

Alteration to a Designated Heritage Property, Fascia Sign – 100 Adelaide Street West

Date:	November 19, 2012
To:	Toronto Preservation Board
From:	Director, Urban Design, City Planning Division
Wards:	Ward 28 - Toronto-Centre Rosedale
Reference Number:	P:\2013\Cluster B\PLN\HPS\TEYCC\January 22 2013\teHPS56

SUMMARY

This report recommends that City Council approve, with conditions, a sign on the designated heritage property at 100 Adelaide Street West, under Section 33 of the Ontario Heritage Act. The property is also subject to a Heritage Easement Agreement, CA691425, registered on title.

The proposal involves the installation of a large fascia sign on the west elevation of the Concourse Building at 100 Adelaide Street West. The purpose of the sign is to advertise available office space as part of the future redevelopment of the site at the north-west corner of Adelaide Street West and Sheppard Street.

This application is not subject to staff's delegated authority as only City Council can approve the alteration with conditions.

RECOMMENDATIONS

The City Planning Division recommends that:

1. City Council approve the proposal to install a fascia sign on the west elevation of the designated heritage building at 100 Adelaide Street West, substantially in accordance with the drawings submitted by Khurana Associates and date-stamped received by Heritage Preservation Services October 12, 2012, subject to the following conditions:
 - a. The installed sign is time-limited for a period of no longer than two years.

- b. The applicant obtains the necessary approvals from the Sign Bylaw Unit, Toronto Building.
- c. That no damage to the individual masonry units will result from the installation of the sign.
- d. Prior to the issuance of a heritage permit, the applicant shall submit final plans, drawings and technical specifications detailing the proposal including appropriate installation techniques, to the satisfaction of the Manager, Heritage Preservation Services.

Financial Impact

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

DECISION HISTORY

The Concourse Building at 100 Adelaide Street West is designated under Part IV of the Ontario Heritage Act by By-law No. 514-75, adopted by City Council on November 26, 1975, and is subject to the terms of a Heritage Easement Agreement (HEA), registered as Instrument No. CA691425 on October 3, 2000.

On October 5, 2000 City Council approved an Official Plan Amendment and Zoning By-law Amendment to allow the redevelopment of the properties at 100, 120 and 130 Adelaide Street West, 12 and 22 Sheppard Street and 85 and 111 Richmond Street West. <http://www.toronto.ca/legdocs/2000/agendas/council/cc/cc001003/to18rpt/cl048.pdf>

ISSUE BACKGROUND

The Council-approved plan for the site involves the construction of a 41 storey office tower at the north-west corner of Adelaide Street West and Sheppard Street. To accommodate the construction of the tower, the majority of the designated Concourse Building at 100 Adelaide Street West is proposed to be demolished with some of the façades retained. The owner has yet to file a Site Plan application for the site.

On October 12, 2012 an application to install a large (14.25m x 7m) fascia sign on the west elevation of the Concourse Building at 100 Adelaide Street West was submitted to Heritage Preservation Services. The purpose of the sign is to advertise office space available in the future redevelopment of the site.

COMMENTS

In general, large format signage is not appropriate for installation on heritage buildings. Signage on heritage properties should be subordinate with minimal visual impact and the proposed large fascia sign does not comply with the City's Guidelines for Signage on Heritage Buildings in terms of respecting the overall design and physical integrity of the property.

Further, the HEA describes the east, south and west elevations as important elements of the building and the installation of a large sign on the west elevation would have an adverse impact on the building's heritage character by visually detracting from the important brick details and motifs on the upper part of that elevation.

In discussions with the applicant, Heritage Preservation Staff suggested relocating the sign to another location on the site thereby eliminating the impact on the heritage building, however, the applicant advised that the location provided optimal exposure and alternative locations were not explored.

While the signage proposal will have an adverse impact on the heritage property as it currently exists, staff recognize that changes to the west elevation of the building may occur as part of the future redevelopment, thereby altering its current original condition and character. In that regard, HPS staff are recommending approval of the sign on condition that its installation be limited to two years. In the event that further changes to the building have not been undertaken by that time, the sign will be removed unless additional approvals are secured.

CONTACT

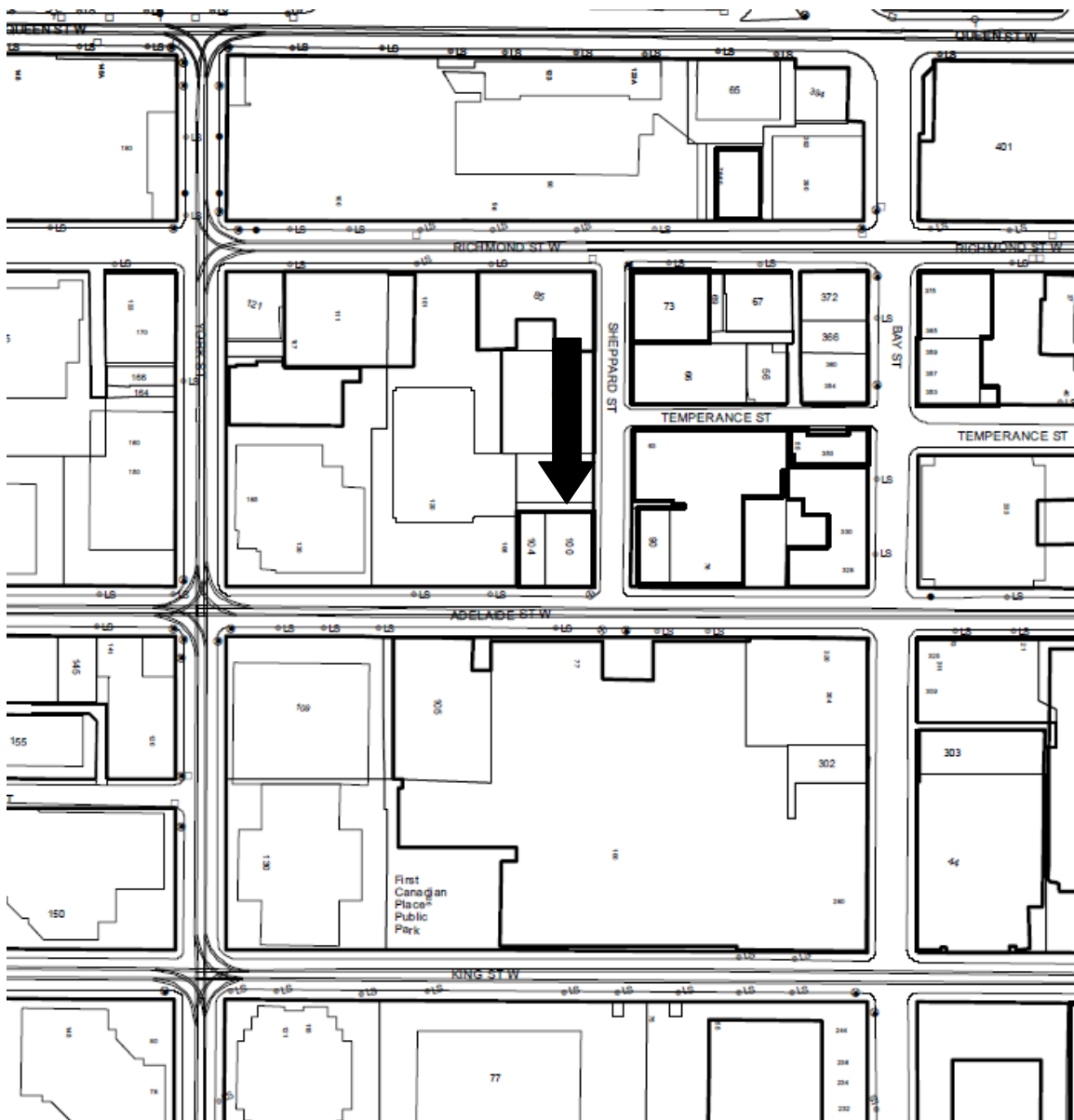
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SIGNATURE

Robert Freedman
Director, Urban Design
City Planning Division

ATTACHMENTS

Attachment No. 1 – Location map
Attachment No. 2 - Photograph
Attachment No. 3 – Rendering
Attachment No. 4 – Drawing





RENDERING: 100 ADELAIDE ST W

ATTACHMENT NO. 3

PROJECT: 46'-9" (14.25m) x 22'-11" (7m) BANNER INSTALLATION

LOCATION: 100 ADELAIDE STREET WEST., TORONTO, ON



