

**Signage Master Plan for 51 Dockside Drive – George Brown Waterfront Campus**

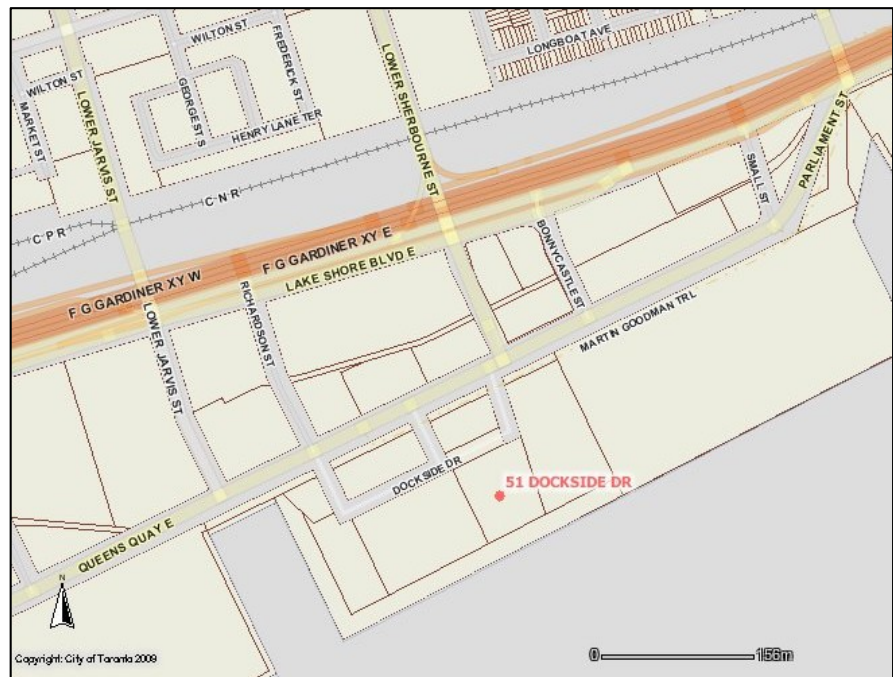
<b>Date:</b>	August 22, 2012
<b>To:</b>	Planning and Growth Management Committee
<b>From:</b>	Chief Building Official and Executive Director, Toronto Building
<b>Wards:</b>	Ward 28 – Toronto Centre-Rosedale
<b>Reference Number:</b>	P:2012\Cluster B\BLD\PG12019

**SUMMARY**

This report reviews and recommends the approval of a request by Kramer Design Associates (the "Applicant"), on behalf of George Brown College, to amend Chapter 694, Signs, General, of the City of Toronto Municipal Code, to implement a Signage Master Plan for the Waterfront Campus of George Brown College located at 51 Dockside Drive.

The proposed Signage Master Plan consisting of direction, identification, and other signage will establish a coordinated signage system to serve the unique needs of the George Brown College Waterfront Campus.

**Figure 1: Key Map 51 Dockside Drive**



## **RECOMMENDATIONS**

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

1. City Council approve an amendment to Chapter 694, Signs, General, to adopt a Signage Master Plan for the property municipally known as 51 Dockside Drive, substantially in accordance with the draft by-law 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**

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**

Chapter 694 requires Signage Master Plans for a defined area to proceed by means of an application for a site-specific amendment being submitted for Council approval.

## **COMMENTS**

The property municipally known as 51 Dockside Drive is located south-east of the intersection of Dockside Drive and Knapp Lane, near the intersection of Queens Quay East and Lower Sherbourne Street. The property is designated as an E-Employment Sign District and has recently been redeveloped as the site of George Brown College's Waterfront Campus.

Much of the surrounding area has been redeveloped as part of the revitalization of the Toronto Waterfront. To the west of the property is the Corus Quay Entertainment Complex. To the east of the property is Sherbourne Common, a city park that has been recently developed. Lake Ontario is immediately to the south.

In selecting signage that would complement the architecture of the George Brown Waterfront Campus Building, the designers used a mix of roof signs, overhanging structure signs, projecting signs, ground signs and wall signs.

Two of the sign types that have been proposed in this Signage Master Plan, the roof signs and projecting signs, are prohibited in Employment Sign Districts and are required to be approved as amendments to Chapter 694. As well, the proposed ground signs and overhanging structure signs would require variances to be permitted as they are proposed. By forwarding this proposal as a Signage Master Plan, all of the proposed signage can be looked at as a complete package and as part of the overall design of the Waterfront Campus Building. This is consistent with the process established in Chapter 694 to create Signage Master Plans for sites or areas where a coordinated design approach is proposed.

The signage attached to the building is either located entirely within the building envelope permitted by the Zoning Bylaw; or, in the case of the projecting signs, comply with the maximum projection of 1.0 metres permitted in Chapter 694. As a result the signs that are proposed in this Signage Master Plan do not result in a situation that would fall outside of the built form contemplated in the Zoning Bylaw in combination with the signage permission found in Chapter 694.

With respect to the ground signs proposed in this Signage Master Plan, Chapter 694 generally permits only one ground sign along the frontage of properties in Employment Districts. Although there are a total of seven ground signs proposed here, they are generally set back behind the main building and will largely be visible to those already on the campus as opposed to the street. As well, the proposed ground signs will not be illuminated and are separated from Sherbourne Common by a row of trees thereby reducing their visibility and impact on the parkland.

As can be seen in Figures 2 and 3 below, the proposed signage does not dominate the building or the landscape surrounding the building. The most visible sign proposed is the sign on the roof at the top of the building (visible in Figure 2). This sign as described by the building's architect "has been designed specifically to be symbolic, sculptural and functions as an identifiable beacon". It should also be noted that the proposed roof sign will shield an otherwise exposed mechanical structure from view while it functions as the main identification sign for the Waterfront Campus Building.

The Signage Master Plan consists of a total of 17 signs, of various types, with varying methods of copy display. Table 1 below provides a description of all of the proposed signs as well as what they will be used for and where they will be located on the Waterfront Campus.



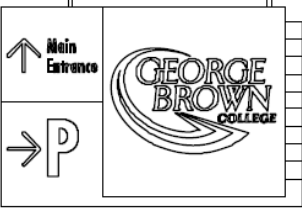
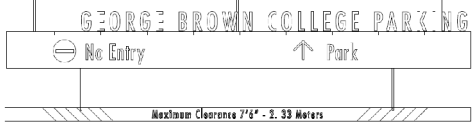
**Figure 2: Rendering of north elevation of building showing the two proposed roof signs and one of the overhanging structure signs**



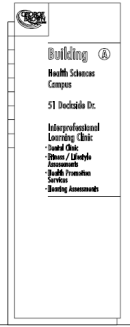


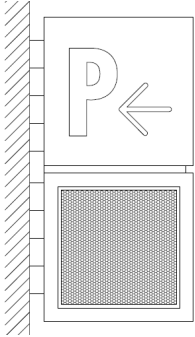
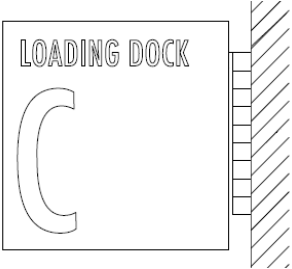
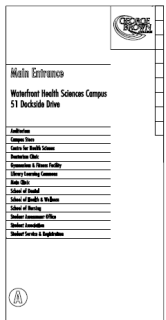
**Figure 3: Rendering of north-west corner of building showing one proposed roof sign, four proposed ground signs and one of the overhanging structure signs**



**Table 1: Signs Proposed in Signage Master Plan**

Rendering of Sign	Sign and Copy Type	Purpose	Number of Signs	Location and Dimensions
	Roof Sign displaying Static copy	Displaying the name/symbol of the school located on the premises	1	<ul style="list-style-type: none"> <li>Erected on the roof of the building and facing both east and west.</li> <li>The sign is proposed to be 5.81 metres wide by 4.61 metres long</li> </ul>
	Roof Sign displaying Static copy	Identifying matters of commemorative interest (specifically sponsorship identification)	1	<ul style="list-style-type: none"> <li>On the northern portion of the east facing building wall, on the roof of the third storey</li> <li>The sign is proposed to be 12.59 metres wide x 0.99 metres long</li> </ul>
	Overhanging Structure Sign displaying Static copy	Providing direction	1	<ul style="list-style-type: none"> <li>At the northern portion of the west facing building wall, suspended from the second storey</li> <li>The proposed dimensions of this sign are 1.78 metres wide by 1.16 metres long</li> </ul>
	Overhanging Structure Sign displaying Static copy	Providing information about the parking facility	1	<ul style="list-style-type: none"> <li>Above the parking lot entrance along the west facing first storey building wall</li> <li>The sign is proposed to be 5.80 metres wide by 0.625 metres long</li> </ul>

Rendering of Sign	Sign and Copy Type	Purpose	Number of Signs	Location and Dimensions
	Overhanging Structure Sign displaying Static copy	Providing information about the parking facility	1	<ul style="list-style-type: none"> <li>On the overhanging structure erected above the main entrance on the north elevation</li> <li>The sign is proposed to be 7.19 metres wide and 1.74 metres long</li> </ul>
	Ground Signs displaying Static copy	Displaying the name/symbol of the school located on the premises and identifying commemorative matters	4	<ul style="list-style-type: none"> <li>Along eastern property boundary</li> <li>These signs are proposed to be 5.34 metres high and will each contain two sign faces displaying static copy.</li> <li>The proposed dimensions of the sign copy are 0.76 metres wide by 2.93 metres long</li> </ul>
	Ground Signs displaying Static copy	Providing Direction	3	<ul style="list-style-type: none"> <li>Along the north-east corner of the property, the eastern boundary of the property, and the southern boundary of the property</li> <li>The overall height of the signs are proposed to be 1.8 metres.</li> <li>The proposed dimensions of these signs are: 0.63 metres wide by 1.8 metres long.</li> </ul>

Rendering of Sign	Sign and Copy Type	Purpose	Number of Signs	Location and Dimensions
	Projecting Sign displaying Static and Readograph copy	Providing Direction	1	<ul style="list-style-type: none"> <li>At the parking lot entrance along the west facing first storey building wall</li> <li>The dimensions of the sign are proposed to be 0.87 metres wide by 1.87 metres long</li> </ul>
	Projecting Signs displaying Static copy	Providing Direction	2	<ul style="list-style-type: none"> <li>At the loading docks along the west facing first storey building wall</li> <li>These signs are proposed to be 0.94 metres wide by 0.94 metres long</li> </ul>
	Wall Signs displaying Static copy	Directory	2	<ul style="list-style-type: none"> <li>At the entrances of the north and east facing first storey building walls</li> <li>The proposed dimensions of these signs are 0.47 metres wide by 0.941 metres long</li> </ul>

## **SUMMARY**

Staff recommends the approval of the application to amend Chapter 694 of the City of Toronto Municipal Code to implement the proposed Signage Master Plan for the George Brown Waterfront Campus building on the property at 51 Dockside Drive.

## **CONTACT**

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## **SIGNATURE**

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V. Ann Borooah,  
Chief Building Official and Executive Director, Toronto Building

## **ATTACHMENTS**

Appendix A: Description and Review of Proposed Signs  
Appendix B: Draft By-law– Signage Master Plan for 51 Dockside Drive