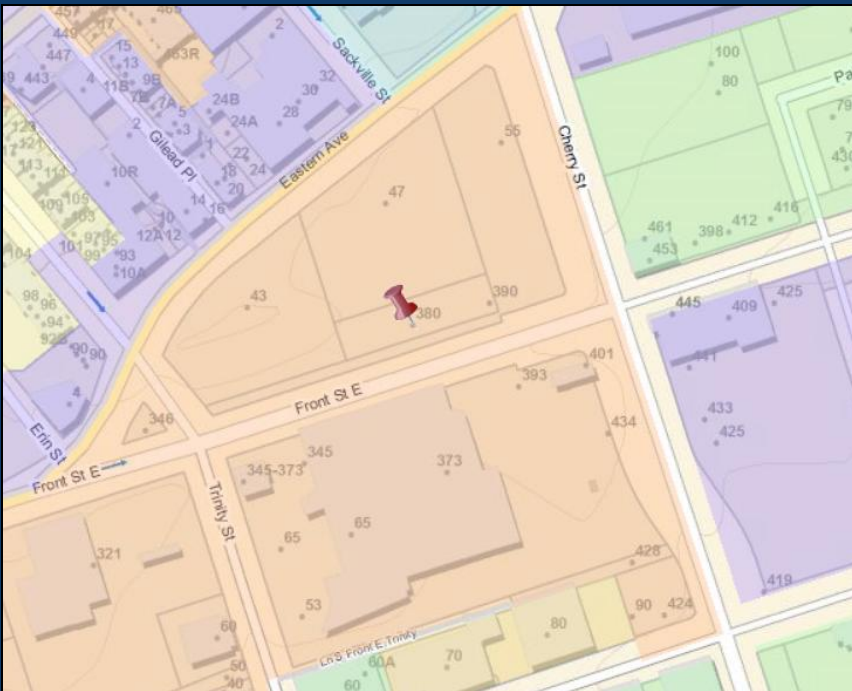


# Application to Consider

## 380 Front Street East

Sign District Map Excerpt– 380 Front Street East



November 15, 2016

# Description of Proposed Signage Master Plan

<b>Sign Type</b>	Seven illuminated wall signs on a purpose-built media tower-type structure
<b>Sign Copy Type</b>	Static Copy
<b>Description of Sign Copy</b>	Each sign contains branding images intended to advertise specific car models associated with the business on the premises
<b># of Signs</b>	Seven
<b>Sign Location</b>	First, second and third storey
<b>Sign Face Dimensions</b>	Each sign measuring 2.59 metres horizontally by 1.52 metres vertically

# Description of Proposed Signage Master Plan

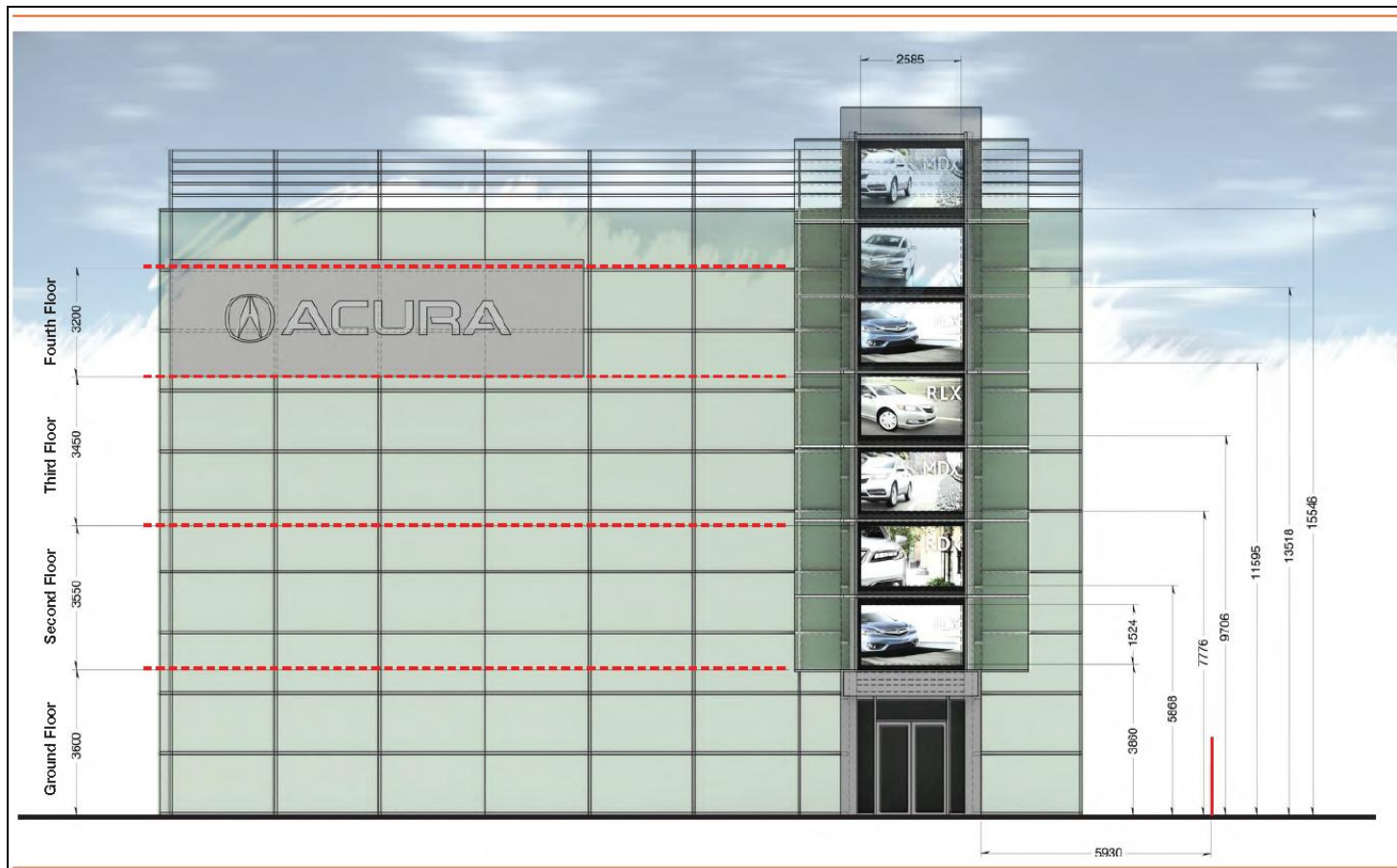


Figure 1: Proposed Signage Master Plan

# Variations Requested

Section	Requirement	Proposal
694-20A	First party signs may advertise, promote, or direct attention to goods available at the premises where the sign is located provided the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises does not exceed 30 percent of the total area of the sign copy.	The Proposed Signs are to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent.
694-21D(5)(a)	A wall sign is permitted in a CR sign district provided the sign is not erected above the second storey.	Four of the Proposed Signs are to be erected above the second storey.
694-21D(5)(d)	A wall sign is permitted in a CR sign district provided the total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected.	The Proposed Signs are to occupy 100 percent of the storey of the purpose-built feature wall where the signs are to be erected.

# Description of Alternative Signage Master Plan

- Following discussions with staff, the Applicant presented an Alternative Signage Master Plan which included the erection and display of six illuminated wall signs displaying static copy on six sections of the media tower structure where the sign proposed above the roof line was removed from the application.
- The sign copy was modified to depict portions of automobiles related to goods available on the premises and any reference to specific automotive brands or models was removed.

# Description of Alternative Signage Master Plan



Figure 2: Alternative Signage Master Plan

# Description of Approved Signage Master Plan

<b>Sign Type</b>	Three illuminated wall signs on a purpose-built media tower-type structure
<b>Sign Copy Type</b>	Static Copy
<b>Description of Sign Copy</b>	The proposed signs depict portions of automobiles which are related to goods available on the premises, but reference to specific automotive brands or models has been removed
<b># of Signs</b>	Three
<b>Sign Location</b>	First and second storey
<b>Sign Face Dimensions</b>	Each sign measuring 2.59 metres horizontally by 1.52 metres vertically



# Approved Signage Master Plan – Conditions of Approval

- The proposed signs are not to be illuminated between the hours of 9:00 p.m. and 7:00 a.m.;
- No signs are to be erected above the second storey; and
- The proposed signs at the first and second storey level are to be designed substantially in accordance with the illustrated depiction.



Figure 3: Approved Signage Master Plan



# Application of Criteria

694-30A(1): The Proposed Signs belong to a sign class permitted in the sign district

## Proposed / Approved Signage Master Plan

**YES - Staff are of the opinion that this criteria has been established.**

- The subject premises is designated as a CR-Commercial Residential sign district.
- The Proposed / Approved Signage Master Plan includes seven first party signs.
  - The signs contained in the Proposed / Approved Signage Master Plan are of a sign class permitted in a CR-Commercial Residential sign district.

# Application of Criteria

694-30A(2): If a third party sign, are of a sign type permitted in the sign district

## Proposed / Approved Signage Master Plan

**YES - Staff are of the opinion that this criteria has been established.**

- The subject premises is designated as a CR-Commercial Residential sign district.
- The Proposed / Approved Signage Master Plan includes first party wall signs.
- The criteria contained in §694-30A(2) is not applicable to the Proposed / Approved Signage Master Plan.

# Application of Criteria

694-30A(3): The Proposed Signs are compatible with the development of the premises and surrounding area

## Proposed Signage Master Plan

**NO - Staff are of the opinion, that this criteria, has not been established.**

- The property is located within the boundaries of the West Don Lands Precinct Plan which envisions a mixed-use area with an emphasis on urban living containing a mix of shops, restaurant, offices and residences.
- CR-Commercial Residential sign districts are generally composed of a mix of uses consistent with those contemplated by the Precinct Plan for this portion of Front Street.
  - The signs contained in the Proposed Signage Master Plan are of a number and height that is not compatible with a CR-Commercial Residential sign district, and the planned residential and commercial development on adjacent properties.

## Approved Signage Master Plan

**YES - Staff are of the opinion that this criteria has been established.**

- The conditions imposed by staff as part of the Approved Signage Master Plan limit the height of the signs and restrict the hours of illumination help to minimize potential issues of incompatibility as the surrounding area continues to evolve.

# Application of Criteria

694-30A(4): The Proposed Signs support the Official Plan objectives for the property and surrounding area

## Proposed Signage Master Plan

**NO - Staff are of the opinion that this criteria has not been established.**

- The West Don Lands Precinct Plan envisions this portion of Front Street as a mixed-use community composed of retail, offices and residences
  - It was the opinion of staff that the signs contained in the Proposed Signage Master Plan, are not compatible with the planned uses in the area and the vision provided in the Precinct Plan

## Approved Signage Master Plan

**YES - Staff are of the opinion that this criteria has been established.**

- The conditions attached to the Approved Signage Master Plan reduce the number and height of the signs helping to ensure the signs are of a scale that is more appropriate for a mixed-use area.
- The conditions attached to the approval also remove reference to specific automotive brands or models helping to distinguish the signs from traditional third party signs

# Application of Criteria

694-30 A(5): The Proposed Signs **Do Not** adversely affect adjacent premises?

## **Proposed Signage Master Plan**

**NO - Staff are of the opinion that this criteria has not been established.**

- The Proposed Signage Master Plan contemplates four illuminated signs that are erected above the second storey of the main building.
- Illuminated signs at such a height have the potential to negatively impact adjacent properties.

## **Approved Signage Master Plan**

**YES - Staff are of the opinion that this criteria has been established.**

- The Approved Signage Master Plan reduces the height and overall number of signs, and restricts the hours of illumination in effort to ensure the signs are compatible with the planned context of the area

# Application of Criteria

694-30 A(6): The Proposed Signs **Do Not** adversely affect public safety

## **Proposed / Approved Signage Master Plan**

**YES - Staff are of the opinion that this criteria has been established.**

- The Signs contained in the Proposed / Approved Signage Master Plan are to display static copy, are erected on a wall that does not face a street and are of a size that is consistent with the overall façade of the building.
- It is the opinion of staff that the Proposed / Approved Signage Master Plan will not adversely affect public safety.

# Application of Criteria

694-30A(7): The Proposed Signs **Are Not** a sign prohibited by §694-15B

## Proposed / Approved Signage Master Plan

**YES - Staff are of the opinion that this criteria has been established.**

- The Proposed / Approved Signage Master Plan are for first party wall signs.
- First party wall signs are not prohibited by §694-15B.



# Application of Criteria

694-30A(8): The Proposed Signs **Do Not** alter the character of the premises or surrounding area

## **Proposed Signage Master Plan**

**NO - Staff are of the opinion, that this criteria, has not been established.**

- CR-Commercial Residential sign districts generally limit signage to business identification signs located at the first and second storey wall where the business is located and are of a scale that allows them to be visible to pedestrians passing by on the street
- Staff believe that the display of commercial products over an extended area of the building, compounded by the height at which the signs contained in the Proposed Signage Master Plan are to be displayed, is not consistent with the proposed mixed use neighbourhood contemplated by the West Don Lands Precinct Plan.

## **Approved Signage Master Plan**

**YES - Staff are of the opinion that this criteria has been established.**

- The Approved Signage Master Plan contains a fewer number of signs and ensures the signs are erected at a height that is consistent with the neighbourhood character envisioned by the West Don Lands Precinct Plan.
- The restrictions on illumination help support the residential character of the area established by the Precinct Plan while avoiding potential issues of incompatibility

# Application of Criteria

694-30 A(9): The Proposed Signs Are Not contrary to the public interest

## Proposed / Approved Signage Master Plan

**YES - Staff are of the opinion that this criteria has been established.**

- A notice of the application was posted on the premises for 30 days, and staff did not receive any comments or letters of opposition from adjacent property owners.
- It is the opinion of staff that the Signs contained in the Proposed Signage Master Plan are not contrary to the public interest.

# Conclusion and Staff Recommendation

- Staff believe that the Approved Signage Master Plan Sign meets all nine of the established criteria listed in §694-30A.
- As such, it is recommended City Council grant the required variances from the Sign By-law, in accordance with the Chief Building Official's decision of November 19, 2015, with conditions for the Approved Signage Master Plan.

**Questions?**