

Sign By-law Amendment to Introduce a Signage Master Plan for 15 York Street

Date:	June 1, 2010
To:	Planning and Growth Management Committee
From:	Chief Building Official and Executive Director, Toronto Building
Ward(s):	Ward 28 – Toronto Centre-Danforth
Reference Number:	p:\2010\Cluster B\BLD\CBO Office\2010pg10007

SUMMARY

This report reviews and makes recommendations on a request by Chris Ziannis of A-Tek Signs, on behalf of Maple Leaf Sports and Entertainment to amend Chapter 694, Signs, General, of the City of Toronto Municipal Code to implement a Signage Master Plan for development known as Maple Leaf Square located on the property known municipally as 15 York Street as described on the map provided herein.

As part of the new Sign regulations contained in Chapter 694, Signs, General, the City has introduced a framework for site-specific amendments to implement a Signage Master Plan for a specific development or site. Signage Master Plans are intended to set out specific regulations for the location, arrangement, type and design of signs for a specific location or area. An amendment to Chapter 694 is required where the proposed sign is of sign class or a sign type that is not permitted in the sign district where the sign is proposed to be erected or where an applicant wishes to implement a Signage Master Plan on specific premises or within a defined area.

On September 15, 2009, the Toronto and East York Community Council previously approved the variances from Chapter 297, Signs, of the former City of Toronto Municipal Code required to implement the proposed Signage Master Plan for Maple Leaf Square, with a total of thirty five illuminated first party signs including ground signs, wall signs, projecting signs and overhanging structure signs. However, the Applicants were unable to meet the transition provisions provided for Chapter 694, to rely upon the previous permissions granted by the City as sign permit applications for each of these thirty five signs were not submitted prior to April 6, 2010, as required by Subsection 694-42A. of Chapter 694.

Staff recommends approval of the application for a Sign By-law amendment to introduce a Signage Master Plan for the property municipally known as 15 York Street. The Signage Master Plan is in accordance with the specific permissions previously contemplated by City staff and approved by Toronto and East York Community Council. Additionally, the proposed comprehensive signage program for 15 York Street generally meets the intent and purpose of Chapter 694, Signs, General, of the City of Toronto Municipal Code and the site-specific Zoning and Official Plan amendments approved by Toronto City Council.

RECOMMENDATIONS

The Chief Building Official and Executive Director, Toronto Building recommends that:

1. Council approve an amendment to Chapter 694, Signs, General, to adopt a Signage Master Plan for the property municipally known as 15 York Street, substantially in accordance with the administrative design features as set out in Appendix B to this report; and
2. The City Solicitor be authorized to prepare the necessary Bills for introduction in Council to implement the above recommendations, subject to such stylistic and technical changes to the draft bills as may be required.

Financial Impact

The recommendations in this report have no financial impact.

DECISION HISTORY

The Official Plan Amendment for the establishment of the development known as Maple Leaf Square was approved by Toronto City Council at its meeting of July 25, 26 and 27, 2006. The accompanying site-specific Zoning By-law (No. 726-2006) was also approved by Toronto City Council on July 27, 2006. The Toronto Public Art Commission approved the Maple Leaf Square-15 York Street Public Art Plan on November 27, 2007. The Sign Variance Application (No. 08-118473) to permit a comprehensive signage program for Maple Leaf Square to be implemented under Chapter 297, Signs, of the former City of Toronto Municipal Code was approved by the Toronto and East York Community Council on September 15, 2009.

New Sign Regulation and Revenue Strategy

<http://www.toronto.ca/legdocs/mmis/2009/pg/bgrd/backgroundfile-24387.pdf>

New Sign Regulation and Revenue Strategy: Additional Considerations

<http://www.toronto.ca/legdocs/mmis/2009/cc/bgrd/backgroundfile-25449.pdf>

ISSUE BACKGROUND

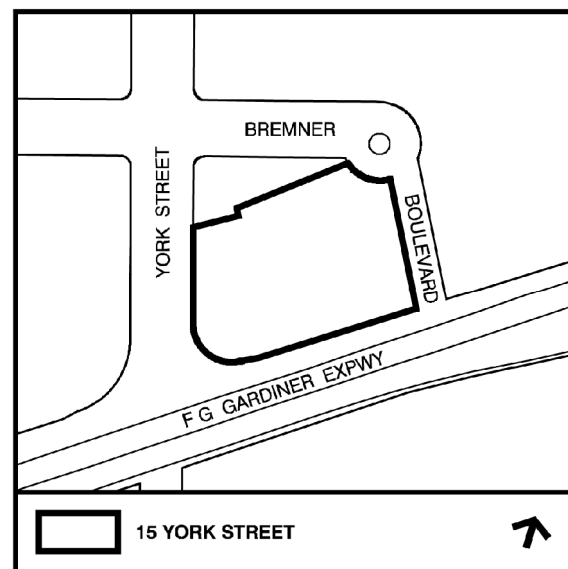
The property is located south of Union Station, on the north-east corner of York Street and Lake Shore Boulevard West in the Union Station Heritage Conservation District. Chapter 694 of the City of Toronto Municipal Code designated this area as an OS-Open Space sign district.

Maple Leaf Square at 15 York Street is a mixed-use development, containing a ten-storey office podium with a 54-storey north residential condominium tower and a 50-storey south residential condominium tower. The ten-storey office podium includes general offices, a hotel, retail uses and restaurants and bars at grade level. The Maple Leaf Square 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.

Public Notice as required by Chapter 162, has been provided, as well the additional notice required by Chapter 694, has been served to the owners of all properties and the mailing addresses of residential and business tenancies within a 120 metre radius of the premises. Also the required form of the notice of the application has been visibly posted on the premises for not less than 30 days in accordance with Article V, of Chapter 694.

COMMENTS

This property is being developed as a signature development within the sports and entertainment district in the City. The property includes Maple Leaf Square and is bordered to the east by the Air Canada Centre. Maple Leaf Square will extend the pedestrian 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 staff from Toronto Building, City Planning, Urban Design, Heritage Preservation Services and Transportation Services in developing an acceptable comprehensive signage program for the project. The proposed Signage Master Plan is required simply to implement the comprehensive signage program which was previously approved by the Toronto and East York Community Council on September 15, 2009.



The sign permit applications necessary to implement the approved comprehensive signage program were filed with Toronto Building on April 6, 2010, the effective date for Chapter 694, rather than prior to April 6, 2010 as required by the transition provisions contained in Subsection 694-42A. of Chapter 694. As the sign permit applications were filed after the date stipulated by the transition provision of Chapter 694, City Staff could not issue sign permits in accordance with the previous permissions provided with respect to Chapter 297, Signs, of the former City of Toronto Municipal Code. Therefore specific permission for the signs must be obtained under Subsection 694-31A. of Chapter 694, Signs, General of the City's Municipal Code.

This application was circulated to Transportation Services and they have no objection to the proposed Signage Master Plan. Heritage Preservation Services have also reviewed the plans and have advised that they have no objection to the proposed Signage Master Plan.

Although the proposed signage program does not meet the regulations prescribed in Chapter 694 because of the variety of sign types, sign sizes and sign heights, the proposed Signage Master Plan is designed and positioned to complement this signature entertainment and sports complex development project, the streetscape and the surrounding uses and context.

Staff recommends approval of the application as presented to amend Chapter 694 of the City of Toronto Municipal Code to implement the proposed signage Master Plan for Maple Leaf Square at 15 York Street.

CONTACT

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SIGNATURE

V. Ann Borooah,
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ATTACHMENTS:

Appendix A: Applicant's Submitted Drawings – Elevations and Partial Elevations
Appendix B: Administrative Design – Sign By-law Amendment for 15 York Street