



STAFF REPORT ACTION REQUIRED

Sign Variance Report 400 Kipling Ave.

Date:	August 26, 2009
To:	Chair and Members, The Etobicoke York Community Council
From:	Mark Sraga, Director and Deputy Chief Building Official
Wards:	Etobicoke-Lakeshore, Ward 6
Reference Number:	2009EY033

SUMMARY

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

The purpose of this report is to review and make recommendations on a request by Mr. Kirk Morozov, of Kramer Design Associates, on behalf of Dan Arts of Maple Leaf Sports & Entertainment Ltd., for an approval of variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to permit installation of four illuminated general identification signs “Master Card Centre for Hockey Excellence” located along east, west and north elevations of the building, and two illuminated logo fascia signs “Toronto Maple Leafs” and “Marlies” located along the north and south elevations of the building at 400 Kipling Avenue.

RECOMMENDATIONS

It is recommended that:

- (1) The request for variances be approved for the reasons outlined in this report.
- (2) Applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permit.

Financial Impact

There are no financial implications resulting from the adoption of this report

ISSUE BACKGROUND

The property is located in the former municipality of Etobicoke which is subject to the Etobicoke Zoning Code. Based on the Etobicoke Zoning Code the property is zoned I.C1 Zone. The subject property is located on the west side of Kipling Avenue south of F. G. Gardiner Expressway. The north side of the property is bordering the Canadian National Railway and the south side of the property is bordering the Lakeshore Collegiate institute.

The property at 400 Kipling Ave is a 24,248 square meters new two storey recreational building, still under construction, that will include four ice rinks and it will be home “Hockey Hall of Fame” archive and resource center.

The applicant is proposing to erect a number of facia signs along all four elevations of the building. The front wall of the building along Kipling Ave will have two illuminated general identification signs with a display area of 22.87 sq. m. for each. These signs will display the following, “Master Card Centre for Hockey Excellence” but will not include a tenant directory as required by Chapter 215, Signs, of the former City of Etobicoke Municipal Code. Also the by-law allows only one general identification sign per street frontage. Two additional general identification signs the same as the general identification sign on the front wall are proposed to be erected on the west and north elevations of the building. The by-law does not permit any general identification signs to be erected where the general identification signs are not facing a street.

The applicants are proposing to erect a number of facia logo signs on the east, north and south elevations. Sidewall facia signs are permitted in an industrial zone provided they comply with the set back requirements and are a maximum of 4.0 sq. m. in display area. The two proposed sidewall illuminated facia signs: “Marllies” on the south elevation of the building will have 5.8 sq. m. in display area and “Toronto Maple Leaf” on the north elevation of the building will have 6.04 sq. m. in display area a total of 1.8 sq. m. and 2.04 sq.m. respectively greater than what the by-law will allow.

The signs do not comply with Chapter 215, Signs, of the former City of Etobicoke Municipal Code in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
<p>By-law 215- 22.B.(4) One facia sign per street frontage for the general identification of the building, and such identification sign will make provisions to include a tenant directory.</p>	<ol style="list-style-type: none"> 1. To erect four illuminated identification signs along the east, west and north elevations that do not include a tenant directory 2. To erect two illuminated identification signs along the east elevation whereas a maximum of one such sign per street frontage is permitted. 3. To erect two illuminated identification signs along the west and north elevations whereas such signs do not have street frontage. 	<ol style="list-style-type: none"> 1. To allow the four identification signs to be erected without making any provisions for a tenant directory. 2. To allow to two identification signs on the front east wall of the building in lieu of only one sign per street frontage. 3. To allow to erect two identification signs on the west and north walls of the building that are not facing any streets.
<p>By-law 215- 22.B.(7) & 215-20B(3) One side wall sign may be permitted and have a maximum display area of 4.0 sq. m.</p>	<ol style="list-style-type: none"> 1. To erect one illuminated logo facia sign "Marlies" along the south elevation with a total 5.8 sq. m. in display area whereas a maximum of 4.0 sq. m. is permitted. 2. To erect one illuminated logo facia sign "Toronto Maple Leafs" along the north elevation with a total 6.04 sq. m. in display area 	<ol style="list-style-type: none"> 1. To allow a logo facia sign on the south elevation to have a display area of 5.8 sq. m in lieu of a maximum of 4.0 sq. m. is permitted. 2. To allow a logo facia sign on the north elevation to have a display area of 6.04 sq. m in lieu of a maximum of 4.0 sq. m. is permitted.

COMMENTS

The majority of the proposed illuminated first party signs will be orientated towards either commercial establishments or the high school just to the south of the arena. A few of the signs on the east elevation will be orientated indirectly at a few residential properties on the east side of Kipling Ave. These signs will be approximately 30 m (100 ft) away from the closest residential property therefore there should be minimal impact from the illumination coming off the signs located on the east and south elevation.

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

CONTACT

Galina Veltman, Manager Plan Review
Tel. No.416-394-8072
Fax No.416-394-8209
E-mail: veltman@toronto.ca

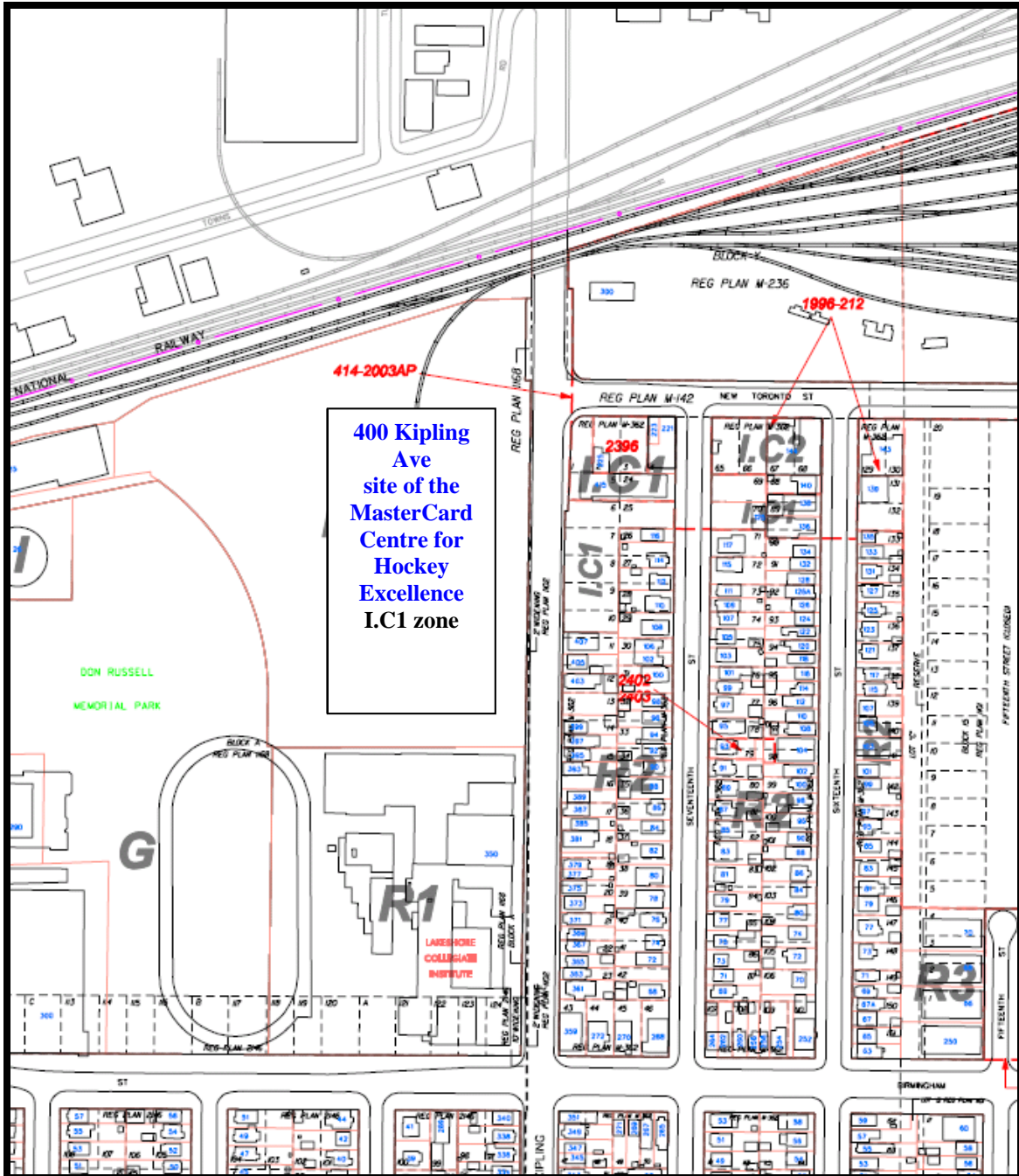
SIGNATURE

Mark Sraga, Deputy Chief Building Official and Director, Toronto Building
Etobicoke York District

ATTACHMENTS

- Attachment 1 – Zoning Map
- Attachment 2 – Area Photos
- Attachment 3 – Site Plan
- Attachment 4 – Detail General Identification Sign
- Attachment 5 – Detail of Logo Signs
- Attachment 6 - East Building Elevation
- Attachment 7 - West Building Elevation
- Attachment 8 - North Building Elevation
- Attachment 9 - South Building Elevation

Attachment 1 – Zoning Map



Attachment 2 –Area Photos



East elevation of arena looking north up Kipling Ave



East elevation of arena looking at the main entrance off Kipling Ave



Commercial establishments on east side of Kipling Ave

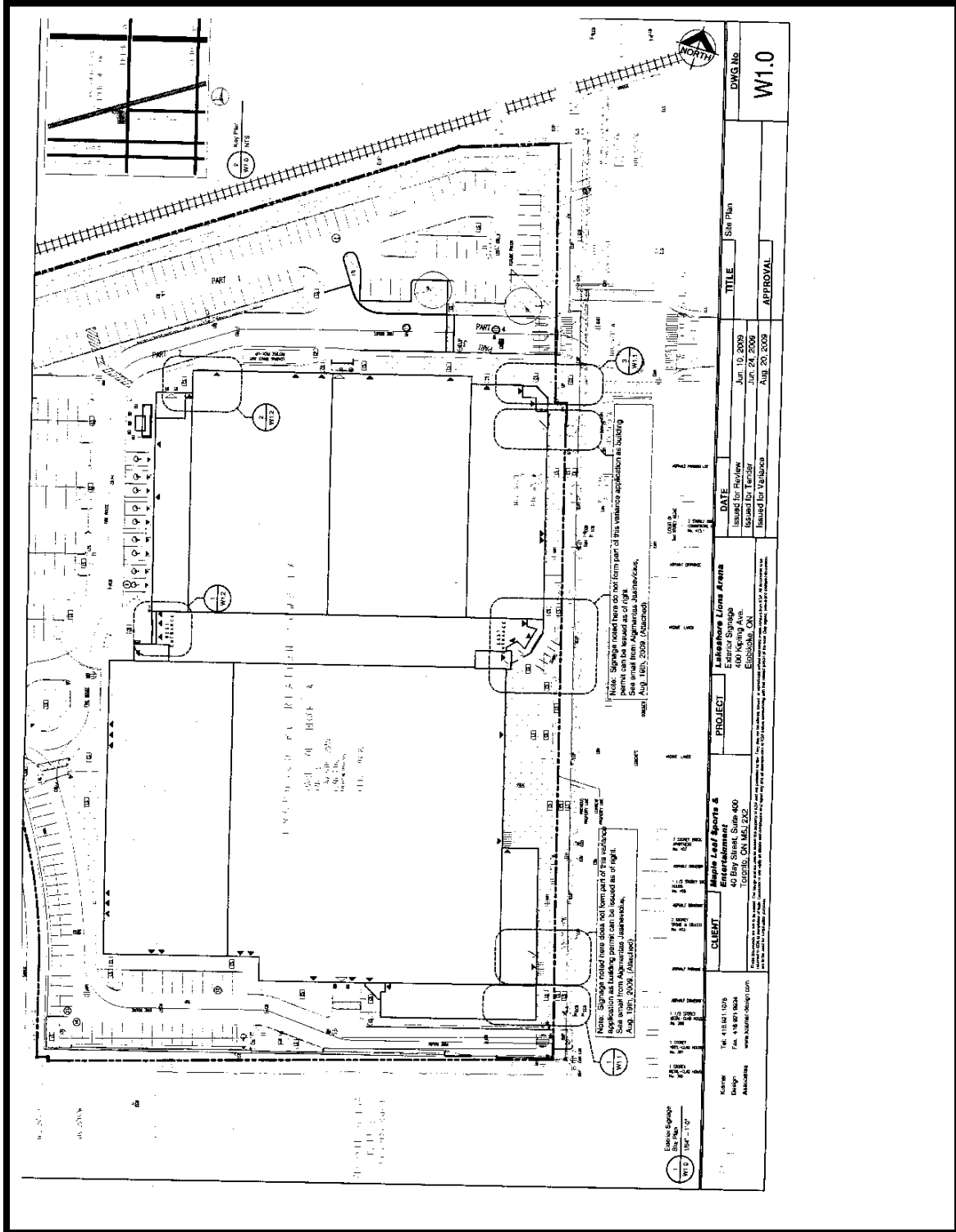


Residential buildings along Kipling Ave just across from the southern portion of the arena

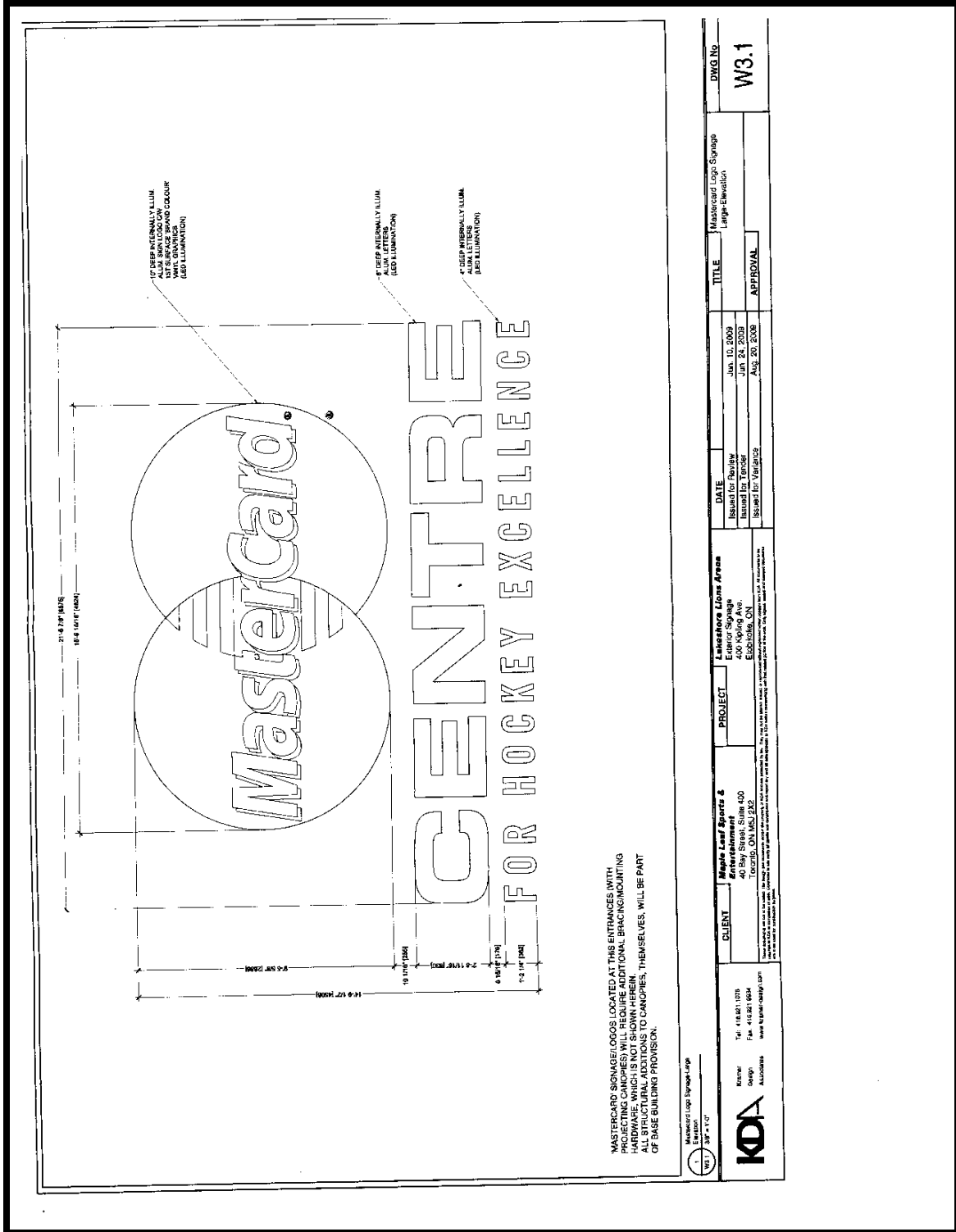


The brown brick building to the south of the arena is an existing high school

Attachment 3 – Site Plan



Attachment 4 – Detail General Identification Sign



*MASCARD® SIGNAGE/LOGOS LOCATED AT THIS ENTRANCES (WITH PROJECTING CANOPIES) WILL REQUIRE ADDITIONAL BRACING/MOUNTING TO BE PROVIDED BY THE CONTRACTOR. ALL STRUCTURAL ADAPTIONS TO CANOPIES, THEMSELVES, WILL BE PART OF BASE BUILDING PROVISION.

MasterCard Logo Signage Logo W3.1 20" x 14"		DATE Issued for Review: Jun. 10, 2009 Issued for Tender: Jun. 24, 2009 Issued for Valence: Aug. 20, 2008		TITLE Mastercard Logo Signage Logo Identification		DWG No. W3.1	
CLIENT Maple Leaf Sports & Entertainment 40 Bay Street, Suite 400 Toronto, ON M5J 2R1		PROJECT Lakeshore Lions Arena 100 Lakeshore Blvd. W. Etobicoke, ON		APPROVAL			
DESIGNER KDA 11801 103rd Ave. S.E. Surrey, BC V4N 1V7 Tel: 604.581.1038 Fax: 604.581.8044 www.kda.com		(This drawing is the property of KDA. It is to be used only for the project and location specified. It is not to be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of KDA.)					

Attachment 5 – Detail of Logo Signs

Logo Sign Box
12'-0" x 7'-9"
3048 x 2381

Logo Sign Box
16'-7" x 7'-11 1/2"
5091 x 2428

CLIENT	Maple Leaf Sports & Entertainment Inc. 400 Bay St. Toronto, ON M5S 1B2	PROJECT	Lakeshore Lions Arena	DATE	Jun. 10, 2009	TITLE	Signs & Marlies Illuminated Logo Boards	DWG No.	W3.0
				Issued for Review	Jun. 24, 2009				
				Issued for Fabrication	Aug. 20, 2009				
						APPROVAL			

Attachment 6 - East Building Elevation

Notes: Signage noted here do not form part of the variance application as building permit can be issued as of right. See notes on sheet W1.2 for details. (Approved Aug. 18th, 2009 / Attached)

Notes: Signage noted here do not form part of the variance application as building permit can be issued as of right. See notes on sheet W1.3 for details. (Approved Aug. 18th, 2009 / Attached)

Notes: Signage noted here do not form part of the variance application as building permit can be issued as of right. See notes on sheet W1.4 for details. (Approved Aug. 18th, 2009 / Attached)

CLIENT	PROJECT	DATE	TITLE
KDA	Maple Leaf Centre & 40 Bay Street Suite 400 Toronto, ON M5J 2R2	Issued for Review Issued for Tender Issued for Variance	East Building Elevation & Blowups W2.0

Attachment 7 - West Building Elevation

FOR VARIANCE REVIEW

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NO.	DESCRIPTION	DATE
1	EXISTING BUILDING ELEVATION	JUN 10, 2009
2	EXISTING BUILDING ELEVATION	JUN 28, 2009
3	EXISTING BUILDING ELEVATION	AUG 20, 2009

CLIENT: Maple Leaf Sports & Entertainment
 4000 Spring Street, Suite 4030
 COVINGTON, LA 70020-2500
 504.885.2368

PROJECT: Lakehurst Lions Arena
 Entree Signage
 4301 Spring Ave.
 ESTABLISHMENT, LA
 70020-3100

DATE:
 Issued for Review: JUN 10, 2009
 Issued for Permit: JUN 28, 2009
 Issued for Variance: AUG 20, 2009

TITLE: West Building Elevations & Blowups

APPROVAL:

DRWG No. W2.1

KDA
 Knowlton Design Associates
 Tel: 415.921.1278
 Fax: 415.921.1824
 www.kda.com

Attachment 8 - North Building Elevation

FOR VARIANCE REVIEW

1 Section Cut
North Building Elevation
Scale: 1/8" = 1'-0"

2 Exterior Building Elevation
North Building Elevation
Scale: 1/8" = 1'-0"

CLIENT: Maple Leaf Sports & Entertainment
40 Bay Street, Suite 400
Toronto, ON M5J 1Z4

PROJECT: Estimote Sports Centre

DATE: Jan 10, 2009
Jul 24, 2009
Aug 20, 2009

TITLE: North Building Elevations & Showups

DWG No.: W2.2

APPROVAL:

KDA
Architectural
Design
Associates
Tel: 416.861.1078
Fax: 416.861.1024
www.kda.com

Attachment 9 - South Building Elevation

FOR VARIANCE REVIEW

RINK#2 - FRAME H.P. 13563

RINK#2 - FRAME L.P. 12028

FIN. 2ND FLOOR 5200

FIN. 1ST FLOOR 0000

Scale: 1/8" = 1'-0"

North Building Elevation & Sections

DATE: Jun 10, 2009
 Issued For Review: Jun 24, 2009
 Issued For Tender: Aug 20, 2009

TITLE: APPROVAL

DWG No: W2.3

CLIENT: Maple Leaf Sports & Entertainment
 40 Bay Street, Suite 400
 Toronto, ON M5J 2Y2

PROJECT: Lakeshore Leisure Arena
 Entrance Structure
 400 Kipling Ave.
 Etobicoke, ON

Architect: KDA
 1170 Bay Street, Suite 100
 Toronto, ON M5G 1A7
 Tel: 416 361 0278
 Fax: 416 361 3004
 www.kda.ca

Scale: 1/8" = 1'-0"

Scale: 1/8" = 1'-0"

Applicant:
Kramer Design Associates
Attn. Kirk Morozon
103 Dupont St
Toronto Ontario M5R 1V4

Phone no.: (416) 921-1078 e38
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