

**Sign Variance - 40 Bay Street**

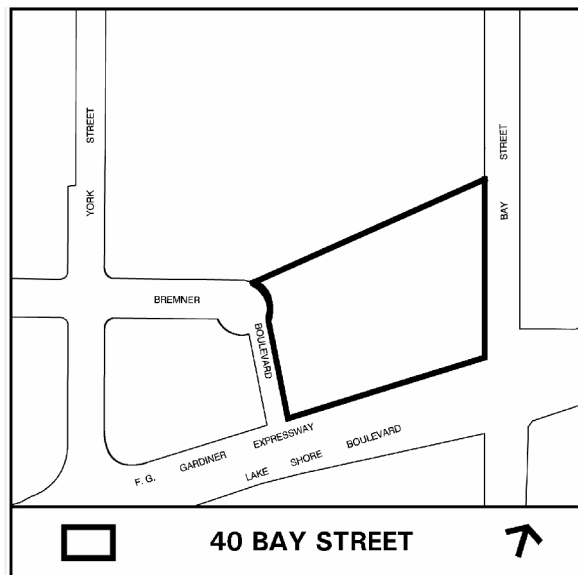
<b>Date:</b>	September 30, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	P:\2008\Cluster B\BLD\Toronto and East York\2008TE025

**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 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, the proposed comprehensive signage program for the Air Canada Centre. The proposal is to install three illuminated pedestal signs for way-finding and direction purposes along the east, west and south frontage of the property, six illuminated ground signs consisting of LED display panels along the west frontage of the property, two illuminated canopy signs on the west elevation of the building 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**

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### **The Toronto Building Division recommends that:**

1. Toronto and East York Community Council approve the requested variances to permit three illuminated pedestal signs for way-finding and direction purposes along the east, west and south frontage of the property, six illuminated ground signs consisting of LED display panels along the west frontage of the property and two illuminated canopy signs on the west elevation of the building 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 three illuminated pedestal signs "B5", "C4.3" and "E2" for way-finding and directional purposes, at the locations as shown on the attached plans; six illuminated ground signs containing LED display panels, for identification purposes, are labelled as "C7" and they are located along the west frontage of the property and two canopy signs labelled as "C9" in the form of individual letters to identify "Air Canada Centre" are located on the west elevation of the building.

The illuminated pedestal signs "B5" for way-finding & Directional purposes is 1.58m wide and 4.37m high with an area of 6.90m<sup>2</sup> and it is located at the southwest corner of the property. The way-finding & Directional pedestal sign "C4.3" is 1.58m wide

and 4.37m high with an area of 6.90m<sup>2</sup> and it would be located along the west frontage of the property at the Maple Leaf Square and the way-finding & Directional pedestal sign “E2” is 1.58m wide and 4.37m high with an area of 6.90m<sup>2</sup> and it would be located at the southeast corner of the property. The two canopy signs “C9”, are 0.51m high, in the form of individual letters to identify “Air Canada Centre” on the west elevation of the building. The two-sided six illuminated ground signs “C7” are located along the west frontage of the property. Each sign is 0.9m wide and 2.68m high with an area of 2.41m<sup>2</sup>. The vertical clearance from grade to bottom of the sign 2.52m and the height of sign from grade to the top of sign structure is 6.43m.

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 297-10 (12) (a)	The proposal is install 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.
2. Chapter 297-10 (12) (c)	The proposed signs E2, B5, C4.3 and C7 may set back less than 2.0m from the property line.	A ground sign or pedestal sign is required to set back 2.0m from the property line.

## 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 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.

With respect to the second variance, the Municipal Code requires that a pedestal sign or a ground sign to set back 2.0m from the property line, to ensure that the streetscape and view corridors are preserved and sight lines for motorists, cyclists and pedestrians are maintained. In this instance, the applicant has confirmed that the signs would set back 2.0m from the property line except the pedestal sign located at the southeast corner of the property and that too would not encroach into the public property. It is staff's opinion that the signs at the proposed locations would not obstruct the view corridor or obscure sight lines and it would not adversely impact the building or the streetscape.

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

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

## **CONTACT**

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## **SIGNATURE**

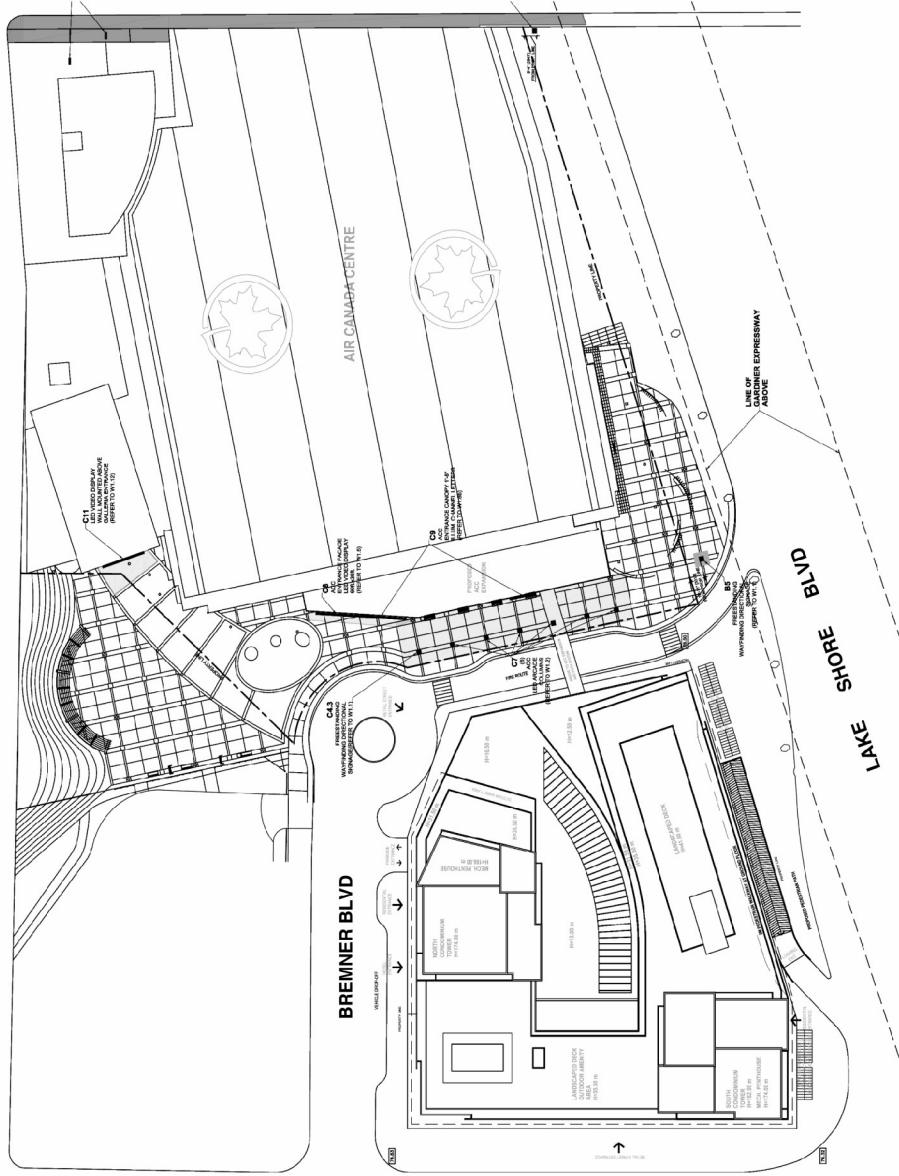
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Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building  
Toronto and East York District

## **ATTACHMENTS**

Attachment 1: Sign Location Plan  
Attachment 2: West Elevation  
Attachment 3: Partial South Elevation  
Attachment 4: Partial South Elevation  
Attachment 5: Sign Details  
Attachment 6: Sign Details  
Attachment 7: Sign Details

# Attachment 1: Sign Location Plan



40 Bay Street

File # 07\_287265

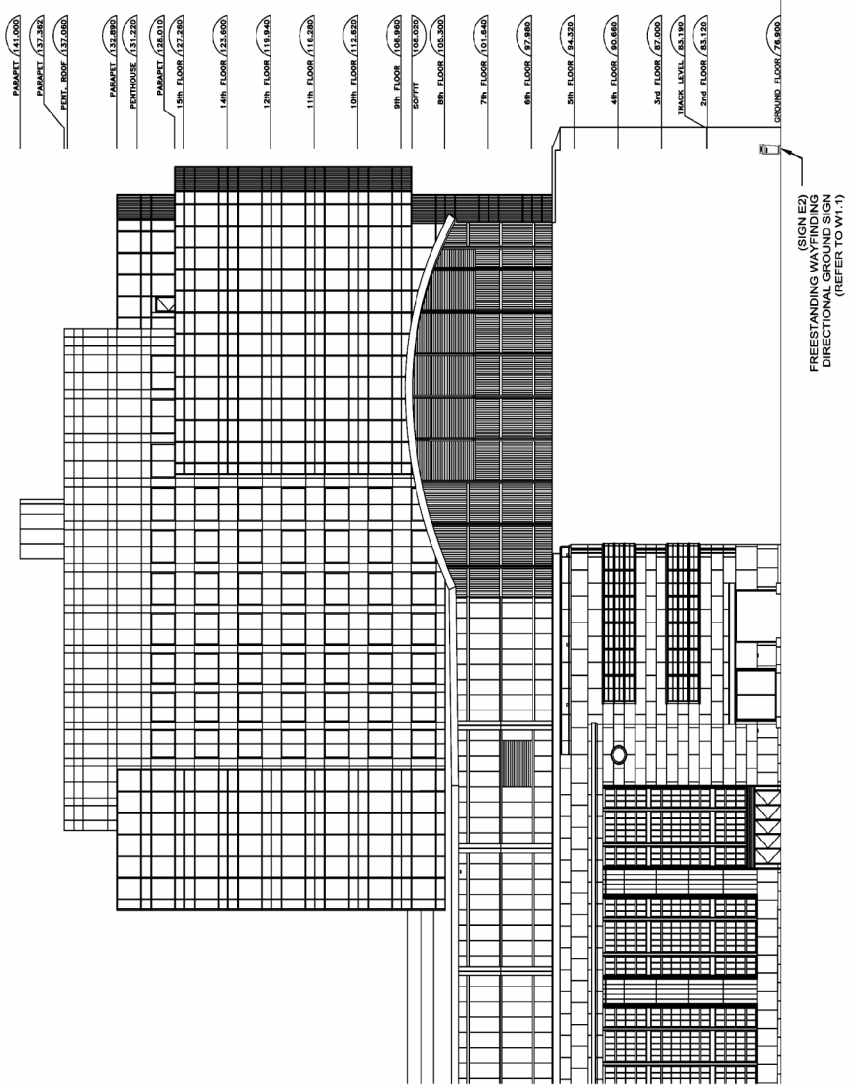
Sign Location Plan  
 Applicant's Submitted Drawing

Not to Scale  
 09/18/08





# Attachment 3: Partial South Elevation



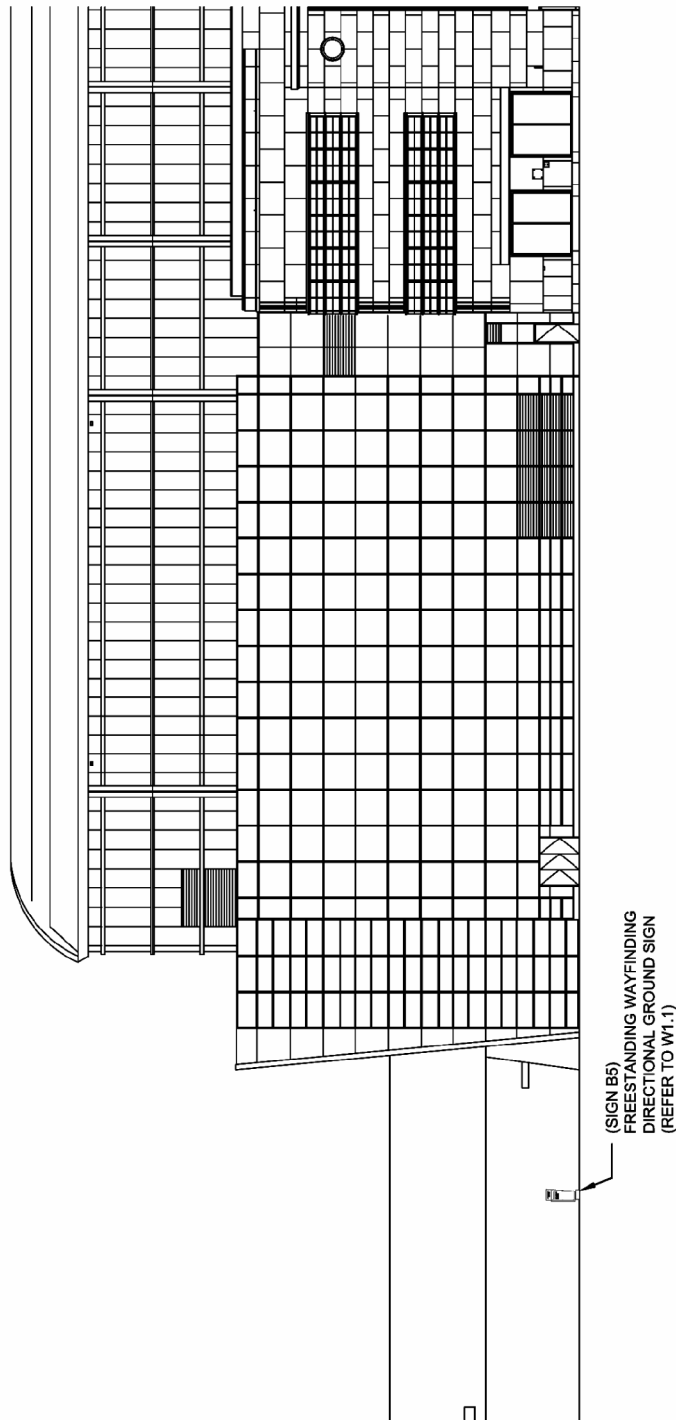
ACC  
Partial South Elevation

40 Bay Street

File # 07\_287265

**Partial South Elevation**  
 Applicant's Submitted Drawing  
 Not to Scale  
 09/18/08

**Attachment 4: Partial South Elevation**



ACC  
Partial South Elevation

**Partial South Elevation**

Applicant's Submitted Drawing

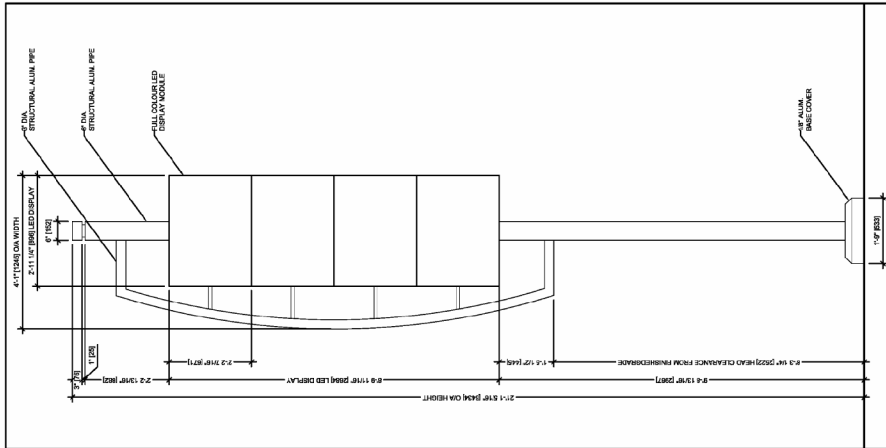
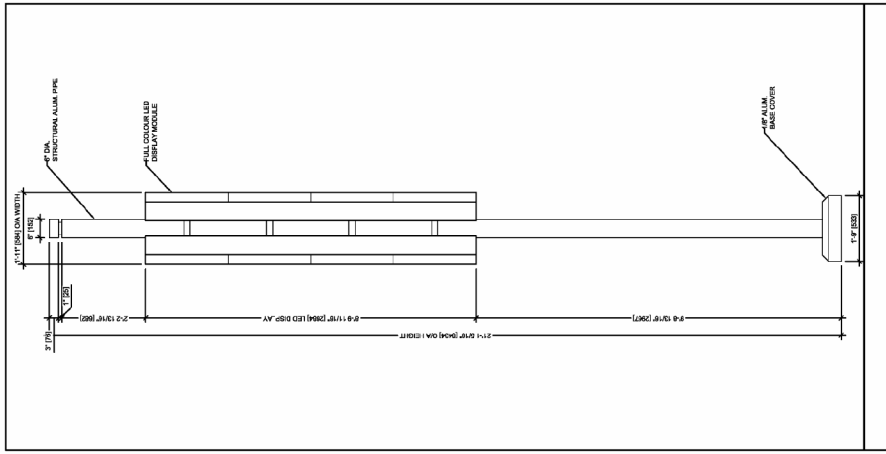
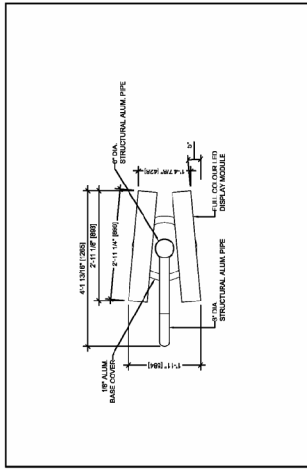
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**40 Bay Street**

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# Attachment 5: Sign Details



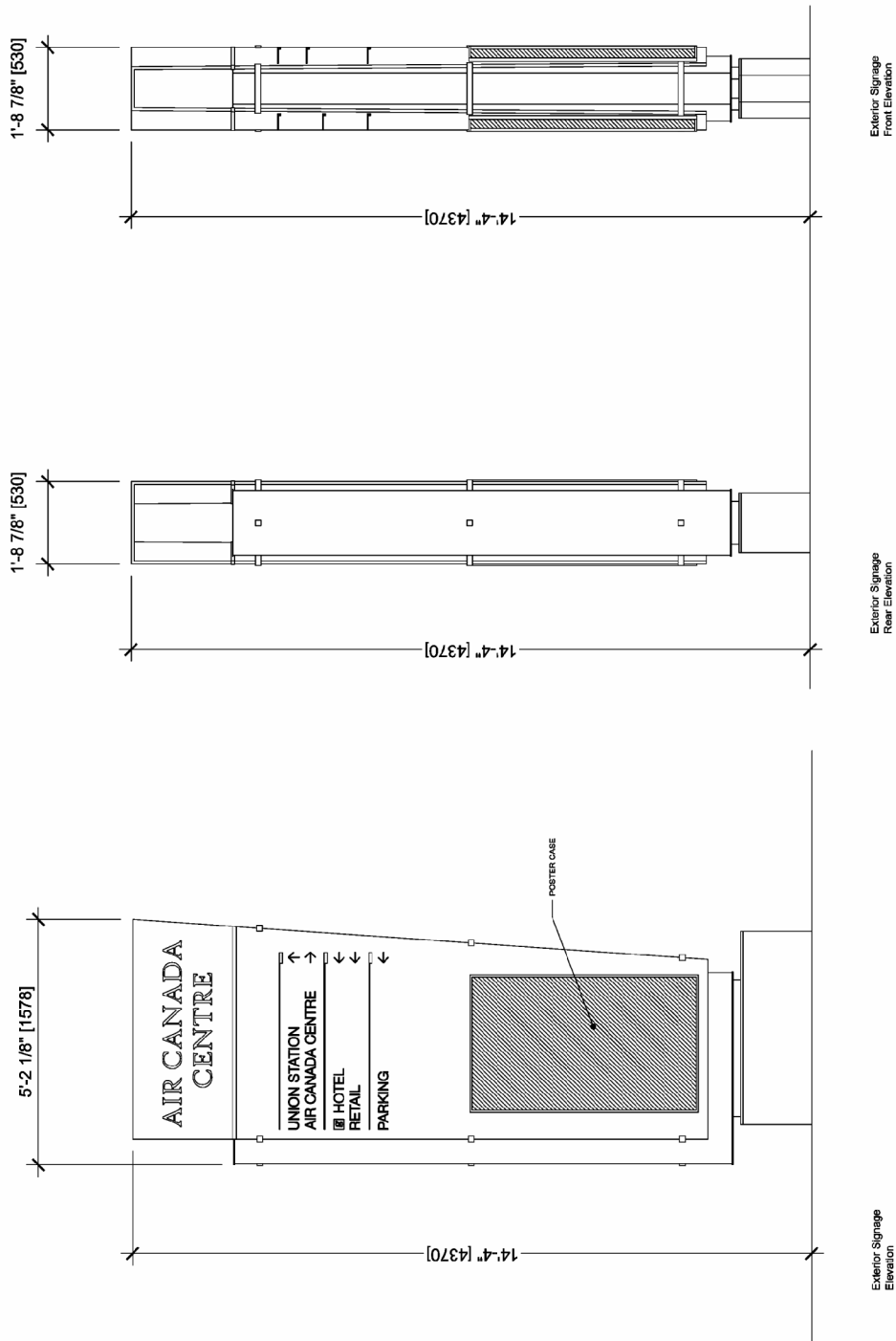
40 Bay Street

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Sign Details  
Applicant's Submitted Drawing

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09/18/08

## Attachment 6: Sign Details



Exterior Signage  
Front Elevation

Exterior Signage  
Rear Elevation

Exterior Signage  
Elevation

**40 Bay Street**

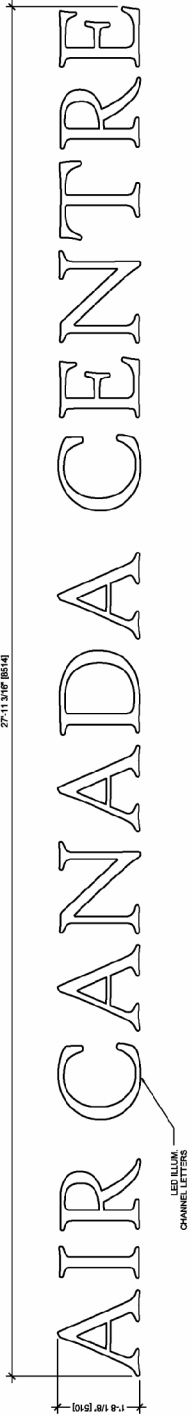
**Sign Details**

Applicant's Submitted Drawing

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09/18/08

File # 07\_287265

Attachment 8: Sign Details



40 Bay Street

**Sign Details**  
Applicant's Submitted Drawing

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Not to Scale  
09/18/08