



**STAFF REPORT
ACTION REQUIRED**

**Sign Variance Report
250 The East Mall – Dominion Store**

Date:	April 2, 2007
To:	Chair and Members, Etobicoke York Community Council
From:	Edward Tipping, Director and Deputy Chief Building Official
Wards:	Etobicoke- Lakeshore, Ward 5
Reference Number:	2007EY011

SUMMARY

Toronto Building received a request from Javeid Akhtar, Signlogix Ltd., on behalf of BCIMC Realty Corporation for approval of variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code, to install a First Party Illuminated Fascia sign on the ground floor East elevation at 250 The East Mall, for the Dominion Supermarket store.

RECOMMENDATIONS

Toronto Building recommends that:

1. the request for variances be approved for the reasons outlined in this report; and
2. the applicant be advised, upon approval of variances, of the requirement to obtain the necessary sign permits.

FINANCIAL IMPACT

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

COMMENTS

The applicant is requesting an illuminated fascia sign for the Dominion Supermarket located in Cloverdale Mall. The store is situated at the south west corner of the single storey mall, and had recent renovations to the interior and exterior of the building.

Recently, Toronto Building had received sign permit applications for three Fascia Signs at 250 The East Mall. Permits were issued for two of the signs that are facing the streets. Namely, one sign is facing Dundas Street West and the other facing Highway 427. The proposed third sign facing the parking lot, on the east wall of the mall is not in compliance with the Sign Code.

A recent inspection of the site confirmed that the third sign has already been installed.

The sign does not comply with Chapter 215, Signs of the former City of Etobicoke Municipal Code in the following ways:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
215-20.B.(1) permits two business identification fascia signs for each occupancy provided that they are located at the street frontage.	The applicant is proposing a fascia sign that does not face a street.	The Fascia sign will be facing an internal parking lot in lieu of street frontage.

The applicant is requesting an Illuminated Business Identification Fascia Sign with a display area of 8.2 metres square. The Sign Code requires that this type of sign face a street however, the sign is facing a parking lot and is located on the east wall of the mall, and is not adjacent to any other buildings. This request is considered minor in nature and variance is recommended for approval.

CONTACT

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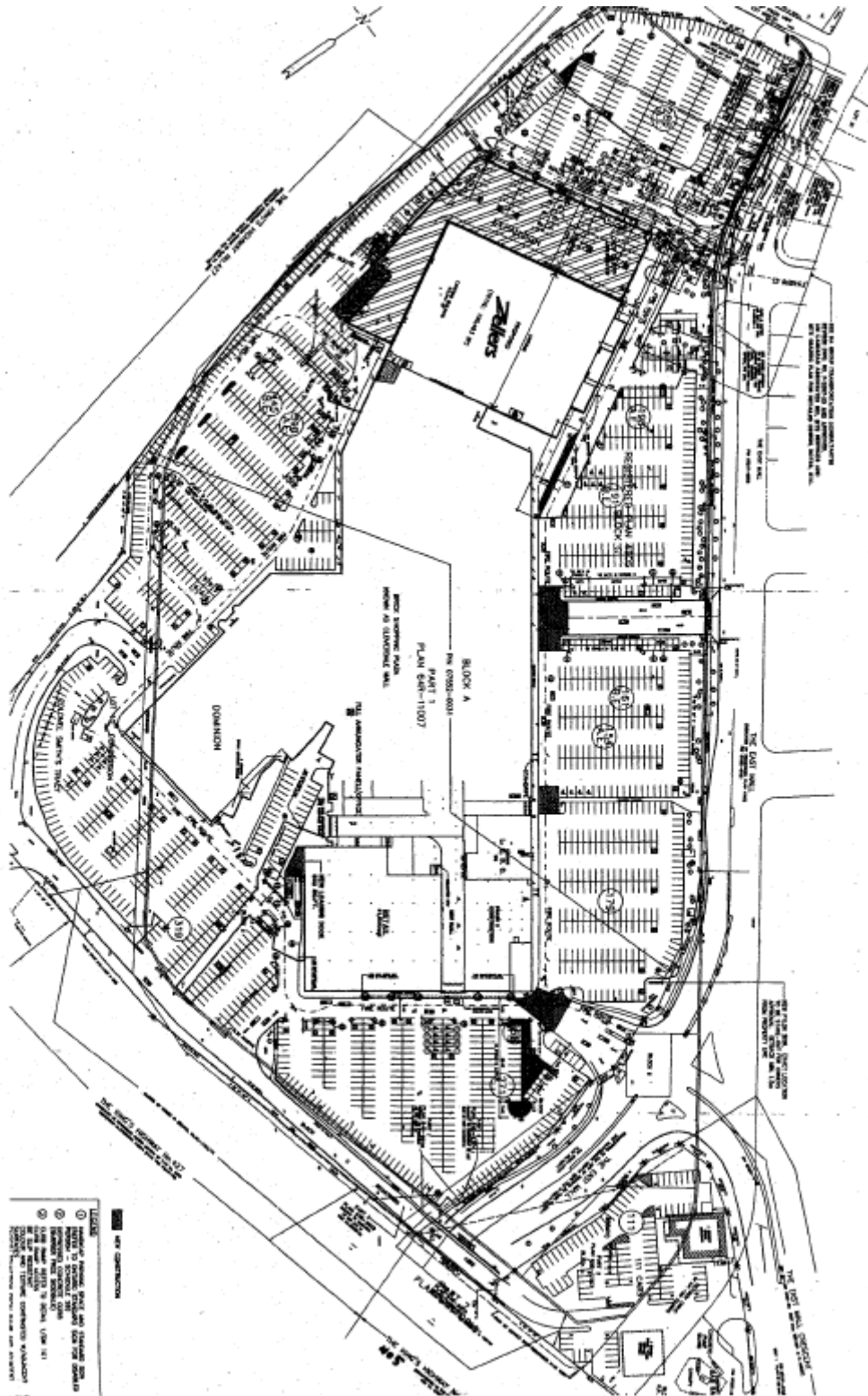
SIGNATURE

Edward Tipping, P.Eng.
Director of Building and
Deputy Chief Building Official
Etobicoke York District

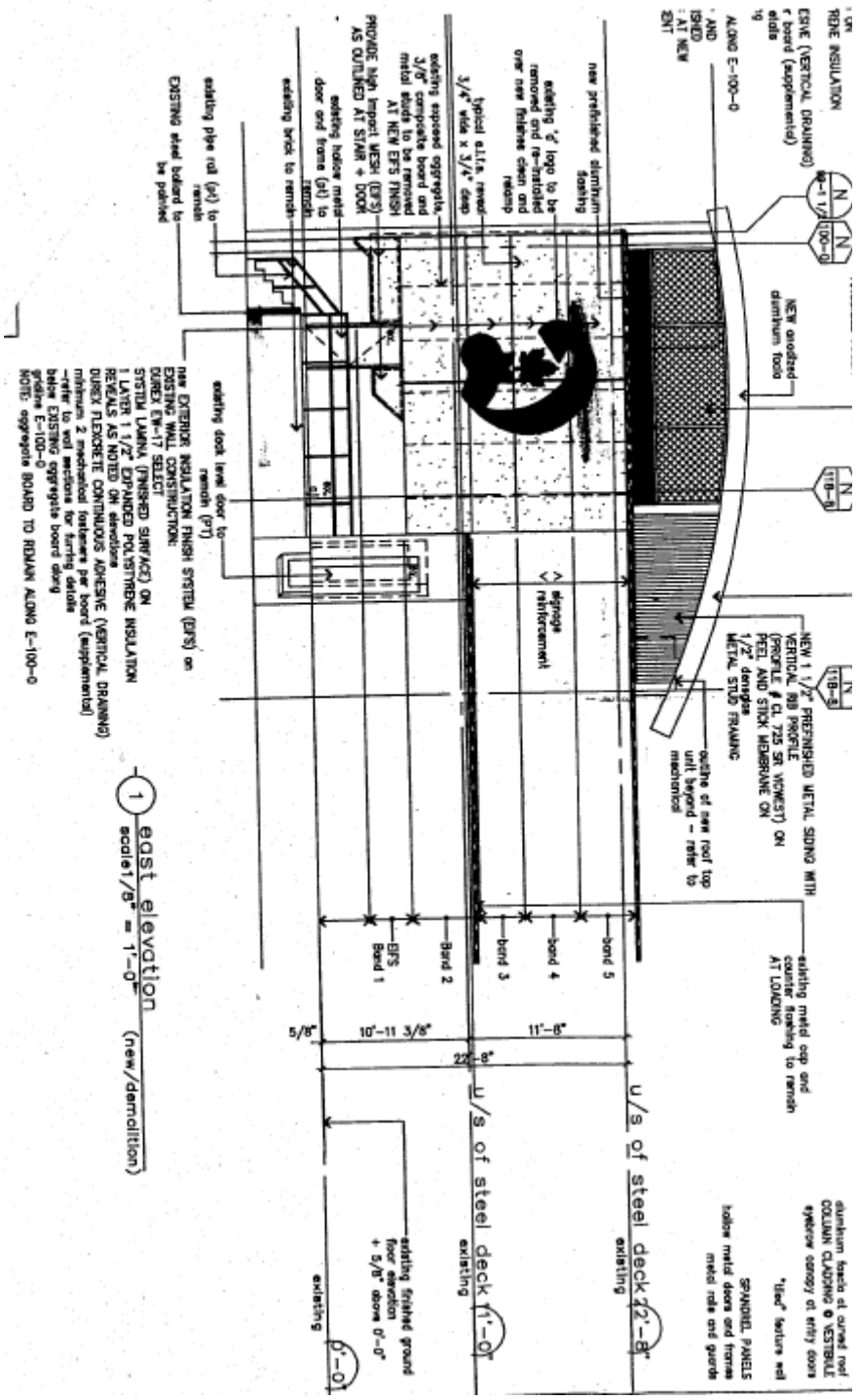
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ATTACHMENTS

1. Site Plan
2. East Elevation
3. Sign Details
4. Picture – East
5. Picture – West and South

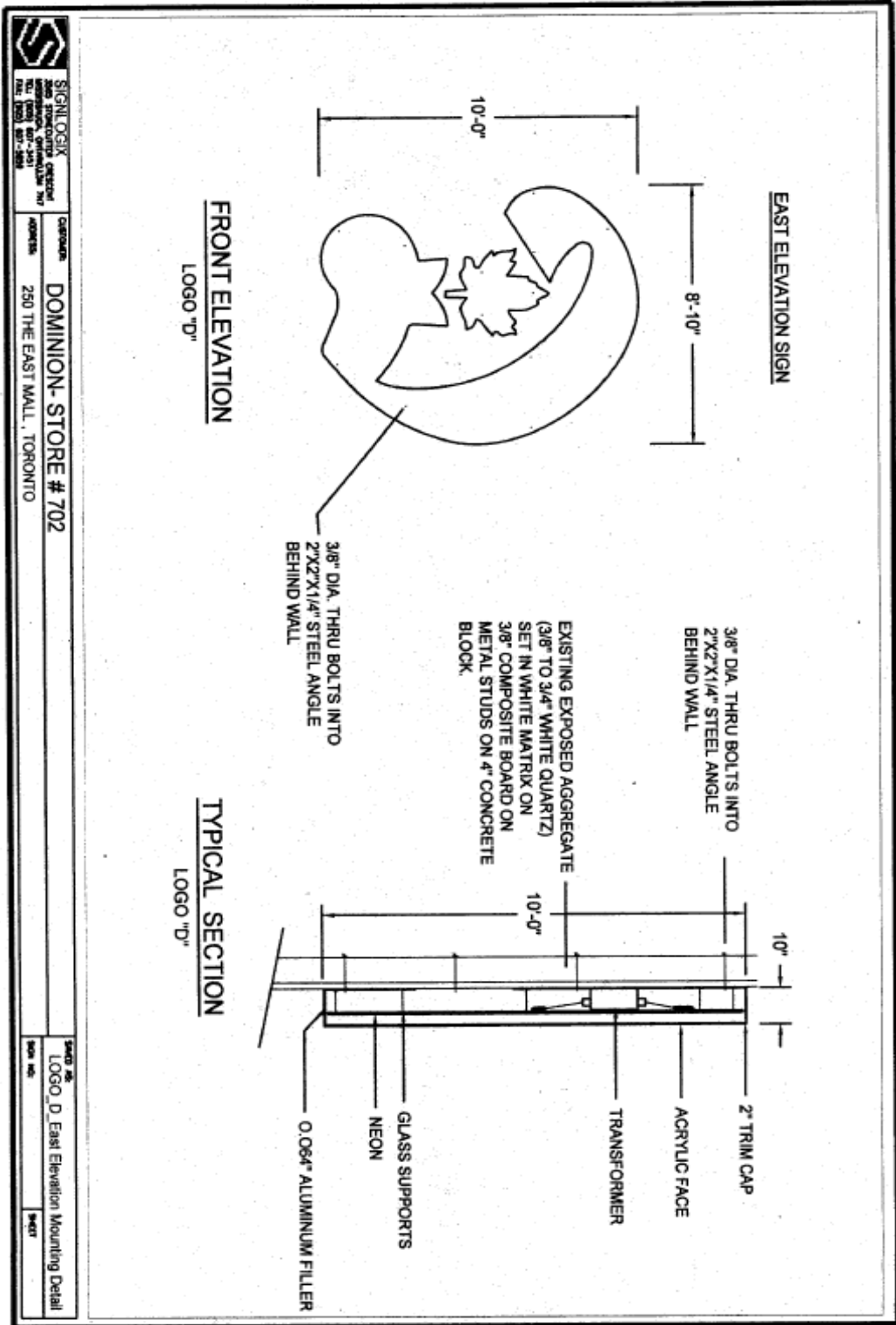



SITE PLAN



1 east elevation (new/demolition)
 scale 1/8" = 1'-0"

EAST ELEVATION



 SIGNAL OAK 2500 SHEPPARD AVENUE EAST UNIT 1000 SCAR. ONT. M1S 1W7 TEL: (416) 291-2800 FAX: (416) 291-2801	CUSTOMER DOMINION-STORE # 702 250 THE EAST MALL, TORONTO	SCALE AS SHOWN
	PROJECT LOGO "D" East Elevation Mounting Detail	DATE 10/01/01

SIGN DETAILS



EAST ELEVATION



WEST AND SOUTH ELEVATIONS