

**Sign Variance - 1245 Dupont St**

<b>Date:</b>	August 27, 2009
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Toronto Building, Toronto and East York District
<b>Wards:</b>	Ward 18 – Davenport
<b>Reference Number:</b>	P:\2009\Cluster B\BLD\Toronto and East York\2009TE069 09 162081 ZSV 00 ZR

**SUMMARY**

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

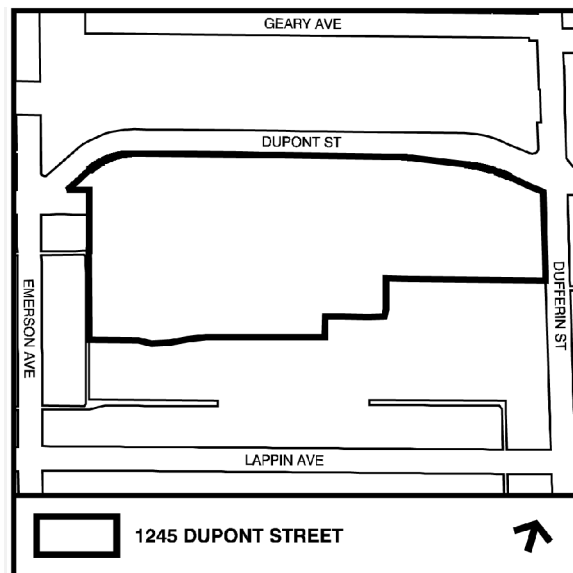
This report reviews and makes recommendations on a request by Dominic Rotundo of Pattison Sign Group, on behalf of Gallaria Mall Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated pedestal sign containing an illuminated LED electronic changeable copy message centre at the northeast corner of the property at 1245 Dupont Street.

Staff recommends refusal of this application. The variance is major and not within the general intent and purpose of the Municipal Code.

**RECOMMENDATIONS**

**The Toronto Building Division recommends that:**

Toronto and East York Community Council refuse the request for a variance to permit, for identification purposes, an illuminated pedestal sign containing an illuminated LED electronic changeable copy message centre at the northeast corner



of the property at 1245 Dupont Street.

### **Financial Impact**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

The property known as Galleria Mall is located on the southwest corner of Dupont and Dufferin Streets in a CR zone. The indoor portion of mall is located on the west portion of the property and the mall parking lot is on the east portion of the property. A fast food restaurant “McDonalds” is located on the southeast portion of the property and a gas station known as Sunny’s Gas Station is located on the northeast portion of the property. There are several fascia signs, ground signs and pedestal signs and a roof sign advertising businesses within the Galleria Mall and a McDonalds restaurant located at the southeast corner of the property and the Sunny’s Gas station located at the northeast portion of the property. The applicant is requesting permission to install an additional illuminated pedestal sign containing LED electronic changeable message board, at the northeast corner of the property. The sign is 2.08m wide and 2.53m high with an area of 5.26m<sup>2</sup>.

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

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
1. Chapter 297-10D (8)	The proposed illuminated first party pedestal sign would be the sixth sign along north and east frontages of the property.	Only one first party ground sign or a pedestal sign per frontage of the property is permitted.
2. Chapter 297-10D (8)	The proposed pedestal sign would contain an electronic changeable message copy.	A sign containing an electronic changeable copy is not permitted.

### **COMMENTS**

The variances are required because a sign containing an electronic changeable copy is not permitted in this area and also the proposed sign would be an addition to the overall number of ground and pedestal sign. The by-law limits the number of ground or pedestal sign to one per frontage and to total of two signs on any lot. The intent of the by-law is to minimize a sense of signage clutter on a property, surrounding uses and the streetscape. In this case, a site visit by staff has confirmed that there are various types and sizes of signs located on this property. Together, these existing signs are causing a sense of clutter on the property and on the streetscape. It is staff’s opinion that approving one more non-permitted type sign at this location would add to an already cluttered place and that would be inappropriate.

Staff recommends refusal of this application. The variances are major and not within the general intent and purpose of the Municipal Code.

**CONTACT**

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**SIGNATURE**

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

**ATTACHMENTS**

Attachments 1 - 7: Elevations

# Attachment 1:

**Job No.**

Version #: 04/1/2020  
Date: 14-APR-09  
Design #: 09-0017  
Scale: 3/8"=1'-0"  
Title: Final  
Designer: J. Foster

Rev #: 06  
Date: 29-MAY-09

Vector Artwork Required  
 High Resolution Image Required  
 Final Colours Required

**conceptual artwork only**

**Electrical Requirements**  
 120V  240V  
 Other

Customer Approval  
Date

**Colours:**

Letter Faces - WHITE  
 Copy - WHITE  
 Sign: DARK EMERALD GREEN 3055 726  
 Retainers & Cladding - Red to match DARK EMERALD GREEN 3055 726

**Specifications:**

Supply & install one (1) of illuminated poles sign  
Aluminum construction w/ Flat Lead face  
3M Vinyl graphics face applied  
H.C. Downlight Fluorescent Illumination  
Model No. 209-V-410-08 32000 watts  
4 lines at 5.5' character height  
Concrete footings by others

Scale & position of recommended sign within photo are approximate

**1245 Dupont St. Galleria Shopping Centre**  
4 LINES OF 5.5' AMBER EMC DISPLAY  
MODEL: JHF-20-V-A-H-0

**PATITISON SIGN GROUP**  
525 E. Highway Road  
Fullerton, CA 92741  
Tel: (714) 776-1111  
Fax: (714) 776-1111  
www.patitison.com  
Tel: (800) 234-6246

This artwork depicts a sign that is copyrighted and is the exclusive property of Patitison Sign Group. No part of this artwork may be reproduced in whole or in part without prior written consent.

Remove sign (using signs illuminated by fluorescent tubes and/or lamps) from this location immediately upon completion of this project. Provide or Post-Install.

**PROPOSED PEDESTAL SIGN**

1245 Dupont Street

Elevations  
Applicant's Submitted Drawing

File # 09\_1162081

Not to Scale  
10/08/09

**Attachment 2:**



EXISTING SIGNS

**Elevations**

Applicant's Submitted Drawing

Not to Scale  
10/08/09

1245 Dupont Street

File # 09\_1162081

Attachment 3:



EXISTING SIGNS

**Elevations**

Applicant's Submitted Drawing

Not to Scale  
10/08/09

1245 Dupont Street

File # 09\_1162081

**Attachment 4:**



EXISTING SIGNS

**Elevations**

Applicant's Submitted Drawing

Not to Scale  
10/08/09

1245 Dupont Street

File # 09\_1162081

Attachment 5:



EXISTING SIGNS

**Elevations**

Applicant's Submitted Drawing

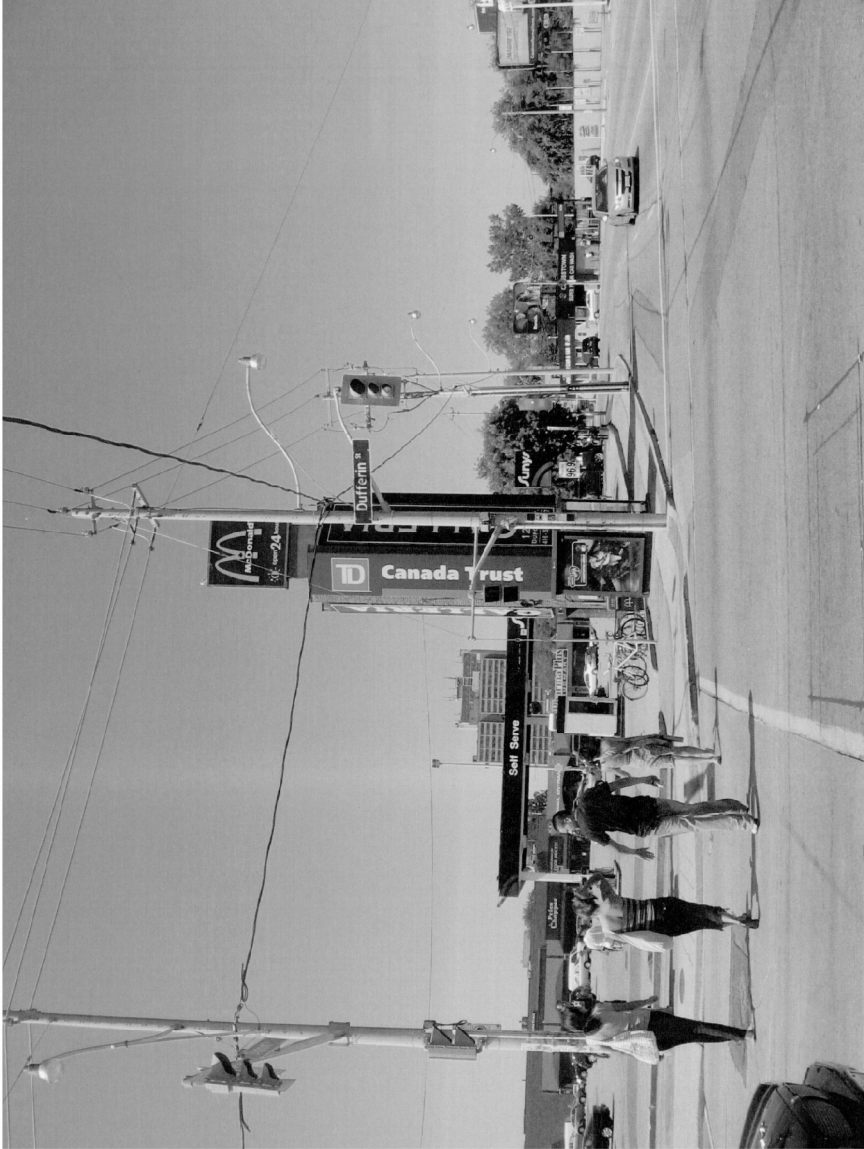
Not to Scale  
10/08/09

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File # 09\_1162081



**Attachment 6:**



EXISTING SIGNS

**Elevations**

Applicant's Submitted Drawing

Not to Scale  
10/08/09

1245 Dupont Street

File# 09\_1162081

**Attachment 7:**



EXISTING PEDESTAL SIGN

**Elevations**

Applicant's Submitted Drawing

Not to Scale  
10/08/09

1245 Dupont Street

File # 09\_1162081