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TO:	CHAIR AND MEMBERS LONDON ADVISORY COMMITTEE ON HERITAGE MEETING ON WEDNESDAY, SEPTEMBER 11, 2013
FROM:	JOHN M. FLEMING MANAGING DIRECTOR, LAND USE PLANNING AND CITY PLANNER
SUBJECT:	HERITAGE ALTERATION APPLICATION BY: K. MILLSON 300 DUNDAS STREET

RECOMMENDATION
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That, on the recommendation of the Managing Director, Land Use Planning and City Planner, with the advice of the Heritage Planner, the Heritage Alteration Permit Application of K. Millson requesting permission for an alteration as identified to the designated heritage property located at 300 Dundas Street **BE DENIED**; it being noted that the Heritage Planner has reviewed the proposed sign placement and has advised that the impact of such alteration on the heritage features of the property identified in the reasons for designation is contrary to the Conservation Guidelines for the Downtown Heritage District;

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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None

PURPOSE AND EFFECT OF RECOMMENDED ACTION
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The purpose and effect of the recommended action would require an alternative location for the business sign proposed for 300 Dundas Street.

BACKGROUND
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The building at 300 Dundas Street is a three story painted brick clad commercial structure located on the north side of Dundas Street, east of Wellington. (Appendix 1) Built in 1927 it is now designated under Section 40 of the Act as it is within the Downtown Heritage Conservation District approved by Council in 2012. Implementation of the Downtown District was delayed by an appeal to the Ontario Municipal Board that was resolved in June, 2013.

Nature of this Application

This application is for approval of a sign related to the establishment of a new business at this location. The owners seek approval to place a reverse channel aluminium letter sign, 17 feet in length and about 46 inches in height, mounted to the exterior brick cladding, located centrally on the third floor of the building. The letters will stand about 2 inches off the wall and will be “halo illuminated with white LEDs.”(Appendix 3)

With respect to an issue identified below, the owners have indicated a willingness to place an interpretive plaque on the building façade identifying the building by its name and date of construction.

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Analysis with respect to the Downtown Heritage Conservation District Plan

Section 6.1.3.4 of the Downtown Heritage Conservation District Plan addresses the matter of signage noting that “the style and placement of signage can have a large impact on the atmosphere and style of a particular streetscape.” Further, it states:

- Internally illuminated signs are to be avoided.
- New signs should be compatible with the building in terms of size, scale, material, style and colour.
- Projecting and illuminated signage shall only be permitted in particular circumstances.
- Signage should never obscure, damage or destroy character-defining elements.
- Where historic evidence shows this was the case, signage shall be restricted to the horizontal band over the storefront and to the storefront glazing.

A previous business located at this address, had a prominent sign placed centred on the third floor. (Appendix 2- Photos.) In the opinion of the heritage planner, the proposed new sign is contrary to the new Guidelines in two respects. First, is the use of internal illumination, specifically discouraged, except in particular circumstances. Secondly, the preferred placement is directly over an identified heritage feature- the date stone identifying the **Wyatt Building, 1927**. This is one of three identified features along with the painted brick and the stone capping along the roofline.

The new sign is compatible with the building in terms of size, scale. With respect to material, style and colours no opinion is offered.

Discussions with the owners and the sign manufacturing company identified two other options. Option 2 would be to locate the same sign to the top left side of the building as one faces it from the street and maintain the internal illumination feature. Option 3 would be to mount the sign on the second storey above the main entrance without illumination.

Staff prefer Option 3 as it is most in keeping with the *Downtown Guidelines* with respect to placement nearer the traditional sign band, not illuminated, noting that at this location the sign would not cover the date stone. Staff have suggested the owners consider up lighting the sign from below to highlight the sign, and the building façade as an uplit sign would be consistent with the heritage conservation district guidelines.

The owners prefer Option 1 with the internally illuminated sign at the top centre of the façade. As mentioned, the owners have indicated a willingness to place an interpretive plaque elsewhere on the façade to identify the building’s historic name and date of construction.

It should be noted for the purpose of discussion, other internally illuminated signs have appeared in the Downtown District. These were installed prior to the resolution of the Downtown District.

Finally, it should be noted that whatever sign is approved with respect to the heritage issues, an application is also necessary under the City’s Sign and Canopy By-law. Such an application is pending determination of the heritage matters.

Recommendations

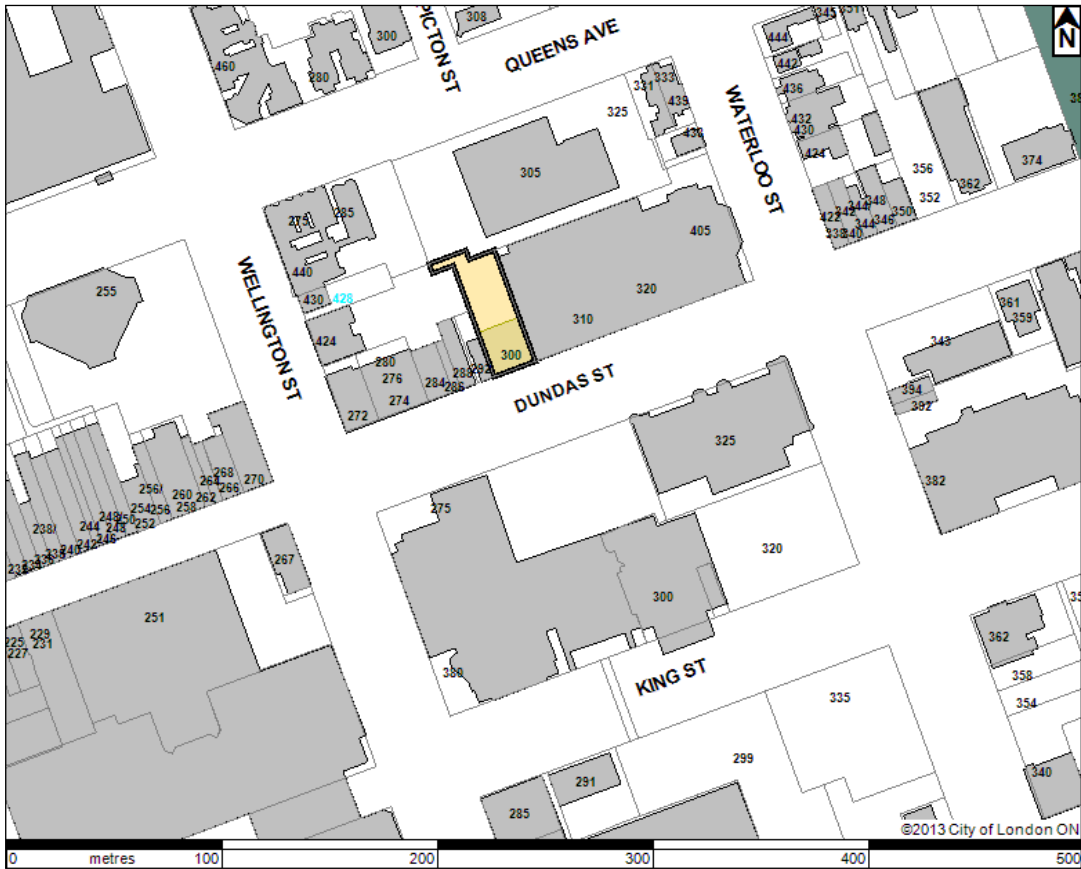
Staff recommend that this sign be placed either on the top left side of the third floor façade or above the main entrance on the second floor with no internal illumination being used. Exterior mounted up lighting could be supported as a minor alteration to the exterior façade with this option.

D. Menard:

PREPARED BY:	SUBMITTED BY:
<div>D. MENARD HERITAGE PLANNER COMMUNITY PLANNING &amp; RESEARCH</div>	<div>GREGG BARRETT, AICP MANAGER CITY PLANNING &amp; RESEARCH</div>
RECOMMENDED BY:	
<div>JOHN M. FLEMING, MCIP, RPP MANAGING DIRECTOR, LAND USE PLANNING AND CITY PLANNER</div>	

September 17, 2013  
dm/  
Attach: Appendix 1-Location Map; Appendix 2- Photos; Appendix 3- Concept Photos  
Document1

Appendix 1: Location Map – 300 Dundas Street



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Appendix 2: Photos – 300 Dundas Street (under former occupancy)



Photo Taken in 2009-detail below shows a portion of the sign of previous occupant and original sign block (below)





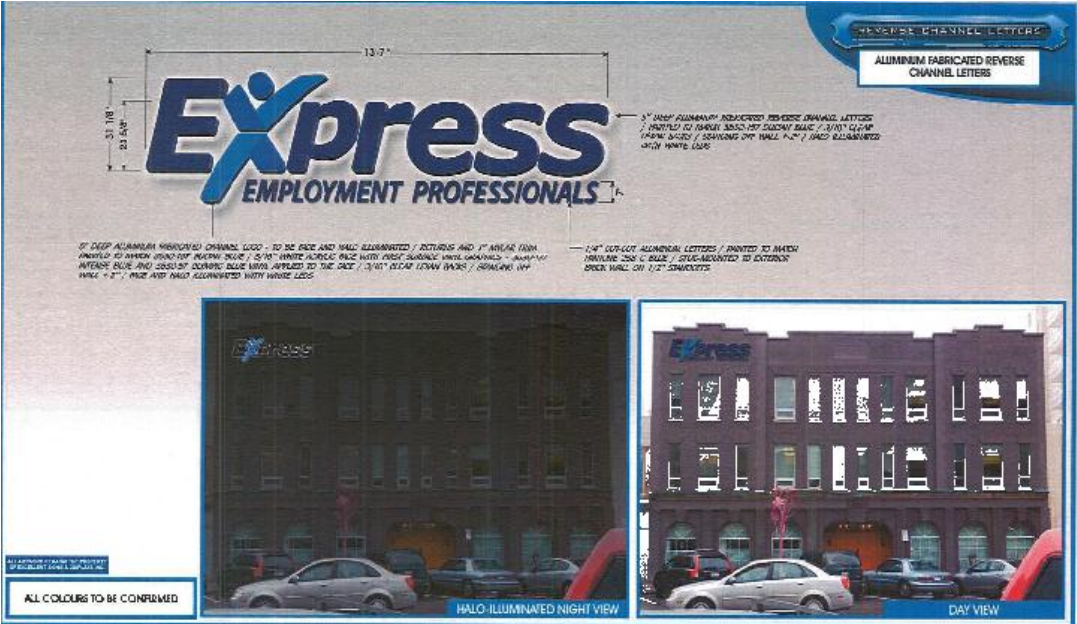
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Appendix 3: Concept Photos showing possible options

Option 1(Applicant’s Preferred Option)



Option 2: Sign mounted on left, third floor



Option 3: Sign mounted above main door on Second Storey

