



## STAFF REPORT ACTION REQUIRED

### Sign Variance Report 170 The West Mall

<b>Date:</b>	October 23, 2008
<b>To:</b>	Etobicoke York Community Council
<b>From:</b>	Edward Tipping, Director and Deputy Chief Building Official
<b>Wards:</b>	Ward 5
<b>Reference Number:</b>	2008EY029

### SUMMARY

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This Staff Report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

Request for Approval of Variances from Chapter 215, Signs, of the former City of Etobicoke Municipal Code to install an Illuminated Business Identification Ground sign.

The request comes from Mr. Dominic Rotundo, for Pattison Sign Group, on behalf of the owner of the property, Metro Inc., for approval of the variance from Chapter 215, Signs, of the former City of Etobicoke Municipal Code.

### RECOMMENDATIONS

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Toronto Building recommends that

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

## FINANCIAL IMPACT

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

## COMMENTS

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The proposed sign is replacing an existing Business Identification sign located at 170 The West Mall. The existing sign is being used for the identification of a warehouse facility for Dominion Supermarket. The applicant would like to change the sign to “Metro” which is the parent company for the “Dominion” stores. In a recent move, Metro Inc. has changed the name of all their Dominion and A&P stores to “Metro”.

The existing sign is a four sided illuminated business identification ground sign which has the Dominion store logo “D” with changeable time and temperature underneath the logo. The sign is presently 35.66 metres (117 ft) in height, with each face having a display area of 58.06 square metres (625 sq ft) for business identification and a display area of 13.38 square metres (144 sq ft) for time and temperature.

The applicant is proposing the new sign to be “V” shaped with each face to have a display area of 157.37 square metres, and a time and temperature display of 9.47 square metres. The height of the proposed sign will be 35.66 metres, which is the same as the existing sign. Based on the frontage of the lot, the Sign Code permits a business identification ground sign 11 metres high, and with a display area of 238.32 square metres.

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
1. 215-12 permits a maximum height of ground sign to be 11 metres.	Applicant is proposing to replace existing ground sign's display area only and keep the height of the sign same as existing sign which was permitted by previous sign variances of former Borough of Etobicoke.	Permit 35.66 metres high business identification ground sign in lieu of 11 metres high sign permitted.

The applicant is proposing a new display and size for a ground sign due to a name change of the business. They would like to use the existing support system in order to keep the height of the new sign the same as the existing sign.

The existing sign has been in place since the sixties, when a Sign Variance was approved by the former Borough of Etobicoke Council. Therefore, staff is of the opinion that the requested variance is reasonable and minor in nature, and recommends the approval of variances.

## **CONTACT**

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

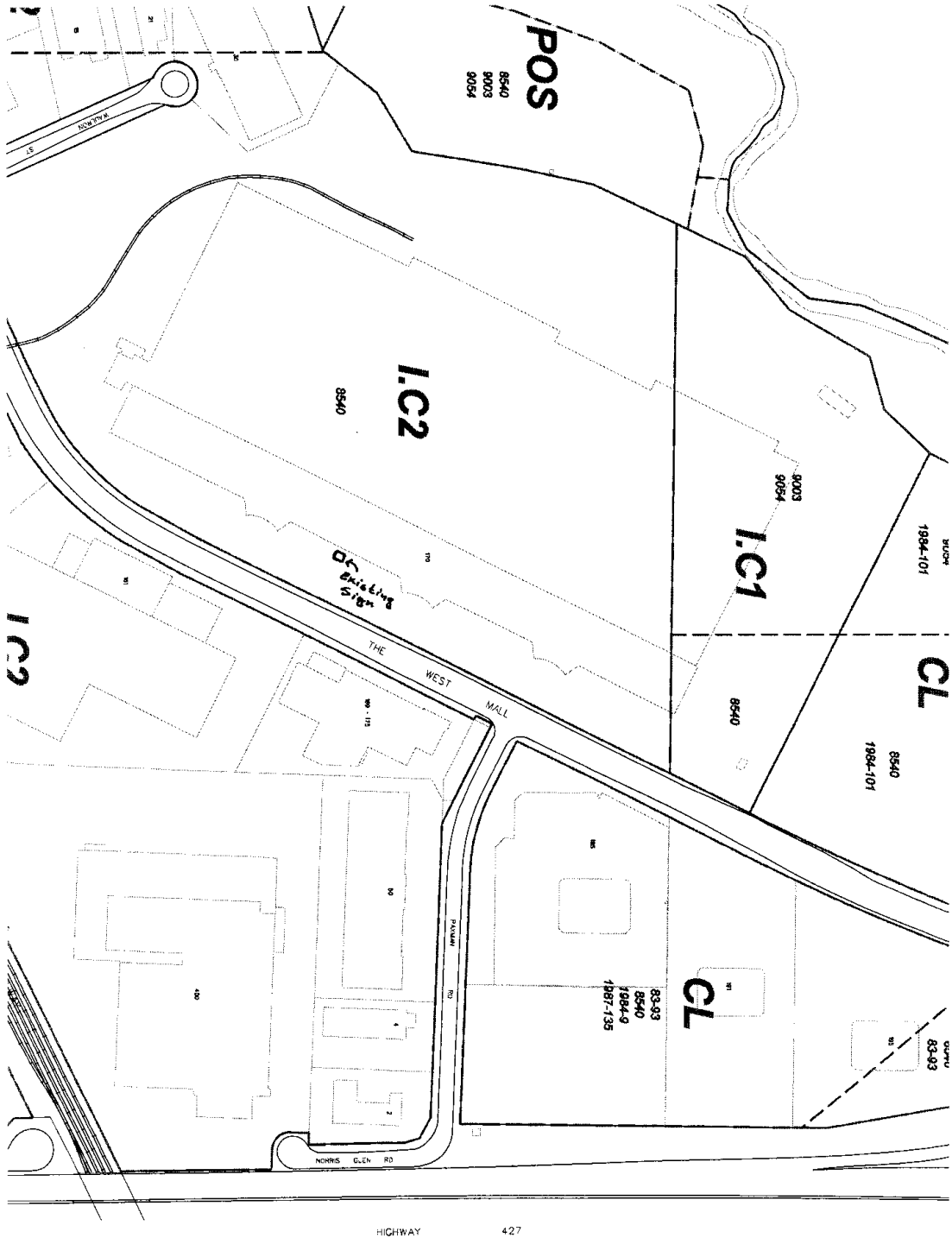
## **ATTACHMENTS**

- 1.) Site Plan
- 2.) Elevation
- 3.) Sign Details
- 4.) Existing Sign

**APPLICANT'S INFO**

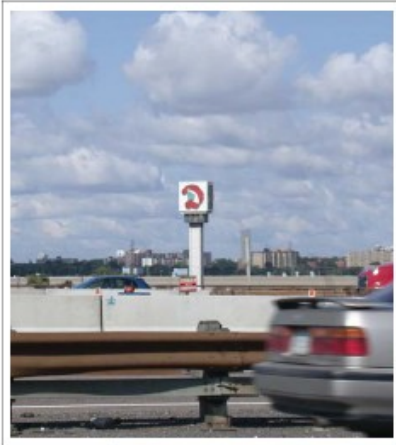
DOMINIC ROTUNDO  
PATTISON SIGN GROUP  
453 CHANCELLOR DRIVE  
VAUGHAN, ONTARIO  
L4L 5E1

TEL: (416) 738-9259



**SITE PLAN**

## New V-shaped pylon

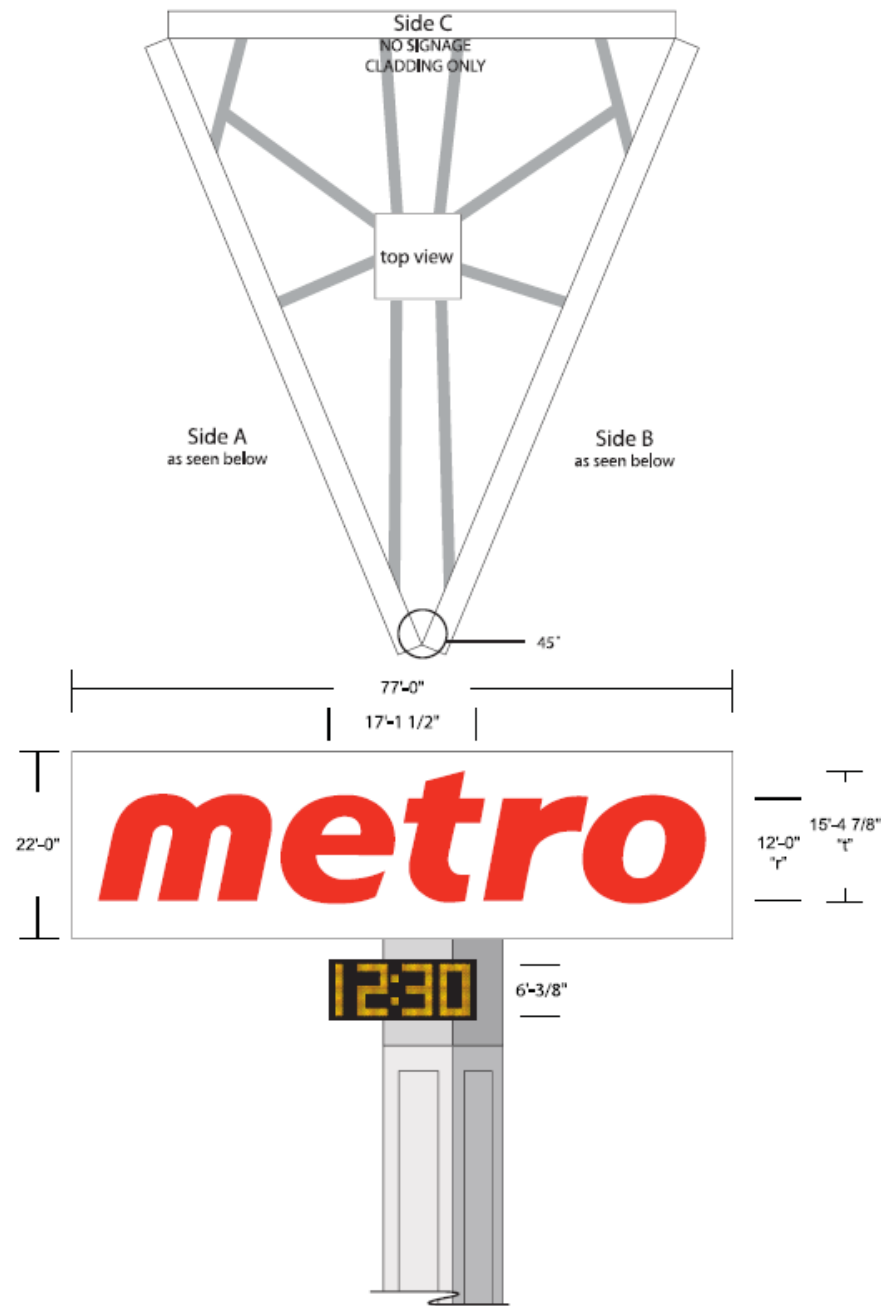


Before



After

## ELEVATIONS



#### Job No.

Vantage #: N/A  
 Date: 5-AUG-08  
 Design #: 08-1102  
 Scale: 1/16"=1'-0"  
 Sales: B. Compton  
 Designer: C. Murray

Rev. #: R3  
 Date: 21-OCT-08

- ☐ Vector Artwork Required
- ☐ High Resolution Image Required
- ☐ Final Colours Required

#### ☒ Conceptual artwork only

#### Signage Area Per Side

1694 ft<sup>2</sup> = 157.37 m<sup>2</sup>

#### T&T Area Per Side

102 ft<sup>2</sup> = 9.47 m<sup>2</sup>

#### Total Area Per Side

1796 ft<sup>2</sup> = 166.85 m<sup>2</sup>

Approx. Weight Per Side  
 17 960lbs.

#### Electrical Requirements

- ☒ 120V ☐ 347V
- ☐ Other \_\_\_\_\_

\* Voltage needs to be specified prior to customer approval

#### Customer Approval

Date \_\_\_\_\_

**metro**

170 the West Mall  
 ETOBICOKE, ON

## SIGN DETAILS





**EXISTING SIGN**