

**Sign Variance - 109 Atlantic Avenue**

<b>Date:</b>	July 3, 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 19 - Trinity-Spadina
<b>Reference Number:</b>	08-148345

**SUMMARY**

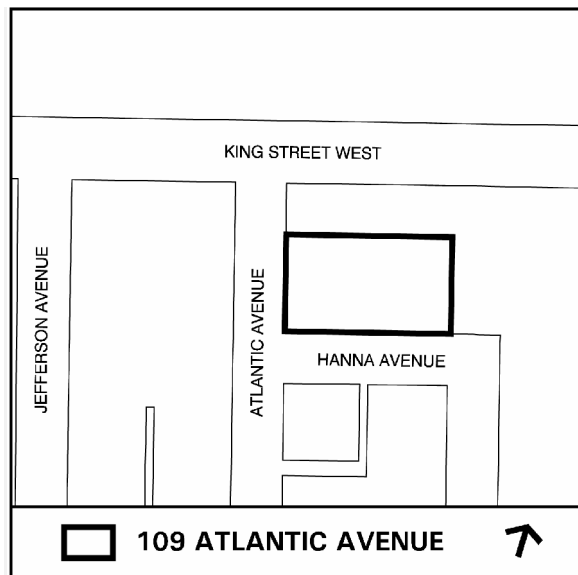
This staff report is about a matter for which Community Council has delegated authority from City Council to make a final decision.

This report reviews and makes recommendations on a request by Bill Dalton of IBI Group, on behalf of First Capital (King Liberty-Barrymore) Corporation, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, three illuminated fascia signs and one illuminated projecting sign on the north elevation, two illuminated fascia signs and one illuminated projecting sign on the south elevation, one illuminated fascia sign on the east elevation and two illuminated fascia signs on the west elevation of the building at 109 Atlantic Avenue.

Staff recommends approval of the application subject to the conditions described in this report and contained in the recommendations. The variances are 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 variances to permit, for identification purposes, three fascia signs and one projecting sign on the north elevation, two fascia signs and one projecting sign on the south elevation, one fascia sign on the east elevation and two fascia signs on the west elevation of the building at 109 Atlantic Avenue, notwithstanding the reference to illumination on the applicant's plans, this approval is subject to the following conditions:
  - (a) neon signs; and visible wiring, conduit or other electrical components will not be permitted;
  - (b) signs attached to the heritage buildings, including projecting signs, will not be internally illuminated;
  - (c) energy efficient fixtures are to be used on all signs should external illumination be proposed;
2. At the time of Building Permit application, sign permits will be subject to approval by the Manager of Heritage Preservation Services for the final design of tenant signs and method of attachment including any plans for external illumination of the signs in the future; and
3. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of variances, 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**

This listed historic property is located on the southeast corner of King Street West and Atlantic Avenue. The property contains a three storey commercial building. The applicant is requesting permission to install, for identification purposes, three illuminated fascia signs listed as N2, N4 & N7 and one illuminated projecting sign listed as "W1" on the north elevation; and five fascia signs listed as S1, S2, S4, S9, S11 & S15 and one illuminated projecting sign listed as "E1" on the south elevation; three fascia signs listed as E2, E3 & E5 on the east elevation; and five fascia signs listed as W2, W5, W6, W7 and W8 on the west elevation of the building at 109 Atlantic Avenue. See Drawings 1-4. The sign N2 and sign N4 each has an area of 7.0m<sup>2</sup>, sign N7 has an area of 0.28m<sup>2</sup> and the projecting sign W1 has an area of 6.96m<sup>2</sup>. The fascia signs S1 and S9 each has an area of 0.28m<sup>2</sup>, sign S2 has an area of 7.0m<sup>2</sup> and the signs S11 and S15 each has an area of 0.78m<sup>2</sup> and the projecting sign E1 has an area of 6.96m<sup>2</sup>. The fascia sign E2 has an area of 7.0 m<sup>2</sup>, signs E3, E5 each has an area of 0.28m<sup>2</sup>; and signs W2 and W8 each have an area of 0.28m<sup>2</sup>, sign W5 has an area of 0.14m<sup>2</sup>, signs W6 and W7 each has an area of 7.0m<sup>2</sup>.

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. Chapter 297-10D (15)(a)(b)(c)	The proposed projecting sign E1 would have an area of 6.96m <sup>2</sup> .	The 6.96m <sup>2</sup> . sign area would exceed by 1.48m <sup>2</sup> , the maximum 5.48m <sup>2</sup> sign area permitted, based on 0.1m <sup>2</sup> for each square metre of business unit frontage.
2. Chapter 297-10D (15)(a)(b)(c)	The proposed projecting sign W1 would have an area of 6.96m <sup>2</sup> .	The 6.96m <sup>2</sup> . sign area would exceed by 0.50m <sup>2</sup> , the maximum 6.46m <sup>2</sup> sign area permitted, based on 0.1m <sup>2</sup> for each square metre of business unit frontage.
3. Chapter 297-9D (5)(a)(b)	The signs N7, S1, S7, E3, E5, W2 and W8, each would have an area of 0.28m <sup>2</sup> .	The 0.28m <sup>2</sup> sign area would exceed by 0.03m <sup>2</sup> , the maximum 0.25m <sup>2</sup> permitted.
4. Chapter 297-10C(2) and Chapter 297- 2	The signs S11 and S15, each would have an area of 0.78m <sup>2</sup> .	The 0.78m <sup>2</sup> sign area would exceed by 0.53m <sup>2</sup> , the maximum 0.25m <sup>2</sup> permitted.
5. Chapter 297-9D (5) (a)(b)	The signs N7 and W2, each would be located at a height of 2.45m above grade.	The 2.45m sign height above grade would exceed by 0.45m, the maximum 2.0m permitted.
6. Chapter 297-9D (5) (a)(b)	The sign S1 would be located at a height of 2.32m above grade.	The 2.32m sign height above grade would exceed by 0.32m, the maximum 2.0m permitted.
7. Chapter 297-9D (5)	The sign S7 would be located at a height of 2.10m above grade.	The 2.10m sign height above grade would exceed by 0.10m, the maximum 2.0m permitted.

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
8. Chapter 297-9D (5)(a)(b)	The sign S9 would be located at a height of 2.26m above grade.	The 2.26m sign height above grade would exceed by 0.26m, the maximum 2.0m permitted.
9. Chapter 297-9D (5)(b)	The sign W5 would be located at a height of 2.97m above grade.	The 2.97m sign height above grade would exceed by 0.97m, the maximum 2.0m permitted.
10. Chapter 297-9D (5)(a)(b)	The sign W8 would be located at a height of 2.32m above grade.	The 2.32m sign height above grade would exceed by 0.32m, the maximum 2.0m permitted.
11. Chapter 297-9D (5)(a)(b)	The sign E3 would be located at a height of 2.20m above grade.	The 2.20m sign height above grade would exceed by 0.20m, the maximum 2.0m permitted.
12. Chapter 297-9D (5) (a)(b)	The sign E5 would be located at a height of 2.14m above grade.	The 2.14m sign height above grade would exceed by 0.14m, the maximum 2.0m permitted.
13. Chapter 297-10D (6)(c)(d)	Signs N2, N4, S2, E1, E2, W1 and W6 would be located above the second storey or 10.0m above grade.	Signs above the second storey or 10.0m above grade are not permitted.
14. Chapter 297-10D (6)	Signs N2, N4, S2, E2, W 4.1, W 4.2, W6 and W 7 may not be located on wall of their commercial unit.	Signs are required to be located on a wall of their commercial unit.

## **COMMENTS**

The variances # 1 to 4 are required because the area of each sign slightly exceeds the permitted sign area. The variances # 5 to 12 are required because the height of signs above grade slightly exceeds the permitted height of 2.0m. The 13<sup>th</sup> variance is required because signs N2, N4, S2, E1, E2, W1 and W6 would be located above the second floor level or more than 10m above grade, which is not permitted. The 14<sup>th</sup> variance is required because the signs N2, N4, S2, E2, W4.1, W4.2, W6 and W 7 may not be located on the wall of their respective commercial unit.

The Barrymore Building (109 Atlantic Avenue) is a listed historic building in a highly visible location. It is being restored and re-tenanted as an entirely commercial building. As part of this restoration, a comprehensive sign program has been developed for the

building. As the result of consultation with staff, the owner has agreed to reduce the number of signs and to eliminate internally illuminated signs and limit the sign types. Planning Staff are recommending conditions to this sign approval to ensure there is no internal illumination of signs and that any conduit or wires related to the signage not be visible. In addition, since not all tenants for the building are confirmed, the final design for tenant ID signs will be to the approval of the Manager of Heritage Preservation Services prior to issuance of building permits. Should the owner choose to externally illuminate the signs, this lighting will also be to the satisfaction of the Manager of Preservation Services.

The area and height of signs above grade are regulated in order to minimize the negative impact of the signs on the building to which they are attached, surrounding uses and on the streetscape. The applicant had developed this signage proposal in consultation with planning and Heritage Preservation Services staff. Although the proposed signs do not conform precisely with the size or location requirements of the by-law, it is staff's opinion that the proposed signs as shown on the attached sign graphics are compatible with the listed historic building and would not adversely impact the surrounding uses or streetscape.

Staff of Heritage Preservation Services have reviewed the plans and have advised that they have no objection subject to the conditions described above.

Staff recommends approval of the application. The variances are minor and within the general intent and purpose of the Municipal Code.

## **CONTACT**

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## **SIGNATURE**

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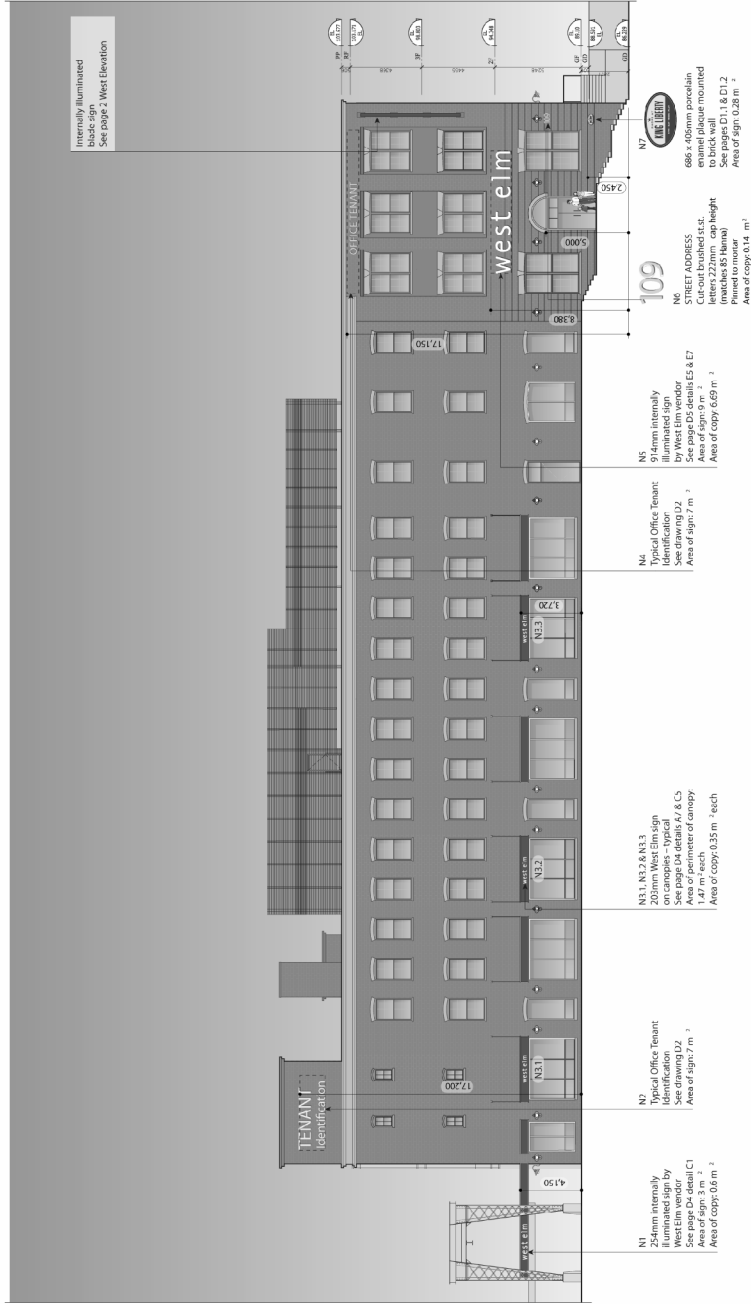
Raymond David, Acting Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: North Elevation  
Attachment 2: South Elevation  
Attachment 3: East Elevation  
Attachment 4: West Elevation

# Attachment 1: North Elevation



North Elevation

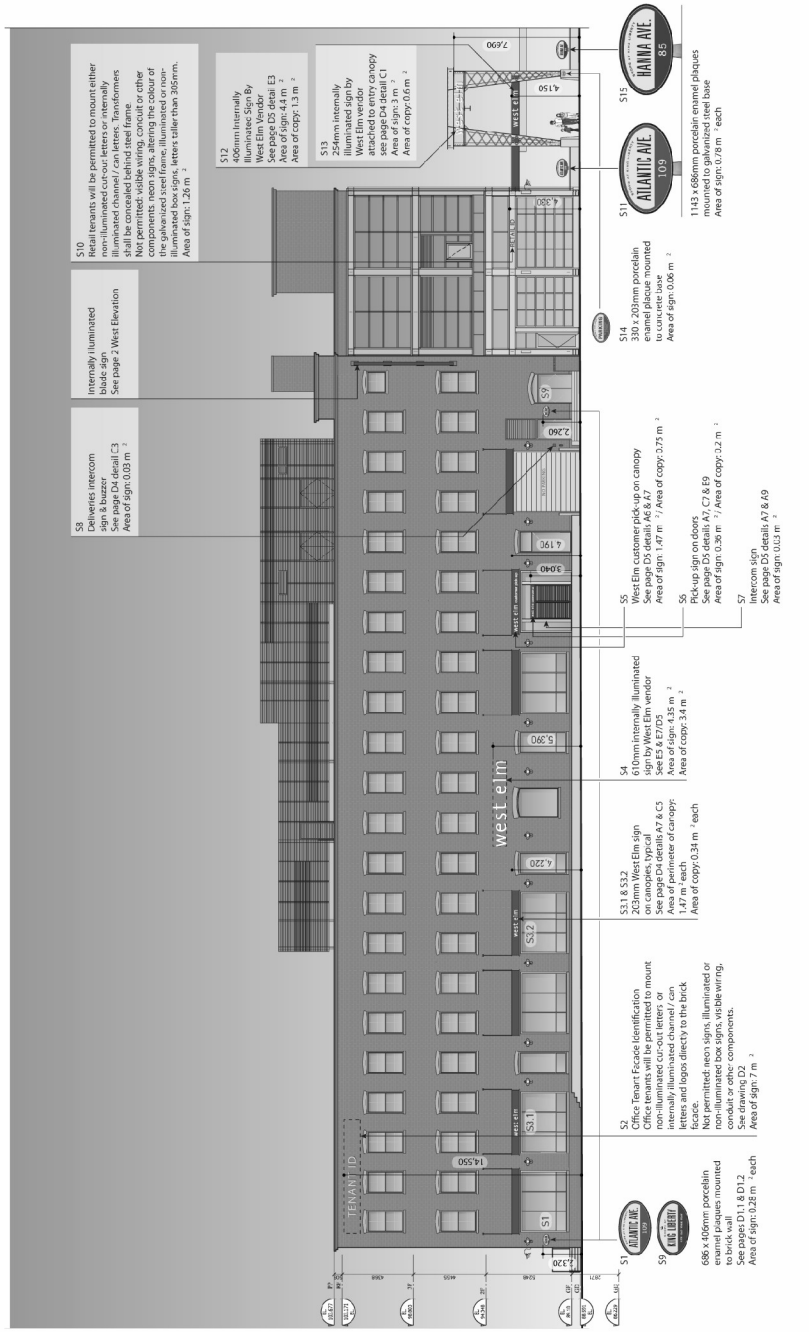
109 Atlantic Avenue

Applicant's Submitted Drawing

Not to Scale  
06/13/06

File # 08\_148345

# Attachment 2: South Elevation

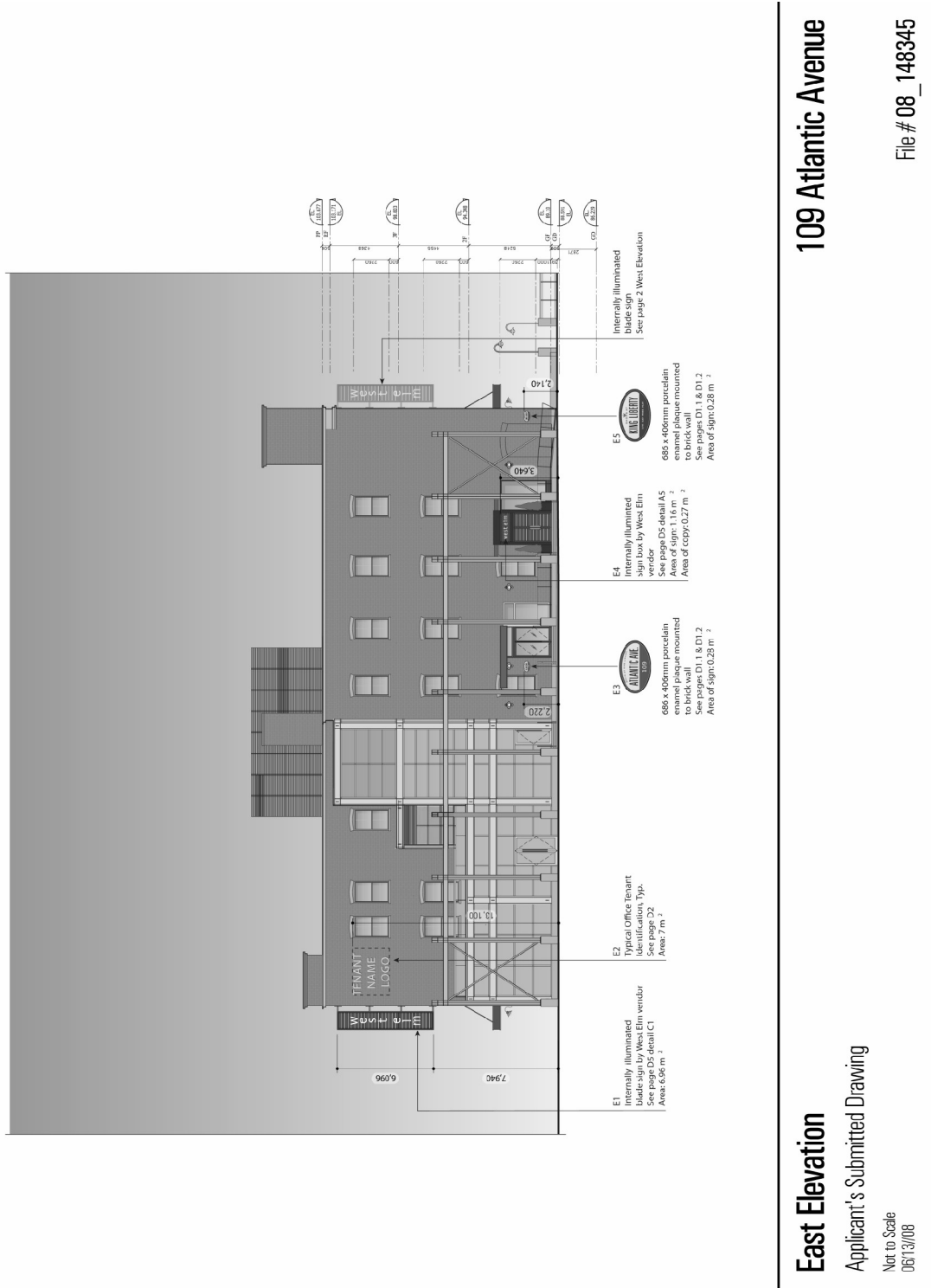


**South Elevation**  
 Applicant's Submitted Drawing  
 Not to Scale  
 06/13/08

**109 Atlantic Avenue**

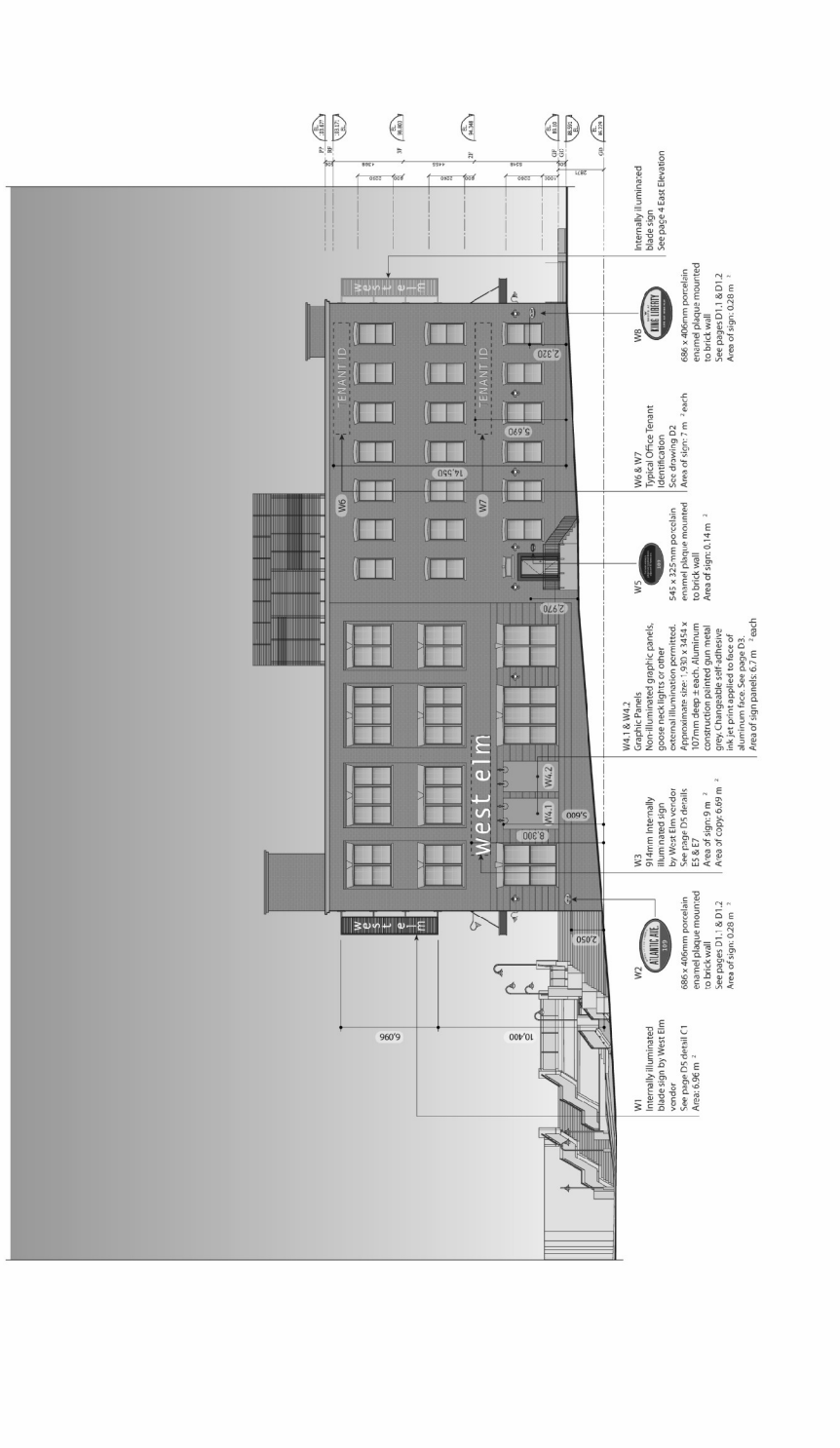
File # 08\_148345

## Attachment 3: East Elevation





# Attachment 4: West Elevation



109 Atlantic Avenue

West Elevation

Applicant's Submitted Drawing

Not to Scale  
06/13/08

File # 08\_148345