



View from Queen & Shaw

The Centre for Addiction and Mental Health

# Transforming Mental Health: Queen Street Redevelopment

## Signage Master Plan Community Update

April 2020

camh

 Stantec

 forgeomedia

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There will be an online Community Consultation Meeting on Tuesday April 28<sup>th</sup>, at 6pm  
Please click the link below to join this meeting

[Join Meeting](#)

# CAMH Queen Street Redevelopment Project: Transforming Mental Health

It began as a vision.

The idea to transform CAMH's historic 27-acre Queen Street site – home of the original Provincial Asylum built in 1850 and hidden behind large brick walls – into a symbol of hope for the future of mental health care and research.

An urban village where innovative patient care and research would be delivered from state-of-the-art buildings that were integrated with the surrounding neighbourhood.

The end result will be a safe, comfortable and welcoming place where patients will recover with dignity, and social attitudes towards mental illness will change.



# CAMH Queen Street Redevelopment Project: Transforming Mental Health

*"Our new buildings will be so much more than walls, floors and ceilings. They will be respectful and dignified places that promote healing and recovery. They will be a powerful symbol of CAMH's move away from institutionalization and towards integration within our community. And they will serve our academic mission to advance mental health research, nationally and globally."*

**- CAMH President and CEO, Dr. Catherine Zahn.**



# The Mental Health Facility of the Future

## The McCain Complex Care and Recovery Building

- Inpatient units, client programming and skills development
- Temerty Centre for Brain Stimulation
- Research and education facilities, including a simulation centre
- Library
- Auditorium

## The CAMH Crisis and Critical Care Building

- Inpatient and outpatient units and programs
- Emergency department
- Telemedicine
- TDSB Classroom for youth

**Improved and expanded green spaces, heritage asset restoration, site upgrades and therapeutic art installations**



# Navigating the Urban Village: Signage and Wayfinding Strategy

CAMH has embraced a signage and wayfinding approach that emphasizes **accessibility**, **consistency** and **integration** in order to create a welcoming environment and to ensure that our patients, staff and visitors are able to find where they need to go as quick and easy as possible.

We are also proud to be part of the Ossington and Queen West Community and proud of the change we've helped shift regarding mental illness. We're proud to be CAMH and want people to know it.

The signage and wayfinding proposal was developed in consultation with architects, planning experts and extensive community consultation during the planning phase for our redevelopment.



# Navigating the Urban Village: Signage and Wayfinding Strategy

## Public Consultation

The development of the campus masterplan involved consultation with multiple stakeholder groups, including over 200 people from the surrounding neighbourhood.

The site plan application process for the current development included multiple community meetings. These meetings allowed for the review of the building size and design, and discussion of how this development relates to the overall campus and neighbourhood.



# Navigating the Urban Village: Signage and Wayfinding Strategy

Proposed signage falls into three primary categories:

## Wall Signs

- Signs located on building walls, to facilitate wayfinding and donor recognition

## Roof Signs

- Signs located at the tops of building elements, primarily for institution and building identification

## Ground Signs

- Free-standing signs at the sidewalk level, to facilitate pedestrian wayfinding



View from Queen Street West and Shaw Street



# Navigating the Urban Village: Signage and Wayfinding Strategy

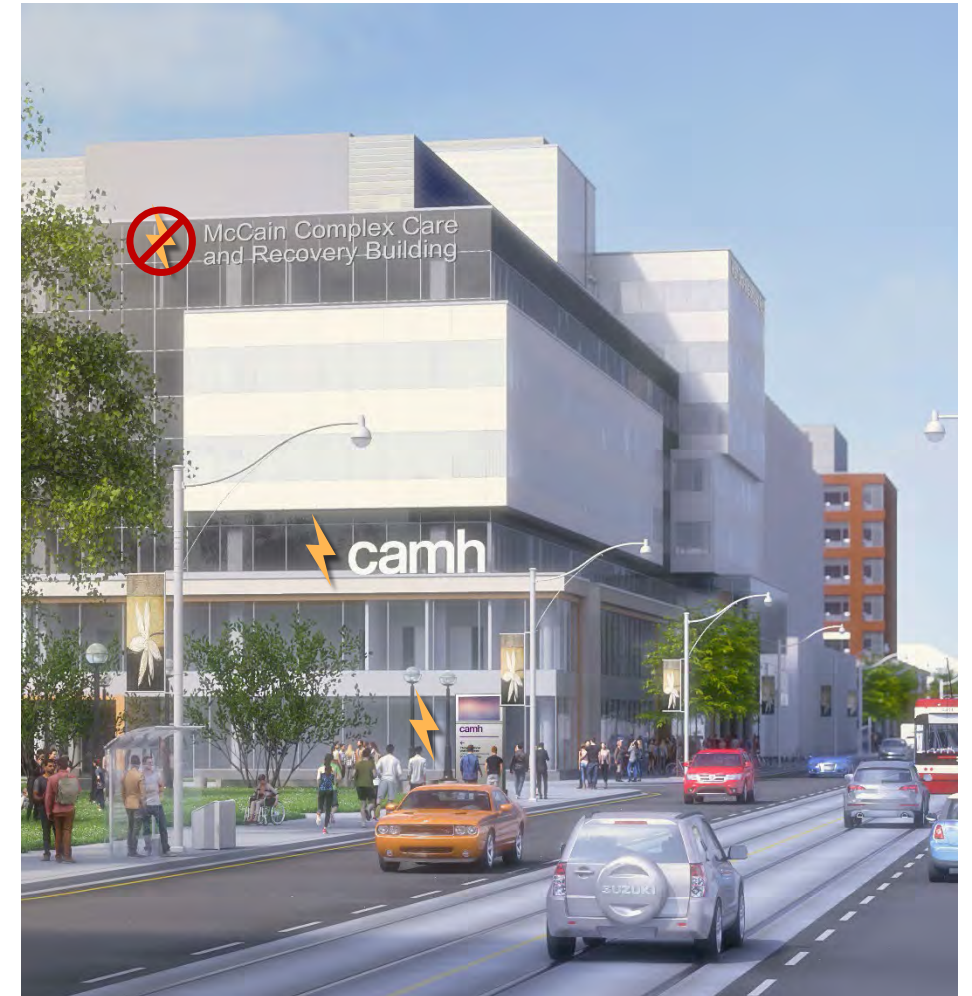
## Illumination

Most signs are unlit.

Primary donor signs are not illuminated.

Two of the 2<sup>nd</sup> storey “CAMH” roof signs feature low-level illumination, at the east and west entrances to the campus.

Seven of the ground signs are lit with low-level downlighting, so that directions can be read. These lights are kept to a minimum level.



View from Queen Street West and Shaw Street

# Signage Bylaw Process

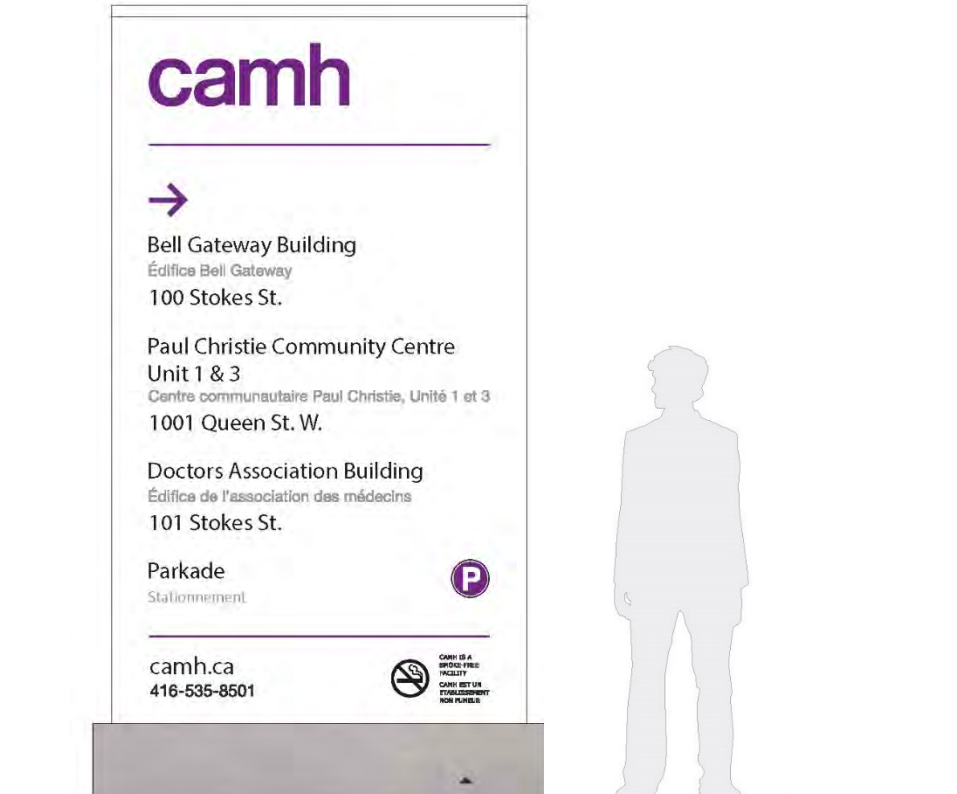
- The City of Toronto Sign By-Law outlines the general requirements for exterior signage
- At times, these general requirements may not be appropriate to specific developments

## CAMH Phase 1C Redevelopment

- The general requirements for signage within a *Commercial / Residential* sign district were not developed with a healthcare facility in mind

## Variations and the Signage Master Plan

- When appropriate, variances may be granted offering relief from signage by-law requirements
- This process often involves the development of a *Signage Master Plan* and additional communication and consultation with the community.



Proposed Ground Sign

The McCain  
Complex Care  
and Recovery  
Building  
Roof & Wall Signs



south signs

- ● ● no variance
- ● ● variance needed
- ⚡ illuminated sign

The CAMH Crisis and Critical Care Building  
Roof & Wall Signs



south signs

Gordon Bell Road

Stokes Street

Queen Street West

White Squirrel Way

- no variance
- variance needed
- ⚡ illuminated sign

Campus Plan  
Aerial View  
Ground Signs



- ↓ includes digital copy (variance needed)
- ↓ standard ground sign (variance needed)
- ⚡ illuminated sign

Intersection at  
Queen Street &  
Ossington



View from  
Queen & Shaw



Intersection at  
Queen Street &  
White Squirrel Way





# CAMH Signage Variances

As noted previously, the general requirements for signage within a *Commercial / Residential* sign district were not developed with a healthcare facility in mind.

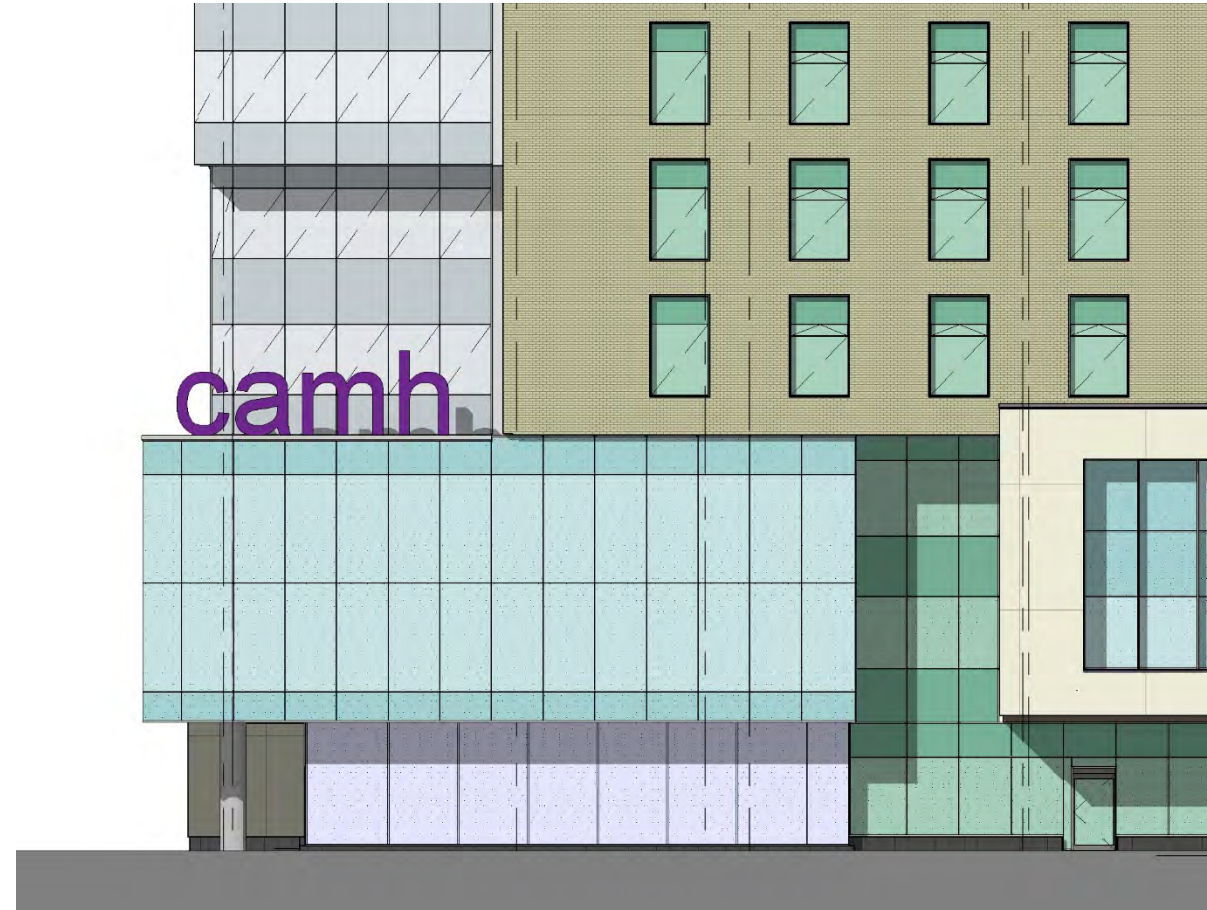
Our signage application has been developed to allow for accessible and clear wayfinding suitable for the CAMH campus, and includes the following:

## Roof Signs

- Roof Signs require the submission of a Signage Master Plan, demonstrating how the signs form part of the overall signage design approach.

## Wall Signs

- Wall signs above the 2<sup>nd</sup> storey require a variance.



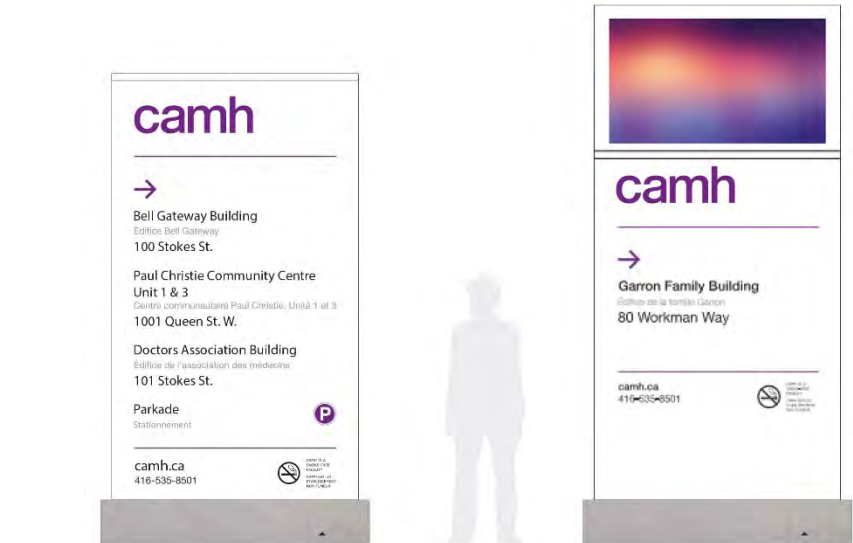
Proposed Roof Sign requiring a Signage Master Plan

# CAMH Signage Variances

Various ground signs proposed throughout the CAMH campus provide directional and building information. These signs vary in size and configuration, depending on their location and the information they convey.

## Ground signs:

- Variances are required to allow for larger than standard street-level signage.
- Some of the CAMH ground signs include signage on 4 faces, which requires a variance.
- Some of the ground signs require variances due to proximity to property lines and street intersections.
- Ground signs within the campus require variances, as they are not at a point of entry or exit to the site.
- One ground sign (at Shaw Park) includes static electronic copy, which requires a variance.



Proposed Ground Signs

Thank you!

Please direct any further inquiries to:  
[signbylawunit@toronto.ca](mailto:signbylawunit@toronto.ca)

This information is also posted on the CAMH [For Our Neighbours](#) page .

