

Sign Variance - 255 Bremner Boulevard

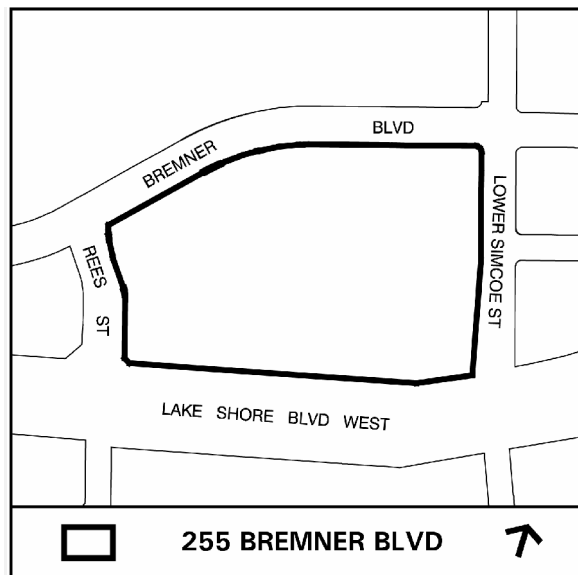
Date:	June 18, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	08-143098

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 one double-sided illuminated ground sign identifying the tenants in the Roundhouse building in the form of a corporate name and a logo to represent “Steam Whistle Brewing Co.” and “Leon’s”. The tenant identification sign includes an electronic display sign which will be used by the future Toronto Railway Heritage Centre (TRHC). Also for identification purposes is proposed one non-illuminated sign in the form of a logo to represent the “Toronto Railway Heritage Centre (TRHC)”, which would be painted directly onto the northeast face of the Coal and Sanding Tower.

Staff are recommending approval of the requested signs, subject to conditions. The conditions are based on the contextual location of the Roundhouse, which is a National Historic Site located in a City park.



RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the requested variances for one double-sided illuminated ground sign identifying the tenants in the Roundhouse building in the form of a corporate name and a logo to represent “Steam Whistle Brewing Co.” and “Leon’s”, and including an electronic display sign for the Toronto Railway Heritage Centre (TRHC) on condition that:
 - (i) final plans and drawings be submitted to the satisfaction of the Manager, Heritage Preservation Services;
 - (ii) the electronic display sign not be used for third party advertising;
 - (iii) the electronic display sign be limited to a surface area of 2 square metres per side;
 - (iv) that the final location of the ground sign be to the satisfaction of the Manager, Parks Forestry and Recreation, Parks Development and Infrastructure Management Section.
2. Toronto and East York Community Council approve the requested variances for one non-illuminated identification sign in the form of a logo to represent the “Toronto Railway Heritage Centre (TRHC)”, which would be painted directly onto the northeast face of the Coal and Sanding Tower on condition that:
 - (i) final plans and drawings be submitted to the satisfaction of the Manager, Heritage Preservation Services.
3. 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 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 an 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, three separate applications have been made for signs related to the various tenants of the buildings. While one of these applications is the subject of this report, the others have been the subject of two recent reports to Toronto and East York Community Council.

A staff report from the Acting Director of Community Planning dated June 9, 2008 was adopted by Toronto and East York Community Council at its meeting on June 10, 2008. This report recommended the approval of: two non-illuminated "Roundhouse" roof signs on the Coal and Sanding Tower for identification purposes, one non-illuminated canopy sign "Leon's" at the northeast face of the Roundhouse for identification purposes, and three non-illuminated fascia/projecting signs "Leon's" at the uppermost level of the Coal and Sanding Tower. Staff were also 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 future Toronto Railway Heritage Centre (TRHC) and any signage required for park programming.

Another staff report from the Acting Director of Community Planning dated June 10, 2008 will be considered by Toronto and East York Community Council at its meeting on July 7, 2008. This report recommends approval of a non-illuminated sign for identification purposes 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, on condition that final plans and drawings be submitted to the satisfaction of the Manager, Heritage Preservation Services.

This report is the subject of an application for tenant identification signs. 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)	<p>One double-sided illuminated ground sign identifying the tenants in the Roundhouse building in the form of a corporate name and a logo to represent "Steam Whistle Brewing Co." and "Leon's", and including an electronic display sign for the Toronto Railway Heritage Centre (TRHC).</p> <p>One non-illuminated identification sign in the form of a logo to represent the "Toronto Railway Heritage Centre (TRHC)", which would be painted directly onto the northeast face of the Coal and Sanding Tower.</p>	The proposed signs are not permitted in a "G" zone.

COMMENTS

Since the adoption of the previous sign variance report by Toronto East York and Community Council at its meeting of June 10, 2008, the applicant has addressed some of the conditions imposed. A Conservation and Restoration Plan for the Coal and Sanding Tower has been submitted and accepted by the Manager of Heritage Preservation Services.

The applicant has also provided a comprehensive signage program for the site which addresses all the anticipated signs required for current and/or future tenants. This sign package is limited to the following:

- (i) two non-illuminated "Roundhouse" roof signs on the Coal and Sanding Tower for identification purposes;
- (ii) three non-illuminated fascia/projecting signs "Leon's" at the uppermost level of the Coal and Sanding Tower;
- (iii) one identification sign for the Toronto Railway Heritage Centre (TRHC) to be painted directly onto the northeast face of the Coal and Sanding Tower.
- (iv) one non-illuminated canopy sign "Leon's" at the northeast face of the Roundhouse for identification purposes;

- (v) one double-sided illuminated ground sign identifying the tenants in the Roundhouse building in the form of a corporate name and a logo to represent “Steam Whistle Brewing Co.” and “Leon’s”, and including an electronic display sign for the Toronto Railway Heritage Centre (TRHC); and
- (vi) one “Steam Whistle Brewing” sign painted directly onto the water tower structure located to the east of the Roundhouse building.

Under normal circumstances staff would have not recommend signage on a heritage structure located in a park and/or stand alone commercial signage in a park. The circumstances of the Roundhouse Park are unique in that Council has permitted commercial uses in the Roundhouse building to help to fund the restoration and animation of the historic buildings and to assist in operating costs for the museum and a lease agreement has been signed with a private operator, who requires identification signage for the building tenants. Staff have reviewed this proposal in the context of other approved or proposed signs for the site and the larger context of the neighbourhood.

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 signs in consultation with Heritage Preservation Services, Parks, and Planning staff.

With respect to the ground tenant identification sign, the applicant has worked with Heritage Preservation Services staff to revise the design and material used for the sign structure, as well as the fonts and colours to be used in order to ensure that it is compatible with the site’s heritage features as well as consistent with the design of the other signs proposed for the site. Parks staff have also been consulted with respect to the location of the ground sign, the result of which has been a slight movement of the sign towards the northeast so as to ensure that Parks maintenance vehicles may continue to have unobstructed access to the park site. Specifically, the sign is to be located no closer than 1.0 metres from the edge of the mechanical vent south of the Bremner Boulevard sidewalk at the property line, and no closer than 0.3 metres from the property line. The applicant has also agreed to not use the electronic portions of the tenant identification sign for third party advertising, and to limit the surface area of these to 2 square metres. The approval of this sign should also be conditional upon the final location of the ground sign being to the satisfaction of the Manager, Parks Forestry and Recreation, Parks Development and Infrastructure Management Section.

The proposed Toronto Railway Heritage Centre (TRHC) identification sign which will be painted on the Coal and Sanding Tower has been reviewed and accepted in principle by Heritage Preservation Services. The approval of this sign should be conditional upon final plans and drawings being submitted to the satisfaction of the Manager, Heritage Preservation Services.

Staff are recommending approval of the proposed signage subject to the conditions discussed above and set out in the recommendations.

CONTACT

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SIGNATURE

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

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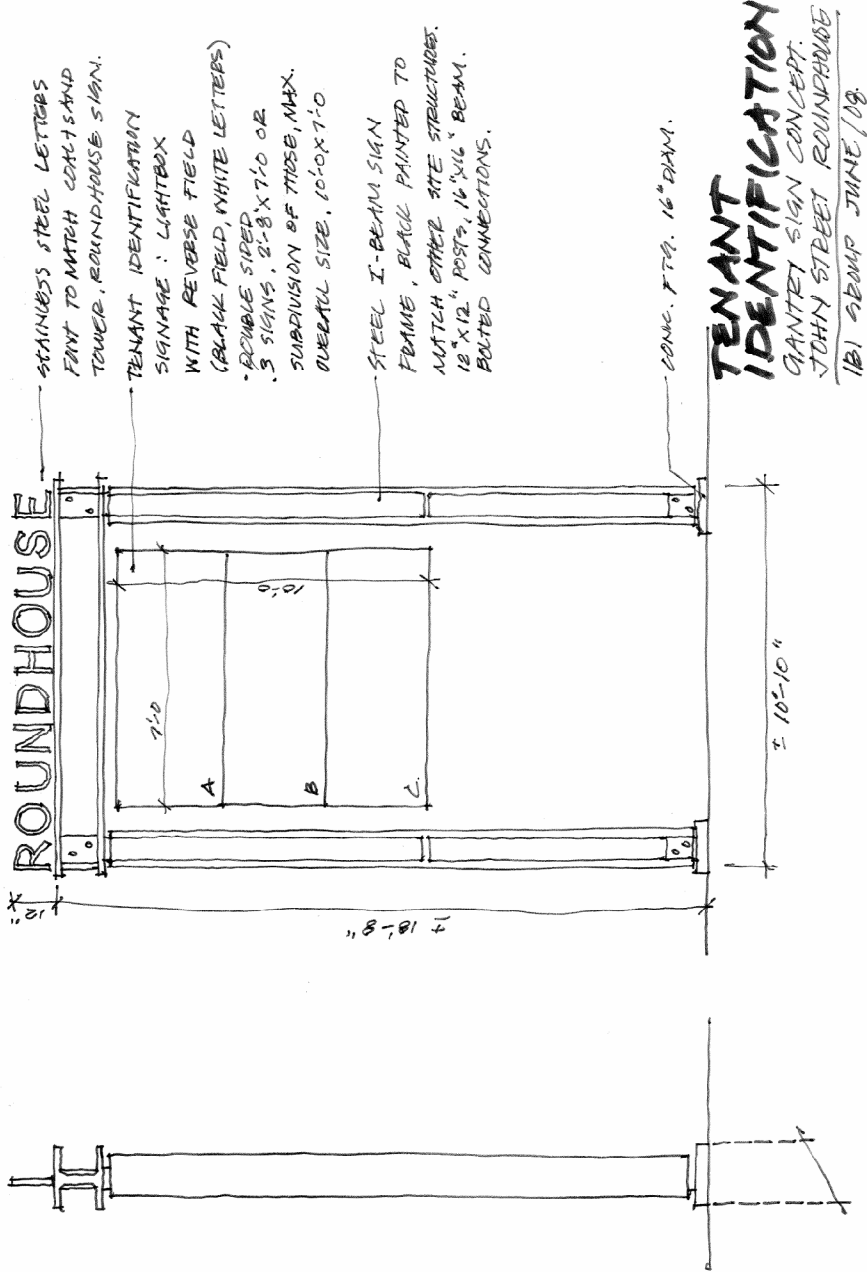
ATTACHMENTS

Attachment 1: Sign location

Attachment 2: Elevation

Attachment 3: North View Perspective

Attachment 2: Elevation



255 Bremner Boulevard

Elevation
Applicant's Submitted Drawing

Not to Scale
06/19/08

File # 08_143098

