

**REPORT FOR ACTION****Appeal Concerning Variances for One First Party Wall Sign at 185 The West Mall**

Date: May 7, 2019

To: Sign Variance Committee

From: Manager, Sign By-law Unit, Toronto Building

Wards: Etobicoke-Lakeshore (3)

SUMMARY

This report addresses an appeal concerning two variances sought respecting one illuminated first party wall sign displaying static copy (the Proposed Sign). The Proposed Sign is to be located on the east elevation of the upper-most storey of an existing 15-storey building located at 185 The West Mall (the Subject Premises).

The Proposed Sign is to contain one sign face, directed towards Highway 427, and will function to identify a business located at the Subject Premises. The sign face shall consist of individual channel letters displaying "CDW", and an associated individual "loop" surrounding of the letters, with a total sign face area of 35 square metres.

After conducting a review of the application, a decision was made by the Chief Building Official (the CBO) to refuse the requested variances required for the Proposed Sign. Following this refusal, an appeal was filed by the Applicant (GTA Office West Inc.)

The CBO has determined that the Applicant has not provided sufficient information to establish that the Proposed Sign meets all nine of the criteria set out in §694-30A of the Sign By-law, which are required for a variance approval to be granted. Specifically, the Applicant has not provided sufficient information to allow the CBO to determine that the Proposed Sign:

- Is compatible with the development of the premises and surrounding area;
- Supports Official Plan objectives for the premises and surrounding area; and,
- Is not contrary to the public interest.

RECOMMENDATIONS

The Chief Building Official and Executive Director, Toronto Building, recommends that:

1. The Sign Variance Committee refuse the two requested variances to subsections 694-21(E)(4)(b) and 694-21(E)(4)(d) with respect to the Proposed Sign at the premises municipally known as 185 The West Mall, as described in greater detail in Attachment 1 of this report.

FINANCIAL IMPACT

There is no financial impact resulting from adopting the recommendations in this report.

DECISION HISTORY

GTA Office West Inc., through their agent, Lovett Signs, filed the initial application for the variances sought. On December 4, 2018, the CBO issued the decision refusing to grant the requested variances for both of the Proposed Signs. On December 24, 2018, GTA Office West Inc., through their agent Lovett Signs, filed an appeal of the CBO's decision.

ISSUE BACKGROUND

Required Variances

Table 1: Summary of Requested Variances for the Proposed Sign

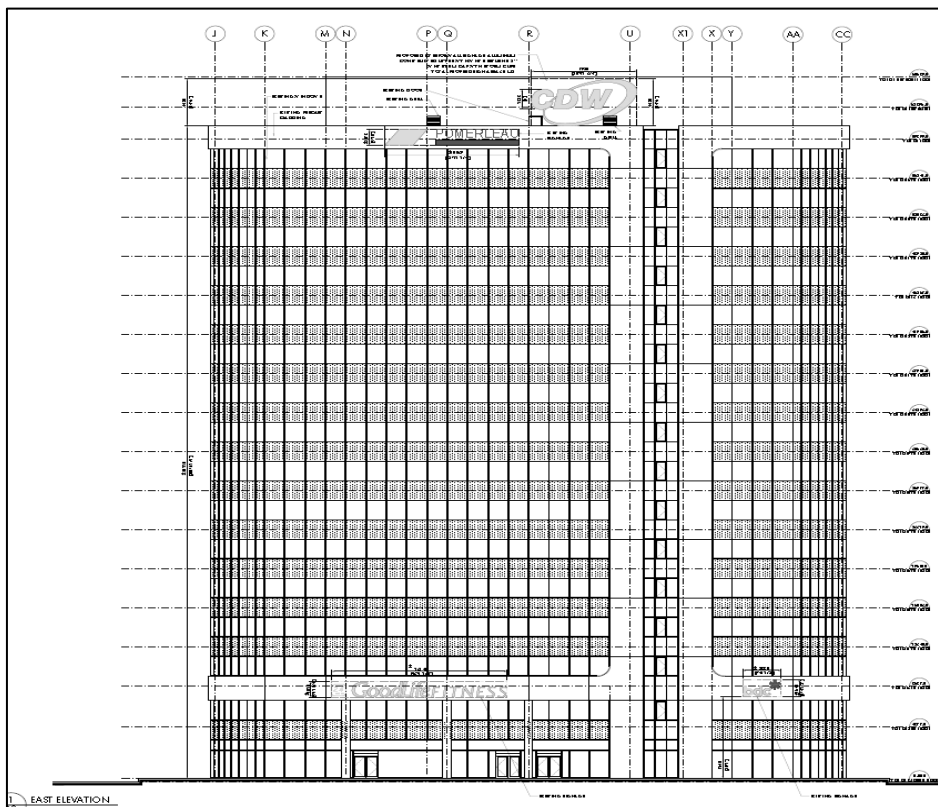
Sign By-law Section	Requirement	Proposal
694-21E(4)(b)]	An Employment Industrial Office Sign District may contain a wall sign displaying the logo or corporate symbol of a business located on the premises, provided there shall be no more than one sign erected on each wall of a building, with a maximum of two signs.	The Proposed Sign is the second sign to be erected on the east-facing wall of the building, and the fourth sign erected at the upper-most storey of the building.
694-21E(4)(d)	An Employment Industrial Office (EIO) Sign District may contain a wall sign displaying the logo or corporate symbol of a business located on the premises, provided the sign face area shall not exceed 20 per cent of the area of the wall at the upper-most storey, mechanical penthouse or parapet wall on which the sign is erected	The Proposed Sign is approximately 31 per cent of the area of the mechanical penthouse wall.

Sign Attributes

The Proposed Sign is an illuminated first party wall sign with one sign face, located at the upper-most storey on the mechanical penthouse along the east elevation of the existing 15-storey building. The Proposed Sign would display static copy in the form of individual channel letters displaying "CDW", with a graphic element (an elongated oval) interacting with these letters, to complete the business logo.

The dimensions of the sign face, which in the case of individual letters or similar sign components, is the total area within the outer-most perimeter of all the individual components. In this instance, it would be a rectangular sign face with a centre line of 7.92 metres and bisecting line of 4.42 metres, with a maximum sign face area of 35.01 square metres (See Figure 1 below for a rendering of the Proposed Sign).

Figure 1: Rendering of the Proposed Signs provided by the Applicant



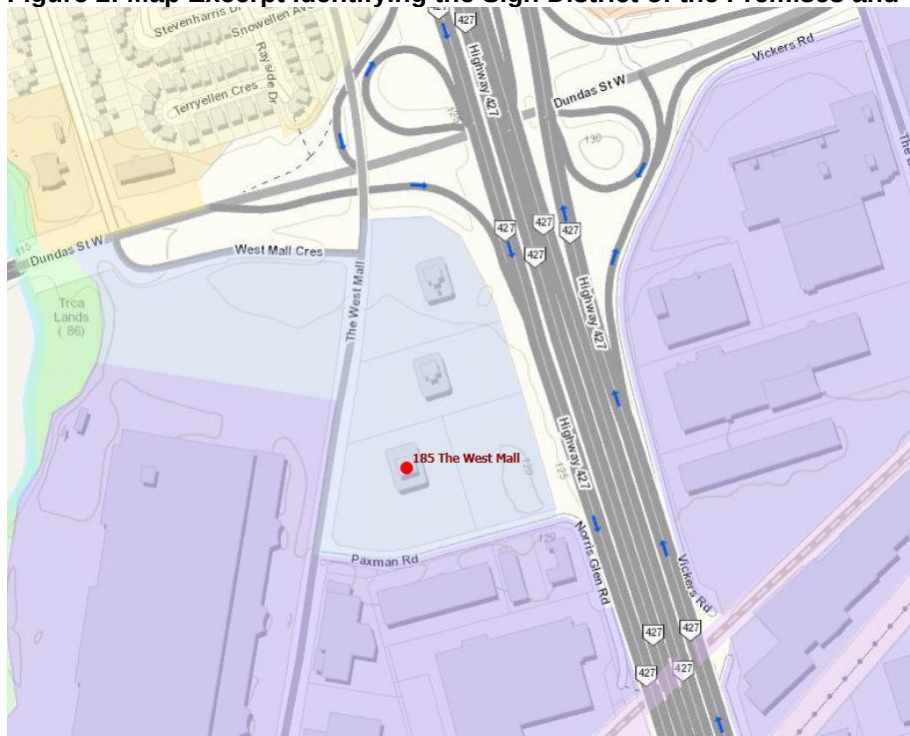
Site Context and Sign District Designation

The Subject Premises is located in Ward 1, on the east side of The West Mall, and west of Highway 427. It is designated as an Employment Industrial Office (EIO) Sign District, and is surrounded by other EIO Sign Districts to the north and east, and by Employment (E) Sign Districts to the west and south.

The Subject Premises contains a 15-storey, mixed-use building with associated surface-level parking. There is currently a first party wall sign for another tenant (Pomerleau) along the upper-most storey of the east elevation, which is located below the Proposed Sign on the mechanical penthouse, as well as other first party wall signs at the upper-

most storeys of the north elevation (Blue Cross) and the south elevation (Blue Cross and West Metro). See Figure 2 below for a Sign District map of the Subject Premises and surrounding area.

Figure 2: Map Excerpt Identifying the Sign District of the Premises and Surrounding Area



COMMENTS

Criteria Established by §694-30A of The Sign By-law

The Sign By-law contains specific criteria used in evaluating Sign Variance and Signage Master Plan applications. Specifically, §694-30A states that a variance may only be granted where it has been determined that a Proposed Sign meets each of the nine established criteria.

When a decision regarding a first party Sign Variance or Signage Master Plan application is appealed, the Sign Variance Committee conducts an *appeal de novo*, meaning that they are required to conduct an evaluation to determine whether the party seeking the variance has demonstrated that the Proposed Sign meets all nine criteria, on the basis of the information presented to the Sign Variance Committee.

It is the opinion of the CBO that the Applicant has not provided sufficient information to establish that the Proposed Sign meets all nine criteria. Specifically, the Applicant has not demonstrated how the Proposed Sign is compatible with the development of the premises and surrounding area; how it supports the Official Plan objectives for the property and surrounding area; or how it is not contrary to the public interest.

Applying the Established Criteria:

Section/Criteria Description: 694-30A(1) - The Proposed Sign belongs to a sign class permitted in the Sign District

As demonstrated in the submission materials, the Proposed Sign is first party signs because they will identify a business at the premises. The Subject Premises is designated as an EIO Sign District, which allows first party signs. As such, it appears that this criteria has been established.

Section/Criteria Description: 694-30A(2) - In the case of a third party sign, the Proposed Sign is a sign type permitted in the Sign District

Signs can only belong to one sign class – either first party or third party. The Proposed Sign is classified as a first party sign because they will identify the business at the premises. As such, the Proposed Sign is not third party signs, and it appears that this criteria has been established.

Section/Criteria Description: 694-30A(3): The Proposed Sign is compatible with the development of the premises and surrounding area

The Subject Premises contains a 15-storey building with multiple tenants, and is similar to two other buildings located on the west side of Highway 427. Each of these three buildings displays signage at the upper-most storey and/or on the wall of the mechanical penthouse located on the roof.

The Sign By-law does allow the display of corporate logos or symbols at the upper-most storey of office buildings with a height of 10 or more storeys. However, these signs are restricted to only one such wall sign per elevation, with a maximum of two wall signs for the entire building. The Subject Premises already has four existing wall signs at the upper-most storey or mechanical penthouse, twice as many as the Sign By-law allows.

One of the objectives of the Sign By-law is to minimize sign clutter through its provisions and required separation distances. Granting a variance to allow a fifth wall sign at the upper-most storey will further contribute to the clutter at the Subject Premises.

The Proposed Sign also exceeds the maximum wall area the sign is permitted to occupy, which is set at 25 square metres. The Proposed Sign is 35 square metres. As there is a lot of negative space based on the design of the corporate logo, the CBO does not believe that the larger size would be incompatible with the premises or surrounding area.

However, the Applicant has not provided any compelling information to demonstrate that the Proposed Sign is compatible with the development of the premises and surrounding area and, as such, the CBO has determined that this criteria has not been established.

Section/Criteria Description: §694-30A(4) - The Proposed Sign supports Official Plan objectives for the premises and surrounding area

The Official Plan designates the Subject Premises as an *Employment Area*. In some instances, *Employment Areas* can include commercial and retail businesses within or adjacent to highways and other uses. The Proposed Sign is intended to identify one of the tenants located at the Subject Premises, which has an opportunity to identify itself with signage along the first storey that complies with the Sign By-law.

However, there is nothing in the Applicant's submission materials that speaks directly to how the Proposed Sign supports the Official Plan objectives for the Premises and surrounding area, or to how signage which does not comply with the Sign By-law supports the Official Plan objectives for *Employment Areas*. As such, it appears this criteria has not been established.

Section/Criteria Description: 694-30A(5) - The Proposed Sign does not adversely affect adjacent premises

The Subject Premises is located in an EIO Sign District, and the properties to the north, east, south and west are designated as EIO or E Sign Districts. There are no residential or open space uses in the surrounding area which are likely to be impacted by an illuminated wall sign at the upper-most storey of the building.

Because the Proposed Sign would be located at the upper-most storey of this building, and there are already wall signs located at the upper-most storey of this building and two other buildings in the surrounding area, the CBO is of the opinion that the Applicant has provided enough information to establish that the Proposed Sign would not adversely affect adjacent premises. As such, this criteria appears to have been established.

Section/Criteria Description: 694-30A(6) - The Proposed Sign does not adversely affect public safety, including traffic and pedestrian safety.

Because the Proposed Sign would be located at the upper-most storey of the building, it does not require any variances for being located within a visibility zone, or for being located within the minimum separation requirements from signalized intersections or from certain highways within the City.

As the Proposed Sign would be designed and installed in accordance with the Ontario Building Code, as required, the CBO does not believe that any other issues related to public safety are currently foreseeable. As such, the Applicant has provided sufficient information to establish that criteria has been met.

Section/Criteria Description: 694-30A(7) - The Proposed Sign is not prohibited by §694-15B

Based on a review of materials submitted as part of the Sign Variance application, the CBO has determined that the Proposed Sign is not a prohibited sign type, and it appears that this criteria has been met.

Section/Criteria Description: 694-30A(8) - The Proposed Sign does not alter the character of the premises or surrounding area

Although there are more wall signs at the upper-most storey of the Subject Premises than there are on the surrounding buildings, the display of first party wall signs at the upper-most storey or mechanical penthouse level is common in the area. There are no residential or open space uses in the surrounding area which are likely to be impacted by an illuminated wall sign at the upper-most storey of the building.

As such, the CBO is of the opinion that the Applicant has provided enough information to establish that the Proposed Sign would not alter the character of the premises or the surrounding area. Therefore, this criteria appears to have been established.

Section/Criteria Description: 694-30A(9): The Proposed Sign is not contrary to the public interest

The regulations in the Sign By-law serve to minimize sign clutter and enhance the public streetscape by encouraging a consistent approach to signage. Granting the variances as requested by the Applicant and allowing the erection and display of the Proposed Sign, which would be the fifth wall sign at the upper-most storey on this building, where a maximum of two are allowed, will only enhance the sign clutter in this area.

As the Applicant has not presented any compelling information to establish how the Proposed Sign is not contrary to the public interest, The CBO has determined that this criteria has not been met.

CONTACT

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Sign Building Code Examiner Inspector, Sign By-law Unit
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Robert Bader
Supervisor, Tax, Variance & Permits, Sign By-law Unit
E-mail: Robert.Bader@toronto.ca, Tel: 416-392-4113

SIGNATURE

Ted Van Vliet
Manager, Sign By-law Unit, Toronto Building

ATTACHMENTS

Attachment 1: Description of the Proposed Sign and Required Variance

Attachment 2: Application Package and Addendum

ATTACHMENT 1: DESCRIPTION OF THE PROPOSED SIGN AND REQUIRED VARIANCES

Sign Description:

Proposed Sign: An illuminated first party wall sign to be located on the mechanical penthouse of the building currently located on the premises municipally known as 185 The West Mall (the "Subject Premises"), described as follows:

- The wall sign to contain one sign face:
 - The sign face will display static copy
 - The sign face will only contain sign copy identifying a business located at the Subject Premises;
 - The sign face will be erected on the mechanical penthouse;
 - The sign face will be erected on the east elevation of the mechanical penthouse;
 - The sign face will be comprised of individually installed letters and like sign components;
- The sign face shall have a centre line not to exceed 7.92 metres;
- The sign face shall have a bisecting line not to exceed 4.42 metres; and,
- The sign face shall have a sign face area not to exceed 35.01 square metres.

Required Variances:

1. The requirement contained at §694-21E(4)(b), which states that an Employment Industrial Office (EIO) Sign District may contain a wall sign displaying the logo or corporate symbol of a business located on the premises, provided there shall be no more than one sign erected on each wall of a building to a maximum of two signs, be varied to allow for the Proposed Sign which shall be the second sign on the east-facing wall of the building, and the fourth sign erected at the upper-most storey of the building.

2. The requirement contained at §694-21(C)(5)(a), which states that an Employment Industrial Office (EIO) Sign District may contain a wall sign displaying the logo or corporate symbol of a business located on the premises, provided the sign face area shall not exceed 20 per cent of the area of the wall at the upper-most storey, mechanical penthouse or parapet wall on which the sign is erected, be varied to allow for the Proposed Sign, which is approximately 31 per cent of the area of the mechanical penthouse wall.

ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE AND ADDENDUM



Application
Sign Variance

Folder No.

Date (yyyy-mm-dd)

Project Information

Street No. 185	Street Name THE WEST MALL	Lot No.	Plan No.
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Describe the variance(s) being applied for:
WE ARE SEEKING LEINENACY TO INSTALL CHANNEL LETTERS FOR CDW ON THE UPPERMOST LEVEL ONF THE BUILDING (PENTHOUSE/MECHANICAL ROOM).

If it is an application for a variance required for the modification or restoration of an existing sign, please provide the following:

Existing Sign Dimensions	Location
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Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):
THERE WAS AN EXISTING SIGN FOR PREVIOUS TENANT THAT HAS SINCE RELOCATED.

Property Owner Information

First Name		Last Name	
Company Name (if applicable) GTA OFFICE WEST INC.			Telephone No.
Street No. 121	Street Name KING ST. W	Suite/Unit No. 200	Mobile No.
City/Town TORONTO	Province ONT.	Postal Code M5H3T9	Fax No.
E-mail Address			

Attachment Required

- Sign Variance Data Sheet
- Co
- All required to verify the nature of the Sign By-law Variance(s) requested.

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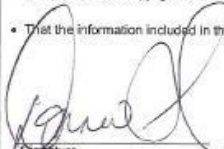
14-0043 2013-07



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Application
Sign Variance

Applicant Information and Declaration

First Name DONNA		Last Name THOMSON	
Company Name LOVETT SIGNS INC.			Telephone No. (519) 822-6558
Street No. of 525	Street Name SOUTHGATE DR	Suite/Unit No. 1	Mobile No. (519) 400-2378
City/Town GUELPH	Province ONTARIO	Postal Code N1G 3W5	Fax No. (519) 822-2075
E-mail Address dthomson@lovettsigns.ca			
Do hereby declare the following: • That I am ☐ the Property Owner as stated above ☒ the owner's authorized agent. ☐ an officer/employee of _____, which is an authorized agent of the owner. ☐ an officer/employee of _____, which is the Property Owner's authorized agent. • That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application. • That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law. • That the information included in this application and in the documents filed with this application is correct.			
 Signature		DONNA THOMSON Print Name	2018-05-16 Date (yyyy-mm-dd)

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The personal information on this form is collected under the City of Toronto Act, 2006, s. 136(c) and Chapter 694, Signs, General, of the City of Toronto Municipal Code. The information collected will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the Manager, Sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, M5H 2N2 416-392-4235.

14-0043 2013-07

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Data Sheet
Sign Variance

Folder no.	Request Date (yyyy-mm-dd)
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This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

Project Information

Street No. 185	Street Name THE WEST MALL	Lot No.	Plan No.
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Site and Building Data

Lot Area	Lot Frontage	Lot Depth
No. of Building(s) on the lot 1	Date of Construction of Building(s) if known (yyyy-mm-dd)	
Building Height(s)	No. of Storeys	Building(s) Gross Floor Area
Building Uses(s)		

Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary)
North RESIDENTIAL APARTMENTS (356m away) TWO OTHER TOWERS ARE LOCATED BESIDE BUILDING
South - EMPLOYMENT DISTRICT - VARIOUS BUSINESSES
East EMPLOYMENT DISTRICT - VARIOUS BUSINESSES
West EMPLOYMENT DISTRICT - METRO CONVENTION CENTRE

Proposal

Please describe in detail what is being proposed (use additional pages if necessary)
CDW is a leading multi-brand technology solutions provider to business, government, education and healthcare organizations in the United States, Canada and the United Kingdom. A Fortune 500 company with multi-national capabilities, CDW was founded in 1984 and employs more than 8,700 coworkers. Their broad array of offerings range from hardware and software to integrated IT solutions such as security, cloud, data center and networking. We are proposing on install individual illuminated channel letters that has a sign face area of 3.5m2 The sign percentage to elevation is 31% which includes the circle logo around the sign, the channel letters occupy less than 20% of the elevation.

Continue on next page
14-0043 2013-07

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Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. A Variance may be granted where it is demonstrated that the proposed sign(s):

- Belong to a sign class permitted in the sign district where the premises is located
- In the case of a third party sign, be of a sign type that is permitted in the sign district, where the premises is located
- Be compatible with the development of the premises and surrounding area
- Support the Official Plan objectives for the subject premises and surrounding area
- Not adversely affect adjacent premises
- Not adversely affect public safety
- Not be a sign prohibited by Toronto Municipal Code Chapter 694-15B
- Not alter the character of the premises or surrounding area
- Not be, in the opinion of the decision maker, contrary to the public interest

Please describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary)

THE PROPOSED SIGN BELONGS TO A SIGN CLASS (WALL SIGN) THAT IS PERMITTED IN THIS ZONE.

THE PROPOSED SIGN IS A FIRST PARTY SIGN AND DOES NOT BELONG TO THE THIRD PARTY CATEGORY.

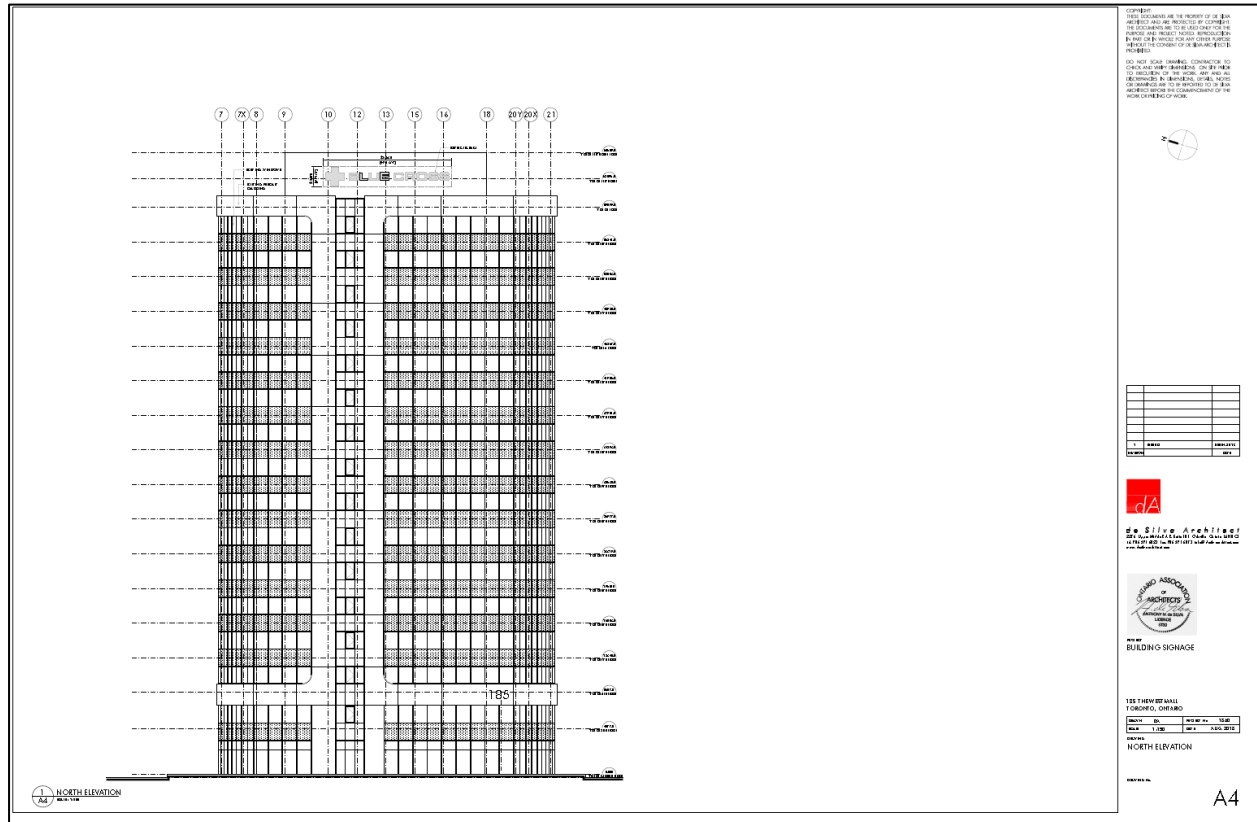
THE SIGN IS COMPATIBLE WITH THE OTHER SIGNS FOR THIS AREA AS THE OTHER BUILDINGS HAVE SIGNAGE ON THE PENTHOUSE/MECHANICAL ROOM.

AS THE PROPOSED SIGN WILL REQUIRE A BUILDING PERMIT AND SIGN PERMIT IT WILL NOT AFFECT THE PUBLIC SAFETY AS IT WILL BE REQUIRED TO FOLLOW ALL BUILDING CODES FOR FABRICATION AND INSTALLATION.

IT IS NOT CONSIDERED TO BE A PROHIBITED SIGN AND IS ONE THAT IS PERMITTED WITHIN THE TORONTO MUNICIPAL CODE.

THE PROPOSED SIGN WILL NOT ALTER THE PREMISES OR SURROUNDING AREA AS THERE WAS AN EXISTING SIGN ON THE SAME ELEVATION PRIOR.

WITH CDW BEING AN EMPLOYER THAT IS RATED IN THE FORTUNE 500 AND EMPLOYERS A TOTAL OF 8700 EMPLOYERS I FEEL IT IS EXTREMELY IMPORTANT THAT RECEIVE THE EXPOSURE AND RECOGNITION TO HELP THEM CONTINUE TO EXCEL.





Application
Sign Variance Appeal

Folder No.	Date (yyyy-mm-dd)
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Decision Under Appeal

Variance Decision No. 18-164388			
Street No. 185	Street Name THE WEST MALL	Lot No.	Plan No.

Appellant Information

First Name DONNA		Last Name THOMSON	
Company Name(if applicable) LOVETT SIGNS INC			Telephone No. (519) 822-9558
Street No. 525	Street Name SOUTHGATE DR	Suite/Unit No. 1	Mobile No. (519) 400-2378
City/Town GUELPH	Province ONTARIO	Postal Code N1G 3W6	Fax No. (519) 822-2075
E-mail Address dthomson@lovettsigns.ca			
Describe the variance that was applied for: THE SIGNS VARIANCE WAS APPLIED FOR WAS TO INSTALL A SIGN ON THE UPPERMOST STOERY OF THE BUILDING ATTACHED TO THE MECHANICAL PENTHOUSE.			
Please provide the reasons/justifications for the appeal (attach any supporting documentation or additional pages as required). PLEASE SEE THE ATTACHED DOCUMENT FOR THE REASONS /JUSTIFICATIONS FOR THE APPEAL			

Attachment Required

• A copy of the original decision on the variance application; and • Copies of any supporting documents

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14-0044 2013-10



Application
Sign Variance Appeal

Appellant Information and Declaration

First Name I, DONNA		Last Name THOMSON	
Company Name(if applicable) LOVETT SIGNS INC.			Telephone No. (519) 822-9558
Street No. of, 525	Street Name SOUTHGATE DR	Suite/Unit No. 1	Mobile No. (519) 400-2378
City/Town GUELPH	Province ONTARIO	Postal Code N1G 3W6	Fax No. (519) 822-2075
E-mail Address dthomson@lovettsigns.ca			
do hereby declare the following: - that the statements contained in this application are true and made with full knowledge of relevant matters and of the circumstances connected with this application; - that any supporting documents submitted are prepared for the sign variance(s) appeal described above and are submitted in compliance with copyright law; and, - that the information included in this application and in the documents filed with this application is correct.  Signature DONNA THOMSON Print Name 2018-12-18 Date (yyyy-mm-dd)			

The personal information on this form is collected under the City of Toronto Act, 2006, S. 136 (b) & (c) and Chapter 694, Signs, General, of the City of Toronto Municipal Code. The information collected will be used for processing applications and creating aggregate statistical reports, for enforcement of the City of Toronto Municipal Code Chapter 694 Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and for contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the manager, sign By-law Unit, Toronto Building, 100 Queen Street West, Ground Floor, East Tower, Toronto, M5H 2N2 416-392-4235.

14-0044 2013-10

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VARIANCE RATIONAL

Proposal Created Exclusively For: The City of Toronto
Property Address: CDW: 185 The West Mall, Toronto, Ont,
Re: Application for Variance to Sign Bylaw (18-164388 SGN 00SP)
To: City Variance Committee
Date: December 13, 2018

We are proposing to install one illuminated channel letter sign on the easterly elevation of the Penthouse/Mechanical Room Level of the building.

Sign Description

- Round Logo
- Horizontal Measurement of 7.92m
- Vertical Measurement of 4.42m
- White LED illuminated
- White Faces on Blue Building
- Installed on Easterly Elevation
- Penthouse/Mechanical Room Level
- Larger signage had existed prior "Cogeco Data"

The proposed sign is located in a EIO Employment Industrial Office Sign District and is subject to the City of Toronto Municipal Code Chapter 694, Signs, General Commercial Residential Sign District. The Toronto Sign Bylaw states that:

Required Variances:

- 1) **Number of Signs Attached to Each Elevation:** A wall sign displaying the logo or corporate symbol located on the premises, provided there shall be no more than one sign erected on each wall of a building to a maxim of two signs. (wall sign or Logo or corporate symbol) [694-21 E]
- 2) **Overall Size of Signage:** An EIO Employment Industrial Office sign district may contain a wall sign displaying the logo or corporate symbol of a business located on the premises shall not exceed 20 percent of the area of the wall the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a max of 25 square meters.

1.) Number of Signs Attached to Each Elevation:

With regards to displaying more than one sign, the bylaw states that "There shall be no more than one sign erected on each wall of a building to a max of two signs" This bylaw does not specifically state if it is two signs total per building or per elevation of the building. We believe this can be interpreted to mean that each wall can display two signs. This being stated our proposed signage package with consideration of Pomerleau would not contradict any bylaw with regards to total number of signage displayed on the upper most level of the building.

Further to this point, the upper most level of the building is not visible to persons entering the building. At that position on the building, the CDW signage cannot be seen in conjunction with the Goodlife Fitness and BDC logos at the lower portion of the building. Given this building is 20 storeys, signage positioning at the lower portion of the building is not visible from a great distance, while conversely, the signage on the upper portion of the building is visible from a distance. We believe this should be taken into account when determining how dominant the signage is on the building, in addition to the quantifiable percentages listed in the bylaw.

In respects to the visual texture of the surrounding area, the two different business displayed on the upper most level of the building is compatible with the development of the property and compliments the signage with the proposed colour and font for the business. With the new proposed signage is neither intrusive or offence with any of the wording or text and will not be detrimental to other owners in the area. This development and surrounding areas does not contradict with the neighbouring buildings upper most levels. If you look at the close neighbouring business complex upper levels they also have more than one sign per elevation and the look is consistent with white large illumined channel letters. The refusal letter received from the city specifically states that our purposed signage does not match the local demographic area which we believe it does.

Further to this point, the Pomerleau sign which has been approved for permit, does not match the same visual texture of the other buildings on the same complex. In fact, the Pomerleau sign being mounted to the parapet does not fit with the "typical" white lettering on blue mechanical penthouse as the other two buildings in the immediate area. The CDW signage matches exactly with both scale and architectural similarities to other logos in the immediate area.

The proposed signage on the building does not face any residential area within the immediate viewing distance. It is in fact facing industrial properties and into Toronto, with the nearest facing residential dwelling being 2.3km away. This is contrast to another sign located at 195 The West Mall, at the same building complex, which displays an SCN Lavalin logo on the North elevation facing a residential area 215.0m away. We believe that such a sign facing a residential area could be considered obtrusive to residents living in the immediate area but clearly has been approved for permit.

CDW requires public and corporate business awareness as their company is a leading multi-brand technology solution company that provides numerous businesses, government, education and healthcare organizations with essential professional needs. The current building has 17 floors of business, CDW is currently occupying the 20% of the building, fully occupying 3.5 floors with plans for expansion. They are currently employing just shy of 500 employees. They are a key tenant for the landlord and will need their branding made aware to the general public and businesses. The sign they are requesting will help promote their already amazing reputation in the industry. They have one of the best employment satisfaction ratings for an up and coming Fortune 500 company.

2.) Overall Size of Signage:

An EIO Employment Industrial Office sign district may contain a wall sign displaying the logo or corporate symbol of a business located on the premises shall not exceed 20 percent of the area of the wall the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a max of 25 square meters. CDW is currently 29.1%

This calculation does not present fairly for the specify logo design, as the actual lettering CDW is approximately 12% and total square meters of CDW is 11.7 square meters, which is well under the total square footage allowed. The oval artistic detail creates negative space that is not typical for most signage designs. This negative space has no mention or consideration in the current bylaw. Which creates a restrictive outlook on creativity and individuality.

We are asking for the illuminated oval to be considered as an architectural detail as opposed to signage. As we feel the intended purpose of the Sign bylaw has not been overstepped or disregarded with regards to overall size and visual dimensions due to the larger than normal negative space in this company's branding.

The Placement of the logo sign as we have purposed it is aesthetically pleasing and unobtrusive and is consistent with the architecture of the buildings in the West Mall complex as well as with the rest of the elevations of the building it self.

It is important that this business, CDW, is presented to the community in a way that will both grow their business and bring awareness to the end users (residence of Toronto). In addition, by allowing CDW the adequate signage to achieve its required clientele, the area will also flourish. This business has provided employment opportunities to the Toronto community and also increase the income of existing and future businesses in the area by attracting frequent and repeat customers.

The position and size of the sign had been created to allow visual representation to the close by highway. CDW has also obtained approvals by the Highway Corridor Management Permit [SG-2018-20t-0000076] to display the size and placement of the signage with respect to the MTO bylaw and regulations. This permit approval also comes with a 6-month end date which the work applied for must be completed. Which also makes our application for variance sensitive to time.

In addition, this sign which we have purposed has already been manufactured, as it was installed at the client's previous location prior to moving. We are asking for consideration to costs and time as a hardship to the client.

The proposed sign is neither intrusive or offence with any of the wording or text and will not be detrimental to other owners in the area.

The signage and install method was also approved and stamped by a practical engineer, to ensure the sign would be sound and safe and meet all building codes therefore it shall not adversely affect the public safety.

The Landlord will also be filing a letter stating that they are willing to remove their existing corporate logos from the building and the Local councillor will be filing a letter stating that he is in support the proposed signage as this signage and marketing is vital to ensure prosperity and growth in the coming years for not only CDW but for all its employees.

To re iterate; the purposed CDW signage is compatible with the premises and surrounding area, it matches the same feel and look as the neighbouring building displaying Transat and SNC- Lavalin. Further more the size of these neighbouring signs appears to be much larger than our purposed CDW signage due to design style and negative space, ensuring constancies throughout the neighborhood. With this the proposed sign is not a prohibited sign by the Toronto Municipal Code Chapter 694-15B

Finally, the consideration of this hardship will not be contrary any one of codes objectives to moderate sizes, placement of signage and signage clutter.

Thank you in advance for your consideration

Sincerely,

Donna Thomson

Client: CDW

Location: Etobicoke, On

Signage Type: Signage Proposal

PERMIT COPY

120V

347V

Channel Letters

- Aluminum constructed letters with white return
- 2\" white trim cap with storm clip
- 3/16\" acrylic
- White LED lighting

1 EAST ELEVATION

Signage Sq Footage: 376.97 sq ft / 35.02 sq m

Building Elevation Sq Footage: 1216.11 sq ft / 112.98 sq m

Signage % to Elevation: 31%

Weight: 160 lbs.

3/8\" x 6\" lap joint into steel studs approx 20 - 30 per letter

existing

SIGN LOCATION

proposed

796\" (20.22m)

45\" (1.14m)

200\" (5.08m)

Client Approval

Approval Date

www.lovettsigns.ca

Client

CDW

Drawing #

CDW_Etobicoke

Address

185 The West Mall, Etobicoke, On

Address

185 The West Mall, Etobicoke, On

Saleperson

Steven Andrews

Designer

FJ

Start Date

Feb 25, 2018

Revision Date

Site checked

yes

Scale

3/16\"

layout

Client: CDW

Location: Etobicoke, On

Signage Type: Signage Proposal

PERMIT COPY

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1

185 The West Mall

Client Approval

Approval Date

www.lovettsigns.ca

Client

CDW

Drawing #

CDW_Etobicoke

Address

185 The West Mall, Etobicoke, On

Address

185 The West Mall, Etobicoke, On

Saleperson

Steven Andrews

Designer

FJ

Start Date

Feb 25, 2018

Revision Date

Site checked

yes

Scale

1/2\"

layout

Appeal - Variances for One First Party Wall Sign at 185 The West Mall

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