

Economic and Development Services Committee Meeting – January 13, 2025

Request to Permit Murals at the Jack Astor's Restaurant at 903 Taunton Road East,
Priority Permits Ltd. (File: SV-2024-10) (Ward 3)

That the Economic and Development Services Committee recommend to City Council:

Whereas, Sign By-law 72-96, as amended, prohibits "Murals", defined as any type of display or artistic endeavour painted on or otherwise affixed directly to any external façade of a building which does not include any words of advertisement or any other direct or indirect promotional message or content, in all zones unless approved by Council or a Standing Committee of Council; and,

Whereas, on October 2, 2024, a request was received from Priority Permits Ltd. to permit murals at the Jack Astor's restaurant at 903 Taunton Road East (location shown on Attachment 1); and,

Whereas, the owner of the site, SmartReit (Oshawa North) Inc. (SmartCentres), has authorized Priority Permits Ltd. to make the appropriate applications to provide signage for the Jack Astor's restaurant; and,

Whereas, the first mural (Sign 1) will consist of graphics applied directly to the building façade and will measure 5.59 metres (18.4 ft.) in width by 5.18 metres (17 ft.) in height, with a total sign area of 28.96 square metres (311.8 sq. ft.) on the north façade of the building as shown on Attachments 2 and 3; and,

Whereas, the second mural (Sign 2) will consist of graphics applied directly to the building façade and will measure 4.62 metres (15.2 ft.) in width by 4.08 metres (13.4 ft.) in height, with a total sign area of 18.85 square metres (202.9 sq. ft.) on the north façade of the building as shown on Attachments 2 and 3; and,

Whereas, the third mural (Sign 3) will consist of graphics applied directly to the building façade and will measure 5.75 metres (18.9 ft.) in width by 5.18 metres (17 ft.) in height, with a total sign area of 29.79 square metres (320.7 sq. ft.) on the west façade of the building as shown on Attachments 2 and 3; and,

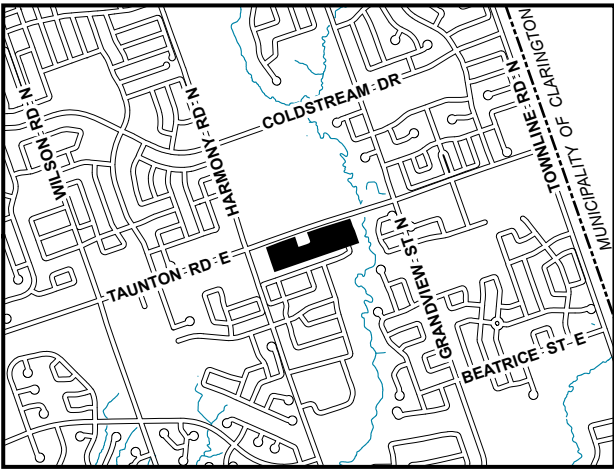
Whereas, the fourth mural (Sign 4) will consist of graphics applied directly to the building façade and will measure 7.08 metres (23.3 ft.) in width by 5.26 metres (17.3 ft.) in height, with a total sign area of 37.25 square metres (401 sq. ft.) on the west façade of the building as shown on Attachments 2 and 3; and,

Whereas, the fifth mural (Sign 5) will consist of graphics applied directly to the building façade and will measure 6.17 metres (20.3 ft.) in width by 4.14 metres (13.6 ft.) in height, with a total sign area of 25.55 square metres (275 sq. ft.) on the west façade of the building as shown on Attachments 2 and 3; and,

Whereas, the sixth mural (Sign 6) will consist of graphics applied directly to the building façade and will measure 6.24 metres (20.5 ft.) in width by 2.73 metres (9 ft.) in height, with a total sign area of 17.04 square metres (183.5 sq. ft.) on the south façade of the building as shown on Attachments 2 and 4; and,

Whereas, the murals consist solely of graphics with no words or promotional content as shown on Attachments 3 and 4;

Therefore be it resolved that Council approve the request for murals on the north, west and south façades of the building located at 903 Taunton Road East as shown on Attachments 2, 3 and 4 to ED-25-10.



**Item: ED-25-10
Attachment 1**



Economic and Development Services

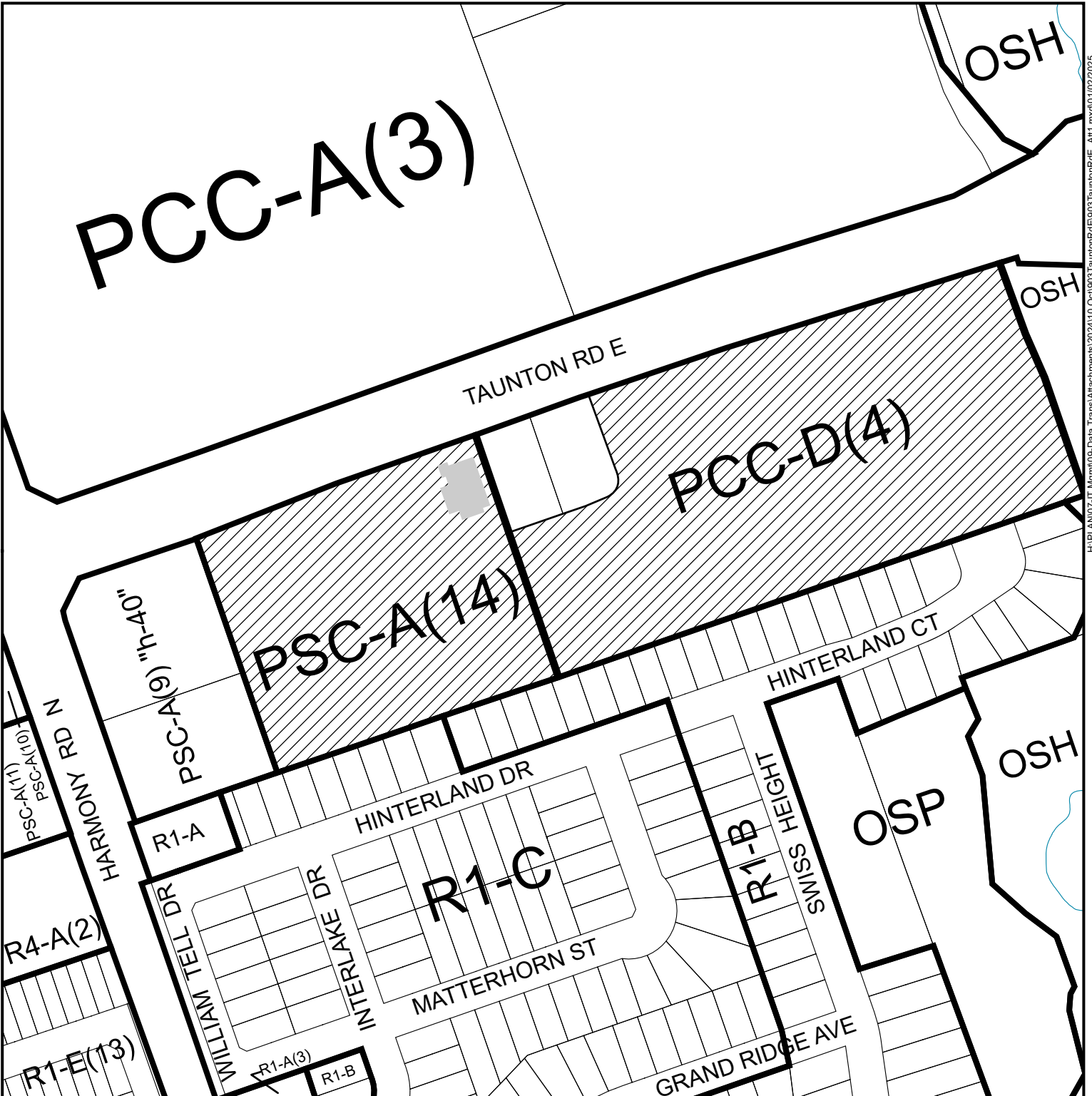
Subject: Request to Permit Murals at the Jack Astor's Restaurant at 903 Taunton Road East, Priority Permits Ltd.

Ward: SV-2024-10

File: Ward 3



Jack Astor's Restaurant 
Subject Site 



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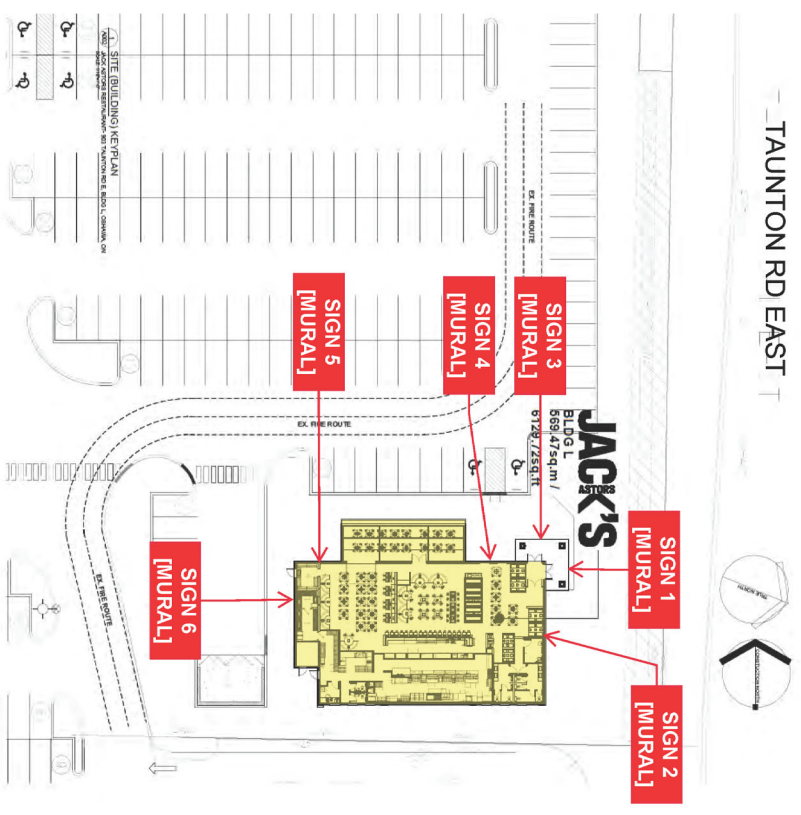
SITE PLAN

SIGN #1 & 2

SCALE | 1:10
PAGE | 5/5

Voltage ⚡
120V
347V

Drawing #:
SIRCORP-SP-05-PERMIT
Work Order #: 04735



CLIENT	DATE	APPROVED FOR PRODUCTION
1 I have reviewed and approved the sign/mural details on this drawing for fabrication and installation.		

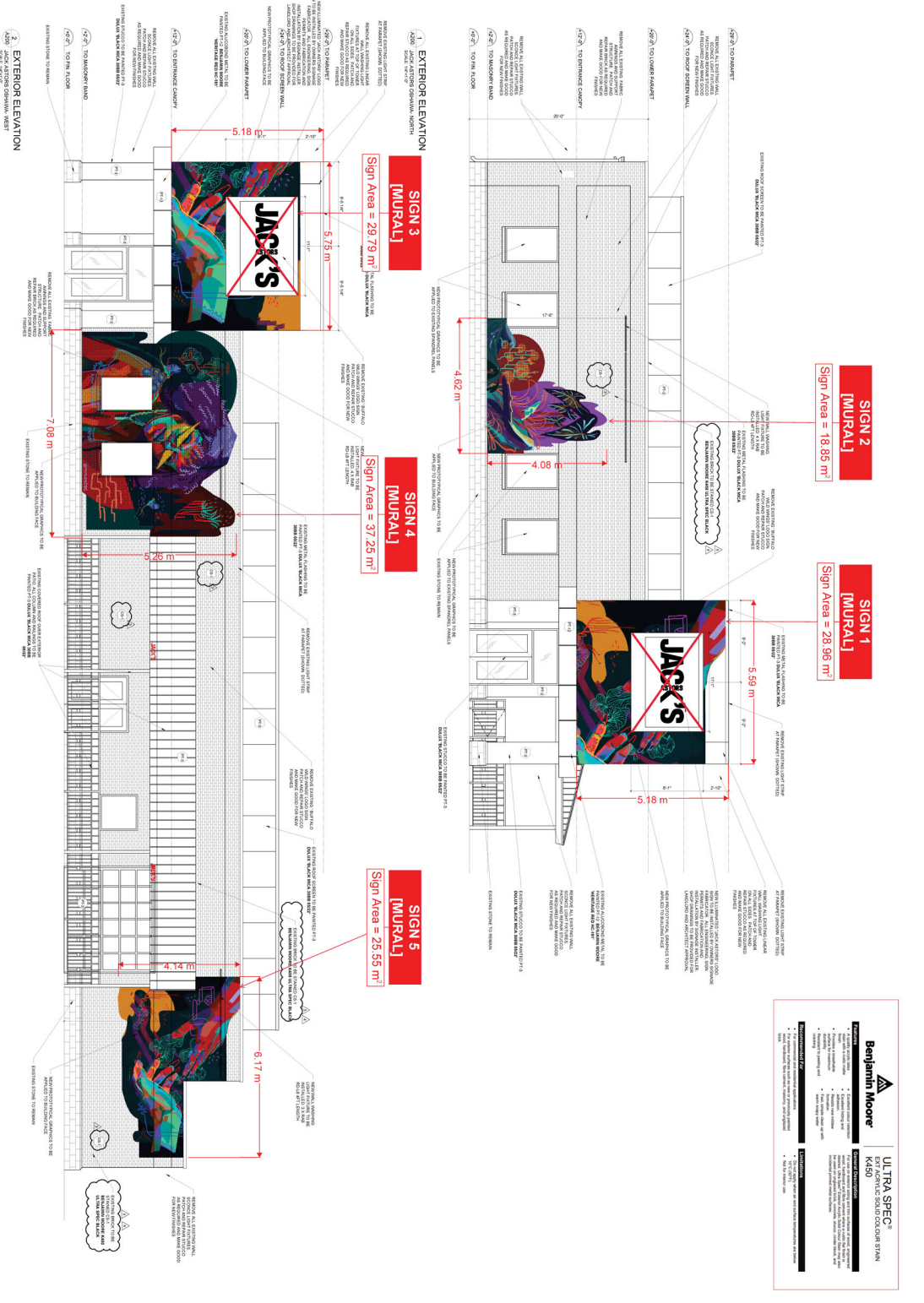
NOTE: PLEASE REVIEW BEFORE SIGNING

- * All sign/mural proposals are subject to final review and approval by the City of Oshawa.
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REVISIONS
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City of Oshawa
 Economic and Development Services
 OSHAWA



Benjamin Moore
 ULTRA SPEC[®]
 1.5 L FINE FACILITATED SOLID COLOUR STAIN
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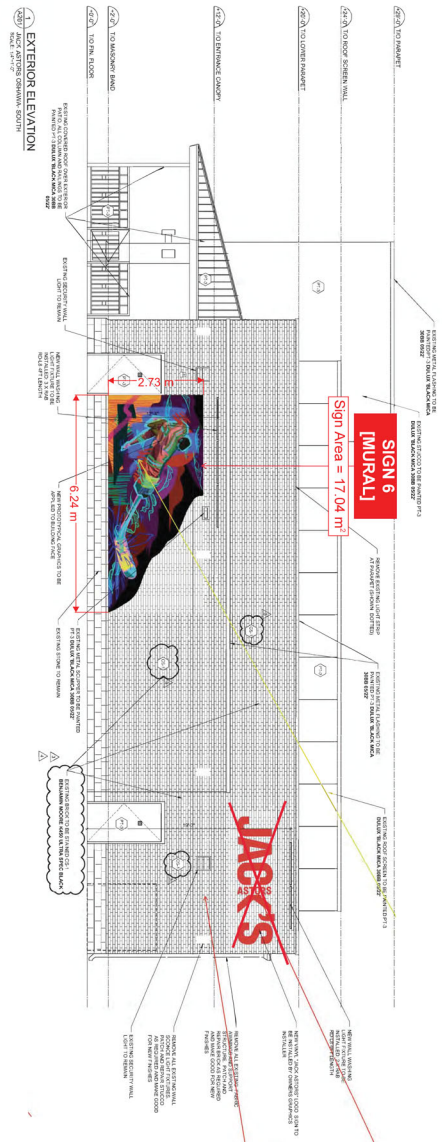
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<p>JACK'S RESTAURANT</p>		<p>BAN Benford Architects Inc.</p>	
<p>PROJECT TITLE JACK ASTOR'S RESTAURANT</p>		<p>PROJECT NO. 2024-10</p>	
<p>CLIENT PRIORITY PERMITS LTD.</p>		<p>DATE 2024-10-10</p>	
<p>LOCATION 903 TAUNTON ROAD EAST OSHAWA, ONT L1H 1N2</p>		<p>SCALE 1/4" = 1'-0"</p>	
<p>EXTERIOR ELEVATIONS</p>		<p>PROJECT NO. A200</p>	

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Economic and Development Services
City of Oshawa
OSHAWA



REVIEWED
By Peter Prosser/Date of 27th Feb 7/2024

ALL SIGNAGE AND GRAPHIC PROPOSALS MUST BE SENT DIRECTLY TO PETER CHENG (E: pcheng@smartcentres.com | T: 905-326-6400 x 7986)

<p>Project: JACK ASTOR'S OSHAWA</p> <p>Location: 903 TAUNTON ROAD EAST OSHAWA ON L1M 7K5</p> <p>Project Name: EXTERIOR ELEVATIONS</p>	
<p>Client: JACK ASTOR'S OSHAWA</p> <p>Architect: BARRIE ARCHITECT INC. 1000 SHEPPARD AVENUE EAST, SUITE 100, SCARBOROUGH, ONTARIO M1S 1T5</p>	
<p>Project No: A201</p>	