

Sign Variance - 900 Dufferin St

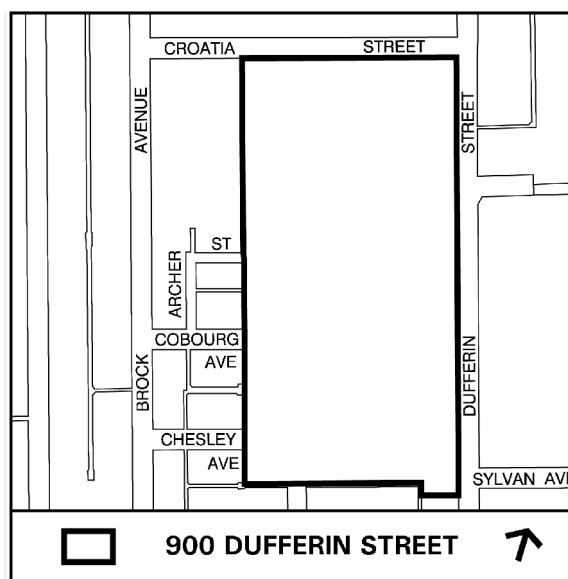
Date:	January 27, 2009
To:	Toronto and East York Community Council
From:	Director, Toronto Building, Toronto and East York District
Wards:	Ward 18 – Davenport
Reference Number:	P:\2009\ClusterB\BLD\Toronto and East York\2009TE023

SUMMARY

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

This report reviews and makes recommendations on a request by Lisa Ng of Forward Signs Inc., on behalf of Dufferin Mall Holdings Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, an illuminated tower sign (Item No. 1) in the form individual letters to identify “Dufferin Mall”; an illuminated canopy sign (Item No. 2) in the form individual letters to identify “Dufferin Mall”, over the mall entrance No. 1 and four signs showing life style images at the second floor level (Item No. 4) on the north side of mall entrance No.1. Also proposed is an illuminated canopy sign (Item No. 11) in the form of individual letters to identify Dufferin Mall over mall entrance No. 4 and Life style image signs above the mall entrance No. 4. It is also proposed to remove an existing pedestal sign located along the north portion of Dufferin Street frontage of the property and to install an illuminated replacement pedestal sign (Item No. 16) at the northeast corner of the property at 900 Dufferin Street.

Staff recommends approval of the application. The requested variances are



minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The Toronto Building Division recommends that:

1. Toronto and East York Community Council approve the requested variances to permit an illuminated tower sign (Item No. 1) in the form individual letters to identify “Dufferin Mall”; an illuminated canopy sign (Item No. 2) in the form individual letters to identify “Dufferin Mall”, over the mall entrance No. 1 and four signs showing life style images at the second floor level (Item No. 4) on the north side of mall entrance No.1. Also proposed is an illuminated canopy sign (Item No. 11) in the form of individual letters to identify Dufferin Mall over mall entrance No. 4 and Life style image signs above the mall entrance No. 4. It is also proposed to remove an existing pedestal sign located along the north portion of Dufferin Street frontage of the property and to install an illuminated replacement pedestal sign (Item No. 16) at the northeast corner of the property at 900 Dufferin Street. This approval should be granted on condition that energy efficient lights be used; and
2. Toronto and East York Community Council direct the City Clerk's Office to advise the applicant, upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The property known as Dufferin Mall is located south of Bloor Street West on the west side Dufferin Street in a CR zone. The Dufferin Mall is one of the old shopping malls in the city and recently it has gone through a major renovation in order to upgrade its retail facilities and its overall image. As a part of their image building exercise, the mall owners have developed a new signage program for the mall. The applicant has worked very closely with City Planning, Urban Design and Building staff in developing an acceptable comprehensive signage program for the project. The applicant is seeking permission to install an illuminated tower sign (Item No 1) in the form individual letters to identify “Dufferin Mall”, the sign is 0.61m wide and 8.56m high with an area of 5.22m². The proposed illuminated canopy sign (Item No 2) in the form individual letters to identify “Dufferin Mall”, over the mall entrance # 1 is 10.97m wide and 1.07m high with an area of 11.74m². Each of the four sign panels showing life style images (Item No 4) at the second floor level, on the north side of the mall entrance # 1 is 1.83m wide and 3.05m high with an area of 5.58m². The roof sign containing five Life style image panels attached against backdrop (Item No. 10) located on the parapet wall over the mall entrance # 4 is 13.72m wide and 3.56m high with an area of 48.84m². The roof sign containing five Life style images (Item No. 10) located on the parapet wall over the mall entrance # 4 is 13.72m wide and 3.56m high with an area of 48.84m². The illuminated

canopy sign in the form of individual letters to identify Dufferin Mall over the mall entrance # 4 (Item No 11) is 10.98m wide and 1.07m high with an area of 10.75m². The applicant also intends to remove an existing pedestal sign located along the north portion of Dufferin Street frontage and to replace it with a newly designed illuminated pedestal sign (Item No 16). The replacement pedestal sign would be installed at the northeast corner of the property at 900 Dufferin Street. The sign would identify major retail tenants in the mall. The proposed pedestal sign is 3.94m wide and 12.91m high with an area of 48.02m². The height of the proposed pedestal sign is less than the existing sign and the sign would set back 2.0m from the property line (see attached graphics).

The signs do not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following ways:

Sign By-law Section and Requirements	Applicant's Proposal	Required Variance
1.Chapter 297-10D (16)	The fascia sign in the form individual letters is 0.61m wide and 8.56m high, to identify "Dufferin Mall" on the south elevation of an architectural (tower) structure, south of the mall entrance No.1.	The sign proposed is not permitted because the sign type is not identified in the Municipal Code.
2.Chapter 297-10D (16)	To install an illuminated canopy sign (Item No 2) in the form of individual letters to identify " Dufferin Mall", over the mall entrance # 1, and the sign is 10.97m wide and 1.07m high with an area of 11.74m ² .	The 1.07m sign height of the canopy sign would exceed by 0.07m, the maximum 1.0m height permitted.
3.Chapter 297-10D (16)	To install an illuminated roof sign with four panels, showing life style images against architectural backdrop (Item No. 4), just to the north of mall entrance # 1. Each panel sign is 1.83m wide and 3.05m high with an area of 5.58m ² .	A roof sign in a CR zone is not permitted.
4.Chapter 297-10D (16)	To install an illuminated roof sign with five life style image panels attached against backdrop (Item No. 10) located on the parapet wall over the mall entrance # 4 is 13.72m wide and 3.56m high with an area of 48.84m ² .	A roof sign in a CR zone is not permitted.
5.Chapter 297-10D (16)	To install an illuminated canopy sign in the form of individual letters to identify Dufferin Mall over the mall entrance # 4 (Item No 11) is 10.98m wide and 1.07m high with an area of 10.75m ² .	The 1.07m sign height of the canopy sign would exceed by 0.07m, the maximum 1.0m height permitted.
6.Chapter 297-2-Definitions	To install an illuminated replacement pedestal sign at the northeast corner of	The 12.91m sign height would exceed

	the property. The sign is 3.94m wide and 12.91m high with an area of 48.02m ² .	by 8.41m, the maximum 4.5m sign height permitted for a pedestal sign.
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COMMENTS

The Dufferin Mall is one of the earlier shopping malls in the city. Recently, the mall has gone through a major renovation program to upgrade and enhance its overall image. As a part of their image building exercise, the mall owners have developed a new signage program for the Dufferin Mall. The applicant has worked very closely with City Planning, Urban Design and Toronto Building staff in developing an acceptable comprehensive signage program for the project. The application, as represented in this report, is the result of numerous discussions and revisions to the initial proposal.

The first variance is required because the proposed sign is not a sign type listed in the Municipal Code. The sign resembles a fascia sign with the exception that it would not be fully mounted against the wall of a building. The sign would be mounted against the south wall of an architectural feature located to the south of mall entrance # 1. As a result this variance would be required. It is staff's opinion that the sign at this location would strengthen the entrance architecture and would help north bound motorists to recognize the mall location and the resulting variance could be considered technical in nature.

The second and fifth variances are required because the height of canopy signs with individual letters "Dufferin Mall" would exceeds the permitted height by 0.07m. Mall entrance # 4 is set back substantially from Dufferin Street and a slightly taller patio sign would help people to identify the mall entrances. The signs would help enhance the mall entrances and it is staff's opinion that the signs would not adversely impact the building, surrounding uses or the streetscape.

The third and fourth variances are required because roof signs are not permitted in a CR zone. The intent of the By-law that prohibits roof signs in a CR zone is to minimize the generally unattractive appearance that roof signs brings to a building as well as the negative effect on skyline views resulting from the signs when they project above a roof. In this case however, the signs would be located on top of the parapet wall and forming an integral part of the architectural features designed to upgrade and enhance the mall entrances.

The sixth variance is required because the 12.91m sign height would exceed by 8.41m, the maximum 4.5m sign height permitted for a pedestal sign. In this case, the existing pedestal sign is dated and it is hiding behind the trees and it is not properly visible to the north and east bound vehicular traffic. The proposed replacement sign at the northeast corner of the property is well designed and is set back 2.0m from the property line. The sign is being used to identify a major of the tenants in the mall. It is staff's opinion that

the sign at this location would not obstruct the view corridor or obscure sight lines and it would not adversely impact the building or the streetscape.

Staff recommends approval of the application. The requested variances are minor and within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

Mario Angelucci, Acting Director, Toronto Building
Toronto and East York District

ATTACHMENTS

Attachment 1: Sign Locations

Attachment 2: Sign Locations

Attachment 3: Sign Locations

Attachment 4: Sign Locations

Attachment 5: Sign Locations

Attachment 6: Sign Locations

Attachment 7: Elevation

Attachment 8: Sections

Attachment 9: Sign Details

Attachment 10: Elevation

Attachment 11: Elevation and Sign Details

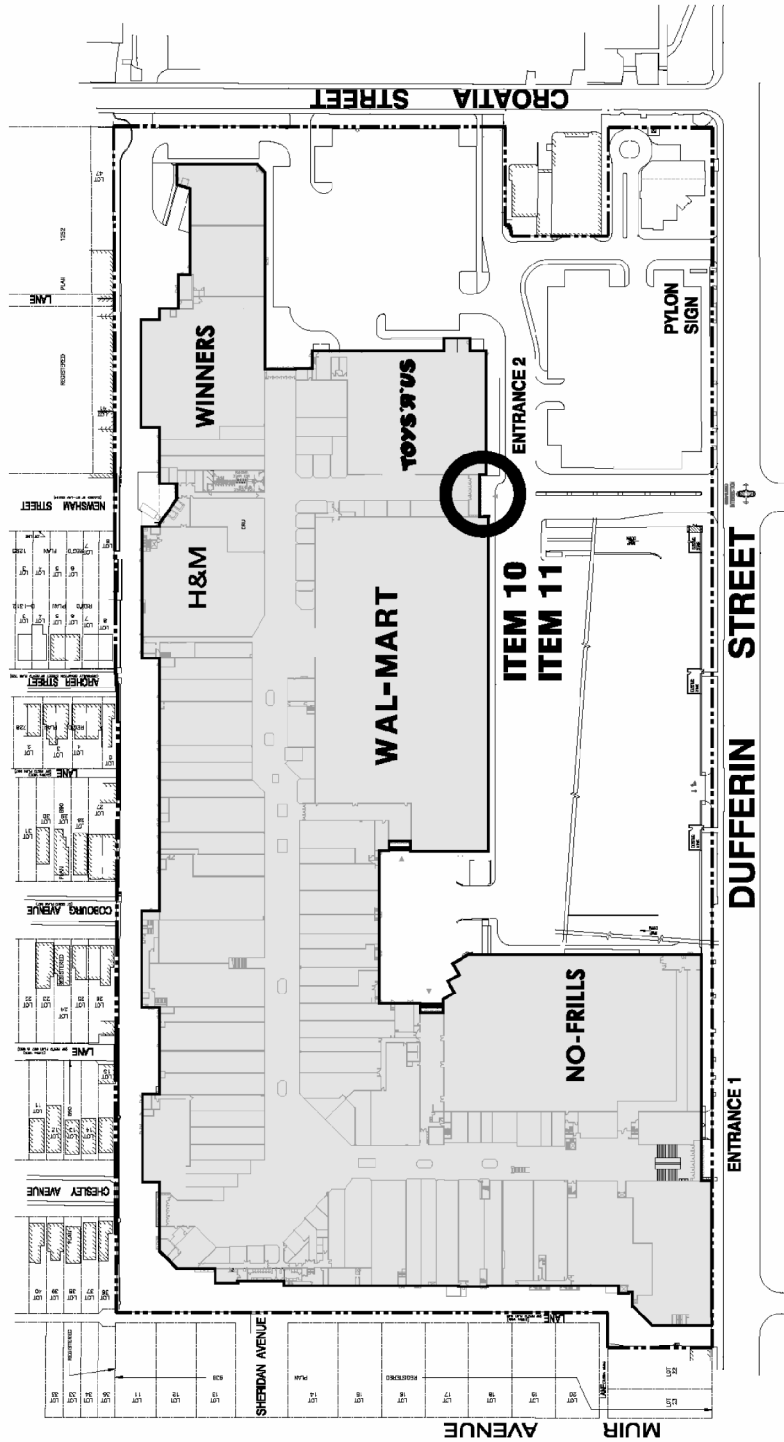
Attachment 12: Elevation

Attachment 13: Elevation

Attachment 14: Elevation

Attachment 15: Elevations

Attachment 1:



Sign Locations

900 Dufferin Street

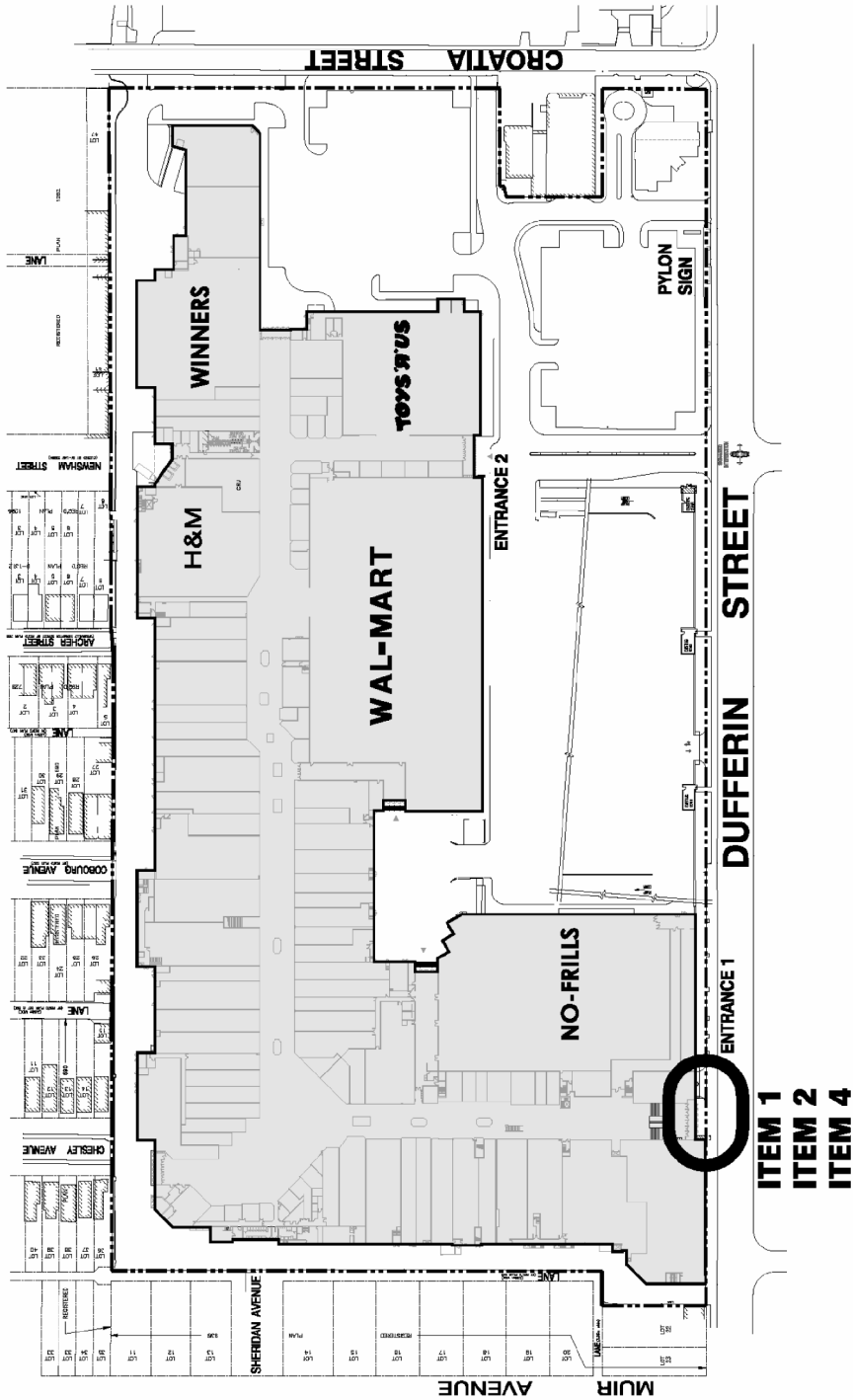
Applicant's Submitted Drawing

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02/03/09



File # 08_231150

Attachment 2:



Sign Locations

Applicant's Submitted Drawing

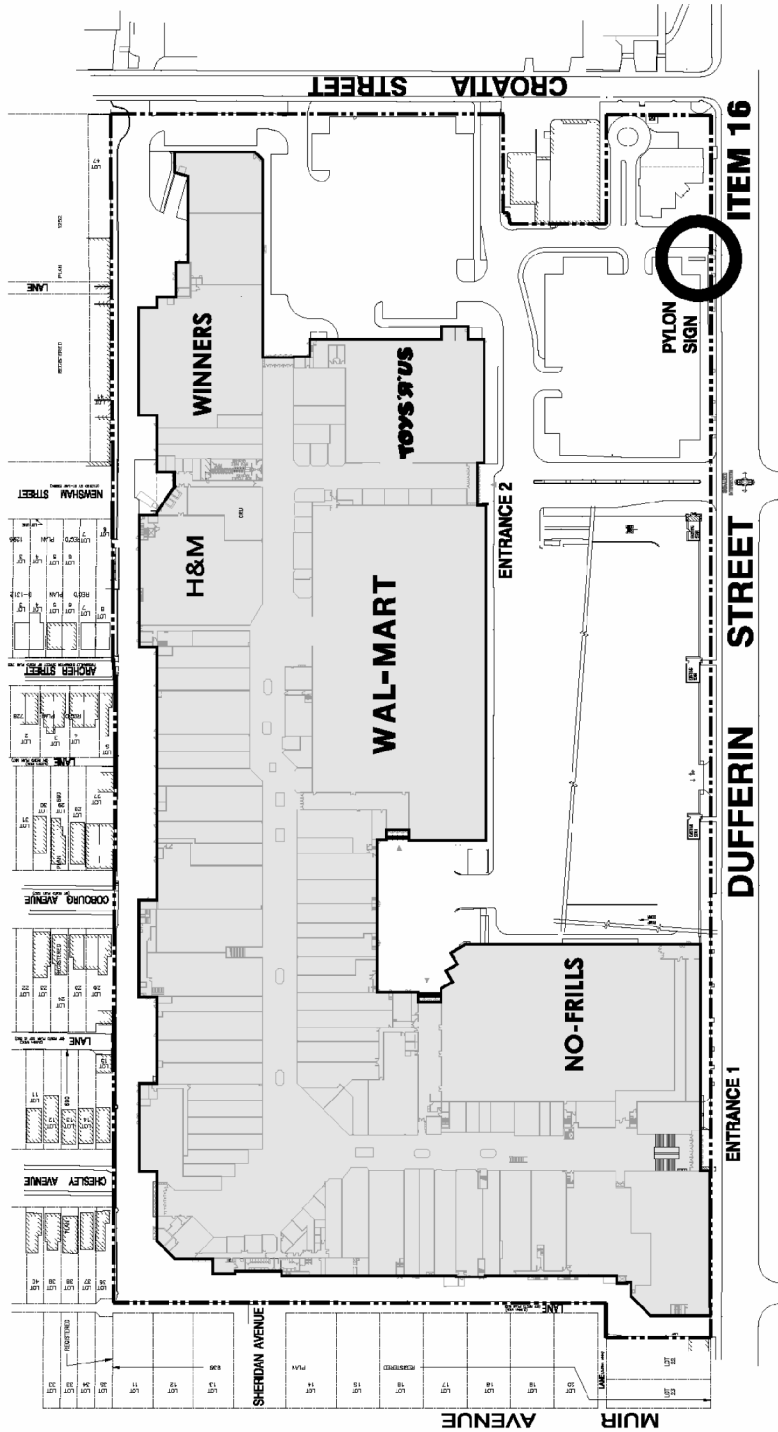
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02/03/09



900 Dufferin Street

File # 08_231150

Attachment 3:



Sign Locations

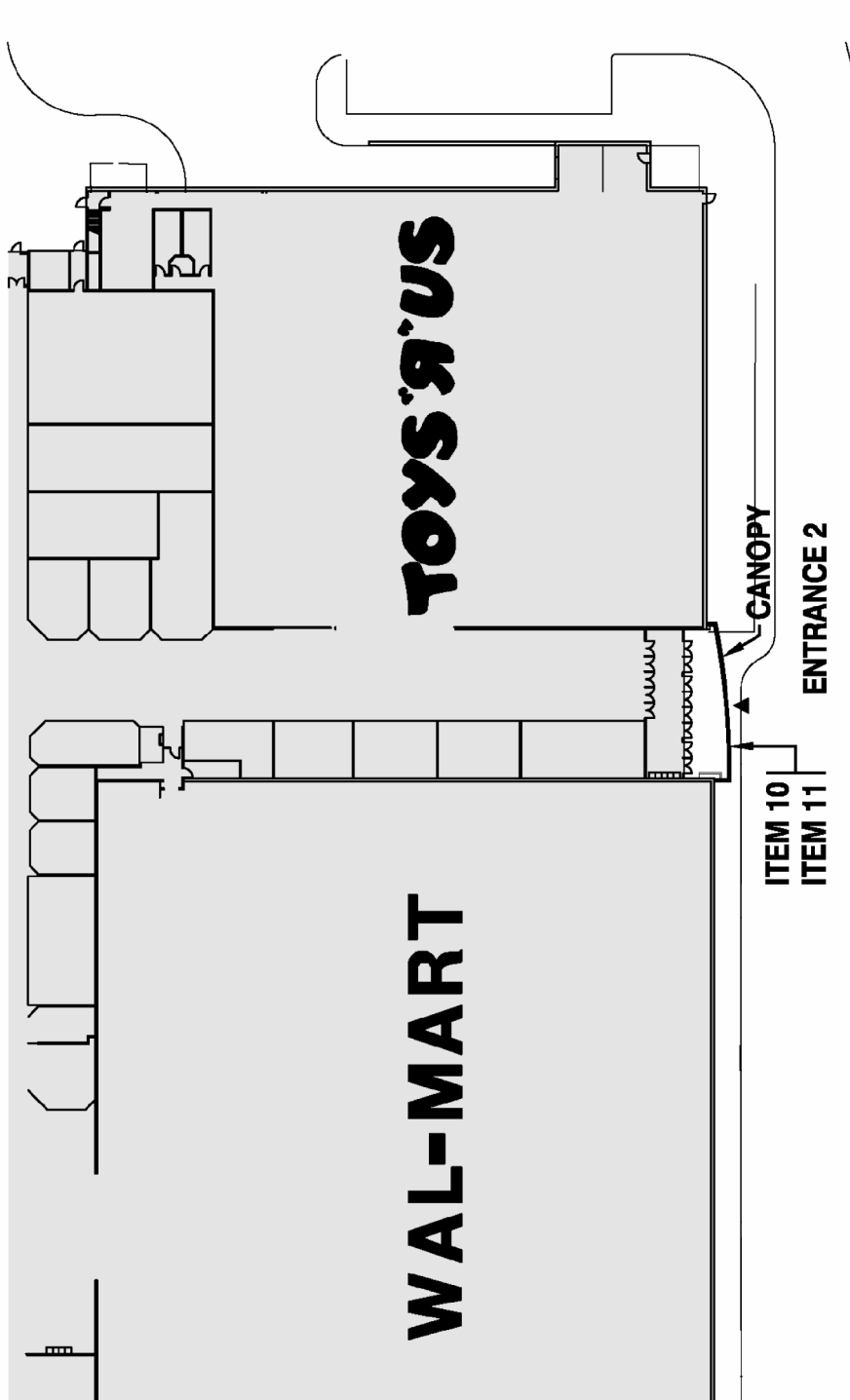
900 Dufferin Street

Applicant's Submitted Drawing

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02/03/09

File # 08_231150

Attachment 4:



Sign Locations

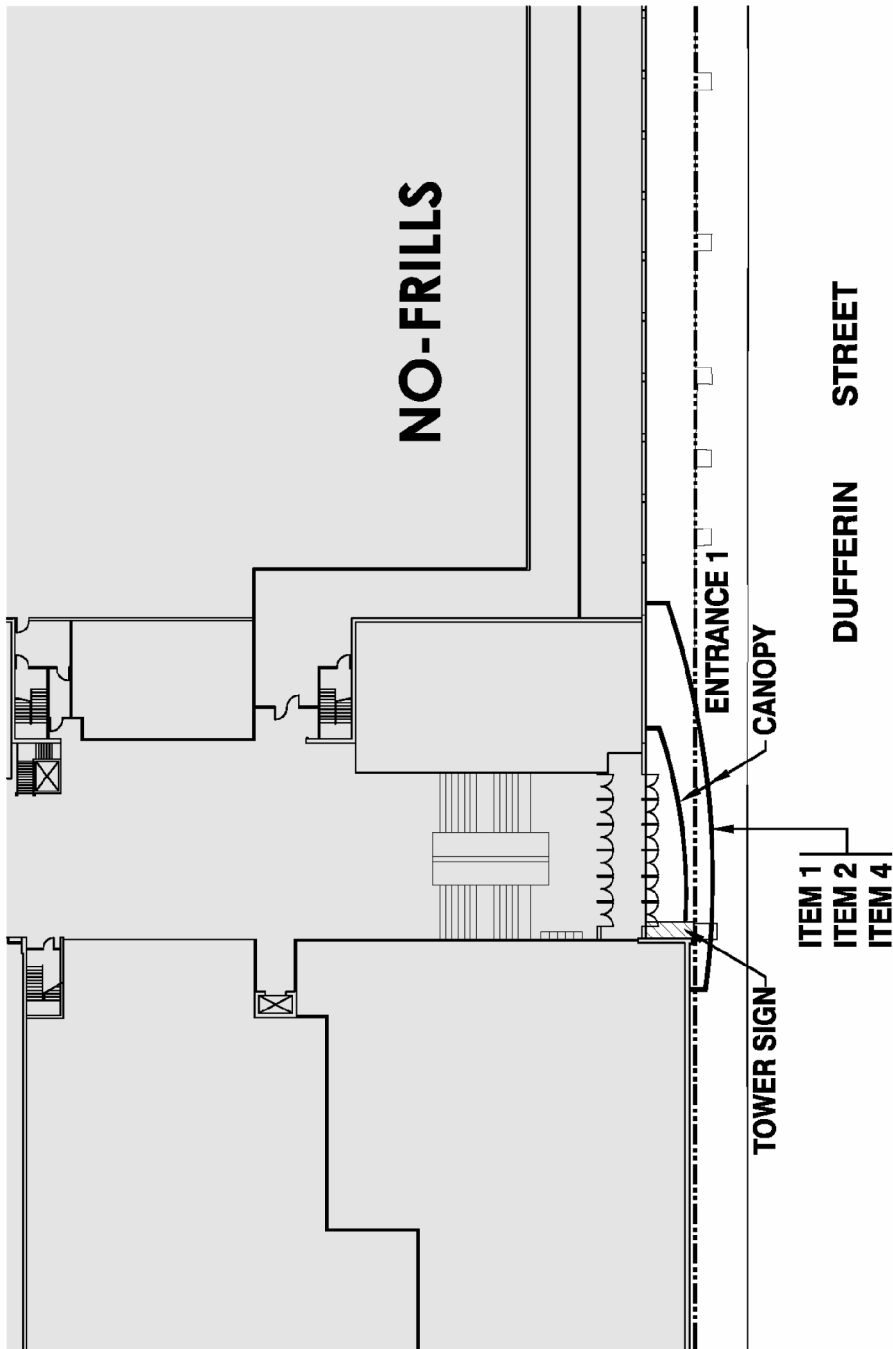
900 Dufferin Street

Applicant's Submitted Drawing

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02/03/09

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Attachment 5:



Sign Locations

Applicant's Submitted Drawing

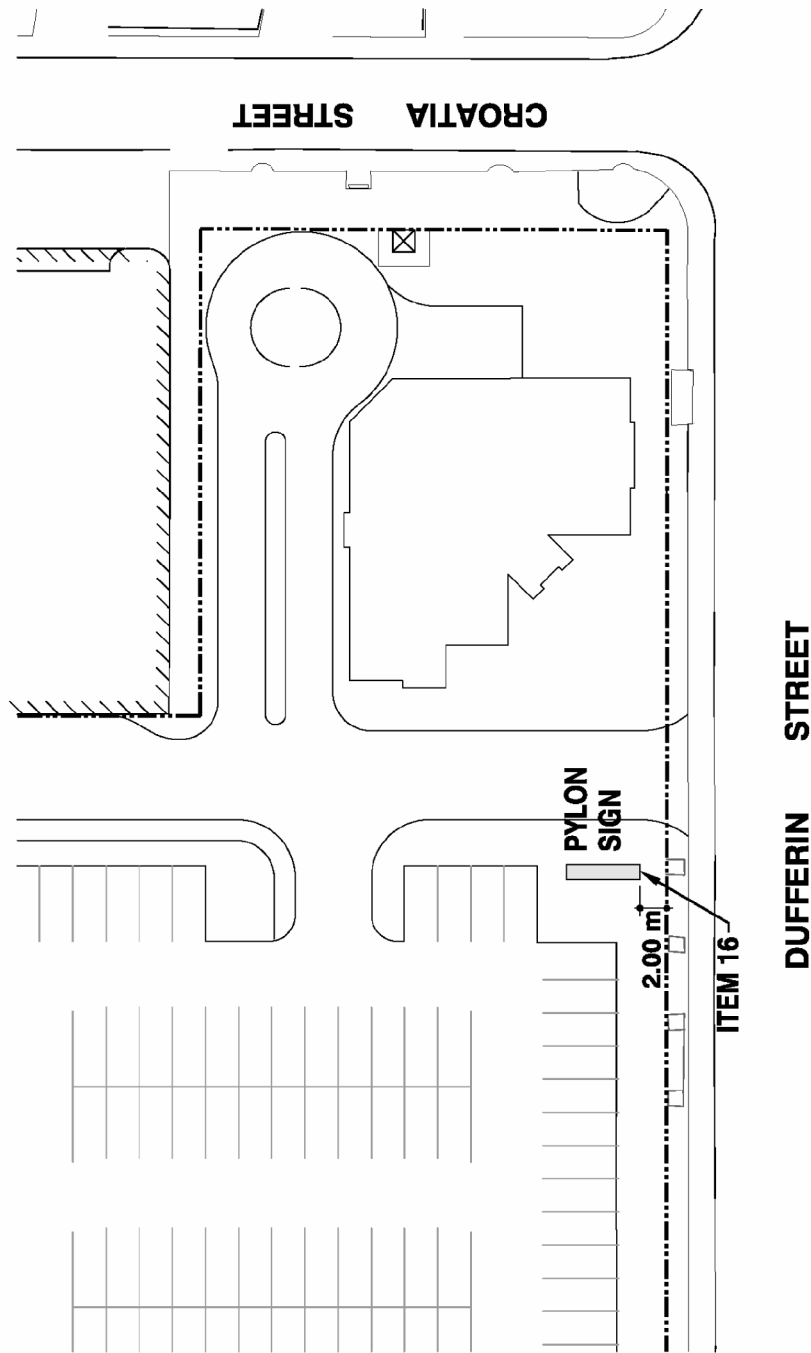
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900 Dufferin Street

File # 08_231150

Attachment 6:



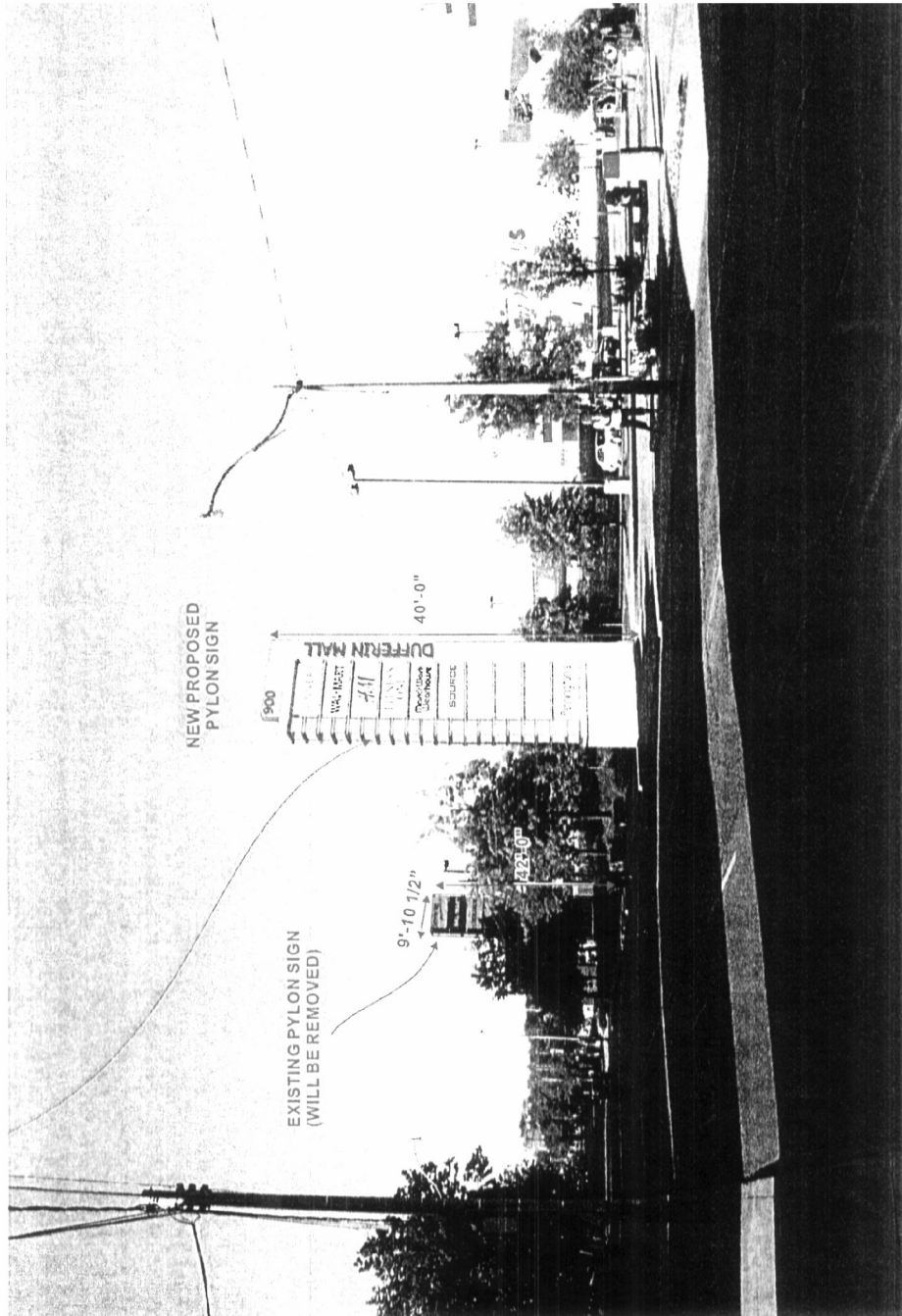
900 Dufferin Street

Sign Locations
Applicant's Submitted Drawing

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02/03/09

File # 08_231150

Attachment 7:



Elevation

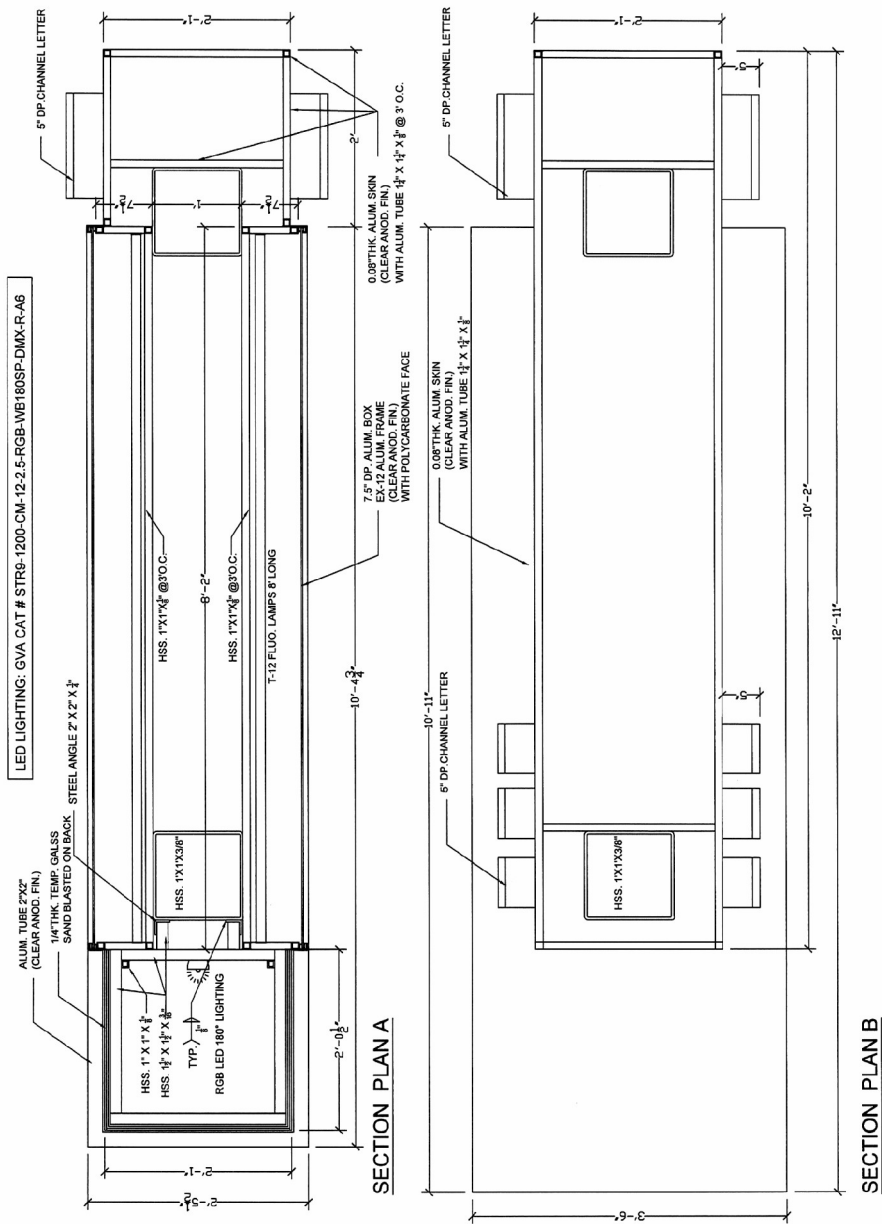
900 Dufferin Street

Applicant's Submitted Drawing

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02/03/09

File # 08_231150

Attachment 8:



Staff report for action – Sign Variance – 900 Dufferin Street



900 Dufferin Street

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Attachment 10:



Elevation

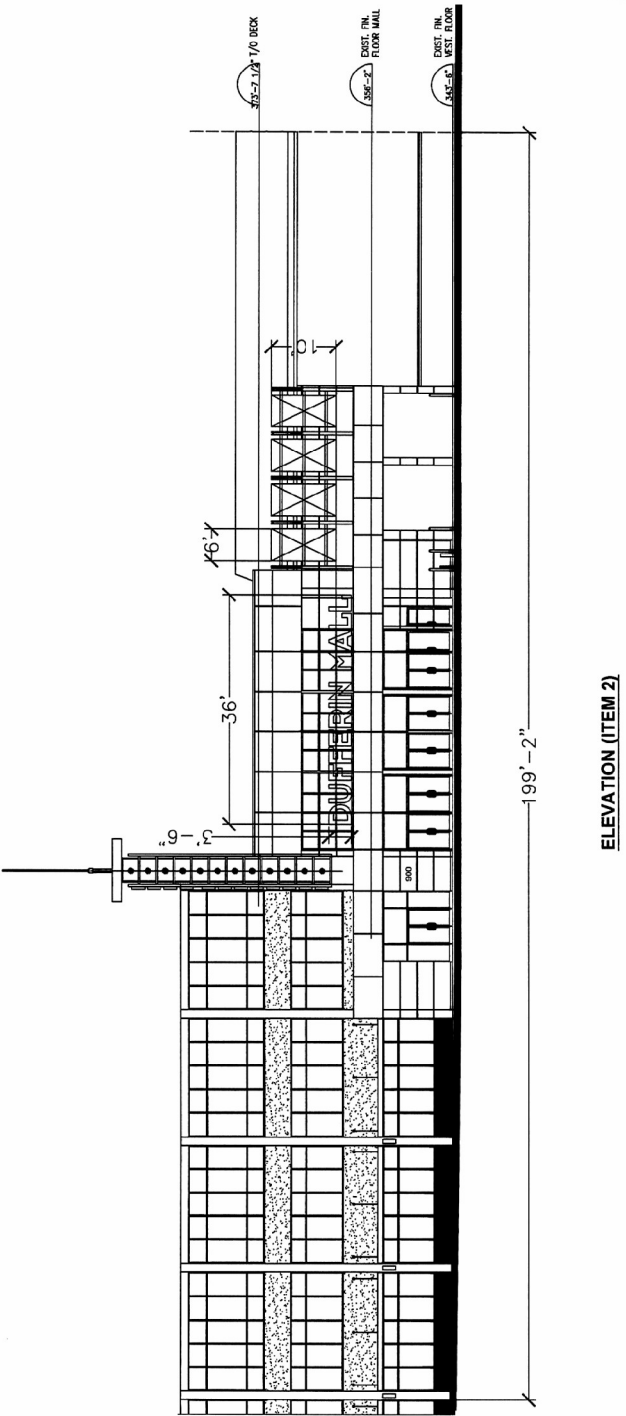
Applicant's Submitted Drawing

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900 Dufferin Street

File # 08_231150

Attachment 12:



ELEVATION (ITEM 2)

Elevation

900 Dufferin Street

Applicant's Submitted Drawing

Not to Scale
02/03/09

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Attachment 13:



Elevation

900 Dufferin Street

Applicant's Submitted Drawing

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02/03/09

File # 08_231150

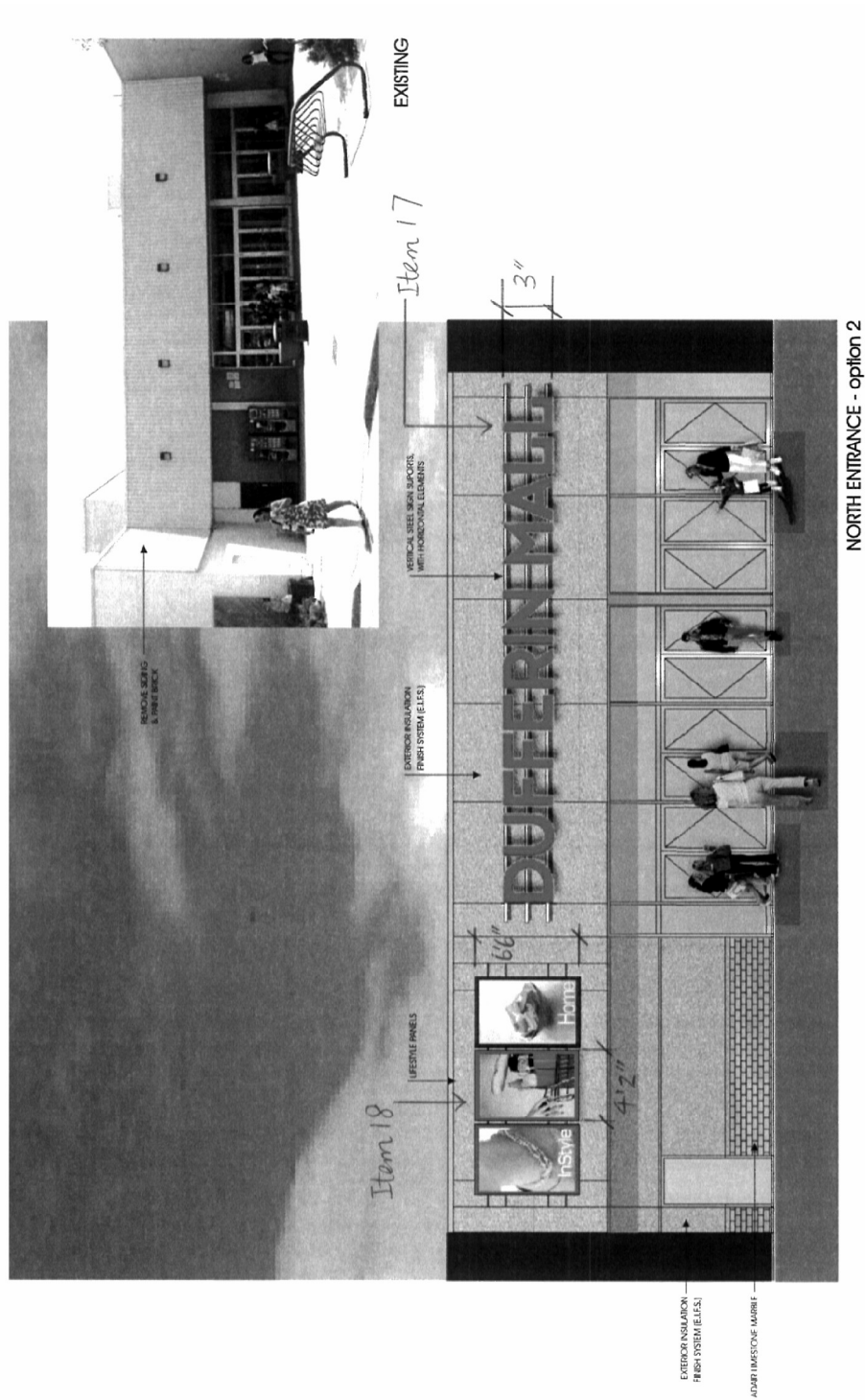
900 Dufferin Street

Applicant's Submitted Drawing

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02/03/09

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Attachment 15:



Elevations

Applicant's Submitted Drawing

Not to Scale
02/03/09

900 Dufferin Street

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