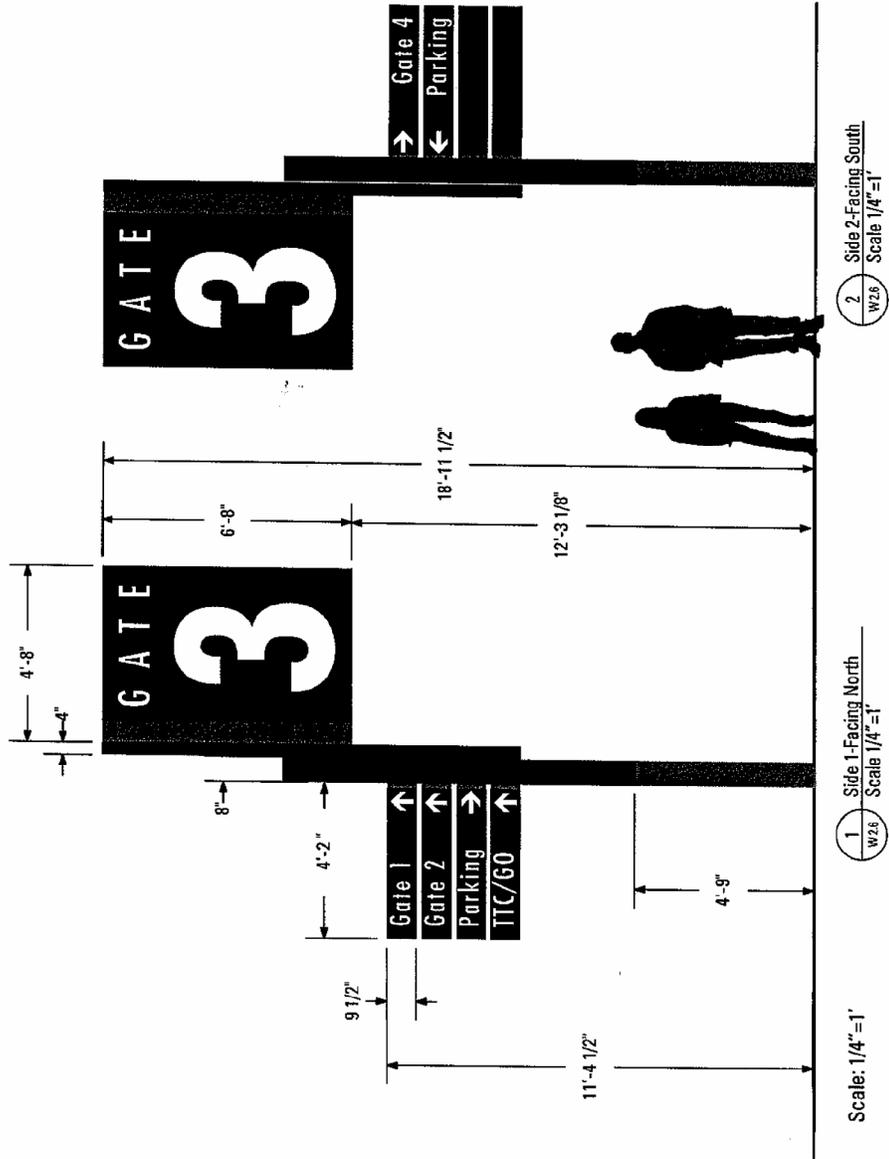
Applicant's Submitted Drawing

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2 Strachan Avenue

File # 07\_225795

Attachment 5: Sign Details



Sign Details

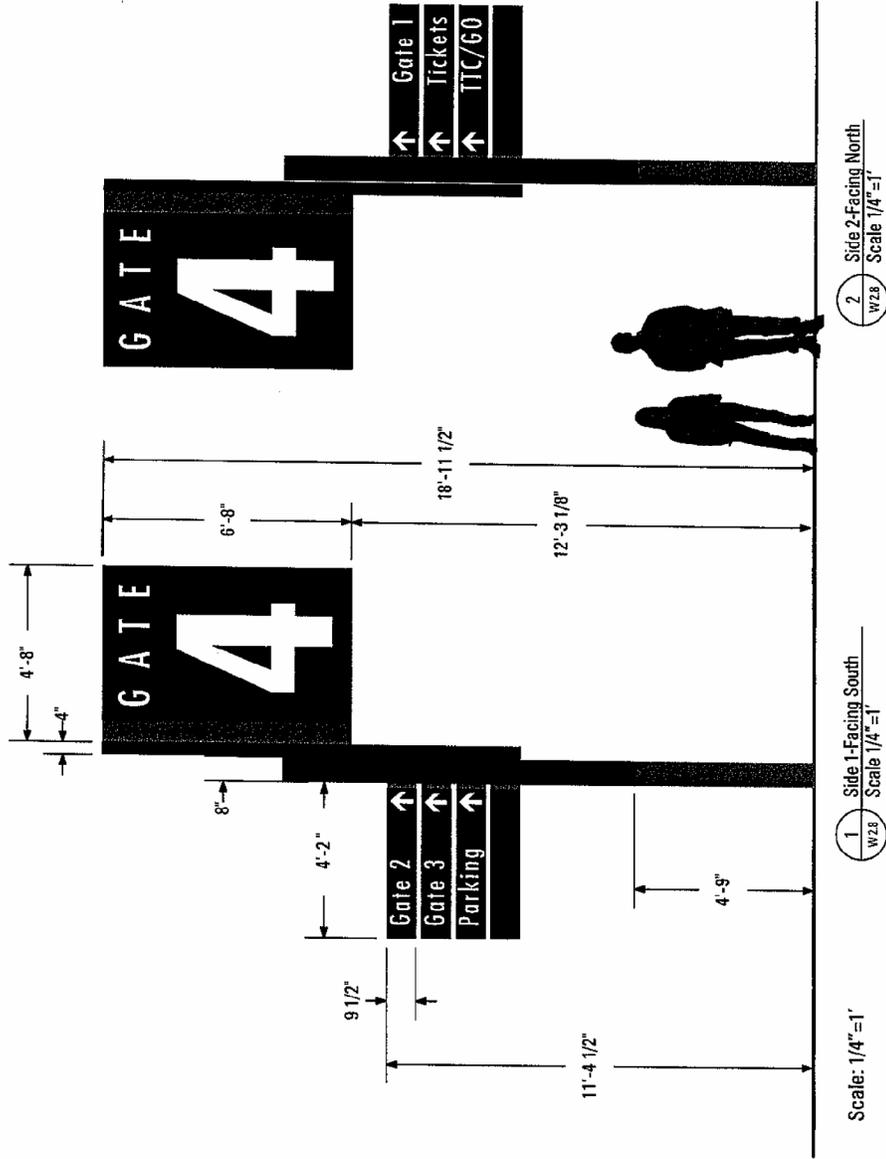
Applicant's Submitted Drawing

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2 Strachan Avenue

File # 07\_225795

Attachment 6: Sign Details



Sign Details

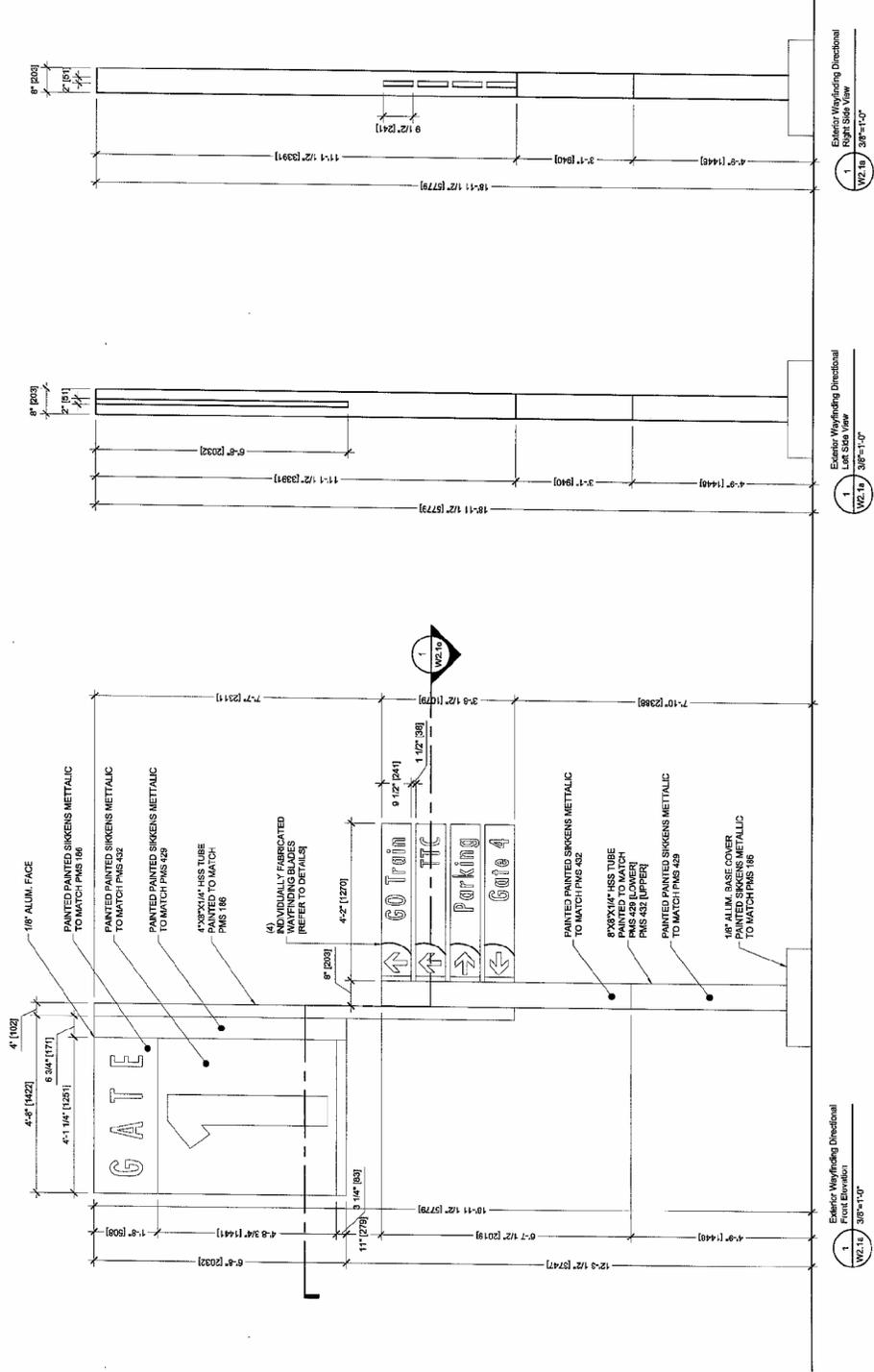
Applicant's Submitted Drawing

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2 Strachan Avenue

File # 07\_225795

# Attachment 7: Sign Details



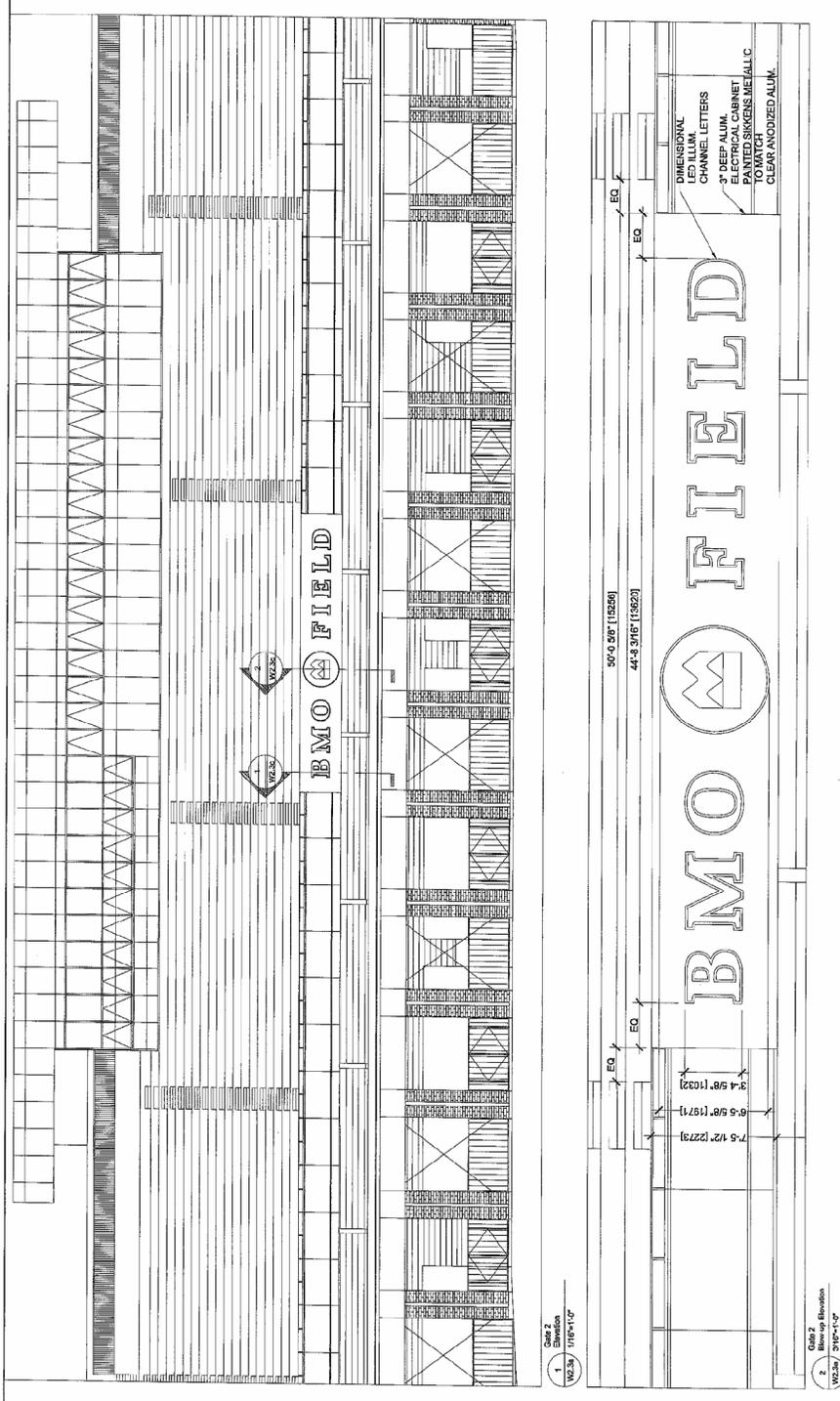
2 Strachan Avenue

Sign Details  
 Applicant's Submitted Drawing

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Attachment 8: Elevation & Sign Detail



2 Strachan Avenue

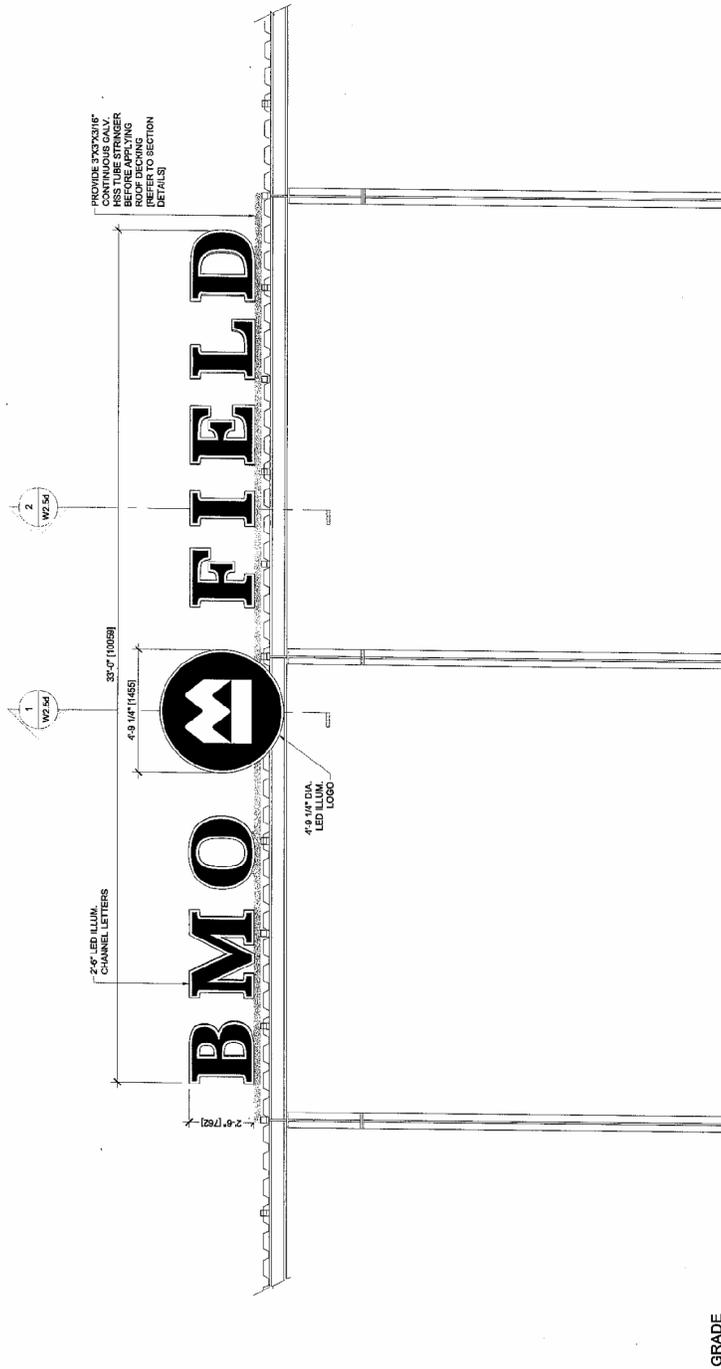
Elevation & Sign Detail

Applicant's Submitted Drawing

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07/04/07

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Attachment 9: Sign Detail



GRADE



**Sign Detail**

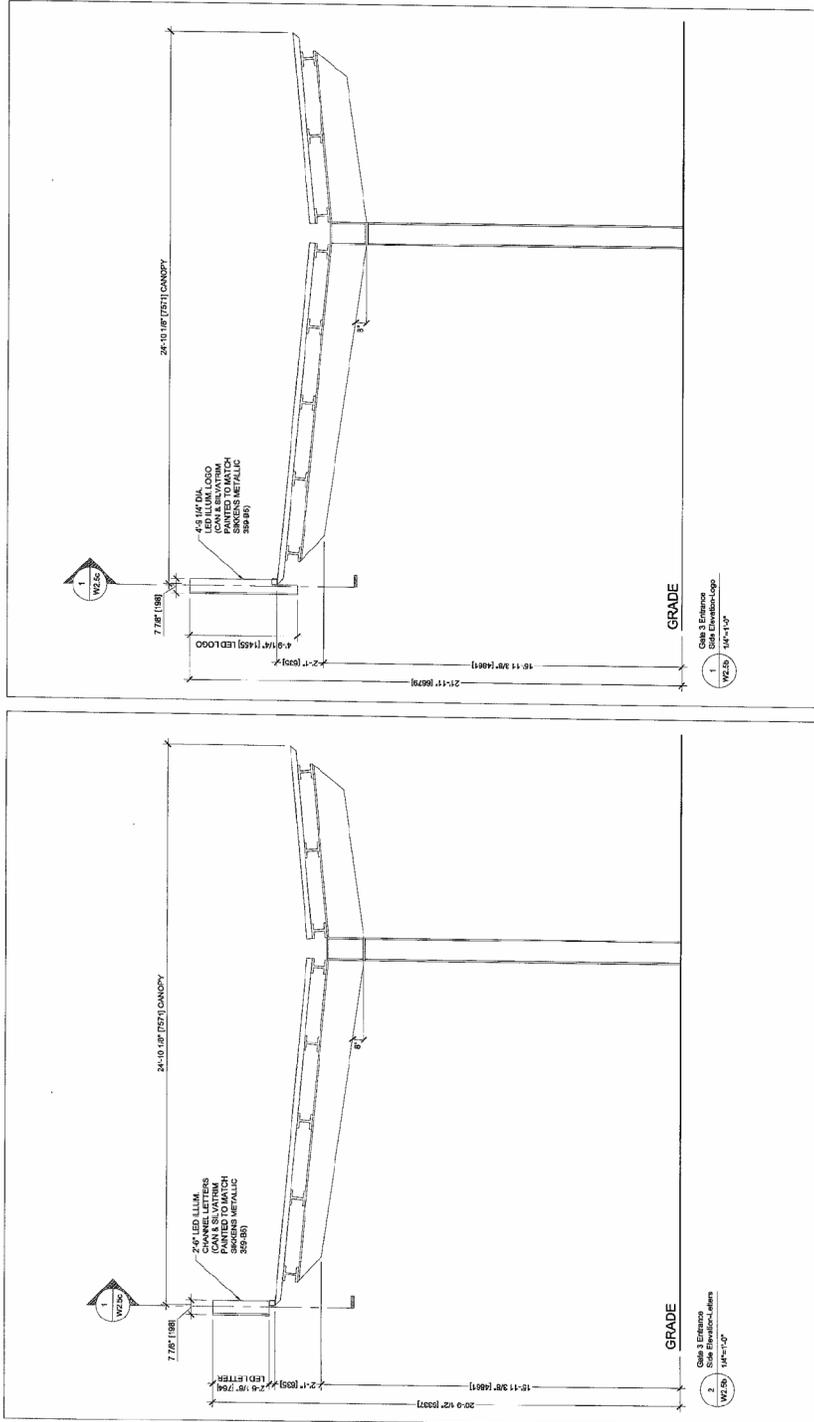
Applicant's Submitted Drawing

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**2 Strachan Avenue**

File # 07\_225795

# Attachment 10: Sign Details



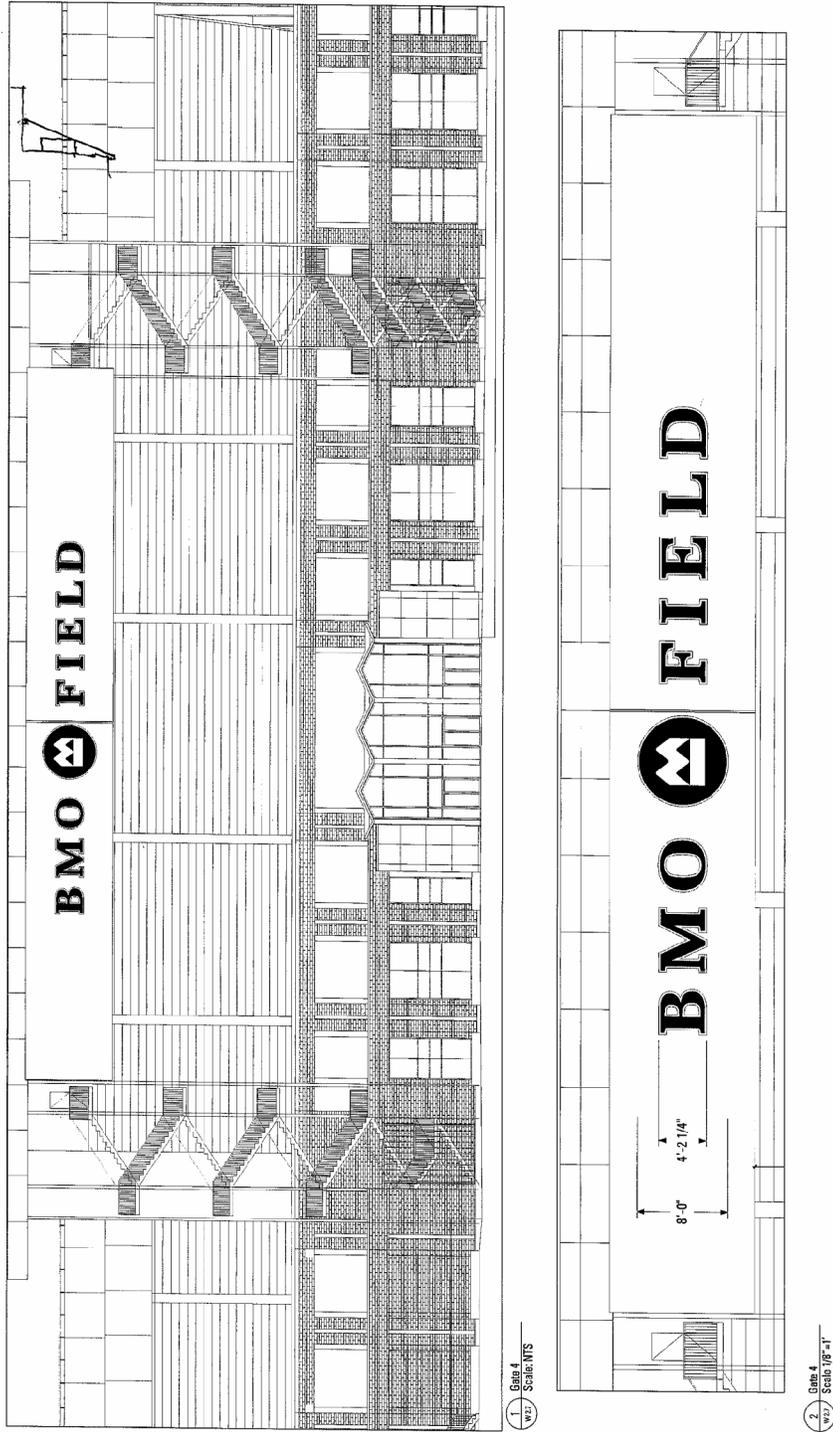
2 Strachan Avenue

File # 07\_225795

Sign Details  
Applicant's Submitted Drawing

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Attachment 11: Elevation & Sign Detail



2 Strachan Avenue

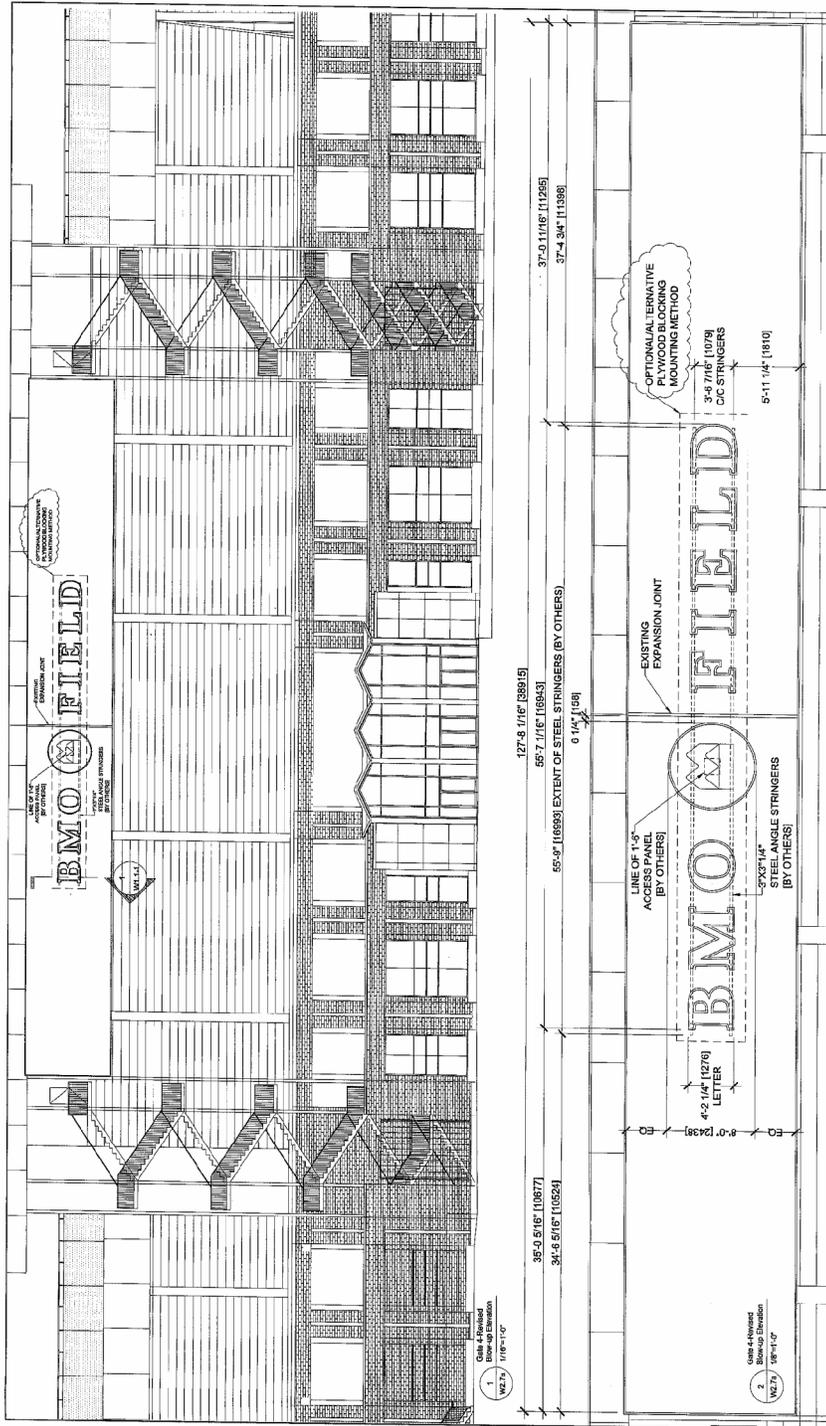
Elevation & Sign Detail

Applicant's Submitted Drawing

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File # 07\_225795

Attachment 12: Elevation & Sign Detail



2 Strachan Avenue

Elevation & Sign Detail

Applicant's Submitted Drawing

Not to Scale  
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File # 07\_225795

Attachment 13: Roof Sign



**Roof Sign**

Applicant's Submitted Drawing

Not to Scale  
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**2 Strachan Avenue**

File # 07\_225795

Attachment 14: Sign Detail

**BMO**  **FIELD**<sup>TM</sup>



**Sign Detail**

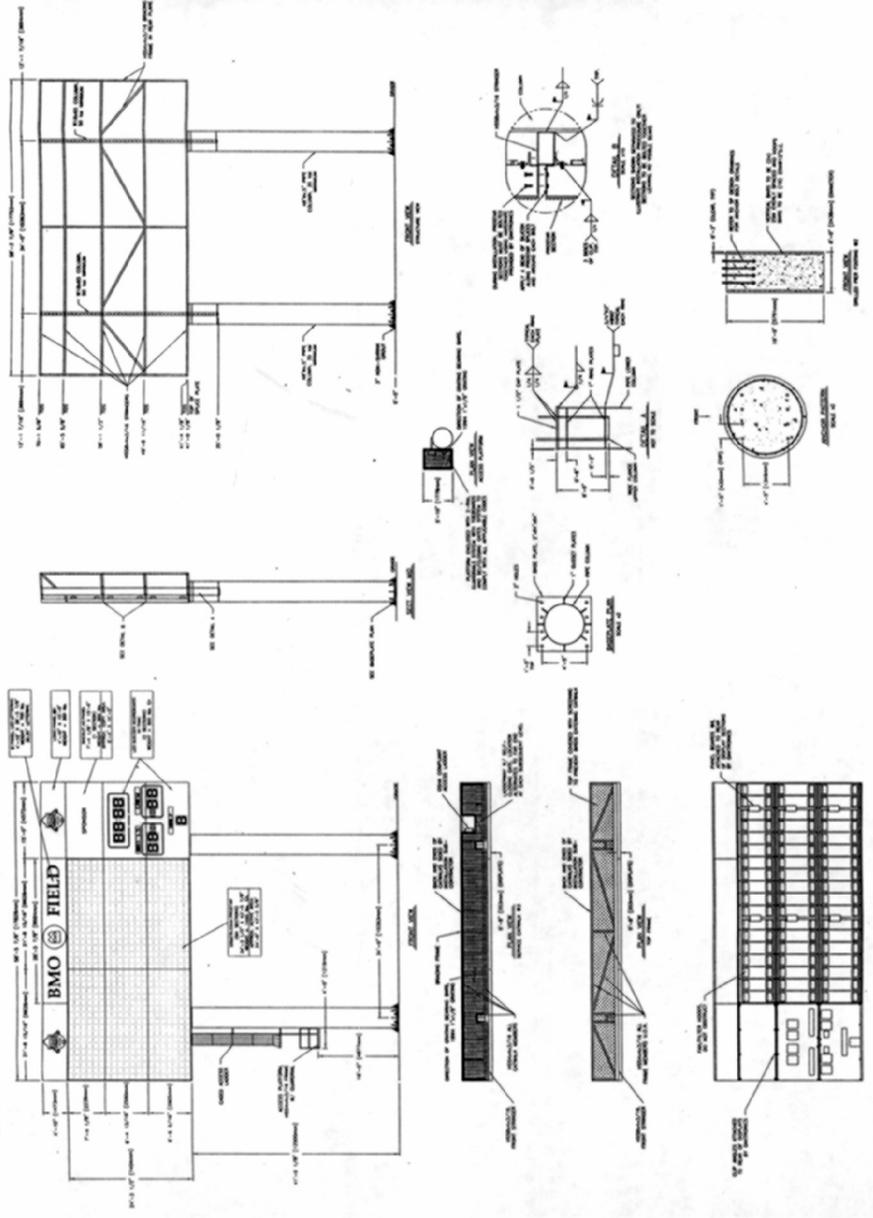
**2 Strachan Avenue**

Applicant's Submitted Drawing

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07/04/07

File # 07\_225795

Attachment 15: Elevation & Sign Detail



2 Strachan Avenue

Elevation & Sign Detail

Applicant's Submitted Drawing

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