

Sign Variance - 2A Spadina Avenue

Date:	June 9, 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:	08-104026

SUMMARY

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

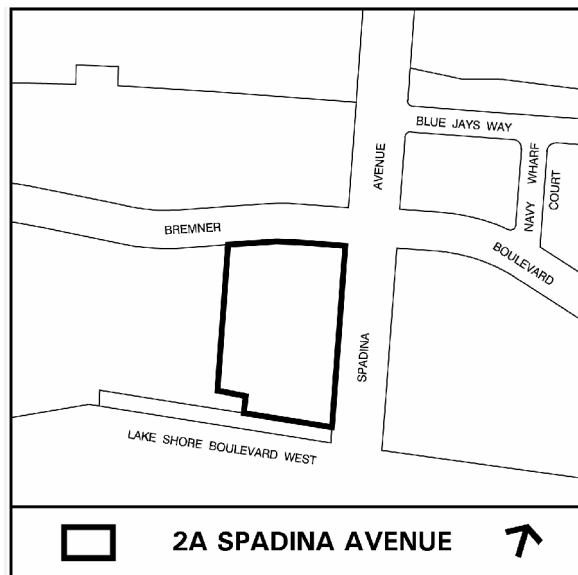
To review and make recommendations on a request by Helena Lee with Concord Adex Development Corporation on behalf of Concord City Place Acquisition for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for third party advertising purposes, an illuminated fascia sign “Concord-Cityplace” on the west elevation of a residential condominium building which is known as Tower ‘N’ at 2A Spadina Avenue (Block 25-Railway Lands West).

Staff recommends refusal of the application. The variances are major and not within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council refuse the requested variance to permit, for third party advertising purposes, an illuminated fascia sign “Concord-Cityplace” on the west elevation of a residential



condominium building known as Tower ‘N’ at 2A Spadina Avenue (Block 25-Railway Lands West).

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

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
1. Chapter 297-10D (5)(e)	The proposed fascia sign would be located on the mechanical penthouse at level 44 at a height of 209.1m.	The signs are required to be located within the first two storeys of the building or at a maximum height of 10.0m above grade.
2. Chapter 297-10D (5)(g)	The proposed fascia sign would have an area of 29.10m ² .	The proposed 29.1m ² sign area would exceed by 4.1m ² , the maximum 25.0m ² permitted.

COMMENTS

The height and size of signs above grade are regulated in order to minimize the negative visual impact of these signs on the building to which they are attached, on the surrounding uses and on the streetscape. In this case, the proposed sign is larger than permitted and it would be located on the wall of a mechanical penthouse, located on top of a residential condominium building. The sign would be visible from the Gardiner Expressway and it would be visible from a neighbourhood park located at a short distance to the west of this building. The sign would be intrusive and incompatible with emerging residential developments in the area.

The Railway Lands Central and West, where this building is located, is the subject of a comprehensive public art programme. A significant element of this programme is lighting of the mechanical penthouses of the condominium towers. The sign would detract from and interfere with the public arts programme for the area.

The condominium building at 2A Spadina is occupied and expected to be registered shortly. Once this happens, the building will no longer be owned by Concord Adex. It is staff’s opinion that permitting this third-party sign on a residential building would have a significant negative visual impact on the present and future residential developments in the area. The approval of this application would set a bad precedent for approval of more

third-party signs on residential high rise buildings across the city. The intent of the signage provisions of the Municipal Code is to prevent signage from becoming the predominant characteristic of residential building facades. A third party sign at this location is inappropriate for a residential building and it would diminish the objectives for quality urban design in this community.

Staff recommends refusal of the application. The variances are major and not within the general intent and purpose of the Municipal Code.

CONTACT

Norm Girdhar, Assistant Planner
Telephone: 416-392-7209
Fax No. 416-392-1330
E-mail: ngirdhar@toronto.ca

SIGNATURE

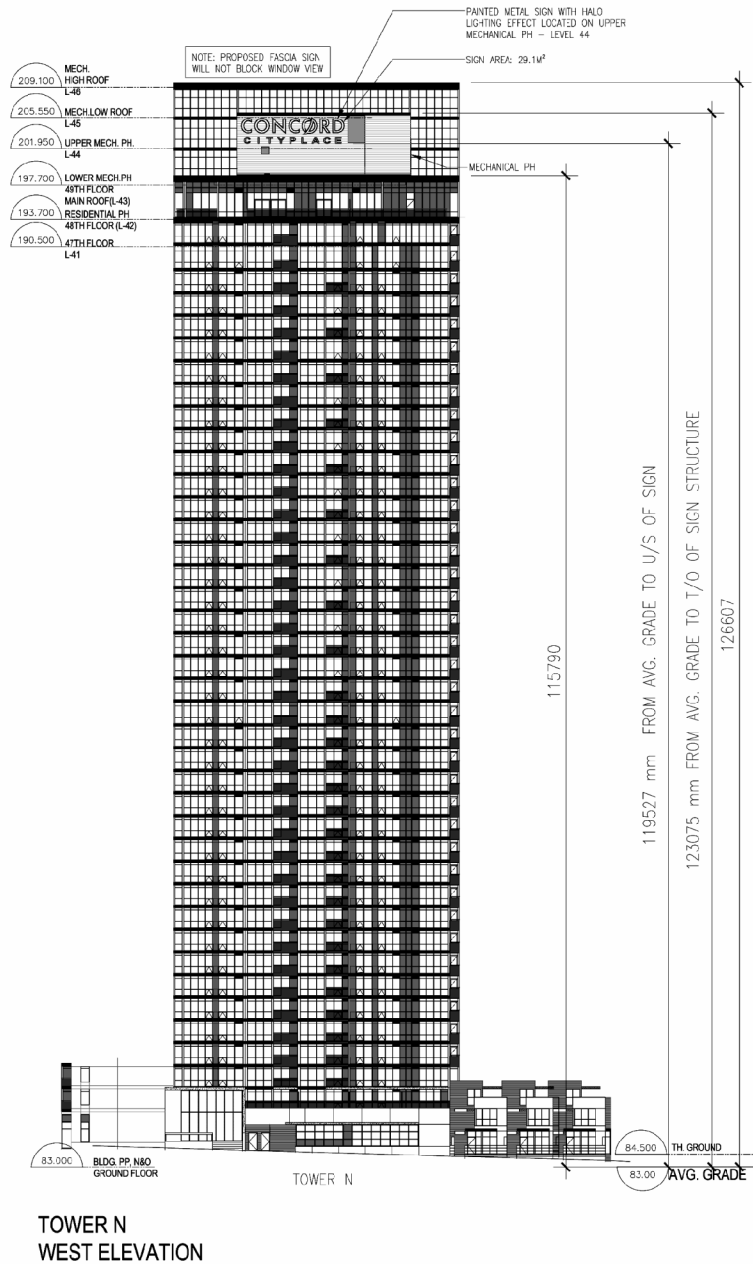
Raymond David, Acting Director
Community Planning, Toronto and East York District

(P:\2008\Cluster B\pln\teycc4697967010.doc) - smc

ATTACHMENTS

Attachment 1: Tower N West Elevation
Attachment 2: Elevation & Sign Details
Attachment 3: Elevation

Attachment 1: Tower N West Elevation



Tower N West Elevation

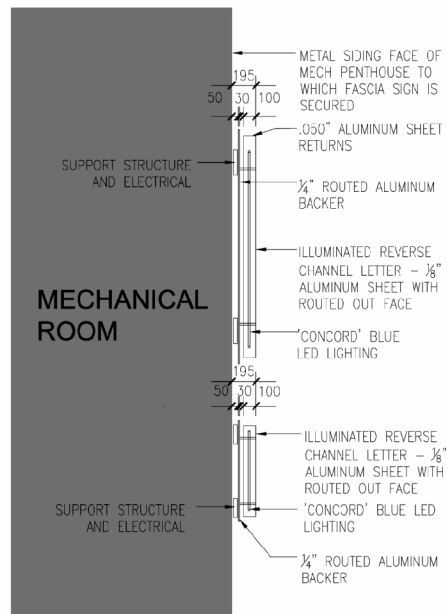
2A Spadina Avenue

Applicant's Submitted Drawing

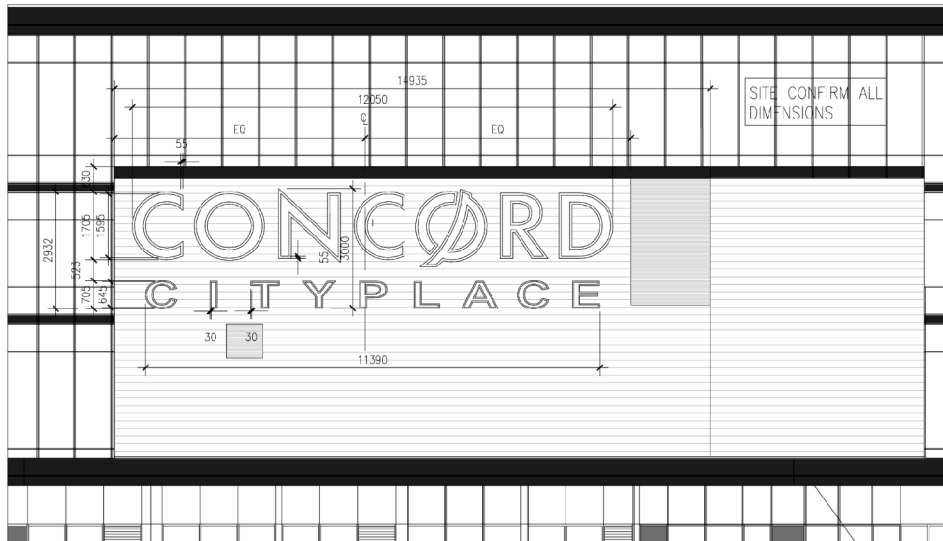
Not to Scale
01/30/03

File # 08_104026

Attachment 2: Elevation & Sign Details



SCHEMATIC SECTION DETAIL



FASCIA SIGN DETAIL ELEVATION

Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale
01/30/08

2A Spadina Avenue

File # 08_104026

Attachment 3: Elevation



2A Spadina Avenue

File # 08_104026

Elevation

Applicant's Submitted Drawing

Not to Scale
01/30/08