

Revised - Sign Variance - 40 Bay Street

Date:	September 30, 2008
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 28 – Toronto Centre-Rosedale
Reference Number:	P:\2008\Cluster B\BLD\Toronto and East York\2008TE024

SUMMARY

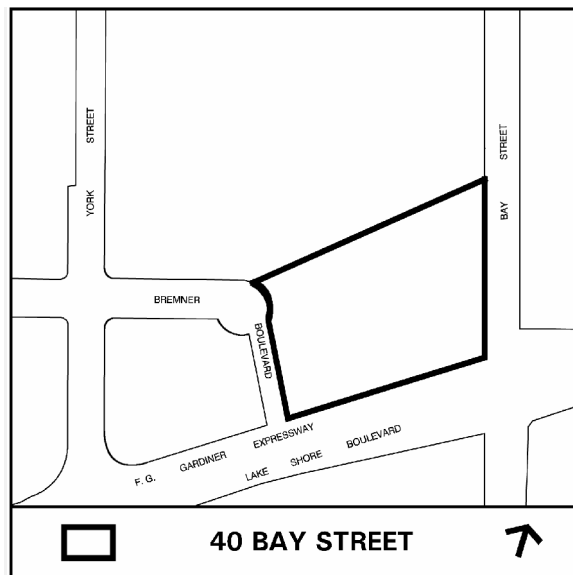
This report reviews and makes recommendations on a request by Adam Kelly of Kramer Design Associates, on behalf of Maple Leaf Sports and Entertainments for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, two illuminated fascia signs consisting of LED video panels on the west elevation and one illuminated pedestal sign containing an LED video board at the northeast corner, along Bay Street frontage of the property, which is a part of a proposed comprehensive signage program for the property at 40 Bay Street.

Staff recommends approval of the application. The requested variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. City Council approve the requested variances to permit two illuminated fascia signs consisting of LED video panels on the west elevation of the building and one illuminated pedestal sign containing an LED video board at the northeast corner, along Bay Street frontage of the property, which is a part of the



- proposed comprehensive signage program for the property at 40 Bay Street;
2. At the time of Building Permit application, sign permits will be subject to approval by the Manager of Heritage Preservation Services for the final design and location of proposed pedestal signs along the Bay Street frontage of the property; and
 3. 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

The listed historic property known as Air Canada Centre is located south of Union Station, on the north-west corner of Bay Street and Lake Shore Boulevard West in a CR zone. The property contains a major sport and entertainment complex and a multi-storey office tower. The Air Canada Centre is home of the Toronto Maple Leaf - Hockey Team and Toronto's Basket Ball Team "Raptors" and it also holds many other major entertainment events throughout the year. As a part of the expansion and up gradation of the Air Canada Centre, the applicant has submitted a comprehensive signage program for the entire complex to the city for its approval. The applicant is seeking permission to install two illuminated fascia signs listed on the plans as "C8" and "C11" containing of LED video boards are located on the west elevation of the building and one illuminated pedestal sign "E1" for way-finding and directional purposes which also contains LED video board would be located at the northeast corner of the property. The " E 1 " sign would be directed on north and south bound pedestrian and vehicular traffic. These signs are part of a comprehensive signage proposal submitted to the city. The signs containing LED video boards are intended to telecast the high lights or clips of the current sport events, entertainment programs, sport news, sponsors information or the telecast the clips from the future events at the Air Canada Centre.

The illuminated fascia sign "C8" containing an LED video board is 18.47m wide and 11.01m high with an area of 203.35m². The illuminated fascia sign "C11" containing an LED video board is 10.17m wide and 4.19m high with an area of 42.61m². The illuminated pedestal sign "E 1" for way-finding & Directional purposes would contain an LED video board and it would be located at the northeast corner of the property. The sign is 2.01m wide and 6.02m high with an area of 12.10m².

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 297-10D (5)(e)	The illuminated video board fascia signs with "C8" and "C11" on the west elevation of the building would be located more than 10.0m high above grade and above the second storey level of the building.	An illuminated fascia sign located more than 10.0m above grade or above the second storey level of a building is not permitted.
2. Chapter 297-10D (5)(g)	The illuminated fascia sign "C8" would have an area of 202.69 m2. The illuminated fascia sign "C11" would have an area of 42.61 m2.	The 202.69m2 sign area of sign "C8" would exceed by 177.69m2; and the 42.61m2 sign area of sign "C11" would exceed by 17.61m2, the maximum 25.0m2 sign area permitted.
3. Chapter 297-2 "Pedestal Signs"	The pedestal signs "E1" would have a height of 6.02m.	The 6.02m sign height for a pedestal sign would exceed by 1.52m, the maximum 4.5m sign height permitted.
4. Chapter 297-10 (5) Chapter 297-10 (12)	The illuminated fascia signs "C8", "C11" and pedestal signs "E 1" would have the video display copy.	A video display copy sign is not permitted.
5. Chapter 297-10 (12) (a)	There would be a total of four pedestal signs and six ground signs along the east, west and south frontages of the property.	Only one ground sign or a pedestal sign per frontage or a maximum of two grounds or pedestal sign on a lot are permitted, provided the lot frontage is more than thirty metres.

COMMENTS

This area is being developed as the new sports and entertainment district in the city. This area would include Air Canada Centre and the Maple Leaf Square as a gathering place. The Maple Leaf Square would be located immediately west of the Air Canada Centre.

The Maple Leaf Square would extend the PATH system from Union Station to York Street through the Air Canada Centre, creating linkages between the central waterfront and the financial district. The applicant has worked very closely with City Planning, Urban Design and Heritage Preservation Services staff in developing an acceptable comprehensive signage program for the project.

The first four variances are required because the size and height of signs above grade are regulated in order to minimize the negative impact of the signs on the building to which they are attached, surrounding uses and on the streetscape. The applicant had developed this signage proposal in consultation with planning, urban design, Transportation Services and Heritage Preservation Services staff. Although the proposed fascia signs and the pedestal sign with LED video panels do not conform precisely with the size or location requirements of the by-law, it is staff's opinion that the proposed signs as shown on the attached sign graphics are sized, designed and positioned to blend in well with the west building façade and they are compatible with the listed historic building. The proposed LED video fascia signs on the west elevation are designed and positioned and directed at the sports fans and visitors gathered at the Maple Leaf Square. The Maple Leaf Square is designed as a gathering place surrounded by Telus Tower to the northwest, Air Canada Centre to the east, a glass covered skywalk that connects ACC and the proposed Maple Leaf Tower to the southwest of this property. The Maple Leaf Square Tower which is under construction is located at the southeast corner of York Street and Bremner Boulevard.

The fifth variance is required because only one ground sign or one pedestal sign per lot frontage and not exceeding two signs per lot are permitted. In this case, it is a large scale entertainment and sports complex and a gathering place for a large number of visitors and sport fans. The major entertainment landmarks and sports facilities do require identification, way-finding and directional signs. It is staffs opinion that the proposed signs are designed and positioned at the strategic locations on the property to help people find their way easily and they are appropriate for this major entertainment and sports complex.

Staff of Heritage Preservation Services have reviewed the plans and have advised that subject to the conditions described above, they have no objection to the proposed signage.

Staff recommends approval of the application. The requested variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax No. 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Sign Location Plan

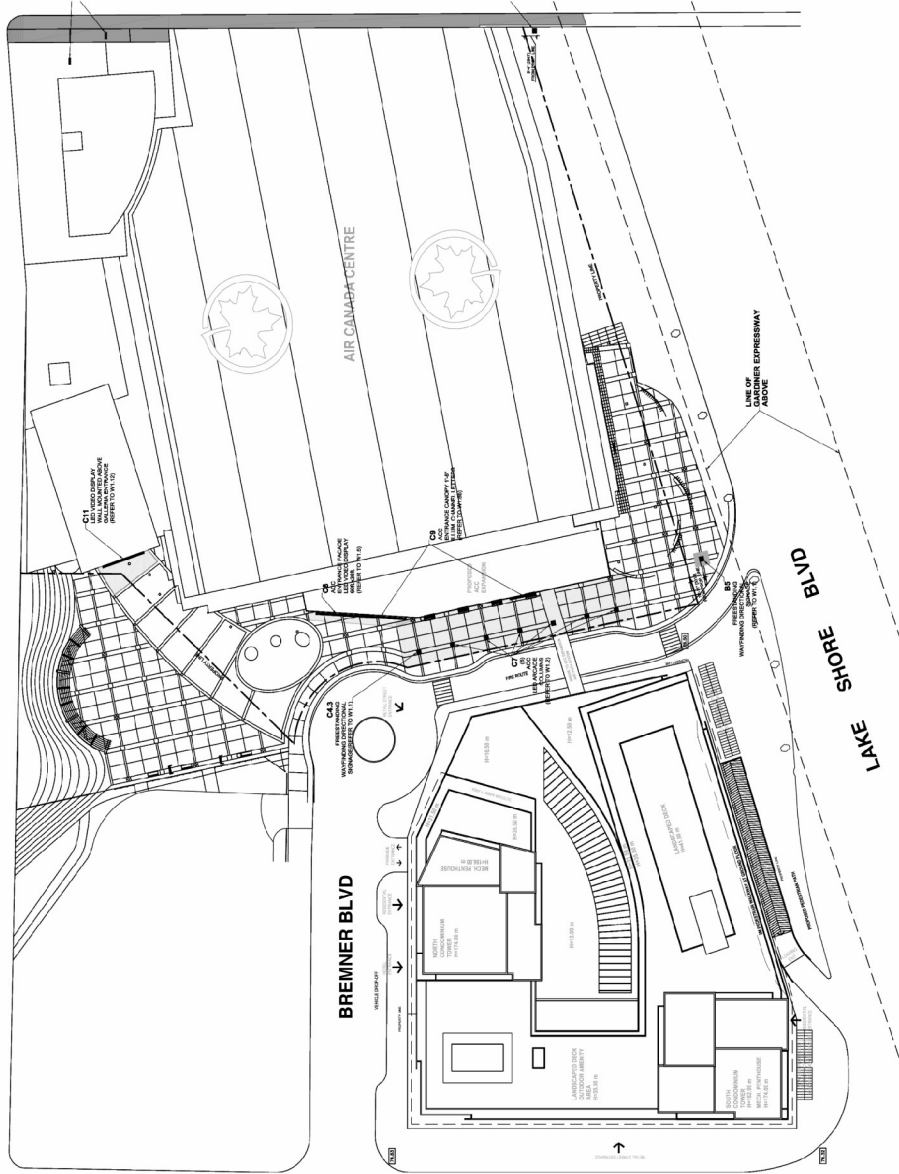
Attachment 2: West Elevation

Attachment 3: Sign Details

Attachment 4: Sign Details

Attachment 5: Sign Details

Attachment 1: Sign Location Plan



40 Bay Street

File # 07_287265

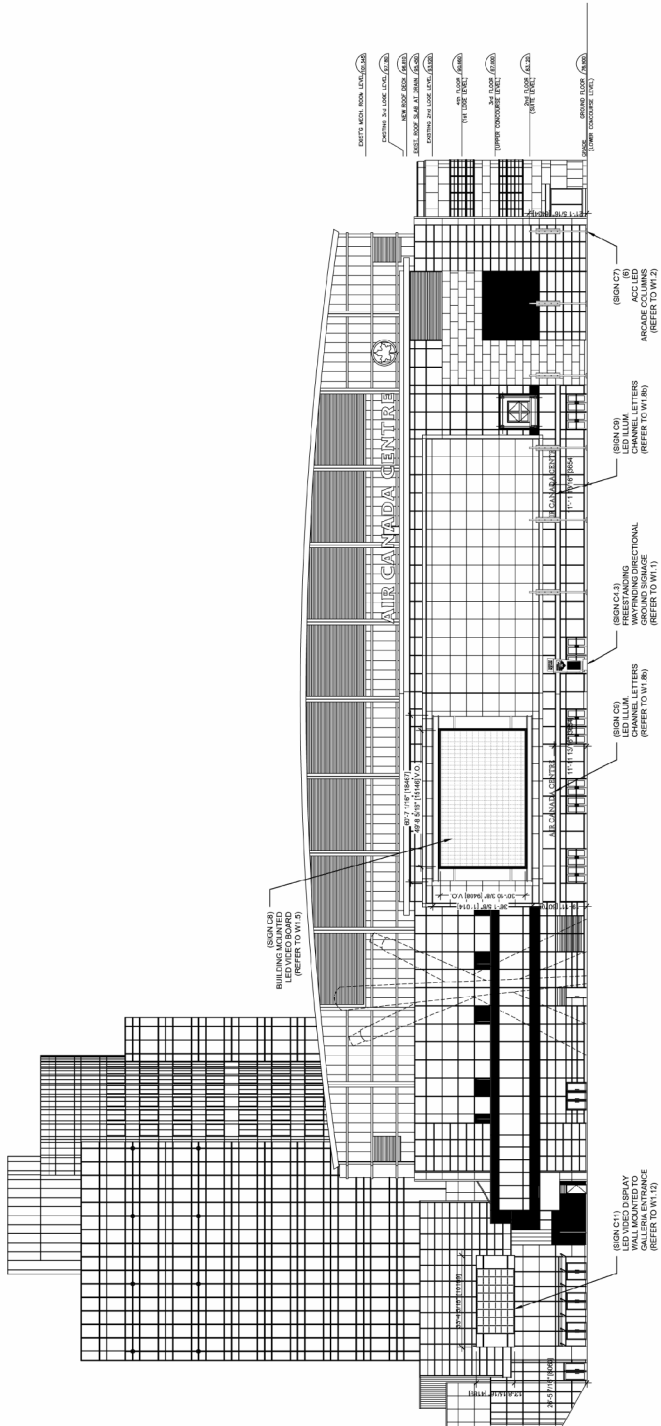
Sign Location Plan

Applicant's Submitted Drawing

Not to Scale
09/18/08



Attachment 2: West Elevation



40 Bay Street

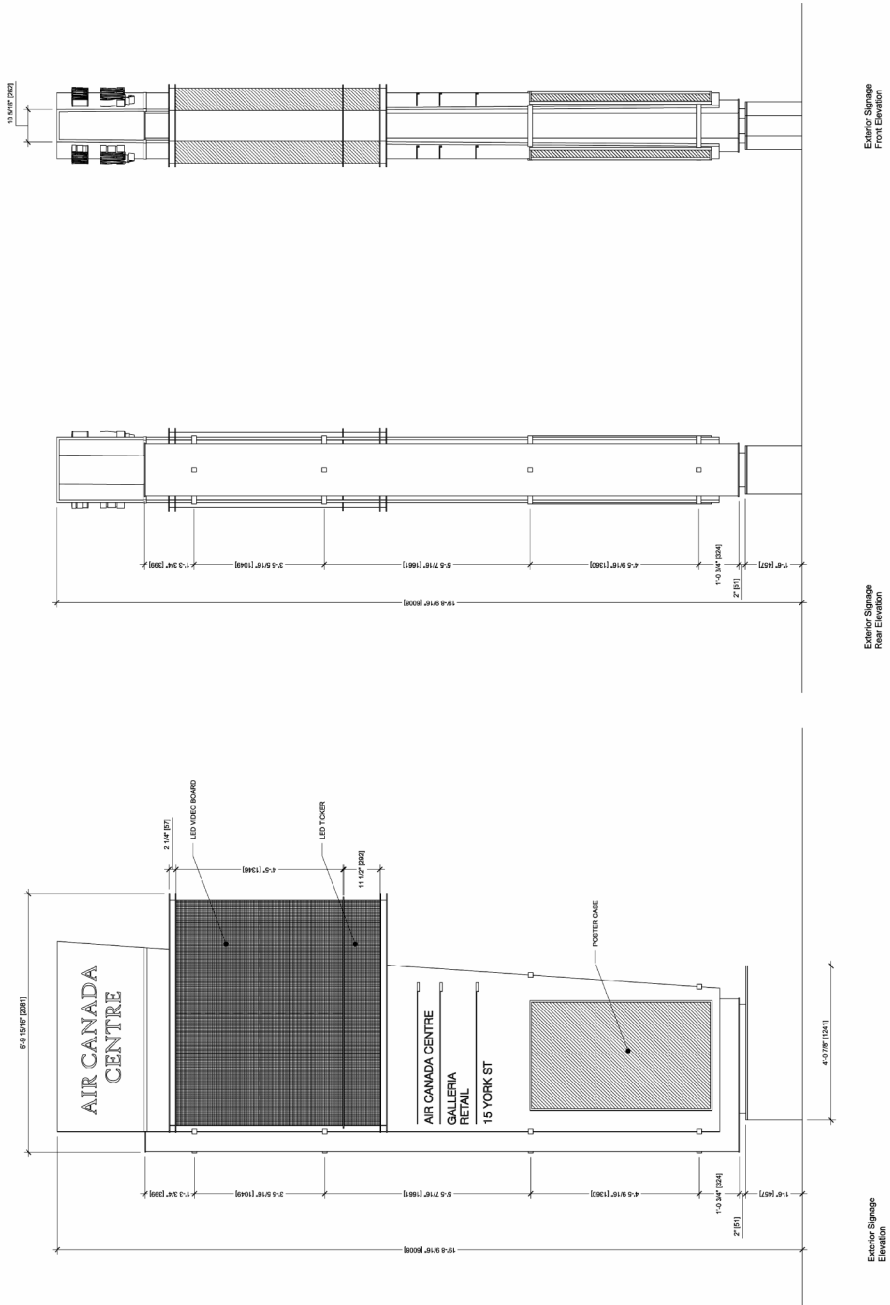
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West Elevation

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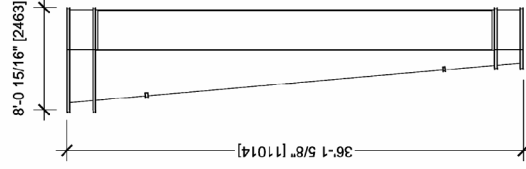
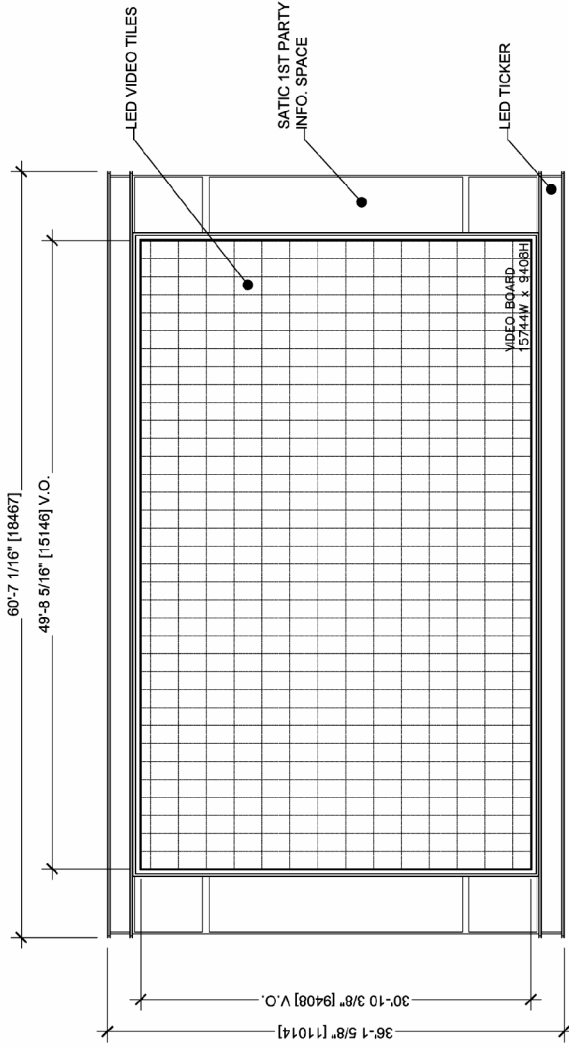
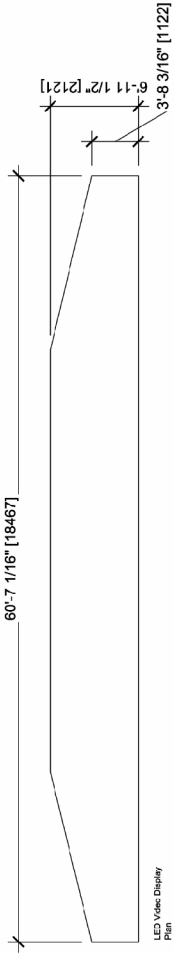
Attachment 3: Sign Details



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 Applicant's Submitted Drawing
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Attachment 4: Sign Details



Sign Details

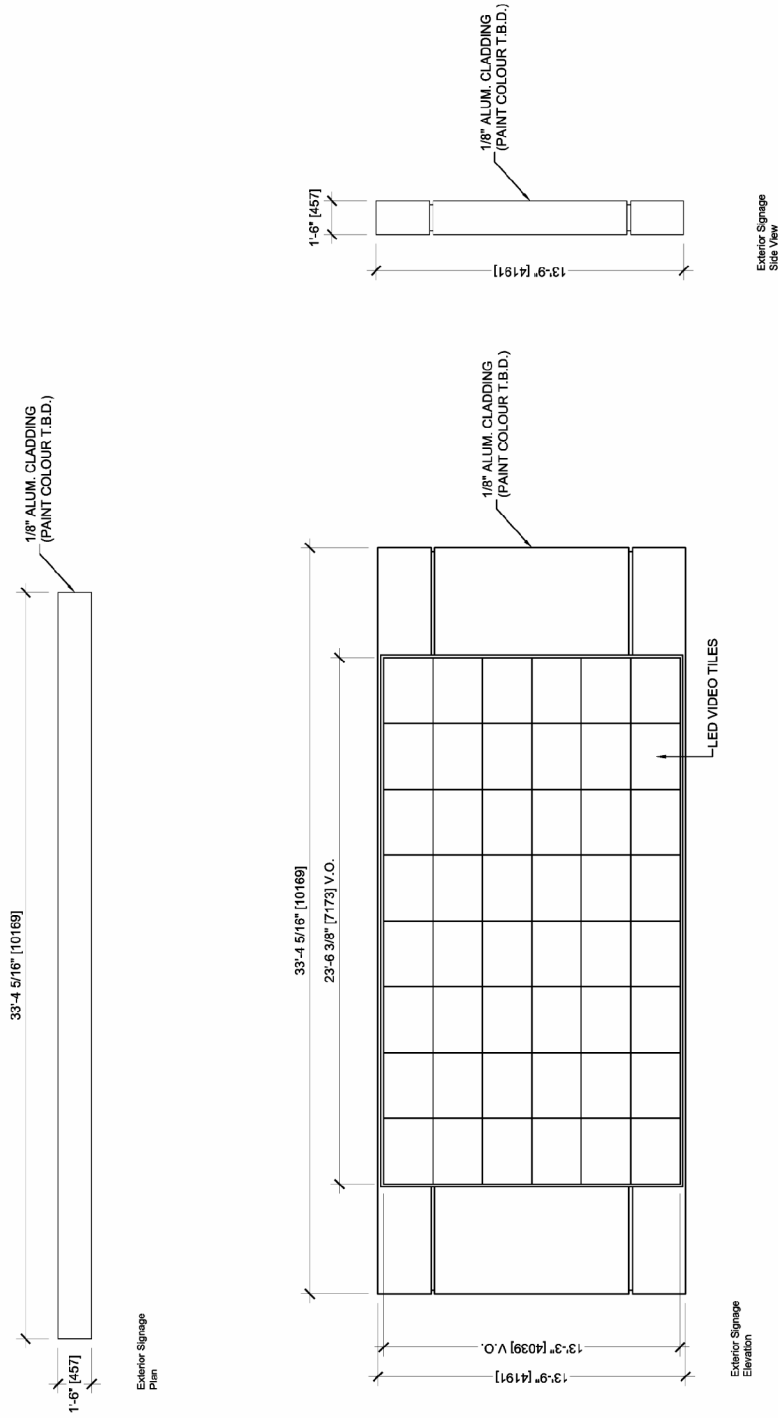
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Attachment 5: Sign Details



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Sign Details
Applicant's Submitted Drawing

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09/19/08