



Exhibition Place

REPORT FOR ACTION

Beanfield Centre - Building Signage Permit Application

Date: March 6, 2017

To: Board of Governors of Exhibition Place

From: Dianne Young, Chief Executive Officer

Wards: Ward 14 (Parkdale-High Park) and Ward 19 (Trinity-Spadina)

SUMMARY

The Board has a 10 year agreement with Beanfield Technologies Inc. ("Beanfield") for the naming of "Beanfield Centre" (formerly Allstream Centre) effective March 1, 2017. The naming agreement includes the title sponsorship of the centre, creation of a new logo, venue telecommunication services and building and exterior signage.

The terms of the agreement requires the exterior signage (Beanfield Centre) in 6 locations on the building be installed by March 1, 2017, which term is a major benefit to Beanfield (south and north sides and 4 corners). The change from Allstream Centre to Beanfield Centre involves removing nine letters from the existing signs (Allstream) and replacing them with the new nine letters (Beanfield) and attaching them to the existing engineered support structure with the size and weight of the new letters being the same as the originals.

A similar process was undertaken for the rebranding name change from Direct Energy Centre to Enercare Centre in September 2015 and the permit application for this process and approval by the City Building Department was completed in three months. Accordingly, Exhibition Place staff were working with this time frame. Following approval of City Council of the Agreement on December 13, 14 and 15, 2016, Exhibition Place staff issued an RFP and engaged the consultant / sign manufacturer (WSI Sign Systems Ltd.) on January 17, 2017. The design of the Beanfield letters was completed on February 1, 2017; and the consultant presented its application to the City Building Department on February 14, 2017. City Building Department has refused the application for the main reason that the new requirements of the 2010 Sign By-law as set out in detail below have a major effect on this application and will require a further process for 5 of the 6 locations which the consultant has indicated may take at least 5 months.

RECOMMENDATIONS

The Chief Executive Officer recommends that the Beanfield Agreement expiry date be extended by a period equal to the delay from March 1, 2017 to the day the "Beanfield" letters are installed on the building in all six locations and the sponsor naming fee also be waived for this same period in 2017.

FINANCIAL IMPACT

The cost of the additional consultant work and the estimated delay of five months in the payments of the sponsor fee in 2017 will have, at a minimum, a negative financial impact on Exhibition Place Operating Budget of \$183,500.

DECISION HISTORY

The Board approved an Agreement with Beanfield Technologies Inc. for 10 years for the Name-in-Title Sponsorship of Allstream Centre at its meeting on September 30, 2016 which was subsequently approved by City Council at its meeting of December 13, 14 and 15, 2016.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.EX20.35>

COMMENTS

The six exterior signs on the building is a major benefit of the sponsorship agreement. Based on any delay in the signage installation, the Board would be required to keep the sponsor whole by extending the length of the contract by the number of weeks associated with the delay. Beanfield is anxious to confirm their launch date and the official naming and opening of the Conference Centre but has indicated that they will not launch their opening until the "Beanfield" name is installed. While Beanfield was willing to accept a minor delay given the holiday season, a five-month delay is excessive and may require financial compensation.

The Board consultant / sign manufacturer (WSI Signs System Limited) originally manufactured and installed the six exterior signs in 2009 when the building was named the "Allstream Centre" through a lengthy approval process involving the City of Toronto Planning Department and the Historical Board approval.

WSI Sign Systems Ltd. completed work on the engineering of the new six Beanfield signs to meet building code requirements. Following application by WSI Sign Systems Ltd. to the City Building Department, WSI Sign Systems Ltd. received notice that the City has refused the application as the City considers the exterior signage on five of the six locations to be "overhanging structure signs" while one of the locations is a " wall

sign". The Sign By-Law treatment of these two different sign types varies. The "wall sign" location on the south side of the building does not require a variance of the revised Sign By-law but the 5 "overhanging structure signs" do require a "signage master plan" which is a variance of the Sign By-law and which application process that takes approximately 4 to 5 months.

While Exhibition Place will proceed immediately with the permits, manufacture and installation of the Beanfield sign on the south side of the building, none of the other signs can proceed until the Sign By-law variance is approved. While the south face sign is important, it is the north facing sign that attracts more sponsorship value because it will be easily viewed by the 5.5 million attendees on the Exhibition Place grounds.

Exhibition Place staff and our consultants are committed to taking immediate action with the City to start the variance process and allow this permitting to be expedited however, the By-law has certain legislative requirements and time periods that cannot be shortened.

CONTACT

Hardat Persaud, Chief Financial Officer & Corporate Secretary, 416-263-3031,
hpersaud@explace.on.ca

SIGNATURE

Dianne Young
Chief Executive Officer