

Attachment 8: Draft of Staff Recommended Area-Specific Amendment – 40 Bay Street (Air Canada Centre)

BY-LAW No. XXX-2016

To amend Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, to implement an area specific amendment with respect to the premises municipally known as 40 Bay Street and commonly known as the Air Canada Centre

The Council of the City of Toronto HEREBY ENACTS as follows:

1. Chapter 694, Signs, General, of The City of Toronto Municipal Code, is amended by adding to Schedule B to Chapter 694, Signage Master Plans and Area Specific Amendments, the following:

XX. 40 Bay Street – Notwithstanding §§ 694-22C, 694-22D and 694-24A(3), the premises municipally known as 40 Bay Street and commonly known as the Air Canada Centre, may contain, subject to all other provisions of this chapter, the following third party signs:

- 1) Five (5) wall signs, along the northerly-facing elevation, for the purposes of advertising corporate sponsorship associated with Maple Leaf Sports and Entertainment, provided:
 - (a) The sign shall be located in the precise location along the northerly-facing elevation as the current signs, for the purposes of advertising corporate sponsorship associated with Maple Leaf Sports and Entertainment;
 - (b) The sign shall contain one sign face;
 - (c) The sign shall display static copy only;
 - (d) Each of the five (5) wall signs shall be dimensioned and displayed as follows:
 - i. One sign shall exclusively display sign copy of the corporate logo, trademark, name or business name of IBM, measuring 4.58 metres horizontally by 1.82 metres vertically, with a total sign face area of 8.34 square metres;
 - ii. One sign shall exclusively display sign copy of the corporate logo, trademark, name or business name of Rogers Communications, measuring 5.45 metres horizontally by 1.48 metres vertically, with a total sign face area of 8.1 square metres;

- iii. One sign shall exclusively display sign copy of the corporate logo, trademark, name or business name of Scotiabank, measuring 8.57 metres horizontally by 1.65 metres vertically, with a total sign face area of 14.14 square metres;
- iv. One sign shall exclusively display sign copy of the corporate logo, trademark, name or business name of the Ford Motor Company, measuring 4.83 metres horizontally by 1.72 metres vertically, with a total sign face area of 8.31 square metres; and
- v. One sign shall exclusively display sign copy of the corporate logo, trademark, name or business name of Air Canada, measuring 15.23 metres horizontally by 1.49 metres vertically, with a total sign face area of 22.70 square metres;.

2) One (1) roof sign provided:

- (a) The sign shall contain one sign face;
- (b) The sign shall face west;
- (c) The sign shall consist only of a roundel;
- (d) The horizontal dimension of the sign shall not exceed 1.73 metres;
- (e) The vertical dimension of the sign shall not exceed 1.73 metres;
- (f) The sign face area shall not exceed 3.0 square metres;
- (g) The sign shall only display sign copy consisting of the corporate logo of Air Canada; and
- (h) The sign shall be located immediately adjacent to an existing roof sign, which faces west and displays sign copy consisting of Air Canada Centre, as authorized by Sign Permit #: 14-226545.

XX. 40 Bay Street – In addition to the signs that would otherwise be permitted by this chapter, the premises municipally known as 40 Bay Street and commonly known as the Air Canada Centre, may contain, subject to all other provisions of this chapter, the following first party sign:

1) One (1) wall sign provided:

- (a) The sign shall contain one sign face;
- (b) The sign shall be erected on a westerly elevation;

- (c) The sign shall face west;
- (d) The sign shall be in the shape of a rectangle;
- (e) The horizontal dimension of the sign shall not exceed 3.36 metres;
- (f) The vertical dimension of the sign shall not exceed 1.77 metres;
- (g) The sign face area shall not exceed 6.0 square metres; and
- (h) The sign shall only display sign copy consisting of the words "Practice Court" with a symbol of the Toronto Raptors Basketball Team.