

**Sign Variance - 255 Bremner Boulevard**

<b>Date:</b>	June 10, 2008
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Acting Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	08-108163

**SUMMARY**

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

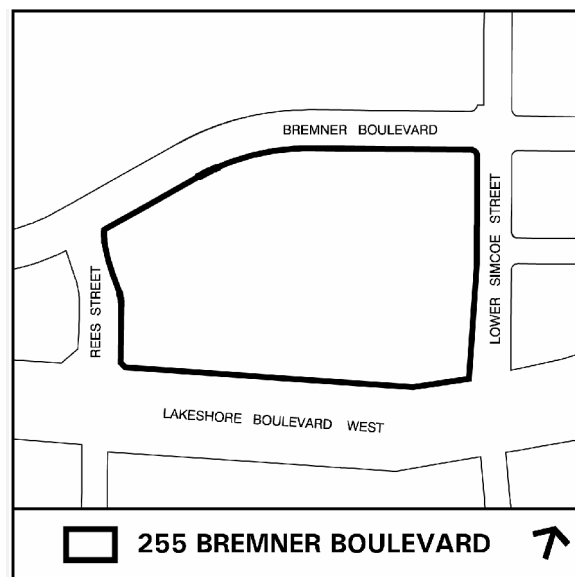
This report reviews and makes recommendations on a request by Greg Taylor with Steam Whistle Brewing on behalf of John Street Roundhouse Development Corporation, for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, a non-illuminated sign in the form of a corporate name and a logo to represent “Steam Whistle Brewing” painted directly onto the water tower structure located to the east of roundhouse building, in the roundhouse park at 255 Bremner Boulevard.

Staff recommends approval of the application conditional upon submission of final plans and drawings to the satisfaction of the Manager, Heritage Preservation Services. The variance is minor and within the general intent and purpose of the Municipal Code.

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. Toronto and East York Community Council approve the requested



variance to permit, for identification purposes, a non-illuminated sign in the form of a corporate name and a logo to represent “Steam Whistle Brewing” painted directly onto the water tower structure located to the east of the roundhouse building, in roundhouse park at 255 Bremner Boulevard, on condition that:

- (i) final plans and drawings be submitted to the satisfaction of the Manager, Heritage Preservation Services.
2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

### **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 residential condominium towers. 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 structures on the site and for the proposed railway 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 is the subject of a site plan application which is currently being reviewed by City staff.

The sign does 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 297-9C	The proposed non-illuminated sign in the form of a corporate name and a logo to represent "Steam Whistle Brewing Co.", which would be painted directly onto an existing water tower structure located to the east of roundhouse building, in the roundhouse park.	The proposed sign is not a permitted type sign in a "G" zone district.

### COMMENTS

The proposed non-illuminated sign in the form of a corporate name and a logo to represent "Steam Whistle Brewing Co." would be painted directly onto the painted water tower structure located to the southeast portion of the Roundhouse Park. While the sign on the water tower structure has the appearance of a ground sign, it is not a sign type listed in the Municipal Code. Under normal circumstances staff would have 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, who requires an identification sign.

In order to minimize any negative impact of signage on the heritage property, park uses and on the surrounding uses, the applicant has designed the sign in consultation with Heritage Preservation Services staff and planning staff. The water tower will be painted black and three Steam Whistle logos will be painted in the company's original corporate colours (blue and white). The logos will be non-illuminated and sized and positioned so that no more than one logo is visible from any given vantage point. Heritage Preservation Services staff have reviewed the plans and have no objection to the proposed signage on the water tower structure.

Staff recommends approval of the application be conditional upon submission of final plans and drawings to the satisfaction of the Manager, Heritage Preservation Services. The variance is minor and within the general intent and purpose of the Municipal Code.

## **CONTACT**

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## **SIGNATURE**

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

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## **ATTACHMENTS**

Attachment 1: Sign Details  
Attachment 2: Sign Details

**Attachment 1: Sign Details**



**Sign Details**

**255 Bremner Boulevard**

Applicant's Submitted Drawing

Not to Scale  
06/13/08

File # 08\_108163

**Attachment 2: Sign Details**



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