

Sign Variance - 1245 Dupont St

Date:	August 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\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.

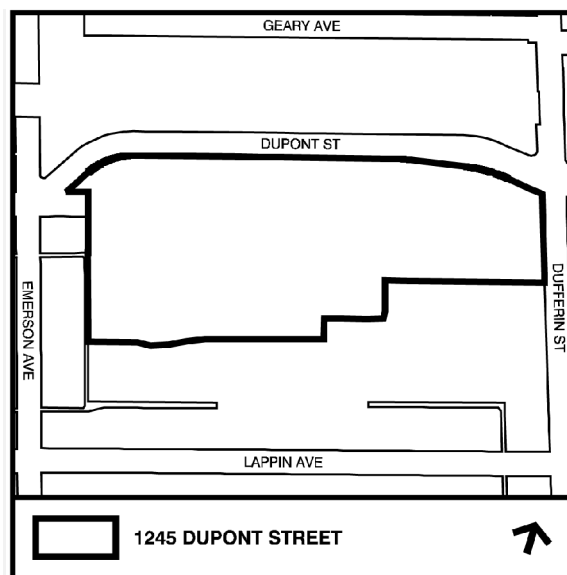
This report reviews and makes recommendations on a request by Dominic Rotundo of Pattison Sign Group, on behalf of Gallaria Mall Inc. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated pedestal sign containing 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 Gallaria 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 Gallaria 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 5.26m².

The sign does 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 (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

Norm Girdhar, Assistant Planner

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SIGNATURE

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

ATTACHMENTS

Attachments 1 - 7: Elevations

Attachment 1:

Specifications:

Signs to be used are (1) of illuminated letter sign
 Minimum construction of flat letter face
 3M vinyl graphics face applied
 H.O. Daylight fluorescent illumination
 One (1) 2' x 12' x 6" 8' x 316" of Amber Monochrome (MC
 4 Bars at 2.5" character height
 Concrete footings by others

Colour:

☐ Letter faces - WHITE
☐ Copy - WHITE
☒ Background - DARK EMERALD GREEN 3030-126
☒ Reflective Caddling - 744 to match DARK EMERALD GREEN 3030-126

Job No.

Working # 14-11-2015
 Design # 08-04-09
 Scale 1/8"=1'-0"
 Sales A. Salek
 Designer J. Foster

Rev. #:

Rev. # 05
 Date 29-MAY-09

☐ Vector artwork Required
☐ High Resolution artwork required
☐ Final Colours Required

Conceptual artwork only

☒

Technical Requirements

☒ 120V ☐ 240V
☒ Other

Working artwork for illustration
 Customer Approval
 Date

Pattison Sign Group

555 Eglarwood Road
 Toronto, Ontario, Canada M1H 4E8
 Tel: (416) 754-1111
 Fax: (416) 754-0848
 Email: info@pattison.com

Galleria Shopping Centre

1245 Dupont St.
 Toronto, ON

MASTER

Galleria Shopping Centre

1245 DUPONT ST.
 TORONTO, ON

Scale & position of monument sign within photo are approximate

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Pattison Sign Group

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 Toronto, Ontario, Canada M1H 4E8
 Tel: (416) 754-1111
 Fax: (416) 754-0848
 Email: info@pattison.com

Galleria Shopping Centre

1245 Dupont St.
 Toronto, ON

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

1245 Dupont Street

Applicant's Submitted Drawing

Not to Scale
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Attachment 4:



EXISTING SIGNS

Elevations

1245 Dupont Street

Applicant's Submitted Drawing

Not to Scale
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Attachment 5:



EXISTING SIGNS

Elevations

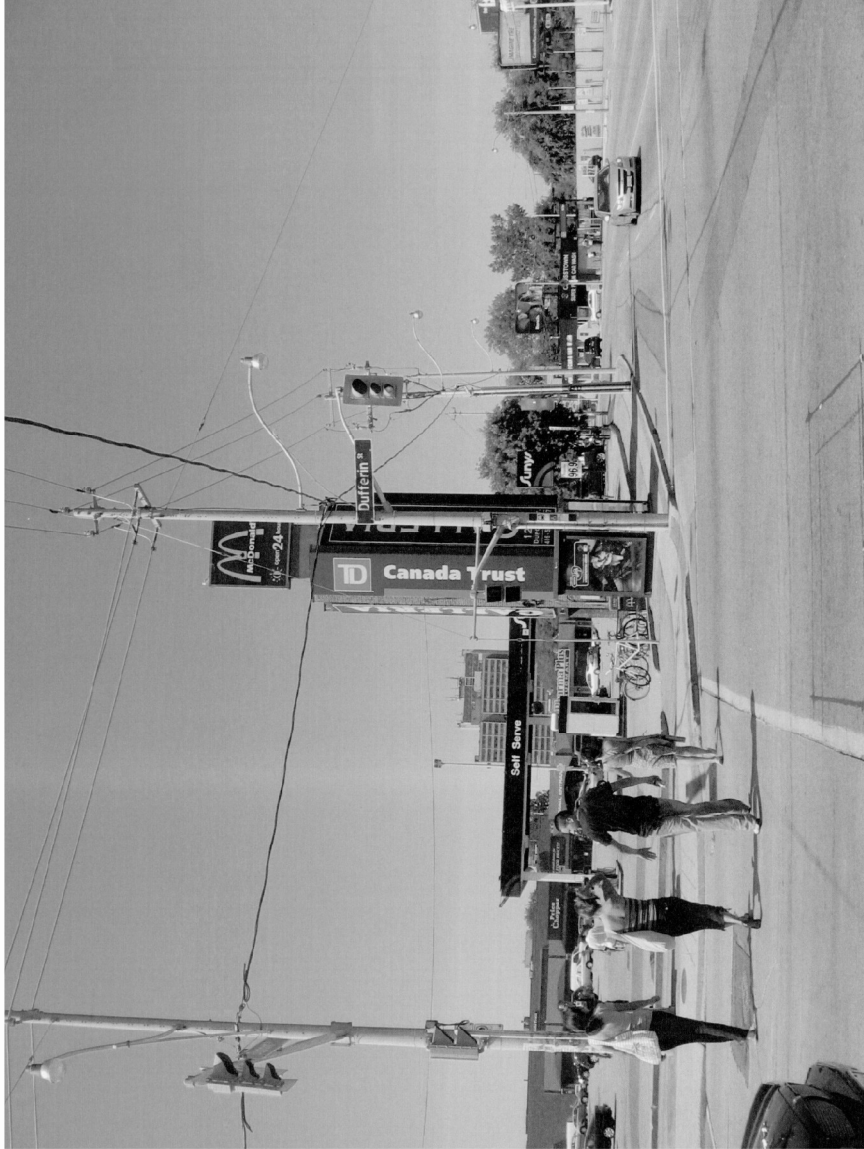
Applicant's Submitted Drawing

Not to Scale
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Attachment 6:



EXISTING SIGNS

Elevations

Applicant's Submitted Drawing

Not to Scale
10/08/09

1245 Dupont Street

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Attachment 7:



EXISTING PEDESTAL SIGN

Elevations

1245 Dupont Street

Applicant's Submitted Drawing

Not to Scale
10/08/09

File # 09_1162081