

## Sign Variance - 109 Atlantic Ave

<b>Date:</b>	September 21, 2009
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 19 – Trinity-Spadina
<b>Reference Number:</b>	P:\2009\Cluster B\BLD\Toronto and East York\2009TE050 09 164737 ZSV 00 ZR

### SUMMARY

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

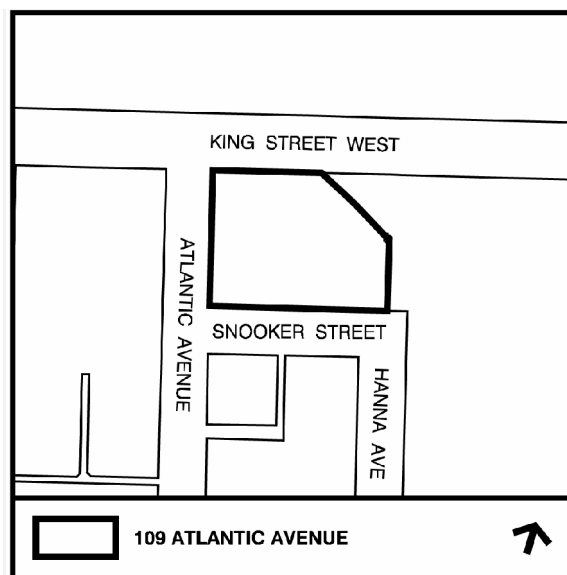
This report reviews and makes recommendations on a request by Bill Dalton of IBI Group, on behalf of First Capital (King Liberty-Barrymore) Corporation, for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit the removal of an existing first party non-illuminated fascia sign located on the south elevation of the building and to install a new non-illuminated double-sided, first party projecting sign on the south elevation of the trellis structure located adjoining to the eastside of main building.

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

### RECOMMENDATIONS

**The Toronto Building Division recommends that:**

1. Toronto and East York Community Council approve the requested variances to permit the removal of an existing first party non-illuminated fascia sign located on



- the south elevation of the building and to install a new first party, non-illuminated double-sided projecting sign on the south elevation of the trellis structure located adjoining to the eastside of main building at 109 Atlantic Avenue; and
2. 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

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 replace a non-illuminated existing fascia sign “west elm” with an area of 4.35m<sup>2</sup>, located on the south elevation of the building with a newly designed non-illuminated, double-sided first party projecting sign on the south elevation of a trellis structure located adjoining to the eastside of main building at 109 Atlantic Avenue. The proposed projecting sign is 0.69m wide and 2.44m high with an area of 1.68m<sup>2</sup> (see attached graphics).

The proposed 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 297-2 (Definition) (6)	To install a non-illuminated, two-sided projecting sign on the south elevation of a trellis structure located on the eastside of the main building.	The proposed sign on the trellis structure is not a permitted sign type.
2. Chapter 297-10D (6)	To install a non-illuminated, two-sided projecting sign on the south elevation of a trellis structure located on the eastside of the main building.	The Municipal Code requires that the identification fascia or projecting sign must be located on a wall of its respective commercial unit in the building.

### COMMENTS

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 was developed. The applicant had developed this signage proposal in consultation with Community Planning and Heritage Preservation Services staff. The fascia sign intended for removal was approved in 2008 by Toronto and East York Community Council, as a part of a comprehensive sign

program for the building. With this application, the applicant is seeking permission to remove the existing non-illuminated fascia sign “west elm” located on the south elevation of the building and to install a new non-illuminated double-sided projecting sign on the south elevation of a trellis structure located adjoining to the eastside of main building.

Although, the proposed projecting sign does not conform precisely with the requirements of the by-law, it is staff’s opinion that in this case, the proposed replacement sign as shown on the attached sign graphics is compatible with the existing signs located on the building and it would not adversely impact the building, trellis structure, surrounding uses or streetscape.

Staff of Heritage Preservation Services and Community Planning has reviewed the plans and have advised that they have no objection.

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**

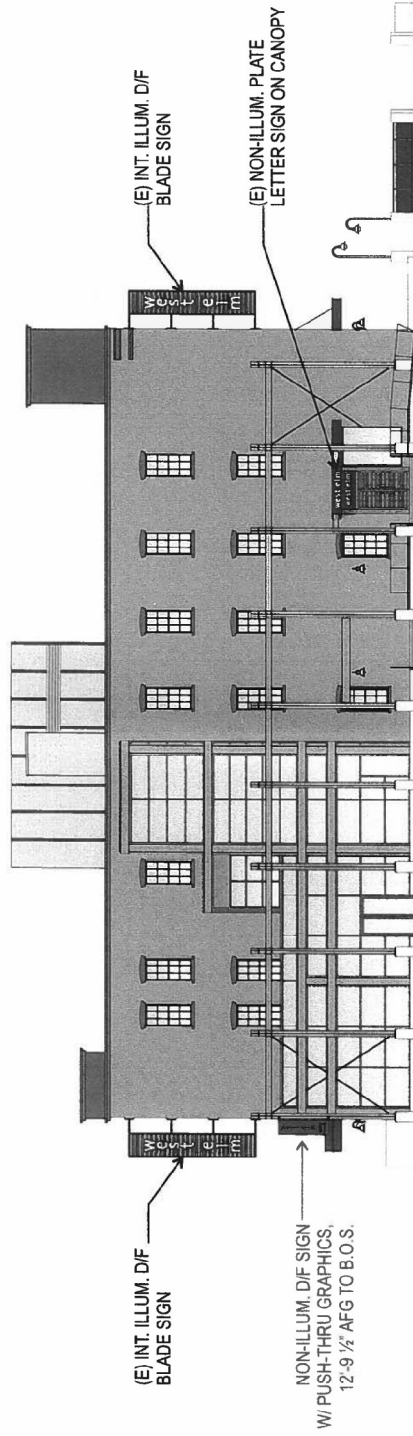
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Mario Angelucci, Acting Director, Toronto Building  
Toronto and East York District

## **ATTACHMENTS**

Attachment 1: Elevations  
Attachment 2: Elevations  
Attachment 3: Elevations  
Attachment 4: Elevations

# Attachment 1:



East Elevation

## Elevations

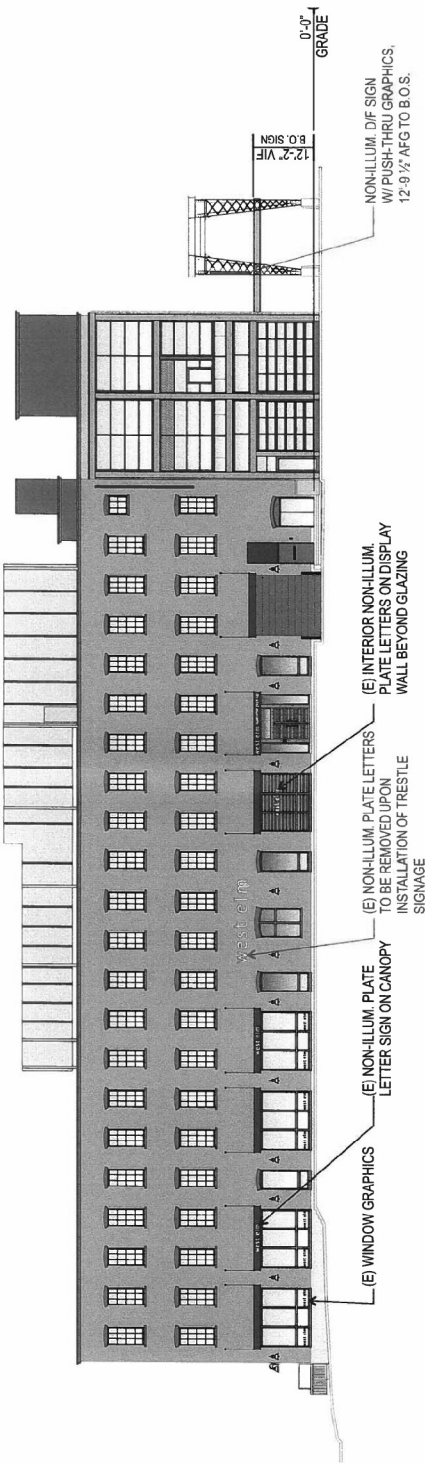
109 Atlantic Avenue

Applicant's Submitted Drawing

Not to Scale  
09/15/2009

File # 09\_164737

Attachment 2:



South Elevation

Elevations

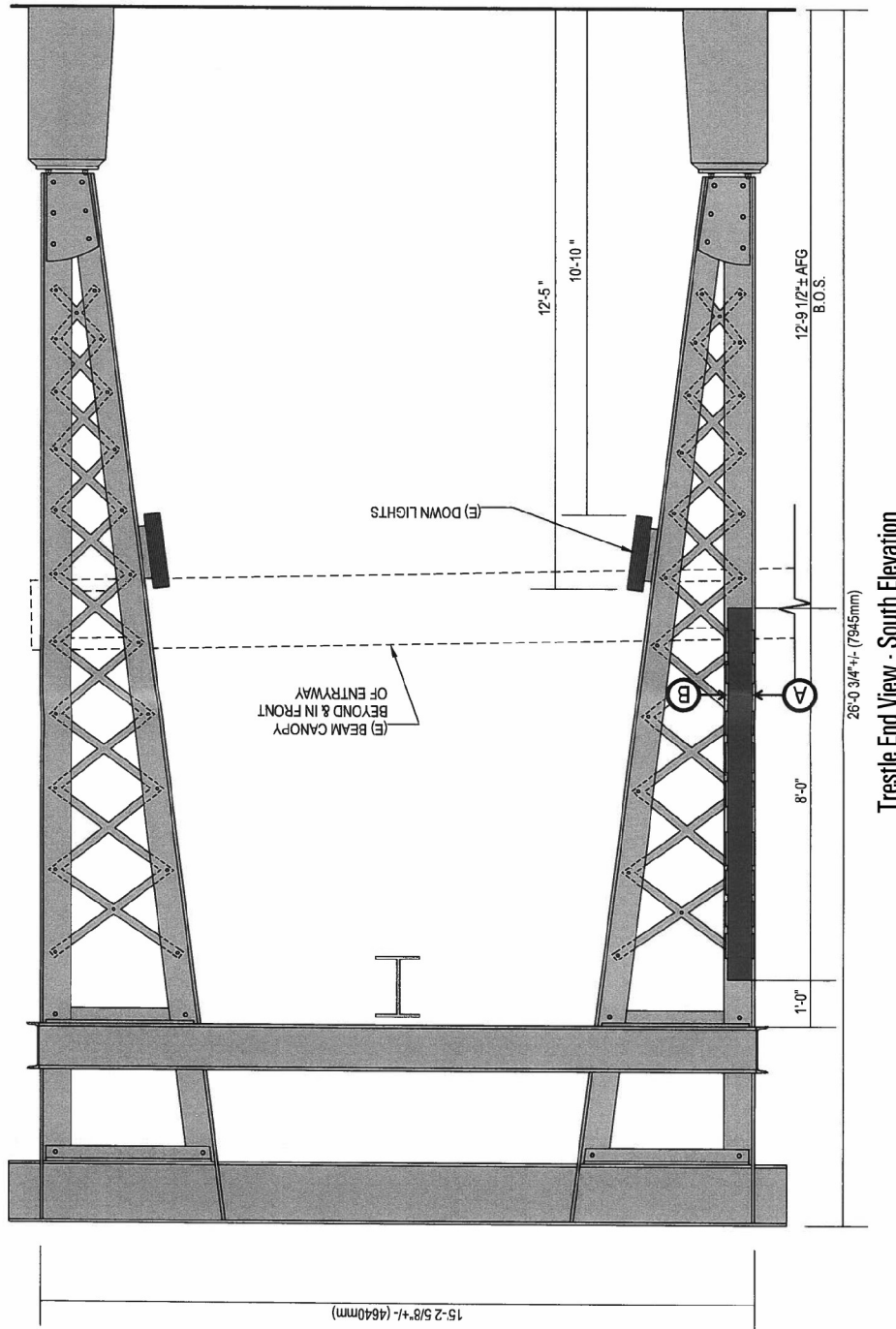
109 Atlantic Avenue

Applicant's Submitted Drawing

Not to Scale  
09/15/2009

File # 09\_164737

### Attachment 3:



Trestle End View - South Elevation

### Elevations

109 Atlantic Avenue

Applicant's Submitted Drawing

Not to Scale  
09/15/2009

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Staff report for action – Sign Variance - 109 Atlantic Ave



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