

## Sign Variance - 15 York Street

<b>Date:</b>	April 2, 2009
<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-Danforth
<b>Reference Number:</b>	P:\2009\Cluster B\BLD\Toronto and East York\2009TE035 08-118473 ZSV 00 ZR

### SUMMARY

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

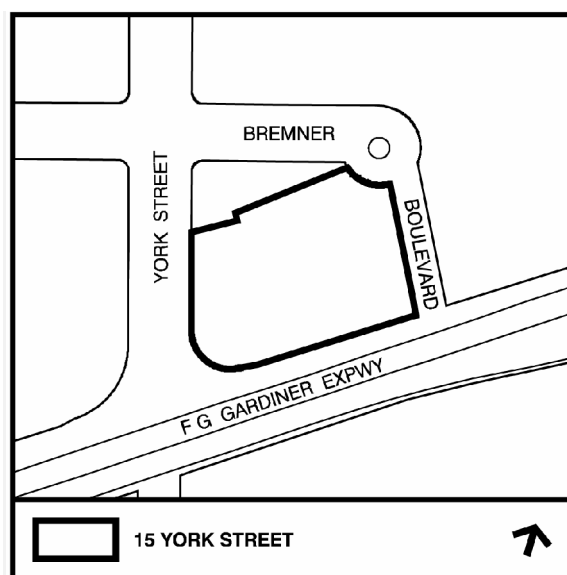
This report reviews and makes recommendations on a request by Adam Kelly of Kramer Design Associates, on behalf of Maple Leaf Sports and Entertainment for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit the proposed comprehensive signage program for the Maple Leaf Square project. The signage program includes a total of forty signs for identification purposes, thirteen of which do not meet the sign by-law requirements.

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. Toronto and East York Community Council approve the requested variances to permit the comprehensive signage program for the Maple Leaf Square Complex. The signage program includes the installation of six first party



illuminated fascia signs in the form of corporate logos, on the north, east and west elevations of the mechanical penthouses of the condo towers of the Maple Leaf Square Complex.

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**

The CR zoned property is located south of Union Station, on the north-east corner of York Street and Lake Shore Boulevard West in a Heritage District. The property known as Maple Leaf Square Complex at 15 York Street is a mixed-use development. The Maple Leaf Square Complex contains a ten-storey office podium with a 54-storey north condo tower and a 50-storey south condo tower. The ten-storey office podium would contain general offices, a hotel, retail uses, restaurants and bars at grade level. The Maple Leaf Square Complex property is bordered by Bremner Boulevard to the north, the Air Canada Centre to the east, Lake Shore Boulevard and the Gardiner Expressway to the south and the York Street to the west.

The applicant is seeking approval for a comprehensive signage program for the Maple Leaf Square Complex. The signs which require variances from the Municipal Code include six first party illuminated fascia signs in the form of corporate logos, on the north, east and west elevations of the mechanical penthouses of the condo towers of the Maple Leaf Square Complex. The signs are identified as "N1" and "N2" on the north elevations, "E1" and "E2" on the east elevations and "W1" and "W2" on the west elevations of the north and south condo towers. Each corporate logo sign "N1", "N2", E1, E2, W1 and W2 is 5.59m wide and 5.59m high with an area of 31.25m<sup>2</sup>. The illuminated fascia Sign "N3" and "W6" in the form of a corporate logo "g" to identify the hotel in the building. The fascia sign located over the entrance and exit ramps to the underground parking in building is 7.70m wide and 1.38m high with an area of 10.0m<sup>2</sup>. Three 'V' shape projecting signs identified as "S1", "S2" and "S3" would be located on the south elevation of the building. Each sign is 4.31mm wide and 17.62m high with an area of 70.00m<sup>2</sup>. The illuminated fascia sign "S6" in the form of individual letters to identify a tenant in the building is 16.0m wide and 1.45m high with an area of 22.0m<sup>2</sup> (see attached graphics).

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

	<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1.	Chapter 297-10E  The Former Metropolitan Toronto By-law No. 118 and 211-79 as amended	The proposed canopy signs identified as "N10" on the north elevation and the canopy sign "W10" on the west elevation of the building would overhang 1.28m over the public walkway.	The proposed 1.28m sign projection over the public walkway would exceed by 0.83m, the maximum 0.45m sign projection permitted.
2.	Chapter 297-9D (4),  Chapter 297-9E,  Chapter 297-11B	The illuminated fascia sign "N7", for identification and for directional purposes, would have an approx area of 10.65m <sup>2</sup> .  The sign would have a vertical clearance of 2.11m from grade to the bottom of sign.	The proposed 10.65m <sup>2</sup> sign area exceeds by 9.65m <sup>2</sup> , the maximum 1.0m <sup>2</sup> sign area permitted.  The 2.11m vertical clearance from grade to the bottom of sign is 0.39m less than the required vertical clearance of 2.5m.
3.	Chapter 297-10D (5) and Chapter 297-11B.	The illuminated 3.45m <sup>2</sup> fascia sign "N3" in the form of a corporate logo to represent a hotel in the building would be located at the third floor level, on the north elevation of the building.	An identification fascia sign located above the second storey of the building or more than 10.0m above grade is not permitted.
4.	Chapter 297-9D (4) and Chapter 297-11B.	The illuminated Corporate logo-Fascia signs "N1" and "N2" on the north elevation, each would be 5.59m wide and 5.59m high have an area of 31.25m <sup>2</sup> .	The 5.59m sign height would exceed by 2.59m, the maximum 3.0m sign height permitted. The 31.25m <sup>2</sup> area of each logo sign exceeds by 5.25m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.
5.	Chapter 297-10D (14)(a),  Chapter 297-10D (14)(b),  Chapter 297-10D (14)(c) & By-law 211-79;	The illuminated "V" shape projecting signs "S1", "S2" and "S3", each would have an area of 69.75m <sup>2</sup> .  Each sign would be located above the second story level of the building or 10.0m above grade.  The signs would have a thickness of 4.31m.	The 69.75m <sup>2</sup> area of each "V" shape projecting sign would exceed by 44.75m <sup>2</sup> , the maximum 25.0m <sup>2</sup> sign area permitted.  A first party sign located above the second storey of the building or 10.0m above grade is not permitted.  The 4.31m sign thickness would exceed by 3.81m, the maximum 0.5m thickness permitted.



	Chapter 297-11B	Each sign is 5.59m high.	The proposed 5.59m sign height would exceed by 2.59m, the maximum 3.0m height permitted for a corporate logo sign.
11.	Chapter 297-10D (5) and  Chapter 297-11B	The first party illuminated fascia sign “W6” to identify hotel, will have an area of 3.45m2 and it would be located above the second storey level and 10.0m above grade.	A first party sign located above the second storey level or more than 10.0m above grade is not permitted.
12.	Chapter 297-10D (5) and  Chapter 297-11B  Chapter 297-10E	The first party illuminated projecting sign “W14” having an area of 69.0m2 would be located more than 10.0m above grade and above the second storey on the west elevation of the building.  The sign would have a thickness of 0.82m.  The top of sign would project 4.84m from the west wall of the building and bottom portion of the sign would project 3.74m from the west wall of the building face to over the public walkway.	A first party sign located above the second storey level or more than 10.0m above grade is not permitted.  The proposed 0.82m sign thickness would exceed by 0.32m, the maximum 0.5m sign thickness permitted.  The 4.84m sign projection would exceed by 3.84m, the maximum 1.0m sign projection over the public walkway permitted.

## COMMENTS

This area is being developed as the new sports and entertainment district in the city. The area includes Maple Leaf Square and the Air Canada Centre. The Air Canada Centre is located immediately east of the Maple Leaf Square. 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 signs 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. Although, the proposed signs do not meet the Sign By-law requirements because of their size, height, location, projection over the public walkway, height of signs above grade, illumination and separation distance requirement from other large format signs. 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 building façades and they are compatible with the signs located on other large buildings of entertainments or sports complex in the city.

The first, fifth and twelfth variances are required because the signs N10, W10, S1, S2, S3 and sign W14 would exceed the permitted projection over the public walkway. It is staff's opinion that in this instance, the signs would be located high enough and they would not interfere or inconvenience the pedestrian traffic.

The second, fourth, fifth, seventh, ninth and tenth variances are required because the area of signs N7, N1, N2, S1, S2, S3, S7, E1, E2, W1, W2 and sign W14 exceeds the permitted area. The size of signs on the buildings is regulated in order to minimize any negative impact of signs on the buildings to which they are attached, surrounding uses, and the streetscape. In this case, the proposed signs are designed, sized and positioned to complement the building façade.

The third, fifth, sixth, eleventh and twelfth variances are required because the signs N3, S1, S2, S3, S5, S6, E4, E7, W5, W6, and W14 would be located above the second storey level or more than 10.0m above grade, which is not permitted. In this case, the proposed signs are designed, sized and positioned to complement the building façade and they would not adversely impact the surrounding uses or the streetscape.

The fourth, ninth and tenth variances are required because each corporate logo signs, N1, N2, E1, E2, W1 and W2 are slightly larger than permitted and the 5.59m height of each sign would exceed by 2.59m, the maximum 3.0m permitted. It is staff's opinion that proposed height and area of corporate logos located on the walls of mechanical penthouses at the fiftieth and fifty fourth floor level of the condo towers would not adversely impact the building, surrounding uses or the streetscape.

The fifth and twelfth variances relate to the thickness of the signs S1, S2, S3 and W14. The Municipal Code requires that the thickness of the signs not to exceed 0.5m. In this case, signs S1, S2, S3 are designed as V shape. The widest portion of the sign, which is attached to the south wall of the podium, is 4.31m thick. As the sign projects out from the wall it narrows to a thickness of 0.9m. The variance is therefore technical in nature. However, the sign W 14 has a thickness 0.82m and the thickness of this sign exceeds by 0.32m. Considering the size and height of signs, the proposed projecting signs would not adversely impact the building, surrounding uses or the streetscape.

The eighth variance is required because only two pedestal signs or ground signs per lot are permitted. In this case, the subject property 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 require identification, way-finding and directional signs. It is staff's opinion that the proposed four pedestal signs are designed and positioned at the strategic locations on the property to help people find their way easily and they are appropriate. Also, the Municipal Code requires that a pedestal sign or a ground sign be 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 all the pedestal or ground signs on this complex would be set back 2.0m from the property line and they would not encroach into the public walkway.

It is staff's opinion that the signs at the proposed locations would not obstruct the view corridor or obscure sight lines and they would not adversely impact the building or the streetscape.

This application was circulated to Transportation Services and they have no objection to the signage proposal as submitted.

Staff of Heritage Preservation Services have reviewed the plans and have advised that 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**

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Fax No. 416-392-1330  
E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

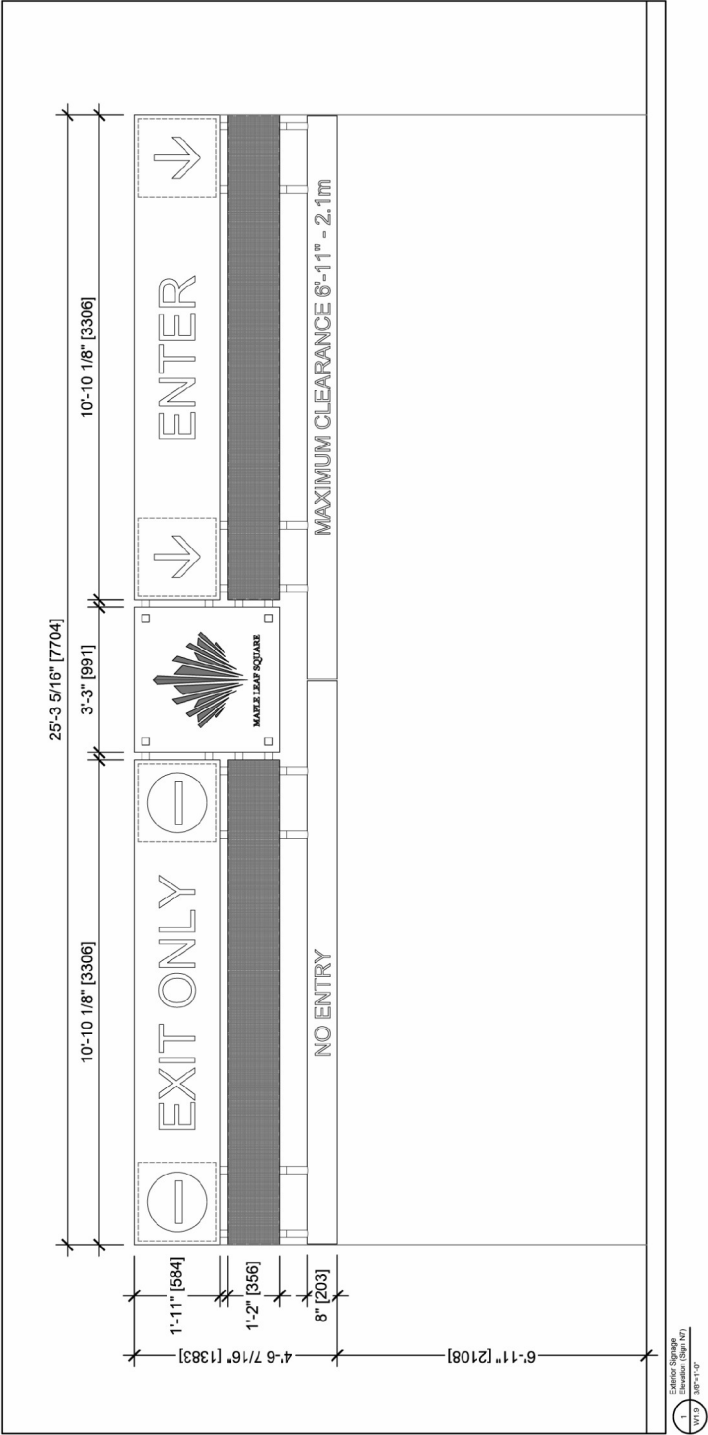
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Jim Laughlin, Deputy Chief Building Official and Director, Toronto Building  
Toronto and East York District

## **ATTACHMENTS**

Attachment 1: Elevations  
Attachment 2: North Elevation – Signage Matrix  
Attachment 3: Partial North Elevation – Podium  
Attachment 4: Partial North Elevation - Towers  
Attachment 5: South Elevation – Signage Matrix  
Attachment 6: Partial South Elevation - Podium  
Attachment 7: East Elevation – Signage Matrix  
Attachment 8: Partial East Elevation - Podium  
Attachment 9: Partial East Elevation - Towers  
Attachment 10: West Elevation – Sign Matrix  
Attachment 11: Partial West Elevation - Podium  
Attachment 12: Partial West Elevation – Towers  
Attachments 13 - 21: Elevations

Attachment 1: Elevations



Elevations

Applicant's Submitted Drawing

Not to Scale  
04/15/03

15 York Street

File # 08 118473



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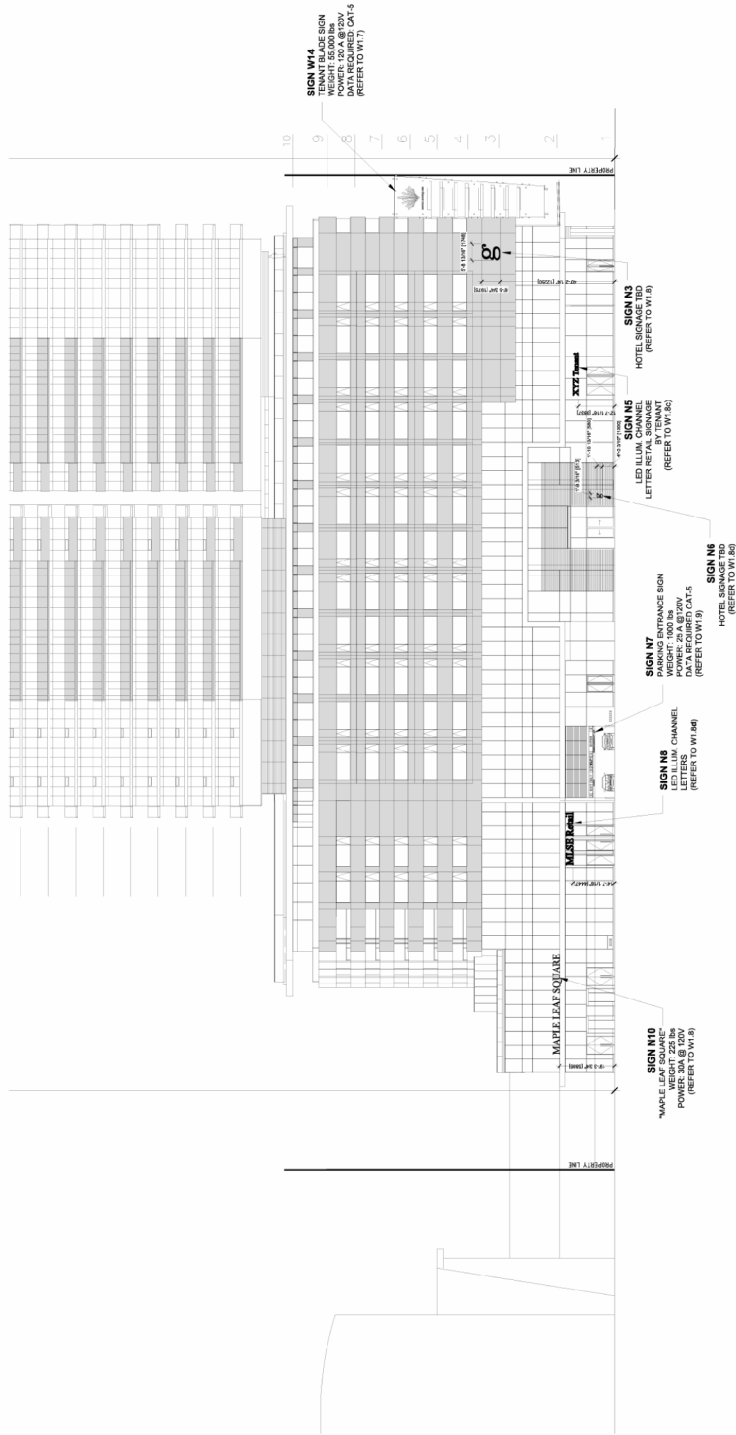
**15 York Street**

Applicant's Submitted Drawing

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04/15/09

File # 08\_118473

# Attachment 3: Partial North Elevation - Podium



15 York Street

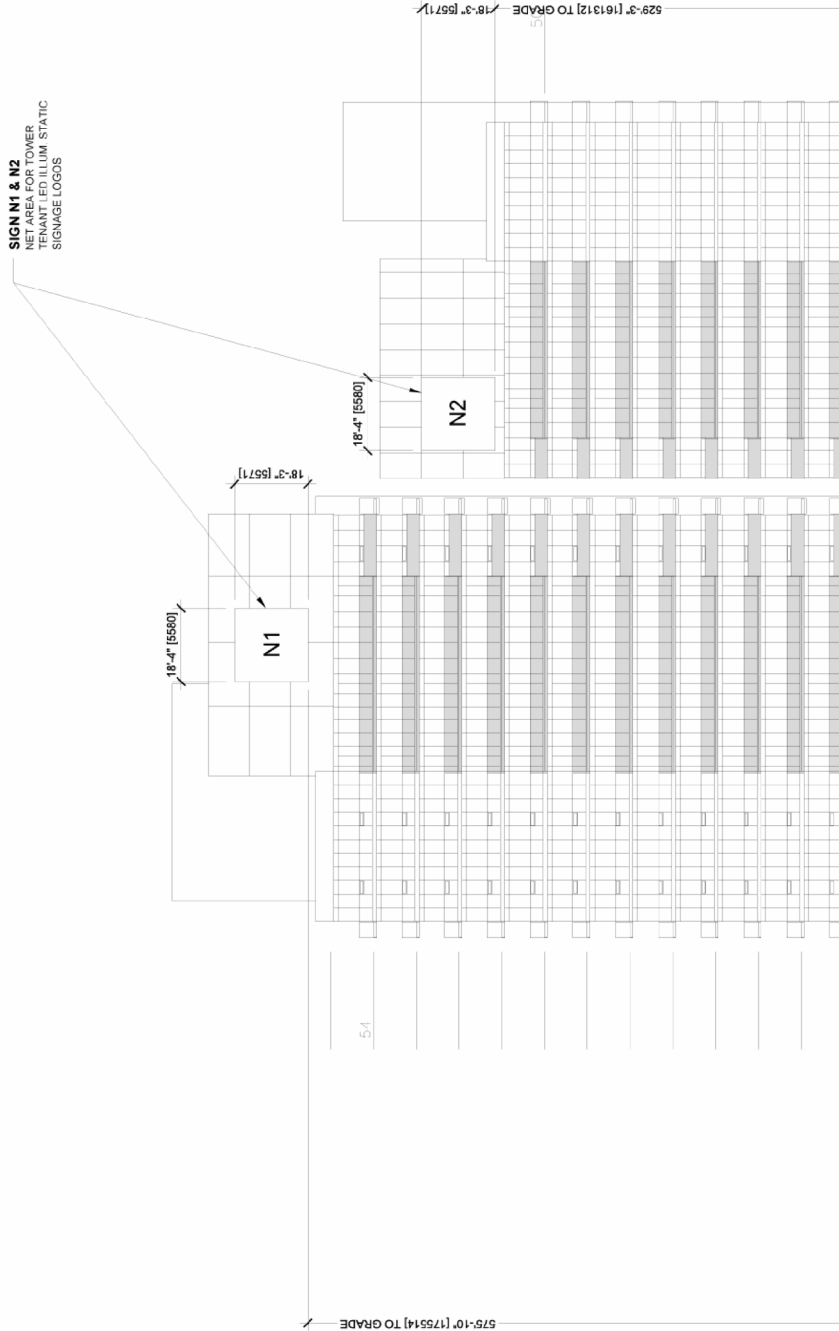
Partial North Elevation - Podium

Applicant's Submitted Drawing

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04/15/09

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## Attachment 4: Partial North Elevation - Towers



**Partial North Elevation - Towers**

Applicant's Submitted Drawing

Not to Scale  
04/15/03

**15 York Street**

File # 08 118473

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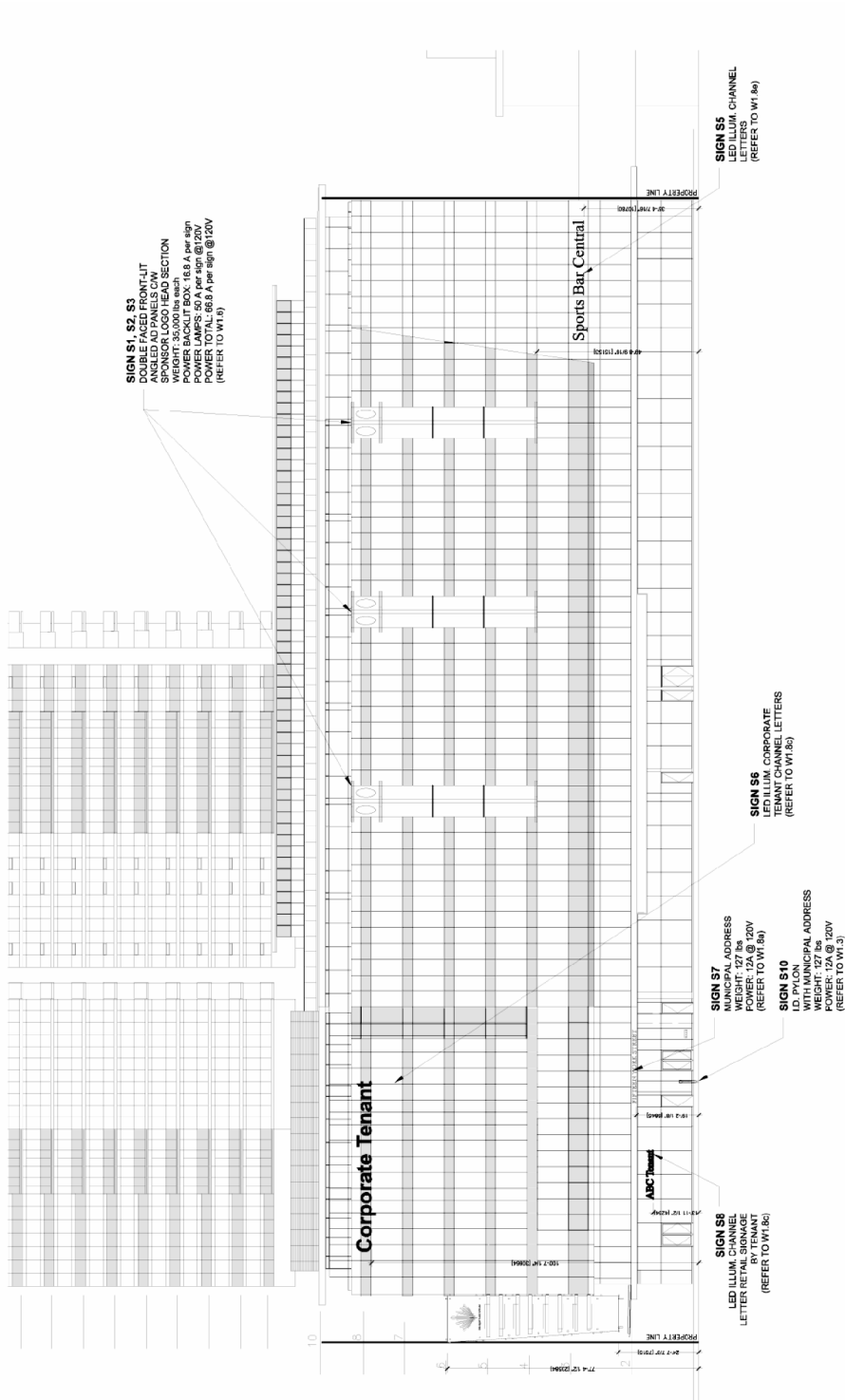
**15 York Street**

Applicant's Submitted Drawing

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File # 08\_118473

## Attachment 6: Partial South Elevation - Podium



15 York Street

Partial South Elevation - Podium

Applicant's Submitted Drawing

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File # 08\_118473

Staff report for action – Sign Variance – 15 York Street

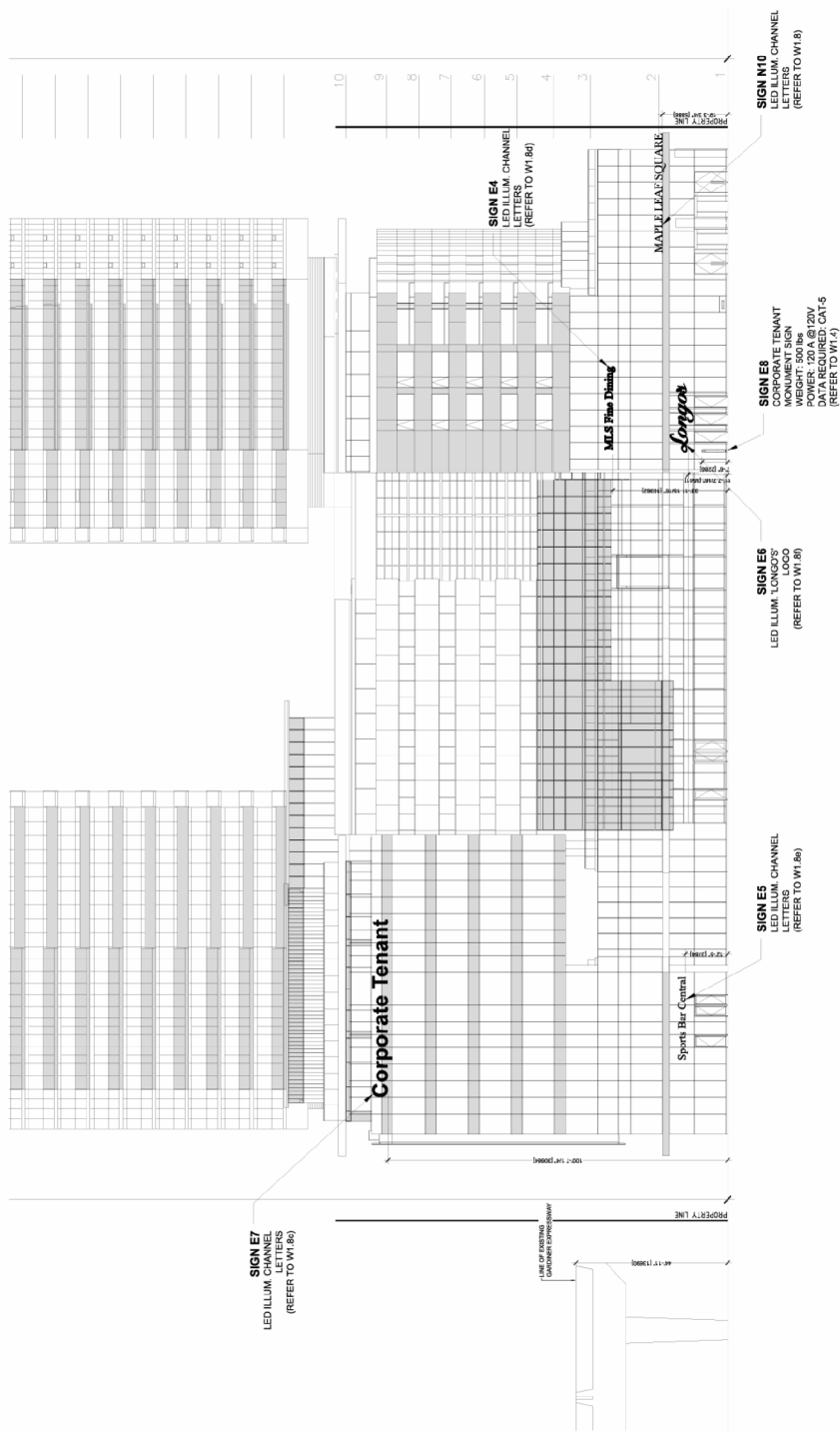
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**15 York Street**

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Attachment 8: Partial East Elevation - Podium



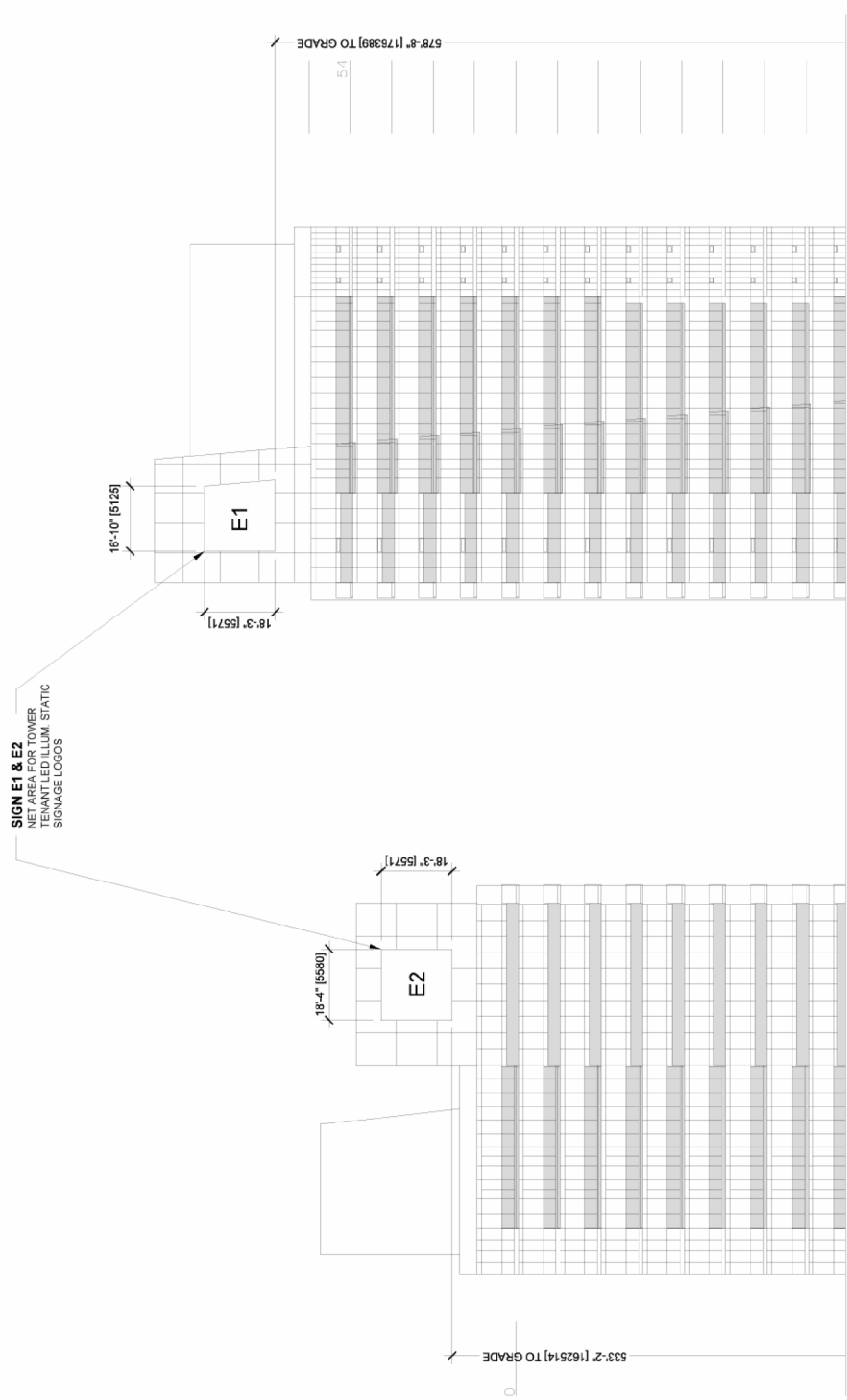
Partial East Elevation - Podium  
Applicant's Submitted Drawing

Not to Scale  
04/15/03

15 York Street

File # 08 118473

Attachment 9: Partial East Elevation - Towers



15 York Street

Partial East Elevation - Towers

Applicant's Submitted Drawing

Not to Scale  
04/15/09

File # 08\_118473



## Staff report for action – Sign Variance – 15 York Street

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**15 York Street**

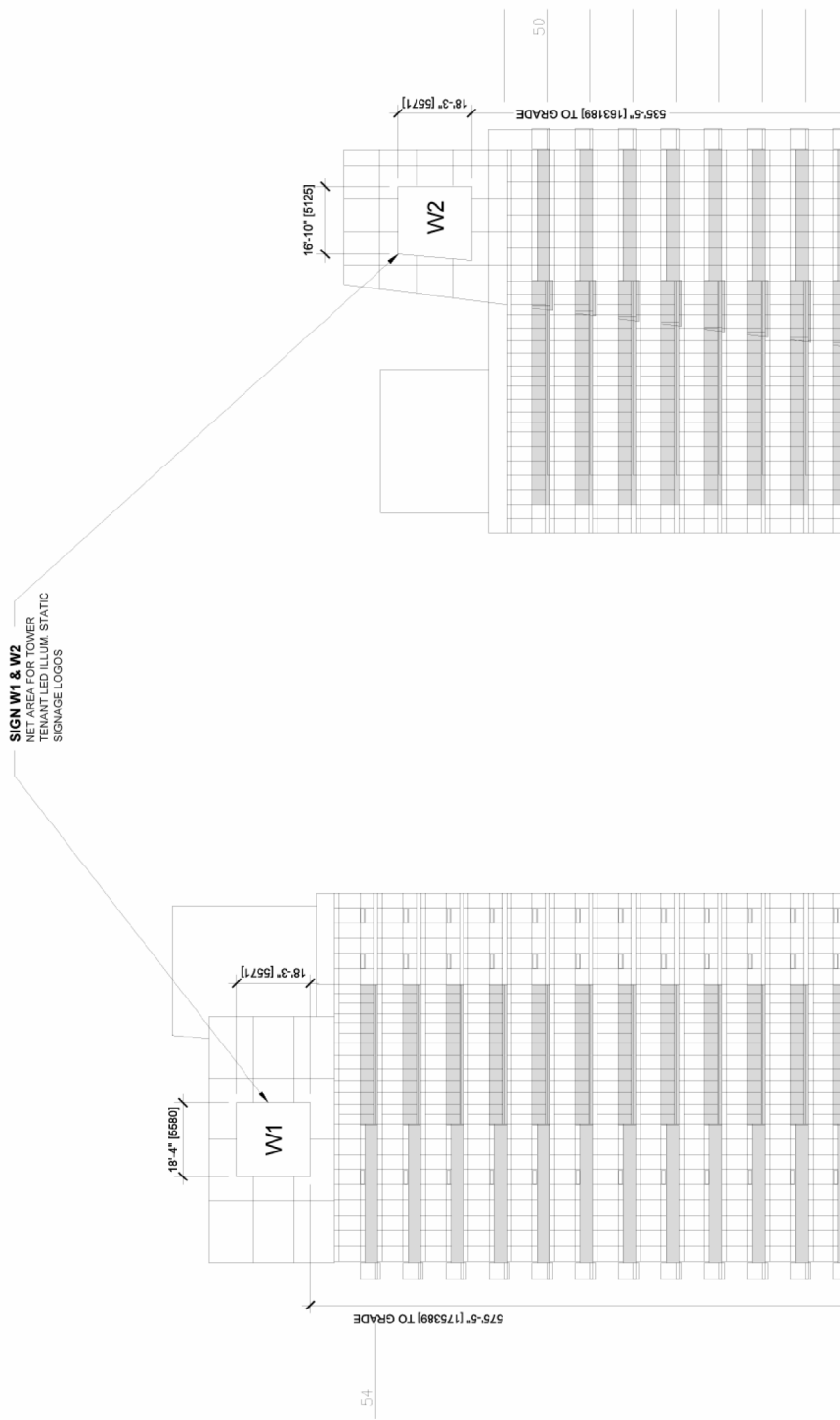
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## Attachment 12: Partial West Elevation - Towers



**Partial West Elevation - Towers**

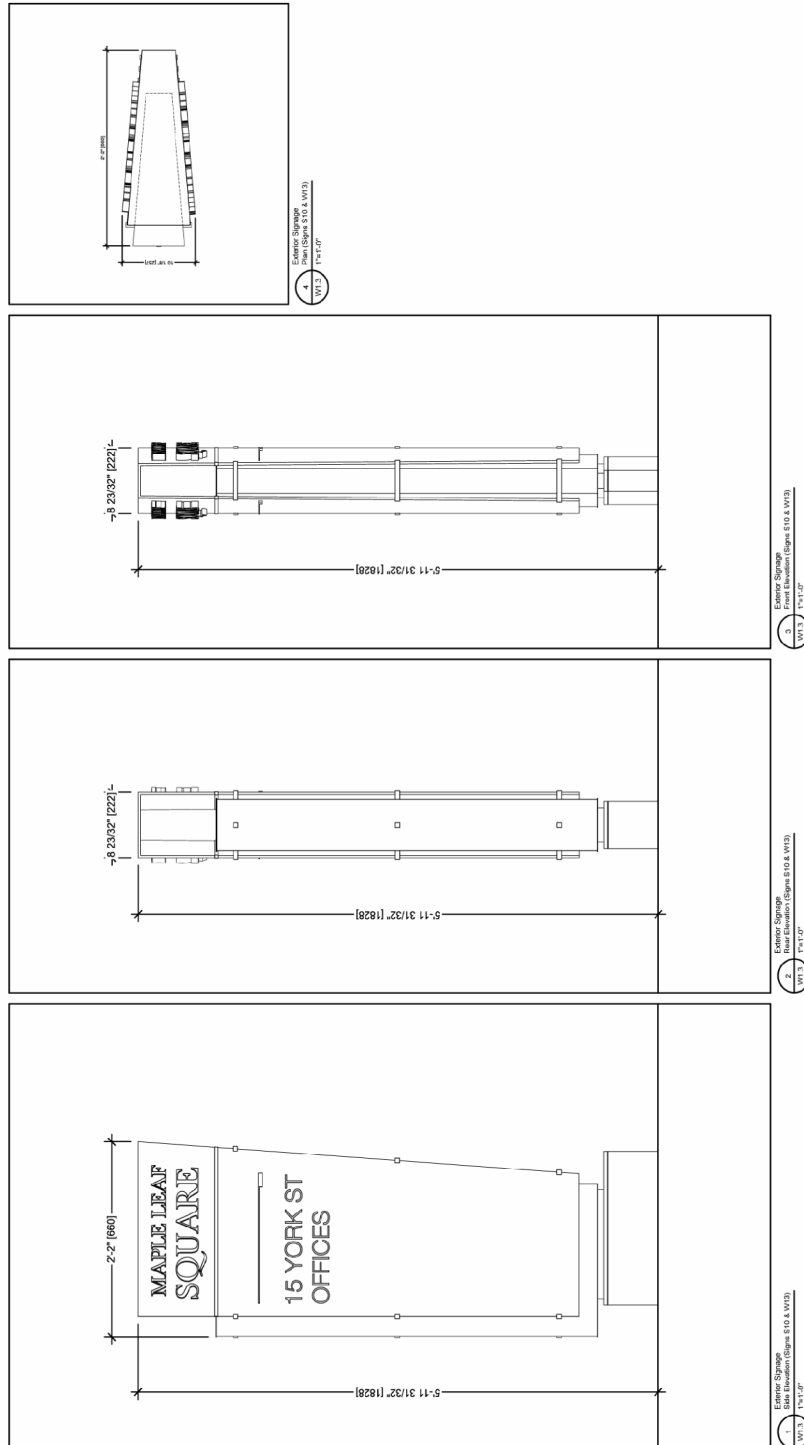
**15 York Street**

Applicant's Submitted Drawing

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# Attachment 13: Elevations



## Elevations

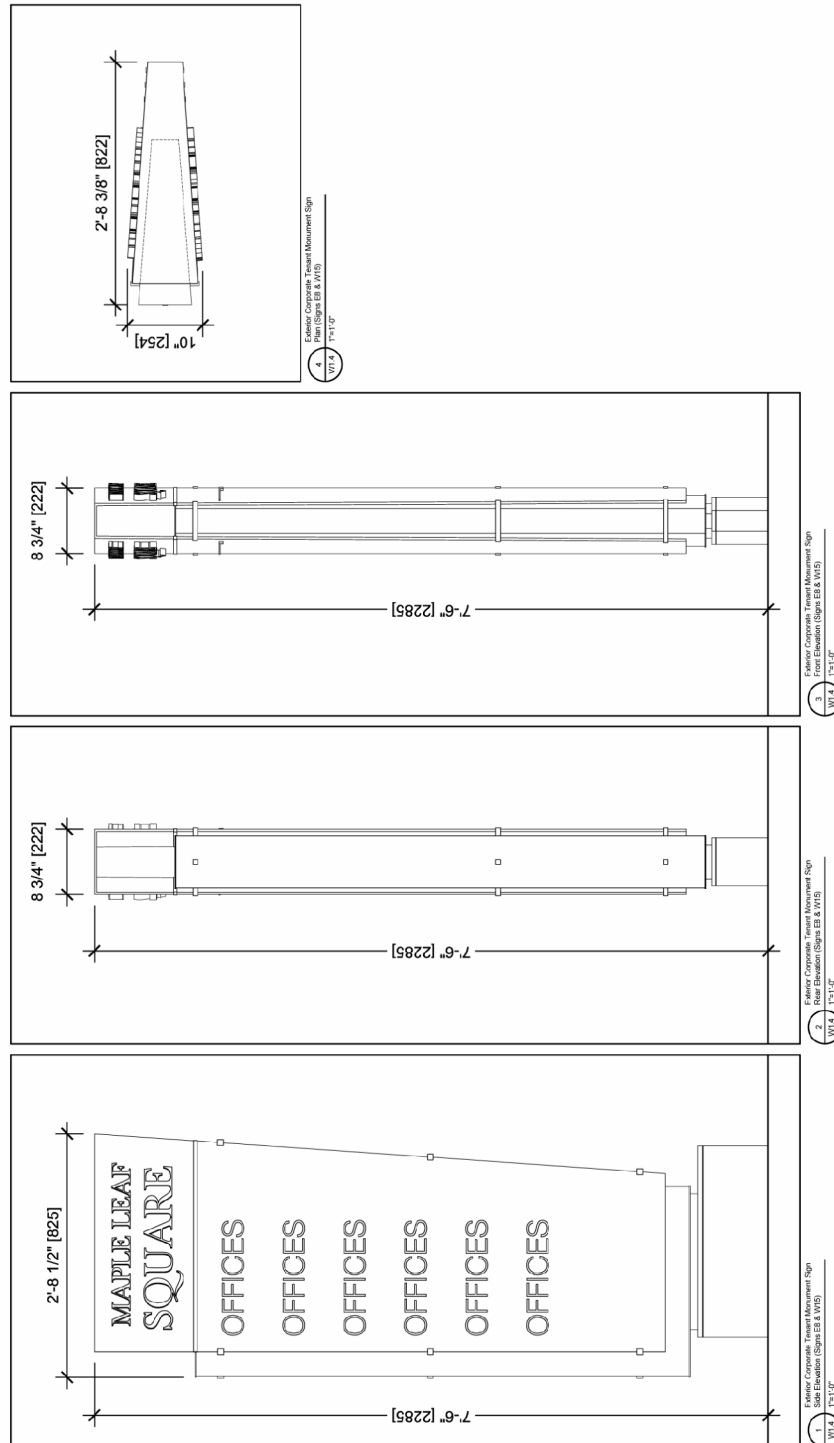
Applicant's Submitted Drawing

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04/15/09

15 York Street

File # 08\_118473

## Attachment 14: Elevations



## Elevations

Applicant's Submitted Drawing

Not to Scale  
04/15/09

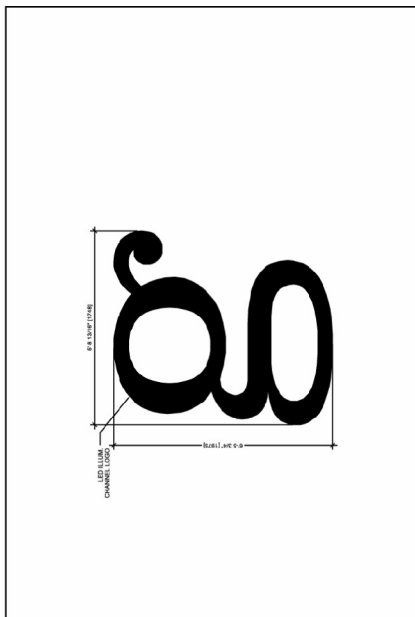
15 York Street

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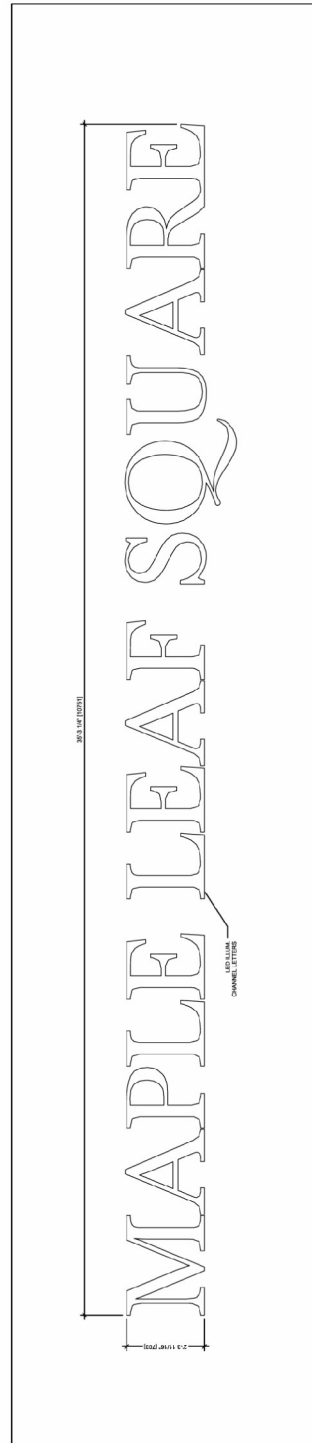
Staff report for action – Sign Variance – 15 York Street



## Attachment 16: Elevations



1. Existing Signage  
Elevation (Sign & V.M.)  
WYS 208"x14'07"



2. Existing Signage  
Elevation (Sign & V.M.)  
WYS 208"x14'07"

### Elevations

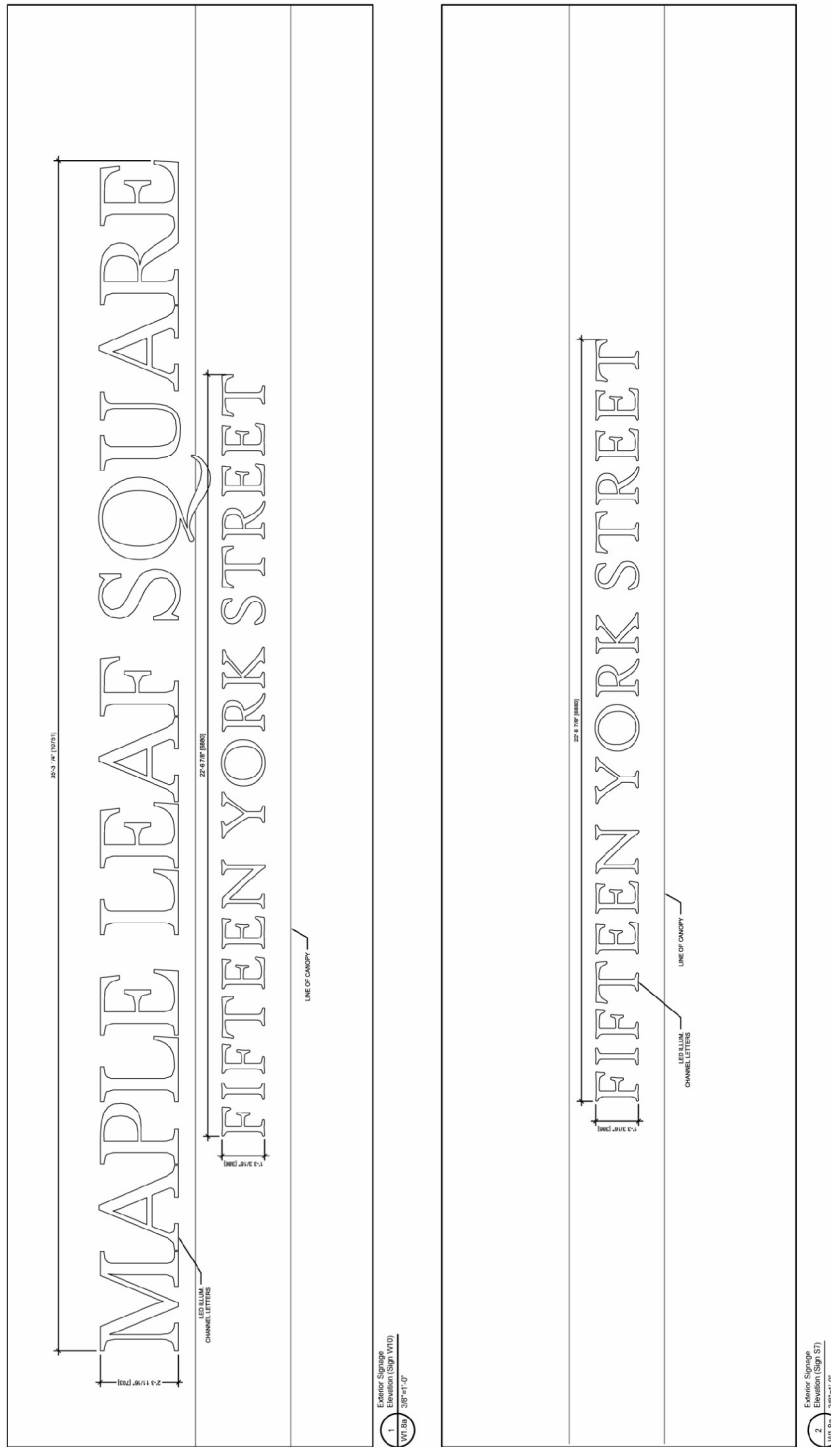
15 York Street

Applicant's Submitted Drawing

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File # 08\_118473

## Attachment 17: Elevations



### Elevations

15 York Street

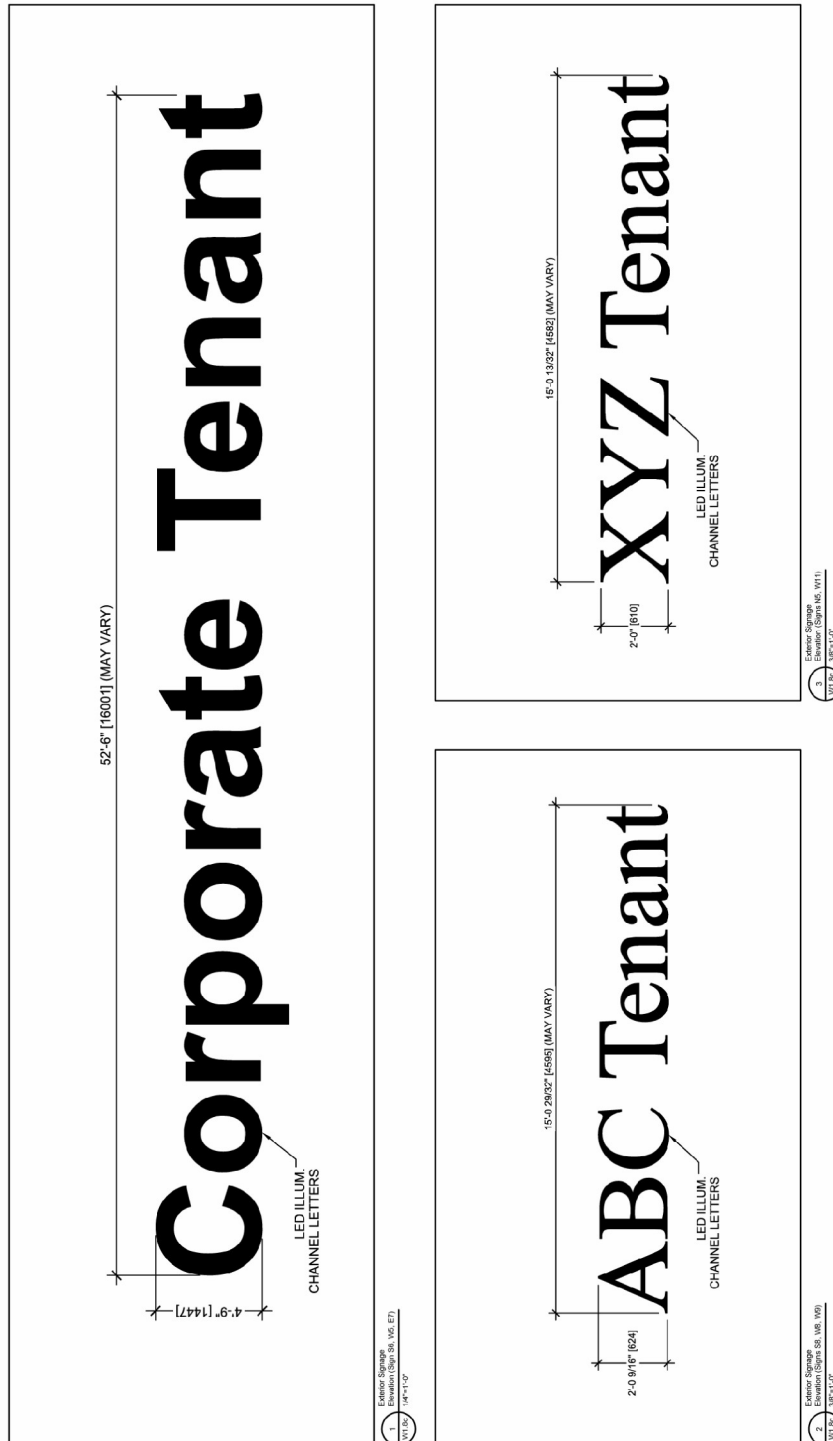
Applicant's Submitted Drawing

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File # 08\_118473



# Attachment 18: Elevations



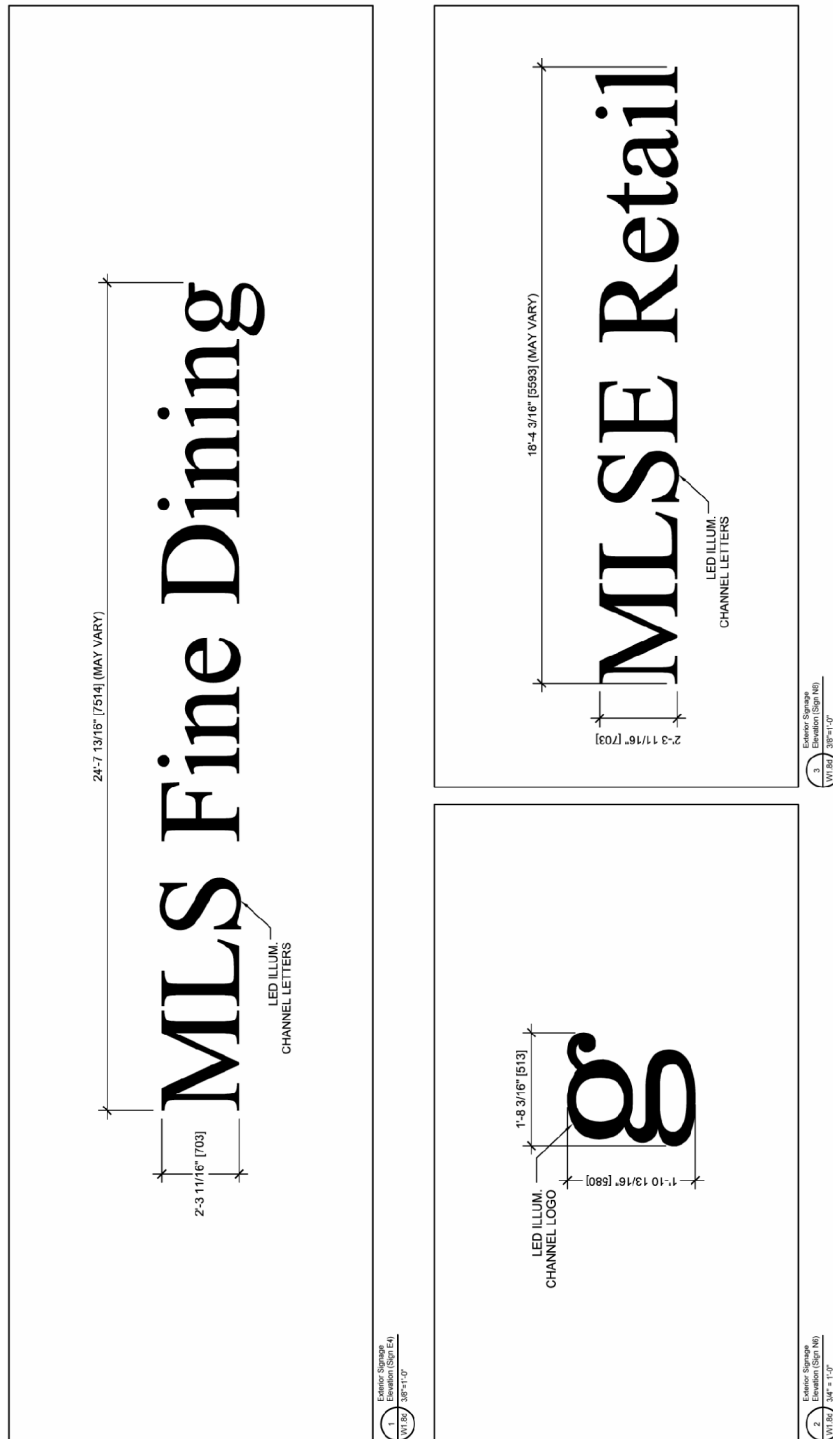
Elevations

Applicant's Submitted Drawing  
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15 York Street

File # 08\_118473

# Attachment 19: Elevations



## Elevations

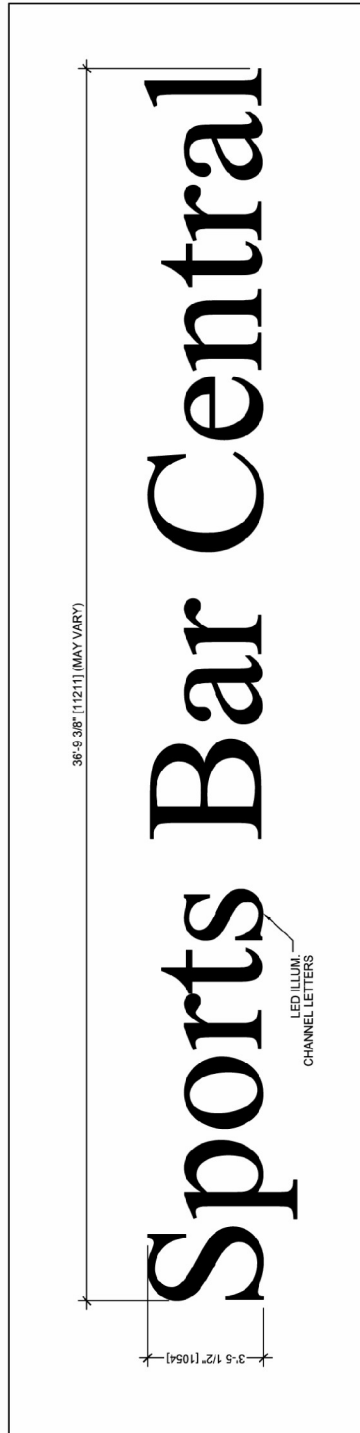
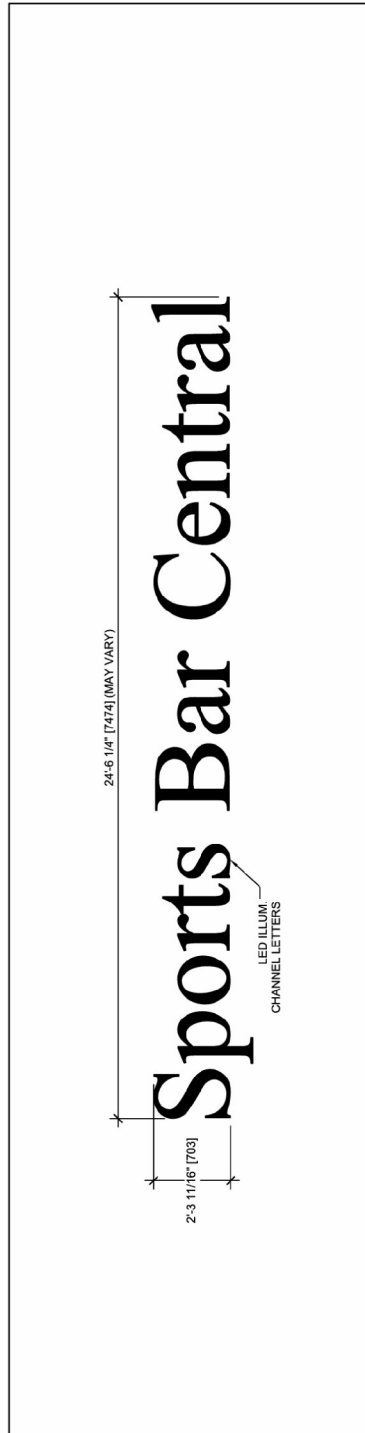
Applicant's Submitted Drawing

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15 York Street

File # 08 118473

## Attachment 20: Elevations



### Elevations

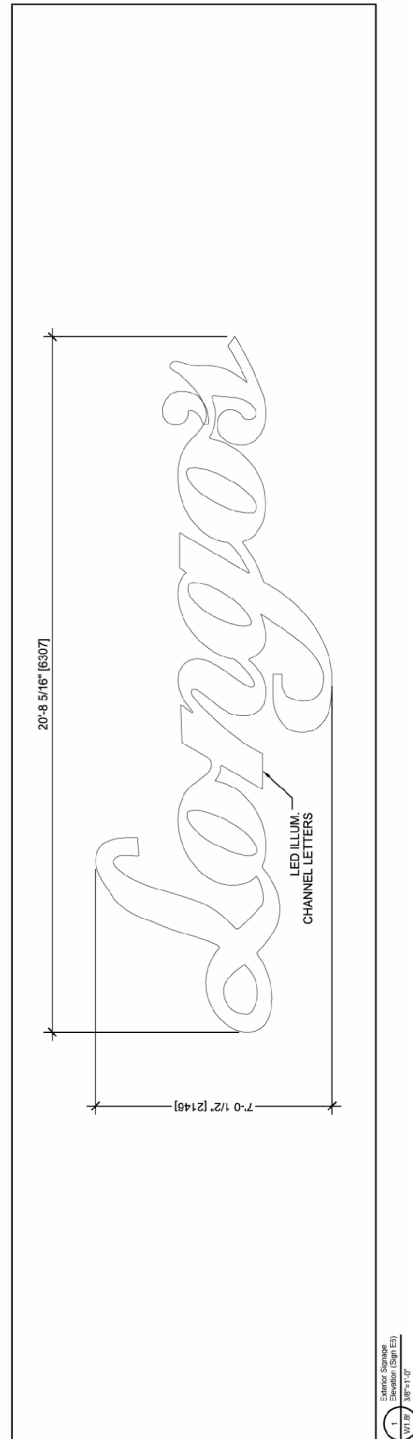
15 York Street

Applicant's Submitted Drawing

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04/15/09

File # 08\_118473

## Attachment 21: Elevations



### Elevations

15 York Street

Applicant's Submitted Drawing

Not to Scale  
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