



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance
1350 Castlefield Avenue**

Date:	October 20, 2009
To:	Chairman and Members, North York Community Council
From:	Director and Deputy Chief Building Official, Toronto Building, North York District
Wards:	15 – Eglinton-Lawrence
Reference Number:	Folder No. 09 179245 ZSV 00 ZR File No. 2009NY027

SUMMARY

This staff report is about a matter that the Community Council has delegated authority to make a final decision provided that it is not amended to that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Beth Johnson of UD&D Inc. for variance from the York Sign By-law No. 3369-79 as amended, to permit 26 non illuminated wall signs and 6 ground signs, 4 of which are illuminated at the retail development located at 1350 Castlefield Avenue.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. North York Community Council approve the request for sign variances at 1350 Castlefield Avenue.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The subject property is located at the North West corner of Castlefield Avenue which is a local/collector road and Caledonia Road which is a minor arterial road. The lands are zoned (PE) Prestige Employment in the former York Zoning By-law No. 1-83, as amended. Commercial and office uses are permitted at this location.

The building was initially constructed in the 1950's for use by General Electric (GE) as an industrial research and warehousing facility. In 2004, the old one storey GE building was given a makeover. The renovated building is part of the Design District, has a building area of approximately 200,000 square feet and houses nineteen retail tenancies. The tenants are spread through the building and are linked to each other with internal walkways. The units are not lined up linearly as is the case with suburban type, low rise retail and office uses.

The building is located on a parcel of land with two (2) street frontages, one on Castlefield Avenue and the other on Caledonia Road.

Surrounding properties are zoned/used as follows:

South - Industrial with a car sales lot

North - Industrial – industrial warehouse building

East - Prestige commercial with Lowes and Retail Stores

West - Parking ancillary to this development flanked by a railway track.

COMMENTS

Although the area is designated part of the Design District, most of the design oriented redevelopment still remains east of Caledonia Road. In order to attract the public, it is essential that users are visually drawn from east of Caledonia Road and down the hill to this location. In addition, because of the general topography of the area, the building appears low and would be difficult to notice without porticos extending a reasonable height above the base building roofline.

Additional ground signs are required as the complex has two street frontages, and along with the steeply sloping topography a single ground sign is not visible from both streets.

The proposed signs will not comply with the City of York Sign By-law No. 3369-79, as amended, in the following ways:

Sign By-law Section Requirements	Applicant's Proposal	Required Variance
<p>Section 15.2.1(a) <u>WALL SIGNS – First Storey</u></p> <p>(i) One wall sign may be erected for each occupancy located on the first storey of a building, and in addition, one general identification wall sign, provided that all such signs shall be located on the street frontage wall of the building.</p> <p>(ii) Any occupant or corner business space in the first storey of a building situated on a corner lot, may erect one wall sign for each street frontage onto which the said business space faces.</p>	<p>To install a total of 26 walls signs located on the east, south and west walls of the existing building, with a total sign area of 231.0 square meters.</p>	<p>To permit a total of 26 identification wall signs, with a total sign area of 231.0 square meters, on the east, south and west walls of the building, where the Sign By-law permits one wall sign for each tenant, one additional wall sign for a corner unit plus one general identification wall sign for a total of 21 wall signs; and to allow 4 of the 26 signs to occupy 5.4% of the area of the west wall of a building not having a street frontage.</p>
<p>Section 14.4 No sign or sign structure attached to the wall of a building shall extend beyond the roof or parapet of the building...</p>	<p>To install 10 identification wall signs facing east, south and west, to extend beyond the roof or parapet of the first floor of the building.</p>	<p>To permit 10 identification wall signs facing east, south and west to extend beyond the roof or parapet of the building, one of the ten has a height of 5.55 meters and 9 remaining signs vary in height from 1.53 meters to 3.6 meters, where the by-law states that no sign or sign structure attached to the wall of a building shall extend beyond the roof or parapet of the building to which it is attached.</p>
<p>Ground Signs 15.1.1. One ground sign is permitted for each frontage on the premises provided each frontage abuts an arterial road.</p>	<p>To install a total of six (6) ground signs, two (2) on the Caledonia Road frontage and four (4) on the Castlefield Avenue frontage.</p>	<p>To permit a total of six (6) ground signs at this location, two (2) on the Caledonia Road frontage and four (4) on the Castlefield Avenue frontage on roads that are not arterial roads, where the by-law permits one ground sign for each frontage on the premises provided each frontage abuts an arterial road.</p>

<p>Section 15.2.7</p> <p>A commercial development built and designed as one development, having only one building, or two or more buildings which abut each other or are joined to each other by a common wall, a covered mall or other structure having a full roof, shall have uniformity in size, design and type of wall sign.</p>	<p>To install 12 of the identification wall signs on the east, south and west walls of the building which are not uniform in size, design and type.</p>	<p>To permit 12 of the identification wall signs on the east, south and west walls of the building, which are not uniform in size, design and type, where the sign by-law requires that in a commercial development signs shall have uniformity in size, design and type of wall sign.</p>
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CONTACT

Diane Damiano, Manager, Plan Review.

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SIGNATURE

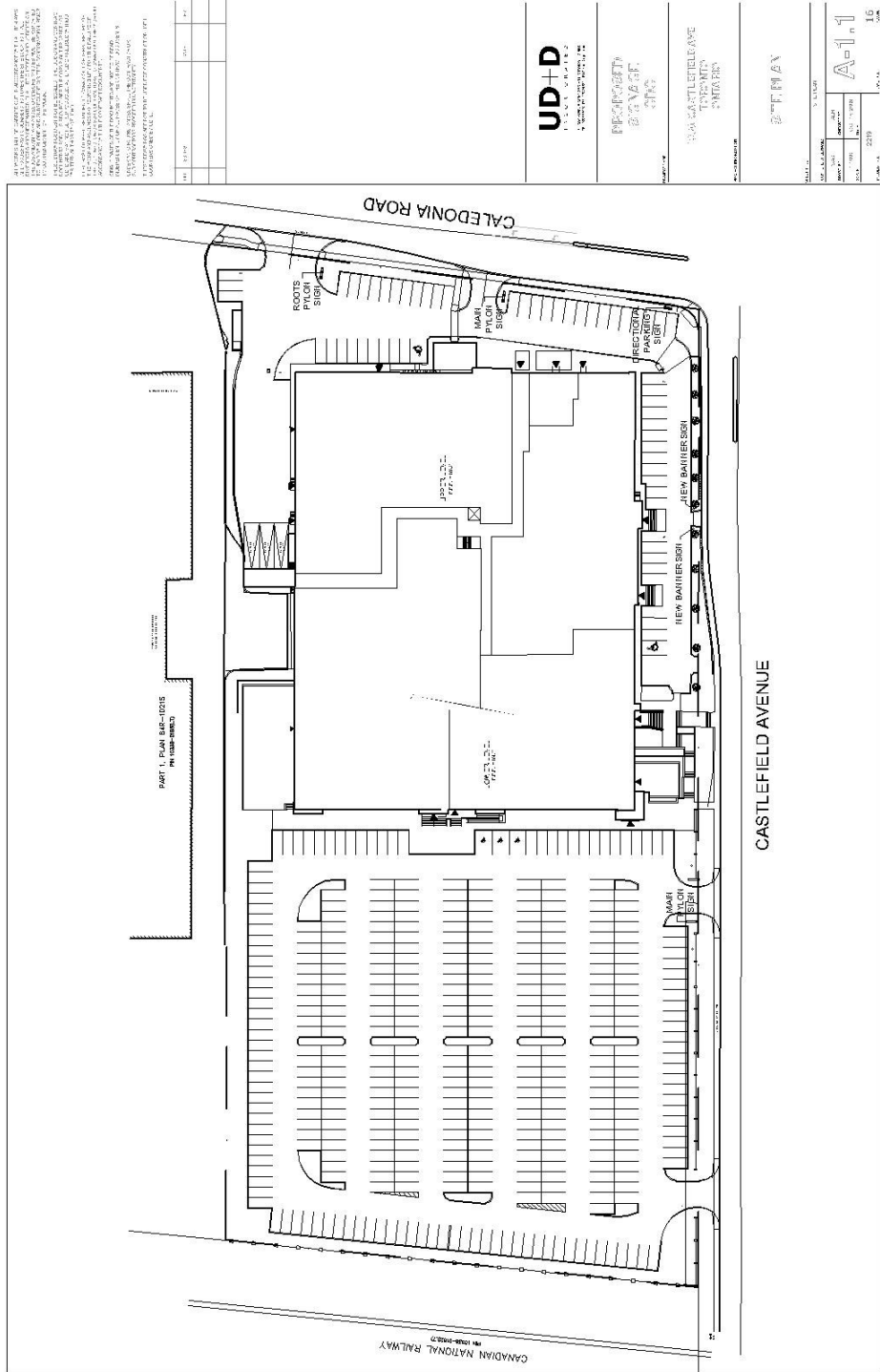
Edward Tipping, Deputy Chief Building Official and Director, Toronto Building,
North York District

ATTACHMENTS

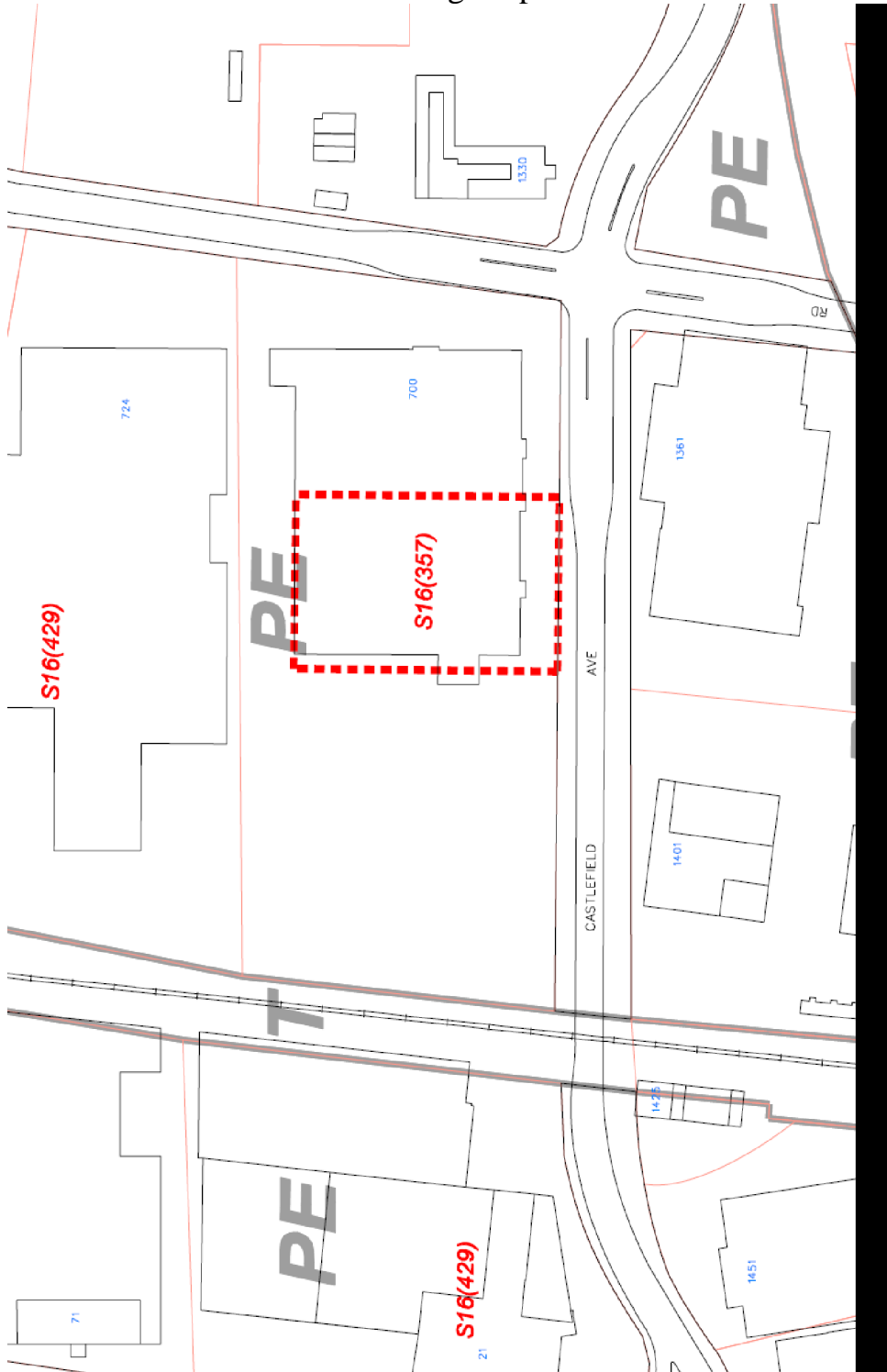
1. Site Plan
2. Zoning Map
3. Building Elevations
4. Applicant's letter

Attachment #1

Site Plan



Attachment #2
Zoning Map



Attachment #3

Building Elevations showing wall signs

1. ALL SIGNAGE SHALL BE INSTALLED IN ACCORDANCE WITH THE SIGNAGE REGULATIONS OF THE CITY OF CHICAGO. THE CITY ENGINEER'S OFFICE SHALL REVIEW ALL SIGNAGE AND SHALL BE NOTIFIED OF ANY SIGNAGE INSTALLED ON THE PROPERTY. THE CITY ENGINEER'S OFFICE SHALL BE NOTIFIED OF ANY SIGNAGE INSTALLED ON THE PROPERTY. THE CITY ENGINEER'S OFFICE SHALL BE NOTIFIED OF ANY SIGNAGE INSTALLED ON THE PROPERTY.

NO.	DATE	REVISION

UD-D
 1. UNIFORM DESIGN SYSTEM, 2015
 2. UNIFORM DESIGN SYSTEM, 2015

PROFESSIONAL ENGINEER
SEAN M. GILBERT
 00000000000000000000

1350 CASTLEFIELD AVE
 CHICAGO, IL 60642

WEST ELEVATION

SHEET NO. 00000000000000000000
 PROJECT NO. 00000000000000000000
 DATE: 08/14/2018
 SCALE: AS SHOWN
A21
 SHEET NO. 00000000000000000000
 PROJECT NO. 00000000000000000000
 DATE: 08/14/2018
 SCALE: AS SHOWN

Attachment #4 Applicant's letter

15 October 2009

Attention Diane Damiano/Manager Plan Review Toronto

Re: Castlefield Design Centre

Dear Diane,

The following rationale lays out in general terms the reasons for the Variances being requested:

Design District

The renovation and reuse of this building is consistent with the City's Official Plan designation for the Design District. It reuses an old industrial building, giving it new life as a centre for design oriented corporate offices, showrooms and design professional studios.

Building

The building was originally a GE research and warehousing building and is approximately 200,000 sq.ft. with a proportion that is quite deep, relative to its length for the new uses.

The new tenants are spread through the building, linked with internal walkways and not lined up linearly as is the case with suburban type, low rise retail and office uses. Accordingly the specific locations in the building as well as the tenant names and lines carried, must be evident on the building exterior.

To express the new uses of the complex, porticos have been constructed at regular intervals on the base building. Signs are affixed to the porticos.

Although the area is designated part of the Design District, most of the design oriented redevelopment remains east of Caledonia. It is therefore essential that users are visually drawn from east of Caledonia down the hill. Because of the topography this would be impossible without the portico's extending a reasonable height above the base building roofline.

The additional ground signs are required as the complex has two street faces and a steeply sloping topography that would not allow a single ground sign to be visible from both streets.

This complex consists mainly of high quality showrooms and design services as well as the Roots world headquarters. The signage, portico's landscaping and general design have all been designed with this in mind. All design elements have been carefully integrated with blended colours and forms. The intent is not to create a visually loud street face but an informative and interesting development that will draw people to the building.

Yours Sincerely,

Alan Hirschfield