

**Sign Variance Report  
120 Homewood Avenue**

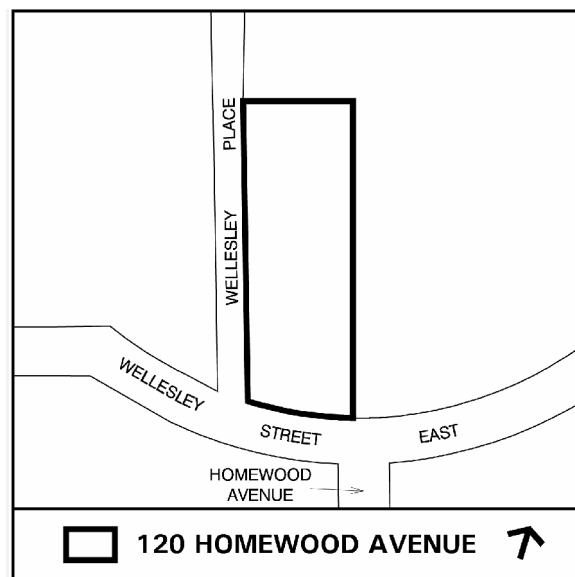
<b>Date:</b>	December 3, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 27 – Toronto Centre-Rosedale
<b>Reference Number:</b>	06-159590

**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 Gouled Osman of Deltera Inc. on behalf of the Residences at Verve Inc. for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, eight backlit illuminated fascia signs at the first floor level on the south, east and west elevations of a building to be constructed at 120 Homewood Avenue (formerly 146 Wellesley Street).

Staff recommends approval of six back-lit illuminated fascia signs on the south elevation and one back-lit fascia sign on the east elevation and one illuminated fascia sign on the west elevation of the building with a condition that the sign on the west elevation would be turned off between 10:00 p.m. and 7:00 a.m. by means of an automated timing device. With this condition in place, the proposed sign on the west elevation is acceptable. The variance is minor and within the general intent and purpose of the Municipal Code.



## RECOMMENDATIONS

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### The City Planning Division recommends that:

1. City Council approve the variance to permit, for identification purposes, six backlit illuminated fascia signs at the first floor level, on the south elevation and one illuminated fascia sign on the east elevation and one illuminated sign on the west elevation of a building to be constructed at 120 Homewood Avenue (formerly 146 Wellesley Street) with conditions that the sign on the west elevation of the building would be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device and that energy efficient lights be required; and
2. City 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

There are no financial implications resulting from the adoption of this report.

### ISSUE BACKGROUND

The property forms part of the former Wellesley Central Hospital site at 146 – 160 Wellesley Street East. In 2004, City Council approved Official Plan Amendment 293 and Zoning By-law 468-2004, which implemented a planning framework to integrate the former Wellesley Central Hospital site with the surrounding community. The framework includes a new street and pedestrian network, development blocks for a mix of uses and a new park block. The subject property is identified as Block 1 and was purchased by Tridel Builders Inc. (Tridel) in 2005.

Tridel is constructing a mixed use development consisting of a 39-storey residential tower and a seven-storey loft building. The development is known as Verve. Retail uses are proposed on the ground floor of the tower fronting Wellesley Street East.

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

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
(1) Chapter 297-9 (C)(2)	To erect eight back-lit fascia signs over the entrances to the retail units located on the south, east and west elevations of a 39-storey building to be constructed on this site.	The proposed illuminated fascia signs in an "R" district are not permitted.

## **COMMENTS**

The “R4” zoned apartment building would contain retail business units at the grade level. Those uses require signage. The type and size of the proposed signs is consistent with the existing signs for the retail uses east and west of this property. Together these signs provide an attractive and consistent signage program. It is staff’s opinion that the proposed six illuminated fascia signs on the south elevation and one illuminated fascia sign on the east elevation of the building would not adversely impact occupants of the building or the streetscape.

With respect to the proposed illuminated sign on the west elevation, a three-storey residential building is located at the northwest corner of Wellesley Street East and Wellesley Place. Staff believes that, if permitted, the illumination from the proposed sign could be intrusive to the residents of the three-storey building located to the west of this building. To mitigate any concerns of illumination, planning staff recommends that the proposed illuminated fascia sign on the west elevation of the building be approved with a condition that the sign would be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device.

Staff recommends approval of the application with a condition that the sign on the west elevation would be turned off from 10:00 p.m. to 7:00 a.m. by means of an automated timing device. 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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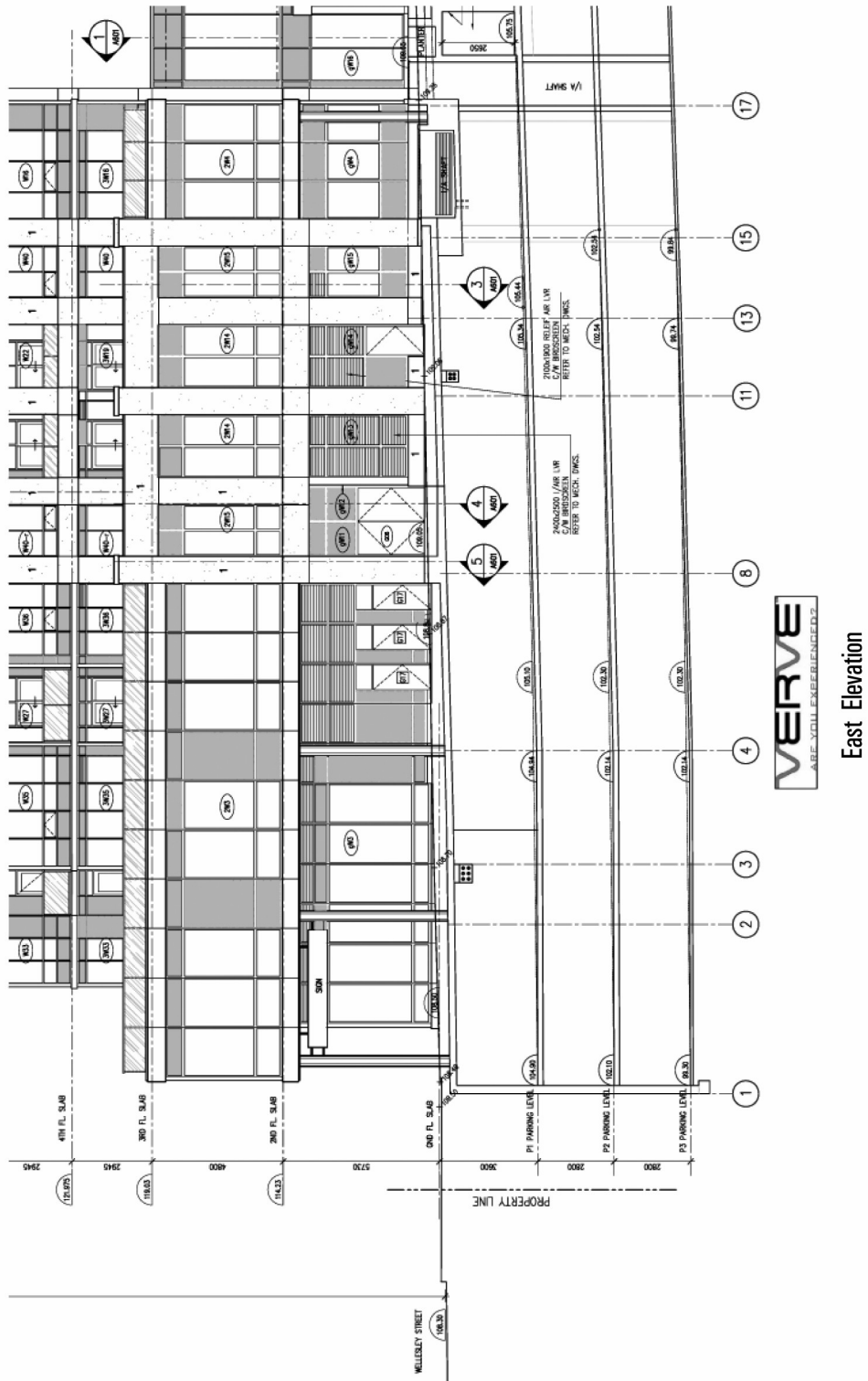
Gary Wright, Director  
Community Planning, Toronto and East York District

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## **ATTACHMENTS**

Attachment 1: Elevations  
Attachment 2: Elevations  
Attachment 3: Elevations  
Attachment 4: Sign Details

**Attachment 1: Elevations**



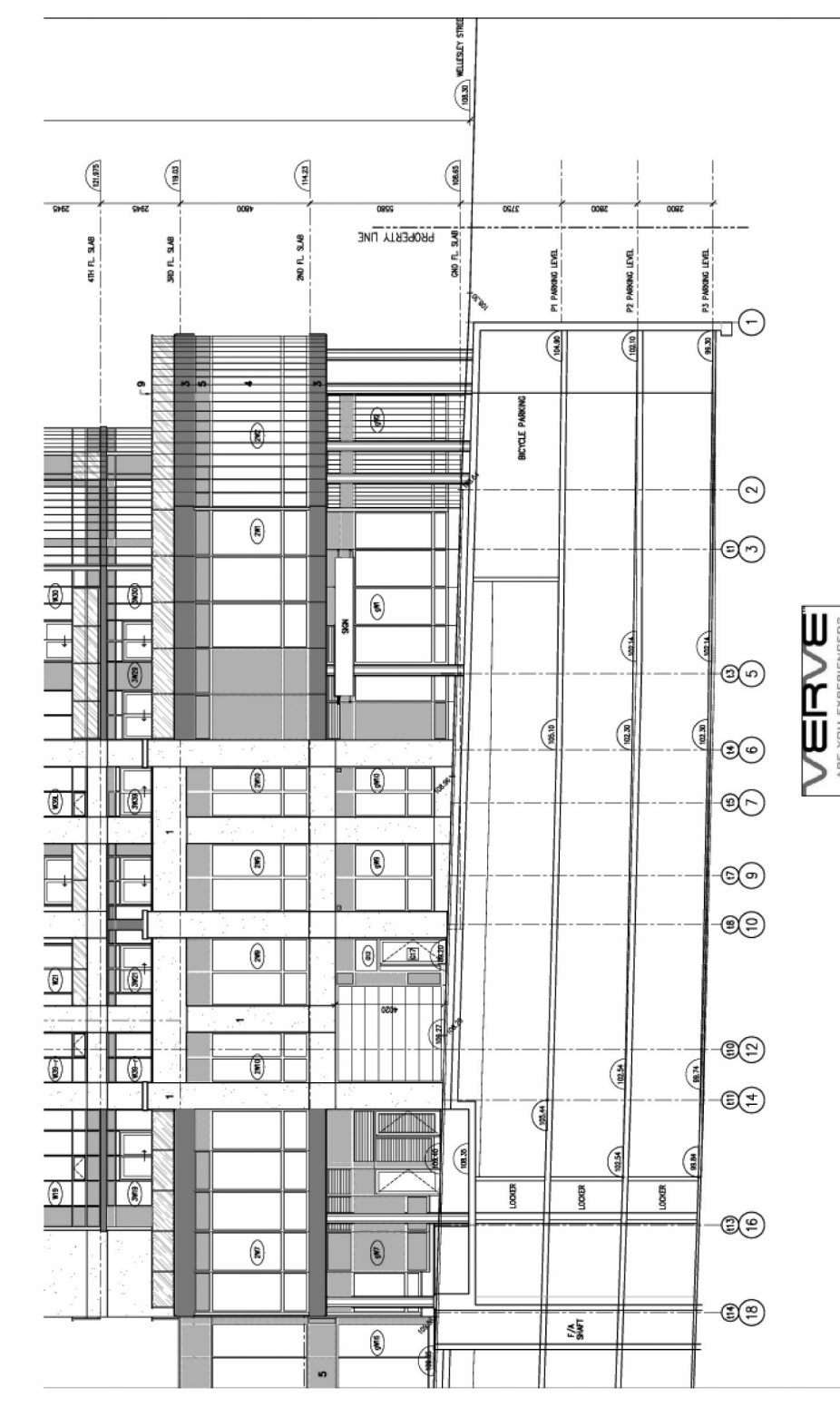
**Elevations**

**120 Homewood Avenue**

Applicant's Submitted Drawing  
Not to Scale  
10/05/06

File # 06\_159590

## Attachment 2: Elevations



120 Homewood Avenue

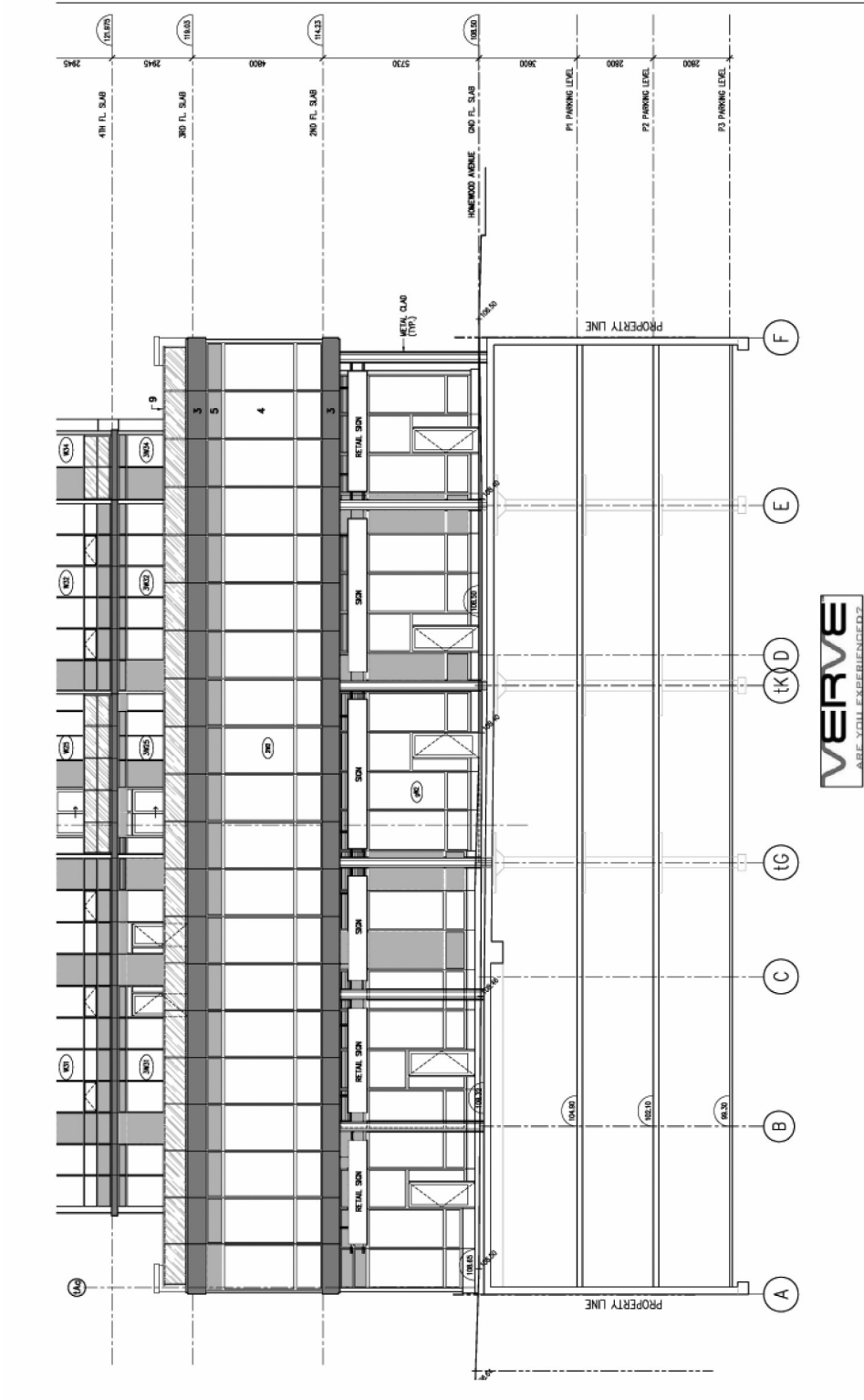
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Applicant's Submitted Drawing

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Attachment 3: Elevations



120 Homewood Avenue

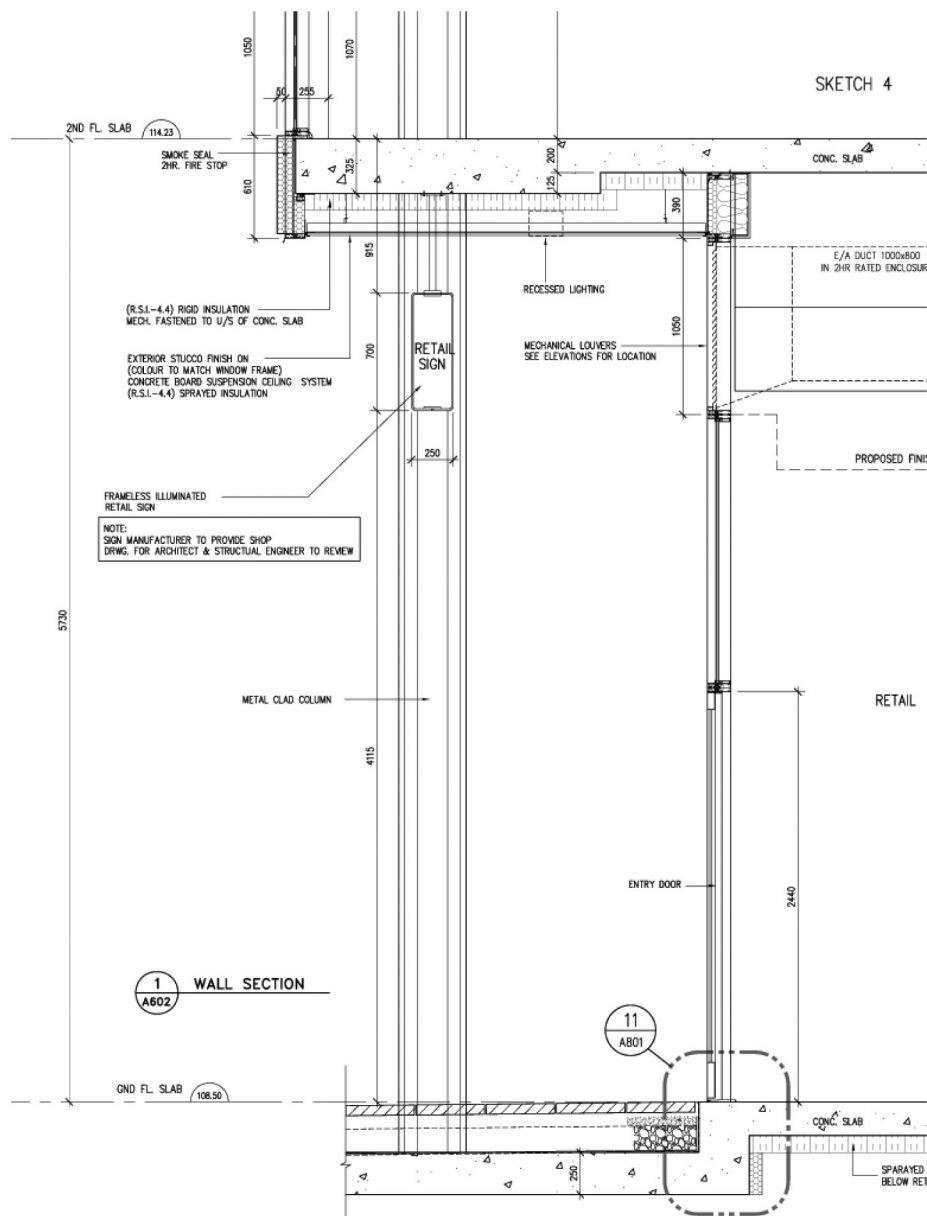
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# Attachment 4: Sign Details



## Sign Details

Applicant's Submitted Drawing

Not to Scale  
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