

**Sign Variance Report
255 Bremner Boulevard**

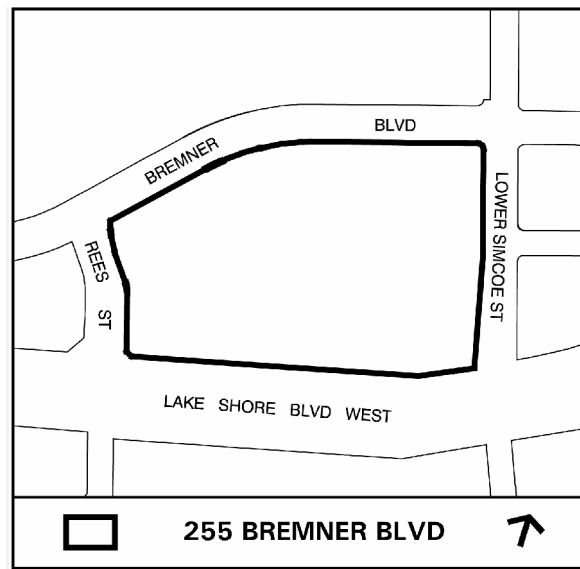
Date:	March 7, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-283794 ZSV 00 ZR

SUMMARY

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

This report reviews and makes recommendations on a request by Bill Dalton with IBI Group on behalf of John Street Roundhouse Development Corporation, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, two non-illuminated “Roundhouse” roof signs on the Coal and Sanding Tower, three illuminated fascia signs “Leon’s” at the uppermost level of the Coal and Sanding Tower, and one non-illuminated canopy sign, at the northeast face of the Roundhouse.

Staff are recommending approval of three of the requested signs, and conditional approval of the other three requested signs. The conditions are based on the contextual location of the Roundhouse, which is a National Historic site located in a City park. Staff are also recommending continued discussions with the applicant on a comprehensive sign program for the site that can be reviewed as one package and that addresses signage for all current and/or future tenants, including the proposed Toronto Railway Heritage Centre (TRHC)



and any signage required for park programming.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the requested variances for:
 - i) two non-illuminated “Roundhouse” roof signs on the Coal and Sanding Tower for identification purposes; and
 - ii) one non-illuminated canopy sign “Leon’s”, at the northeast face of the Roundhouse, for identification purposes.
2. Toronto and East York Community Council approve, on the following conditions, the requested variances for the three fascia signs “Leon’s” at the uppermost level of the Coal and Sanding Tower:
 - i) that the signs not be illuminated as proposed, and that the perforated metal background be removed from the sign;
 - ii) that the approval be conditional upon submission of a final design to the satisfaction of the Chief Planner and Executive Director; and
 - iii) that the approval be conditional upon submission of a Conservation and Restoration Plan for the Coal and Sanding Tower to the satisfaction of the Manager, Heritage Preservation Services.
3. Staff be directed to continue discussions with the applicant on a comprehensive signage program for the entire site to address the signs for all current and/or future tenants, including the proposed Toronto Railway Heritage Centre (TRHC) and any signage required for park programming.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The Roundhouse Park is located west of York Street, immediately to the southeast of the Rogers Centre, on the southeast corner of Rees Street and Bremner Boulevard in a ‘G’ or ‘Park’ district. The Park sits within the Railway Lands Central, a new high density neighbourhood and is bounded on the east side by new condominium towers. The Park was the subject of an international design competition with the winning design being partially implemented to date. Later phases will be built as funding becomes available.

The Roundhouse Park is the site of the John Street Roundhouse, which was completed in 1931 as a semi-circular structure with 32 bays that originally serviced steam locomotives

and later diesel engines. The Canadian Pacific Railway operated the facility until 1982, and closed the building in 1986. The property was listed on the City of Toronto Inventory of Heritage Properties in 1984 and designated under Part IV, Section 29 of the Ontario Heritage Act in 1996 by By-law No. 395-96. In 1990, the Federal government designated the John Street Roundhouse as a National Historic Site.

The City of Toronto now owns the site, which is intended to house the Toronto Railway Heritage Centre (TRHC), and has been the subject of a number of requests for proposal for public-private partnerships to secure funding for the restoration of the historic buildings on the site and for the proposed museum. As a result of these proposal calls, the City leased the southern portion of the building (Bays 1-11) to the Steam Whistle Brewery in 1999, which has also acquired Bays 12-14 for a proposed expansion. More recently the northern portion of the building (Bays 18-32) has been leased to Leon’s Furniture for a retail store. The central bays of the building (Bays 15-17) are intended to house the Toronto Railway Heritage Centre. As a result of these leases, the Roundhouse and related heritage features are being restored. This restoration and proposed uses are the subject of a site plan application which is currently being reviewed by City staff.

To support these existing and future uses, this application has been made for a number of signs related to the various tenants of the buildings. The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter 297-9 (C)	<ul style="list-style-type: none"> i) two non-illuminated “Roundhouse” roof signs on the Coal and Sanding Tower; ii) three illuminated fascia signs “Leon’s” at the uppermost level of the Coal and Sanding Tower; and iii) one non-illuminated canopy sign, at the northeast face of the Roundhouse 	The proposed signs are not permitted in a “G” zone.

COMMENTS

This application originally contained three additional signs: one illuminated “TRHC” fascia sign on the Coal and Sanding Tower, an illuminated LED video fascia sign for third party advertising purposes on the northeast face of the Coal and Sanding Tower, and a tenant identification or ‘gantry’ sign which would contain signs for the “TRHC”, Leon’s and Steam Whistle Brewery. After discussion with staff, the applicant agreed to remove these signs from this application, so that staff can continue discussions with the applicant on a comprehensive signage program for the entire site. That said, it is anticipated that the “TRHC” fascia sign on the Coal and Sanding Tower, and the tenant identification or ‘gantry’ sign will form part of a future sign variance application. The illuminated LED

video fascia sign will also form part of a future sign application, but will not be used for third party advertising.

The signs being proposed as part of the revised application are shown in Attachments 1 to 5 of this report. The proposed signs are:

1. On the roof of the Coal and Sanding Tower (at the northwest corner of the Roundhouse): two non-illuminated signs, one facing northwest and one southeast, made up of freestanding letters spelling the word “Roundhouse” (details in Attachment 3);
2. On the machine house at the top of the Coal and Sanding Tower (at the northwest corner of the Roundhouse): three illuminated Leon’s logo signs, facing northeast, southeast and southwest, made up of perforated metal and backlit (details in Attachment 4); and
3. On the Roundhouse over the proposed entrance to the Leon’s store (at the northwest corner of the Roundhouse): a canopy sign with the Leon’s logo and the words “Home furnishings for Urban Spaces” made of stainless steel (details in Attachment 5).

As plans evolve for the Toronto Railway Heritage Centre and future phases of the park, there may be more requirements for additional signage but plans for these are not known yet. In addition, the Steam Whistle Brewery has painted the historic water tower with its name and logo. An application to maintain this sign was made on February 20, 2008 and is being reviewed by staff.

Staff have reviewed this proposal in the context of the other signs being contemplated for the site and the larger context of the neighbourhood. The Roundhouse Park presents an unusual mix of factors to be considered. The site is zoned “G” and is an important and high profile amenity to the neighbourhood. The site and its buildings have been recognized by Parks Canada as a National Historic site. Recognizing the need for private public partnerships to help to fund the restoration and animation of the historic buildings and to assist in operating costs for the museum, Council has permitted a range of commercial uses in the Roundhouse building. The site sits in close proximity to the Gardiner Expressway and is also in the centre of an emerging high density neighbourhood.

Staff are recommending approval of the ‘Roundhouse’ signs on the top of the Coal and Sanding Tower and the Leon’s canopy sign over the proposed store entrance. These signs do not significantly detract from the heritage character of the site or pose a significant impact on the park or the adjacent residential buildings.

However, staff are recommending conditional approval of the three Leon’s signs on the Coal and Sanding Tower. Planning staff’s recommendations for the Leon’s signage are the result of a long and considered negotiation with the applicant and consultation with Heritage Preservation Services staff, Parks and Preservation Services staff and the local

Councillor. Under normal circumstances staff would not recommend signage on a heritage structure located in a park and in the context of a residential neighbourhood. The circumstances of the Roundhouse Park are unique in that Council has permitted commercial uses in the Roundhouse building and a lease agreement has been signed with a private operator. The head house on the top of the Coal and Sanding Tower is part of the historic Roundhouse site, which will be restored as part of the ongoing work on the site. The applicant has worked to design signage that occupies only a portion of the Coal and Sanding tower and has changed the colours and materials of the “Leon’s” logo to be more compatible with the context. These are positive changes and staff are satisfied with three additional restrictions outlined below.

This report recommends that a condition of approval for these three signs be the provision and acceptance of a Conservation and Restoration Plan for the Coal and Sanding Tower, which would include the head house. This will allow staff to understand the proposed work, including the approach, scope and materials. That said, the perforated metal background on the proposed “Leon’s” logo signs obstructs a large portion of the head house and affect the interpretation and character of this heritage element. This report recommends the approval of the signs on condition of the removal of the perforated metal element from the sign.

Further to this, it the understanding of staff that the purpose of the perforated metal is to enable the proposed illumination of the signs. Backlighting of signage on heritage buildings is not encouraged, due to the obtrusions and/or attachments required. In addition to this, Planning staff do not support the illumination of commercial signage in a City Park. Therefore, this report recommends that the three signs be approved on condition that they not be illuminated. However, staff recognize that there is a lighting plan being developed for the overall Roundhouse site, and that these three signs may be lit indirectly as a result.

CONTACT

Carola Perez, Planner

Telephone: 416-397-4647

Fax No. 416-392-1330

E-mail: cperez@toronto.ca

SIGNATURE

Raymond David, Acting Director
Community Planning, Toronto and East York District

(P:\2008\Cluster B\pln\teycc32534013031.doc) - smc

ATTACHMENTS

Attachment 1: Coal and Sanding Tower Elevations

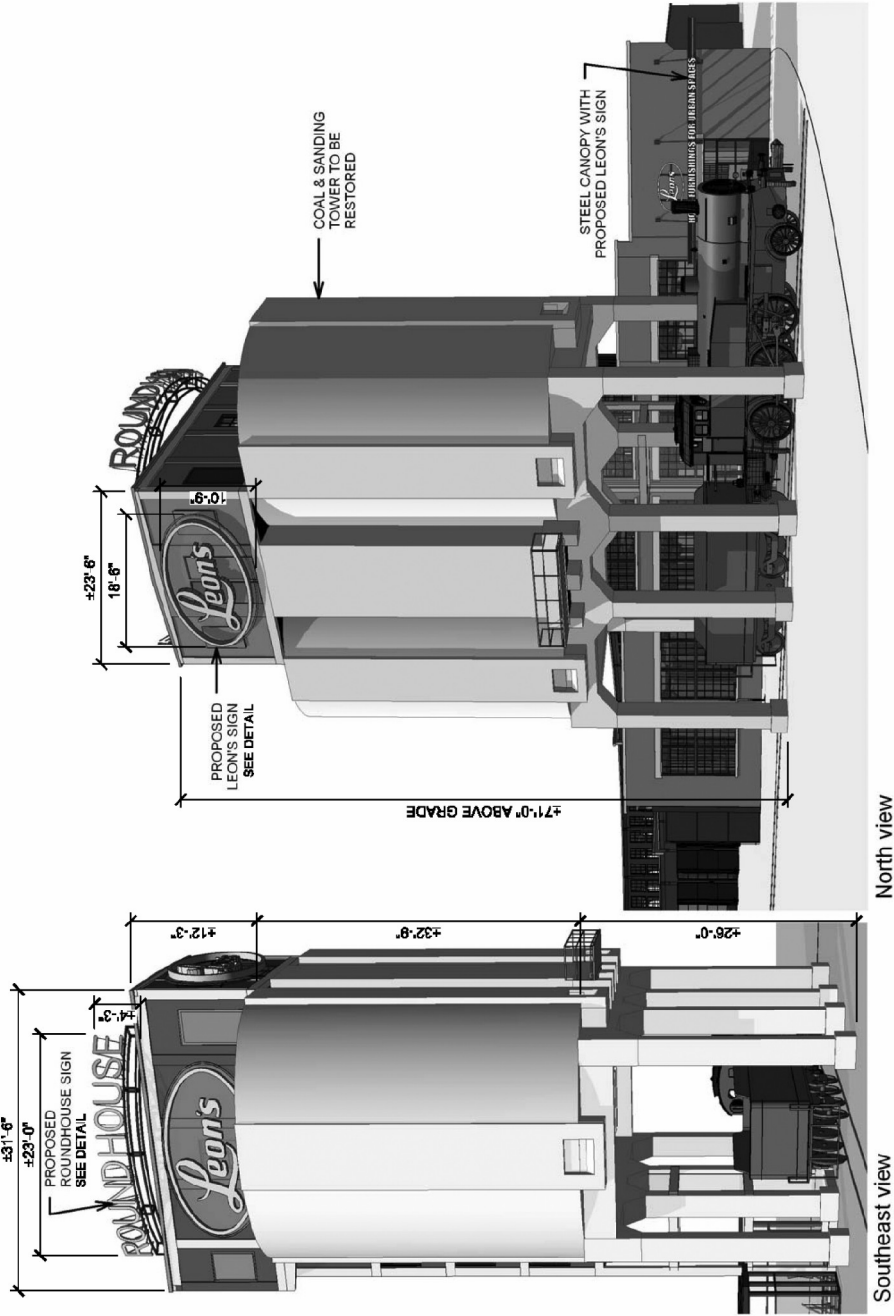
Attachment 2: Illumination Views

Attachment 3: Roundhouse Sign - Details

Attachment 4: Leon's Sign - Details

Attachment 5: Canopy Sign - Details

Attachment 1: Coal and Sanding Tower Elevations



255 Bremner Boulevard

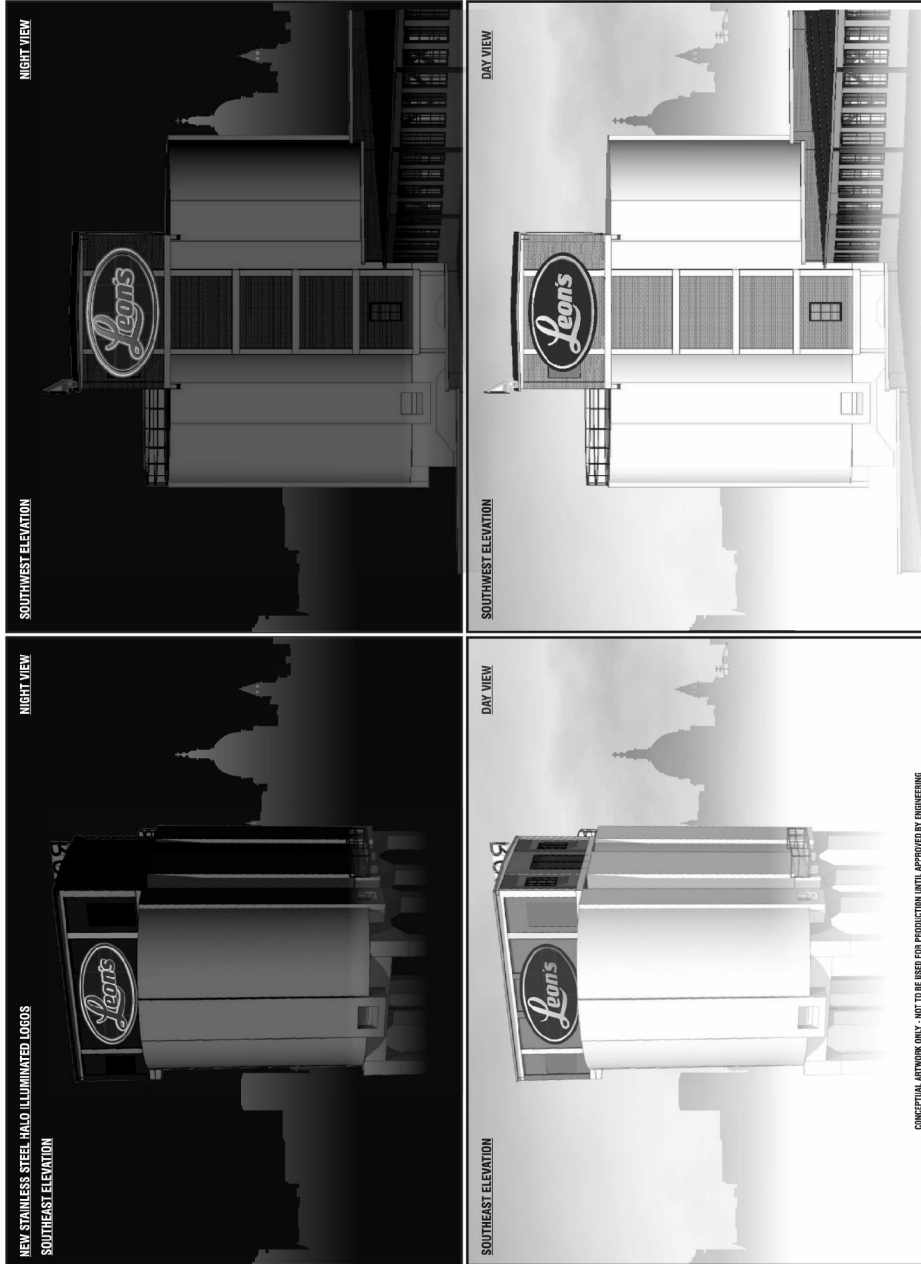
File # 07_283794

Elevations

Applicant's Submitted Drawing

Not to Scale
02/29/08

Attachment 2: Illumination Views



255 Bremner Boulevard

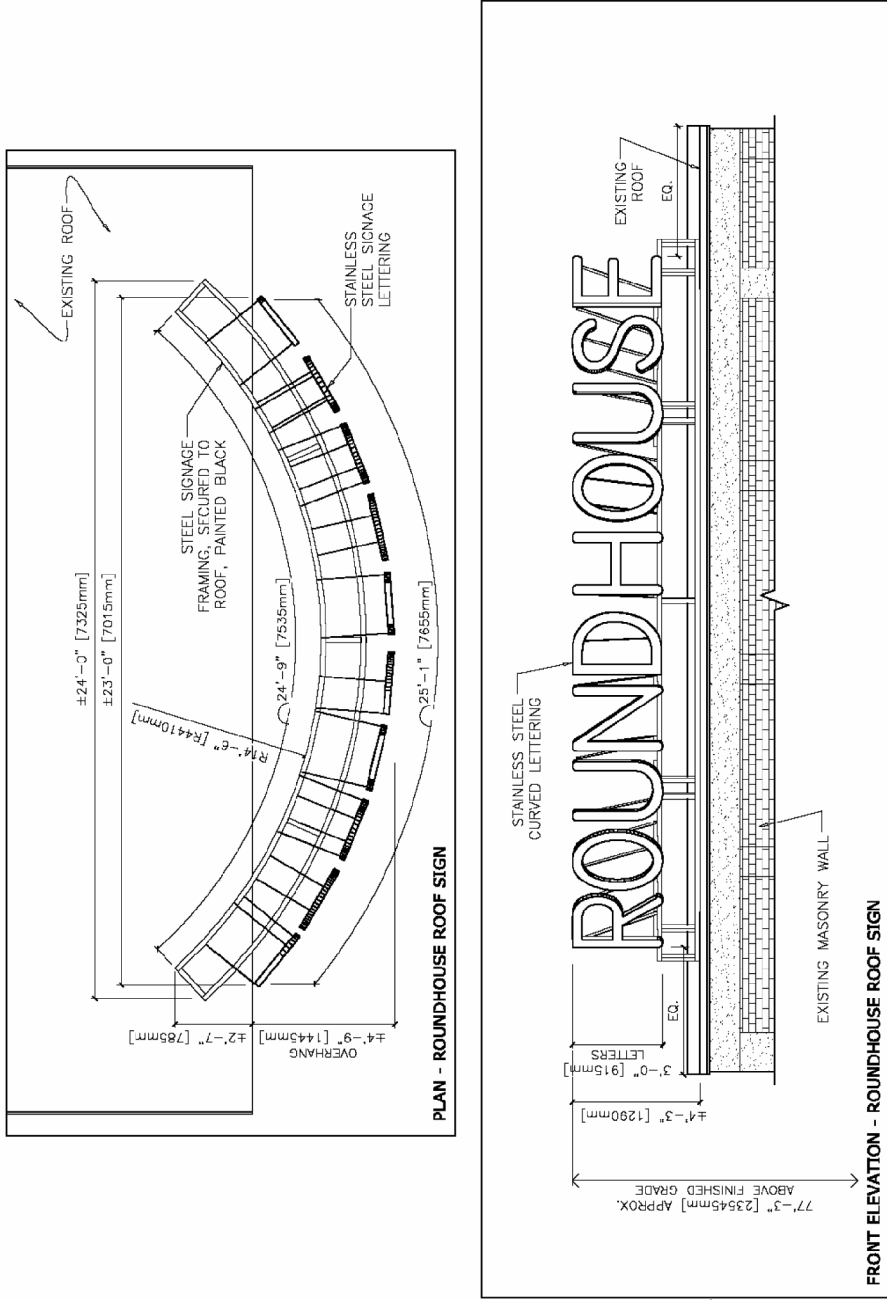
File # 07_283794

Elevations

Applicant's Submitted Drawing

Not to Scale
12/12/07

Attachment 3: Roundhouse Sign – Details



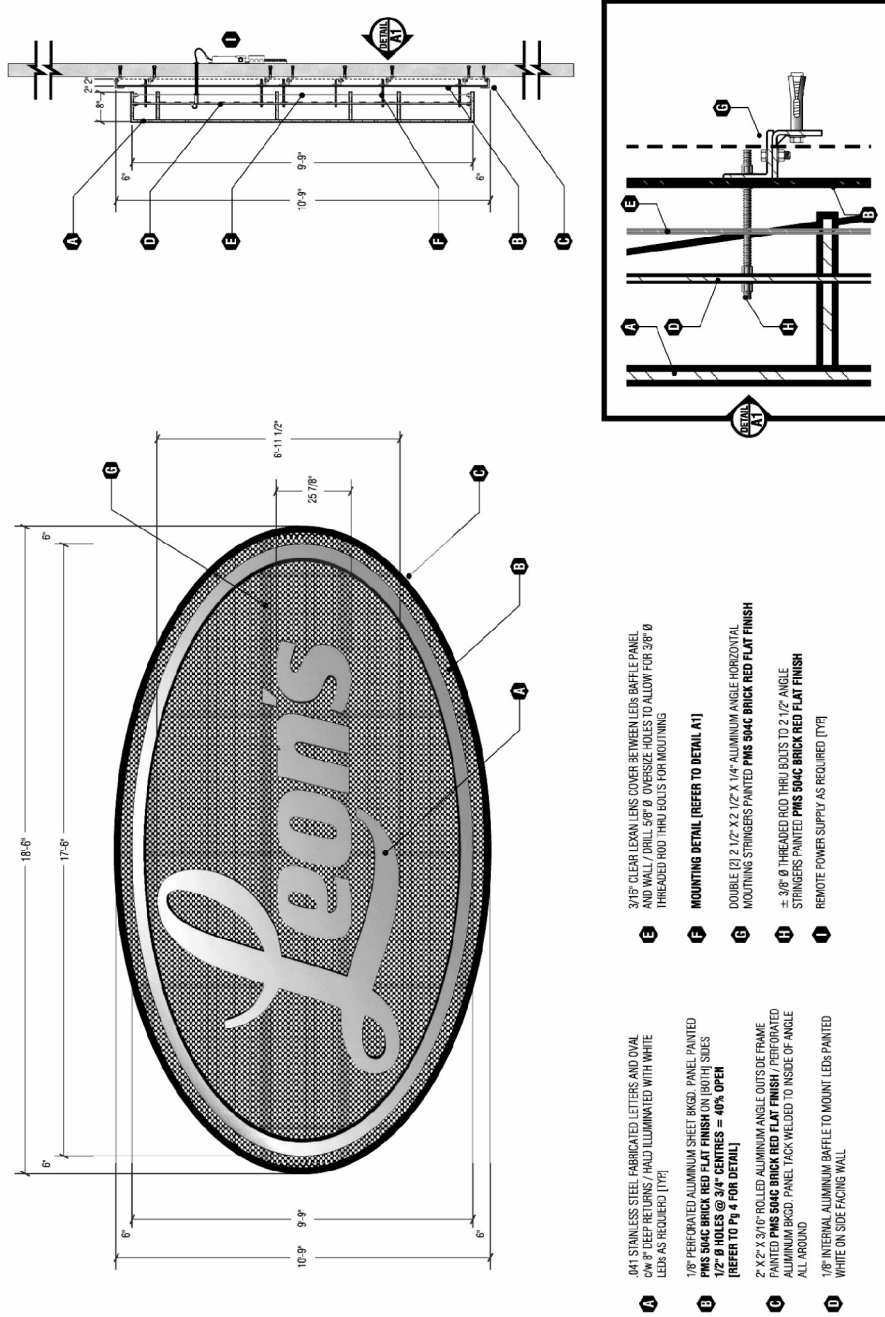
255 Bremner Boulevard

Elevations
 Applicant's Submitted Drawing

File # 07_283794

Not to Scale
 02/29/08

Attachment 4: Leon's Sign – Details



- A** .041 STAINLESS STEEL FABRICATED LETTERS AND OVAL C/W 3" DEEP RETURNS / HALD ILLUMINATED WITH WHITE LEDS AS REQUIRED [TYP]
- B** 1/8" PERFORATED ALUMINUM SHEET BRGD. PANEL PAINTED PMS 504C BRICK RED FLAT FINISH ON (BOTH SIDES) 1/2" Ø HOLES @ 3/8" CENTRES = 40% OPEN [REFER TO Pg 4 FOR DETAIL]
- C** 2" X 2" X 3/16" ROLLED ALUMINUM ANGLE OUTS DE FRAME PAINTED PMS 504C BRICK RED FLAT FINISH / PERFORATED ALUMINUM BKGD. PANEL TACK WELDED TO INSIDE OF ANGLE ALL AROUND
- D** 1/8" INTERNAL ALUMINUM BAFFLE TO MOUNT LEDS PAINTED WHITE ON SIDE FACING WALL
- E** 3/16" CLEAR LEXAN LENS COVER BETWEEN LEDS BAFFLE PANEL AND WALL / DRILL 5/8" Ø OVERSIZE HOLES TO ALLOW FOR 3/8" Ø THREADED ROD THRU BOLTS FOR MOUNTING
- F** MOUNTING DETAIL [REFER TO DETAIL A1]
- G** DOUBLE (2) 2 1/2" X 2 1/2" X 1/4" ALUMINUM ANGLE HORIZONTAL MOUNTING STRINGERS PAINTED PMS 504C BRICK RED FLAT FINISH
- H** ± 3/8" Ø THREADED RED THRU BOLTS TO 2 1/2" ANGLE STRINGERS PAINTED PMS 504C BRICK RED FLAT FINISH
- I** REMOTE POWER SUPPLY AS REQUIRED [TYP]

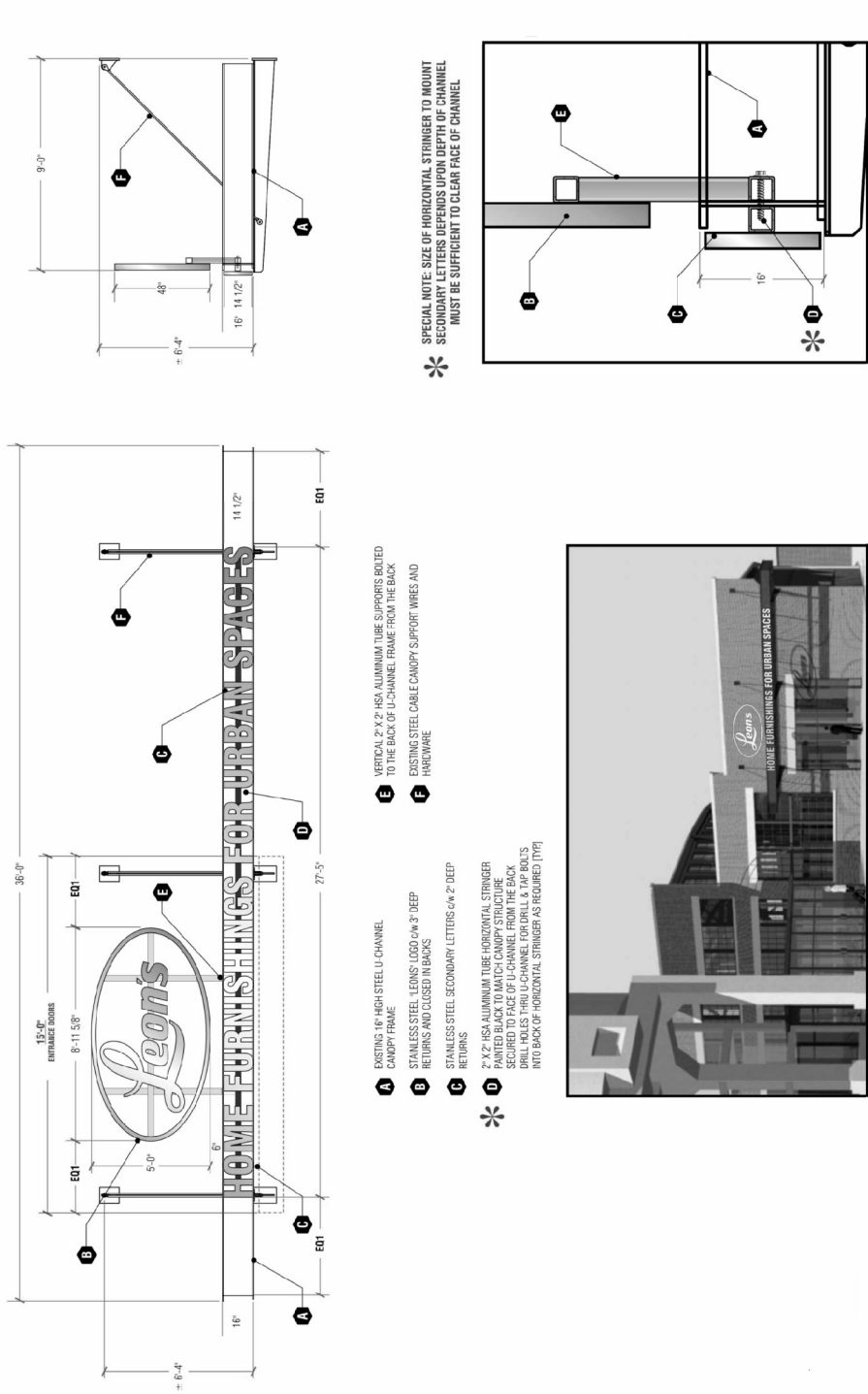
255 Bremner Boulevard

Sign Details
Applicant's Submitted Drawing

File # 07_283794

Not to Scale
12/12/07

Attachment 5: Canopy Sign - Details



255 Bremner Boulevard

File # 07_283794

Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale
12/12/07