

ATTACHMENT 4: SIGN VARIANCE COMMITTEE DECISION – ITEM SB8.4



Tracking Status

- This item was considered by [Sign Variance Committee](#) on March 22, 2016 and was adopted without amendment.

Sign Variance Committee consideration on March 22, 2016

SB8.4	ACTION	Adopted		Ward:28
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Appeal - Signage Master Plan - 380 Front Street East

Committee Decision

The Sign Variance Committee:

1. Granted the six variances to §§ 694-20A, 694-21D(5)(a) and 694-21D(5)(d), with conditions, required to allow the issuance of permits for the erection and display of three illuminated wall signs required to implement the Signage Master Plan for the portions of the premises municipally known as 380 Front Street East, as described in Attachment 2 to the report (March 7, 2016) from the Manager, Sign By-law Unit, Toronto Building.

Origin

(March 7, 2016) Report from the Manager, Sign By-law Unit, Toronto Building

Summary

Downtown Acura (the "Appellant") is appealing the decision of the Chief Building Official's ("CBO") concerning an application for the variances required to allow for the issuance of permits to allow for the erection of multiple illuminated first party wall signs to implement a Signage Master Plan for the purpose-built media tower-type addition to the building (the "Media Tower") located on the premises municipally known as 380 Front Street East (the "Premises").

The CBO decided to grant the variances required to allow the issuance of permits for the erection and display of three illuminated first party wall signs on the first and second storeys of the Media Tower required to implement the specific Signage Master Plan for the Media Tower described in Attachment 2 (the "Approved Signage Master Plan").

The Appellant had requested the CBO approve 19 variances to allow the issuance of permits for the erection and display of seven illuminated first party wall signs required to implement the specific Signage Master Plan covering the entirety of the Media Tower, which extends past

the roofline of the four storey building on the premises as described in Attachment 1 (the "Proposed Signage Master Plan"). During the previous proceedings, the Appellant provided an alternative proposal, and requested that the CBO approve 16 variances, with certain conditions, to allow the issuance of permits for the erection and display of six illuminated first party wall signs required to implement the specific Signage Master Plan for a modified portion of the Media Tower, as described in Attachment 4 (the "Alternative Signage Master Plan").

It was the CBO's opinion that it had not been established that either the Proposed Signage Master Plan, or the Alternative Signage Master Plan, met all of the established criteria provided for in §694-30A of the Sign By-law. A review of the planning framework applicable to the subject premises and the surrounding area identified a variety of planned buildings and uses in the area that envision a significant change in the built form and character of the area. As such, it was the CBO's opinion that it had not been established that the Proposed Signage Master Plan (and the similar, Alternative Signage Master Plan,) were compatible with the development of, and would support the Official Plan objectives for, the premises and surrounding area. Also the CBO is of the opinion that it has not been established that either of the Proposed Signage Master Plan or Alternative Signage Master Plan, would not alter the character of the premises and surrounding area or would not have a negative impact on adjacent properties.

However, the CBO determined that the particulars of the signs, variances and associated conditions contained in the Approved Signage Master Plan, would result in a collection of signs that could be determined to have met all of the nine established criteria in §694-30A. The CBO issued a decision granting the variances required for the Approved Signage Master Plan.

Background Information

(March 7, 2016) Report and Attachments 1-2 from the Manager, Sign By-law Unit, Toronto Building - Appeal - Signage Master Plan - 380 Front Street West
(<http://www.toronto.ca/legdocs/mmis/2016/sb/bqrd/backgroundfile-90932.pdf>)

Communications

(March 21, 2016) E-mail from Gooderham & Worts Neighbourhood Association (SB.New.SB8.4.1)
(<http://www.toronto.ca/legdocs/mmis/2016/sb/comm/communicationfile-59589.pdf>)
(March 21, 2016) Letter from Corktown Residents and Business Association (SB.New.SB8.4.2)
(<http://www.toronto.ca/legdocs/mmis/2016/sb/comm/communicationfile-59580.pdf>)
(March 22, 2016) Letter from Councillor Pam McConnell - Ward 28 (SB.New.SB8.4.3)
(<http://www.toronto.ca/legdocs/mmis/2016/sb/comm/communicationfile-59621.pdf>)
(March 21, 2016) E-mail from John Wilson, Co-Chair, West Don Lands Committee (SB.New.SB8.4.4)
(<http://www.toronto.ca/legdocs/mmis/2016/sb/comm/communicationfile-59622.pdf>)

Speakers

Paul Brody, Sign Building Code Examiner Inspector, Sign By-law Unit, Toronto Building
Gordon Allard, Appellant, Transasian Fine Cars Ltd. OA Downtown Accura
Tom Davidson, Senior Advisor, Planning and Projects, Councillor McConnell's Office

Motions

Motion to Adopt Item moved by Nigel H. Waterman (Carried)

Declared Interests

The following member(s) declared an interest:

Brian Huskins - As he lives within the surrounding area of 380 Front Street East.

Source: Toronto City Clerk at www.toronto.ca/council