

**REPORT FOR ACTION****Appeal Concerning Variances for Two First Party Wall Signs at 222 Dixon Road**

Date: May 2, 2019

To: Sign Variance Committee

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

Wards: Etobicoke North (1)

SUMMARY

This report addresses an appeal concerning two variances sought respecting two proposed illuminated first party wall signs displaying static copy (the Proposed Signs). The Proposed Signs are to be located along the south and east elevations of the third storey, at an existing three-storey building at 222 Dixon Road (the Subject Premises).

The Proposed Signs each have one sign face, directed towards traffic on Dixon Road. Each of the two sign faces measure 5.33 metres horizontally by 1.52 metres vertically, and will function to identify the medical offices associated with Rexdale Community Health Centre, located within the building at the Subject Premises.

After conducting a review of this application, a decision was made by the Chief Building Official (the CBO) to refuse to grant the requested variance for erecting two first party wall signs above the second storey in a Commercial (C) Sign District. Following this decision, an appeal was filed by the property owner (1116188 Ontario Ltd.) through their agent, Signarama Peterborough.

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

- Are compatible with the development of the premises and surrounding area;
- Support Official Plan objectives for the property and surrounding area;
- Do not adversely affect adjacent premises;
- Do not alter the character of the premises or surrounding area; and,
- Are 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 requested variance to subsection 694-21(C)(5)(A) with respect to Proposed Sign #1, and the requested variance to subsection 694-21(C)(5)(A) with respect to Proposed Sign #2 at the premises municipally known as 222 Dixon Road, 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

1116188 Ontario Ltd., through their agent, Signarama Peterborough, filed the initial application for the variances sought. On September 28, 2018, the CBO issued the decision refusing to grant the requested variances for both of the Proposed Signs. On October 17, 2018, 1116188 Ontario Ltd. through their agent, Signarama Peterborough, filed an appeal of the CBO's September 28, 2018, decision.

ISSUE BACKGROUND

Required Variances

Table 1: Summary of Requested Variances for the Proposed Signs

Sign By-law Section	Requirement	Proposal
694-21(C)(5)(A)	A Commercial (C) Sign District may contain a wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection (4), provided the sign shall not be erected above the second storey	Each of the two Proposed Signs would be erected at the third storey

Sign Attributes

Each of the Proposed Signs are wall signs with one sign face, located at the third storey; Proposed Sign #1 is on the south elevation and Proposed Sign #2 is on the east elevation. Both of the Proposed Signs display static copy with a sign face area of 8.1 square metres. The Proposed Signs will have centre line of no more than 5.33 metres and bisecting line of 1.52 metres. The Proposed Signs function to identify a business

located within the building at the Subject Premises, medical offices of the Rexdale Community Health Centre. (See Figure 1 below for a rendering of the Proposed Signs).

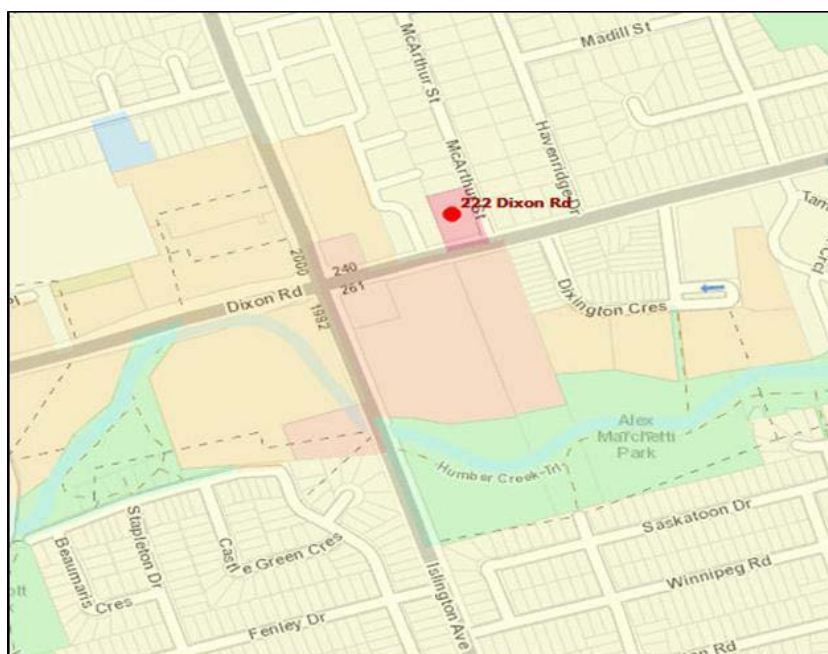
Figure 1: Rendering of the Proposed Signs provided by the Applicant



Site Context and Sign District Designation

The Subject Premises is located in Ward 1, on the north side of Dixon Road, east of Islington Avenue. It is designated as a Commercial Sign District, and contains a three-storey mixed use building with associated surface-level parking. There are no wall signs located on this building above the first storey. The Subject Premises is surrounded by residential and commercial / retail uses, with Residential (R) Sign Districts to the north, east and west, and a Commercial Residential (CR) Sign District to the south (See Figure 2 below).

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 Signs meet all nine criteria. Specifically, the Applicant has not demonstrated how the Proposed Signs are compatible with the development of the premises and surrounding area; how they support the Official Plan objectives for the property and surrounding area; how they would not adversely affect adjacent premises; how they would not alter the character of the premises and surrounding area; or how they are not contrary to the public interest.

Applying the Established Criteria:

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

As demonstrated in the submission materials, the Proposed Signs are first party signs because they will identify a business at the premises. The Subject Premises is designated as a C 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 Signs are a sign type permitted in the Sign District

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

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

The Subject Premises contains a three-storey building with multiple tenants, including Money Mart, a pediatrics office, YWCA, an eye-care centre and other medical offices.

All of the tenants only have signage displayed at the first storey, and/or on an existing ground sign which identifies various tenants in the building.

To the south is a large multi-tenant plaza with commercial / retail uses, contained in one- and two-storey buildings. The majority of the signs for these business are also located at the first storey, and none are located above the second storey.

There is ample opportunity for Rexdale Community Health Centre to display signage along the first- and/or second-storey elevations of the building, or within the existing multi-tenant ground sign located along the Dixon Road frontage.

The Applicant has not provided any compelling information to show how locating the Proposed Signs at the third storey would be compatible with the existing signage at the Subject Premises, or with other signs in the surrounding area. As such, it does not appear that this criteria has been met.

Section/Criteria Description: §694-30A(4) - The Proposed Signs support Official Plan objectives for the property and surrounding area

The Official Plan designates the Subject Premises as a *Neighbourhood Area*. In some instances, *Neighbourhood Areas* can include commercial and retail businesses within or adjacent to residential uses. The Proposed Signs are intended to identify the one of the tenants located at the premises, which has an opportunity to identify itself with signage that complies with the Sign By-law.

However, there is nothing in the Applicant's submission materials that speaks directly to how the Proposed Signs, which would be illuminated until 11:00 p.m. and visible from nearby residential uses, support 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 *Neighbourhood Areas*. As such, it appears this criteria has not been established.

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

The Subject Premises is located in a C Sign District, and the properties to the north, east and west are designated as R Sign Districts. Staff from the Sign By-law Unit received two phone calls from nearby residents voicing their concerns about how the Proposed Signs would be directly visible from their residences, and the height of them and the illumination they would cast could impact their quality of life.

Because the Proposed Signs would be located at the upper-most storey of this building, it is reasonable to assume that they would be more visible to nearby residents than wall signs located at the first or second storey, and therefore have a more significant impact on the surrounding area.

These residents provided this information after the decision was made to refuse the requested variances. This potentially adverse impact on adjacent premises has indicated to the CBO that the criteria requiring that no adverse impacts on adjacent premises has not been established. Further, as the Applicant has not included any information in their materials about how this potential impact (or any other impacts) on adjacent residential uses can be minimized or eliminated, it appears the Applicant has not establish that Proposed Signs do not adversely affect adjacent premises.

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

The Proposed Signs do not require any variances for being located within a visibility zone. These two signs also meet the minimum separation distance requirements from both a signalized intersections and from designated highways.

As the Proposed Signs would be required to be designed and installed accordance with the Ontario Building Code, as required, the CBO does not believe that any other issues related to public safety are currently foreseeable. Therefore, it appears that this criteria has been met.

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

The Proposed Signs are not prohibited by §694-15B, as first party wall signs are permitted under the Sign By-law. Therefore, it appears this criteria has been met.

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

The area surrounding the Subject Premises is largely residential, and adding wall signs at the third storey where no other signs at that height exist at the Subject Premises, or within the multi-tenant plaza located on the south side of Dixon Road, would alter the character of the premises and surrounding area.

There are opportunities for Rexdale Community Health Centre to display signage along the first- and/or second-storey elevations of the building, or within the existing multi-tenant ground sign located along the Dixon Road frontage. Allowing the Proposed Signs to be located at the third storey would be incompatible with the signage which currently exists in this area, and could potentially affect nearby residential uses. For these reasons, the CBO is of the opinion that the Applicant has not established that the Proposed Signs would not alter the character of the premises or the surrounding area.

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

With the exception of the Chinatown Special Sign District and company logos on the upper-most storey of large office buildings with 10 or more storeys, there are no areas in the City where first party wall signs are permitted to be located above the second storey. The intent of this regulation is to reduce the impacts on surrounding uses.

The Sign By-law is representative of the public interest, in terms of regulating the height, size, technology and location of signs in the City. As there are several alternatives available to Rexdale Community Health Centre, and no compelling information has been provided by the Applicant to establish how the Proposed Signs are not contrary to the public interest, it appears this criteria has not been met.

CONTACT

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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 SIGNS AND REQUIRED VARIANCES

Sign Description:

Proposed Signs:

Proposed Sign #1 - An illuminated first party wall signs to be located on the south elevation at the third storey, on the premises municipally known as 222 Dixon Road (the "Subject Premises"), described as follows:

- The wall sign to contain one sign face, directed south;
 - The sign face will display static copy;
 - The sign face having a horizontal measurement not to exceed 5.33 metres;
 - The sign face having a vertical measurement not to exceed 1.52 metres;
 - The sign face to be rectangular in shape;
 - The face having a sign face area not to exceed 8.1 square metres; and
 - At a height not to exceed 13.0 metres;

Proposed Sign #2 - An illuminated first party wall signs to be located on the east elevation at the third storey, on the premises municipally known as 222 Dixon Road (the "Subject Premises"), described as follows:

- The wall sign to contain one sign face, directed east;
 - The sign face will display static copy;
 - The sign face having a horizontal measurement not to exceed 5.33 metres;
 - The sign face having a vertical measurement not to exceed 1.52 metres;
 - The sign face to be rectangular in shape;
 - The face having a sign face area not to exceed 8.1 square metres; and
 - At a height not to exceed 13.0 metres;

Required Variances:

1. The requirement contained at §694-21(C)(5)(a), which states that a Commercial (C) Sign District may contain a wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection (4), provided the sign shall not be erected above the second storey be varied to allow for Proposed Sign #1 which shall be erected on the third storey.

2. The requirement contained at §694-21(C)(5)(a), which states that a Commercial (C) Sign District may contain a wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection (4), provided the sign shall not be erected above the second storey be varied to allow for Proposed Sign #2 which shall be erected on the third storey.

ATTACHMENT 2: APPLICANT'S SUBMISSION PACKAGE AND ADDENDUM



Application Sign Variance Appeal

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

Variance Decision No. 18-193724			
Street No. 222	Street Name DIXON ROAD	Lot No.	Plan No.

Appellant Information

First Name MARTY		Last Name DOLSON	
Company Name(if applicable) SIGNARMA PETERBOROUGH			Telephone No. 705-742-9994
Street No. 774	Street Name RYE STREET	Suite/Unit No. 10	Mobile No. 705-772-9994
City/Town PETERBOROUGH	Province ONTARIO	Postal Code K9J 6W9	Fax No. 705-742-9967
E-mail Address MARTY@S PETERBOROUGH.COM			
Describe the variance SEE ATTACHED.			
Please provide the reasons/justifications for the appeal (attach any supporting documentation or additional pages as required). SEE ATTACHED			

Attachment Required

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

Continue on next page

14-0044 2013-10



Application
Sign Variance Appeal

Appellant Information and Declaration

First Name I, MARTY		Last Name DOLSON	
Company Name(if applicable) SIGNARAMA PETERBOROUGH			Telephone No. 705-742-9994
Street No. of, 774	Street Name RYE STREET	Suite/Unit No. 10	Mobile No. 705-772-9994
City/Town PETERBOROUGH	Province ONTARIO	Postal Code K9J 6W9	Fax No. 705-742-9967
E-mail Address MARTY@SIGNARAMAPETERBOROUGH.COM			
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		MARTY DOLSON Print Name	
		208-10-17 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.

DECISION NOTICE FIRST PARTY SIGN VARIANCE

Location: 222 Dixon Rd. (18-193724)

Any person who receives notice of the Chief Building Official's decision may appeal the decision to the Sign Variance committee, by filing the notice of appeal and paying the non-refundable fee (\$682.82) within 20 days of service of the notice of decision. Please contact the Sign By-Law Unit for more information.

For more
information:



Phone:
416-392-8000



Website:
www.toronto.ca/signs



Email:
signbylawunit@toronto.ca

Please reference the address and file number, so we can better assist you.

WHAT IT'S ABOUT – THE PROPOSAL:



The Applicant has proposed to install and display two illuminated wall signs displaying the logo or corporate symbol of a business at the third storey of the building facing Dixon Rd and McArthur St. The proposed sign measures 1.52 metres vertically by 5.33 metres horizontally. The sign will identify "Rexdale Community Health Centre" located on the premises.

DECISION:

REFUSE

The decision by the Chief Building Official is to refuse for the following reasons:

- Is not compatible with the development of the premises and surrounding area;
- Alters the character of the premises or surrounding area; and
- Is, in the opinion of the Chief Building Official, contrary to the public interest.



Decision date: **September 28, 2018**

Last day to appeal: **October 18, 2018**



Please see reverse for more information.



Toronto at your service

PLEASE TURN THE PAGE FOR IMPORTANT INFORMATION



Mailed on: September 28, 2018

PLEASE SEE BELOW FOR MORE INFORMATION

THE CHIEF BUILDING OFFICIAL AND SIGN VARIANCE APPLICATIONS:

The role of the Chief Building Official is to make a fair and impartial decision regarding Sign Variance Applications for proposals which deviate from the prescribed regulations of the Sign By-law (Chapter 694, Signs, General), of the City of Toronto Municipal Code. The Chief Building Official considers the submission material provided by the applicant and interested parties, in favour or against the proposal. The Chief Building Official then makes a decision on the application, weighing the submissions filed with respect to the application. The Chief Building Official may grant a variance where it has been established that the proposed sign:

- Belongs to a sign class permitted in the sign district where the premises is located;
- Is not a third party sign;
- Is compatible with the development of the premises and surrounding area;
- Supports the Official Plan objectives for the subject premises and surrounding area;
- Will not adversely affect adjacent premises;
- Will not adversely affect public safety, including traffic and pedestrian safety;
- Is not a sign expressly prohibited by §694-15B of Chapter 694;
- Does not alter the character of the premises or surrounding area; and
- Is, in the opinion of the Chief Building Official, not contrary to the public interest.

DATE DECISION MAILED ON: September 28, 2018

LAST DAY TO APPEAL THE DECISION OF THE CHIEF BUILDING OFFICIAL TO THE SIGN VARIANCE COMMITTEE: October 18, 2018

APPEALING THE CHIEF BUILDING OFFICIAL'S DECISION:

Any person who receives notice of the Chief Building Official's decision may appeal the decision of the Chief Building Official to the Sign Variance Committee, by filing the notice of appeal in the form and manner approved by the Chief Building Official and paying the non-refundable fee prescribed in Chapter 441, Fees and Charges, within 20 days of service of the notice of decision.

Please note that a decision of the Sign Variance Committee, in the case of a decision to refuse to grant a variance, is final and binding on the date the decision was issued; and in the case of a decision to grant a variance or to grant a variance with conditions, the decision is final and binding 21 days after the date the decision was issued unless an application to consider is filed by the ward councillor in accordance with Subsection 694-30S of the City of Toronto Municipal Code.

Appeal forms and other information are available at the address described below.

**Sign By-Law Unit: Toronto City Hall, Ground Floor, East Tower
100 Queen Street West, Toronto, ON, M5H 2N2**

Reason/Justifications for the Variance Appeal, based on the three items of refusal are:

Item 1

Is not compatible with the development of the premises and surrounding area;

The decision above by the Chief Building Official that the sign is not compatible with the development of the premises and the surrounding area, is challenged as follows;

a) Looking at the Etobicoke Zoning Code, ZONING BY-LAW Chapter 330 ZONING BY-LAW

Page 11 - (see attached) It Reads;

(2) Change of use. A nonconforming use of a building or structure shall not be changed except to a conforming use or to a use that is similar to the purpose for which it was used or is more compatible with the uses permitted

The use of the building is for Commercial usage as the building has been utilized in the past, this Code would have not effect on Item 1.

b) Compatible - definition - (of two things) able to exist or occur together without conflict.

The building currently has signage on the first floor. The Tenant who is purchasing the signage is on the 3rd floor. If the signage is allowed on the 2nd floor, how does it become non compatible with having the signage 12 feet higher on the 3rd floor? Will it cause additional conflict by being on the 3rd floor as opposed to the 2nd floor? It would not make reasonable sense that additional conflict is occurred by the sign being 12 feet higher. The business is compatible with this signage, it could NOT be stated that the building is not compatible with this signage. The building is very compatible to support this signage. The surrounding area is commercial and residential, the residential users utilize the services of the Health Care on the 3rd floor of this building, and are searching for the building while travelling on the busy roadway, we would make the assumption that the majority of all persons driving to this Health Clinic, or building that houses the business, would state that the Signage is compatible with the surrounding area.

c) We would suggest that the signage proposed for the top floor (3rd storey) of the building at [222 Dixon Rd.](#) would not cause conflict with the surrounding area, or residents, and would impact even less by being 12 feet higher on the building. It would be less in the line of view at the higher level unless a client was searching for the signage, then seeing this signage would be at a safer distance (at the higher location) for signalling and turning into the driveway. As an example, across the street from this building at the commercial shopping plaza, there is a pylon sign that is at more or less the same height level as the 3rd storey of the building in question.

Item 2

Alters the character of the premises or surrounding area;

The decision above by the Chief Building Official that the sign alters the character of the premises or surrounding area, is challenged as follows;

a) The building at [222 Dixon Rd](#) is a commercial building of cast concrete and non functioning windows. The building currently has signage for tenants on the 1st floor, over top of their store frontage and entrances. The building is then blank from that first floor to the top storey which is the 3rd floor. Adding professional quality signage to the building at the 1st or 2nd floor level does not alter the character of the premises or surrounding area. This would indicate that providing signage to the building one storey higher also does not alter the

character of the premises or surrounding area. It could be stated that providing the signage on the top level of the building, actually balances the character of the building and surrounding area, making the building more esthetically pleasing to the common eye. Please see two examples of drawings provided, one with the signage shown on the 2nd storey and the other with the signage shown on the 3rd storey. The 3rd storey according to our straw poll, is the preferred look. Comments for the 3rd storey signage drawing were "symmetrical" "balanced" "professional" "just looks right"

b) There is a commercial shopping plaza across the street which has a pylon sign that is more or less the same height as the building at 222 Dixon Rd. We have provided a picture off of google maps indicating that there is signage at this height, directly in that neighbourhood, as reference.

Item 3

is, in the opinion of the Chief Building Official, contrary to the public interest;

The decision above by the Chief Building Official that the sign is, in the opinion of the Chief Building Official, contrary to the public interest, is challenged as follows;

We would ask the committee who is assessing this appeal, to ask themselves the question: How is signage on a building, sized to the sign bylaw code, that is identifying the location of this Community Health Centre, that the Public from the city are navigating to, and located on the floor of the building that these Health services provided are located on, how can this be "contrary to the public interest"?

The answer we believe, is that this sign can in no way be contrary to the public interest. It does not offend; it is sized properly; it identifies the location of the service provided;

We would again reference the pylon sign across the street from 222 Dixon Rd. Is this sign "contrary to the public interest"? It is assumed that this sign was not contrary to the public interest, but rather in the public interest, as it has been installed at this location. On this same property there is a second pylon sign as well. The reason the signs are there and allowed, was because it was in the public interest to provide proper signage that indicates and informs the public that there is a business in the plaza that they are navigating to, or a business that they may be interested in, which would prompt the public to turn into this plaza, and then look on the plaza for the signage that indicates where the business they are navigating to, is.

The Rexdale Community Health Centre is no different, the signage as proposed for 222 Dixon Rd. is in the Public interest as it provides the proper signage that indicates and informs the public that the Community Health Centre is located at this building, and the signage indicates clearly to the Public that the Health Centre is on the top floor of the building.

Conclusion;

Please consider the points made for the appeal of Variance decision. We look forward to the council meeting and the decision of this appeal.



Work Order #: 30011 Due Date: N/A
 Customer:
 Argha Chahal
 Signarama Etobicoke

Install: ☐ Deliver: ☐ Pick Up: ☐ Site Check Required: ☐

Installation / Delivery Notes:
 TOD

Project Description:

Signage
 Material(s):
 See Sign Rep Estimate For Details

Seen By: Mary Designer: Chris
 Status: N/A Version: 005



10/18/2018

8 McArthur St - Google Maps

Google Maps
8 McArthur St

circulation of the height of 72' Dixon Rd and the Pylon sign across the street

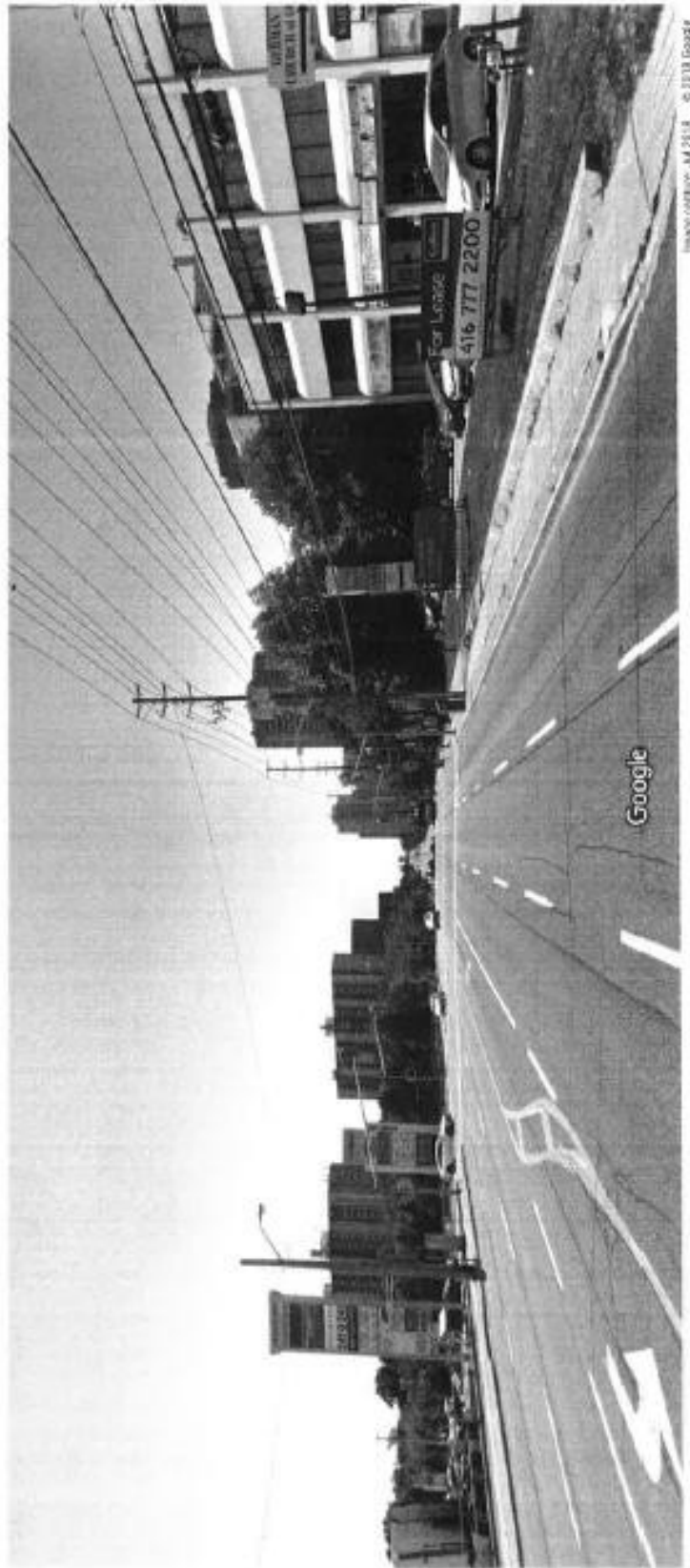


Image capture: Jul 2018 © 2018 Google

Toronto, Ontario

Google, Inc.

Street View - Jul 2018



The Variance being asked for is;

To allow signage on the uppermost storey, which in this case is the 3rd storey, of a building that is less than 10 stories high, to allow the Community to visually identify and locate a valuable asset to the Community for Healthcare, the Rexdale Community Healthcare Centre,

We are asking for a sign to be placed on two elevations of the building, side by side, or really, corner to corner. One on the South Elevation on the Easterly side of the building, and one sign on the East Elevation of the building on the Southerly end. Having the two elevations gives clients ability to see the signage coming from all approachable directions. Having signage on each of these elevations, also creates balance, and makes approaching and identifying the building, safer,

The signs belong to a sign class permitted in the sign district where the premises is located

The signage is First party signage, for the Health Care business located at this premises

The signage is compatible with the development of the area, and is less intrusive, or no more intrusive than lighting from the 3rd storey windows at night, or ground signage from the plaza across the road, or the adjacent street lighting

We believe through our talks with the City Signage Department, that the objectives of the premises and surrounding area are met and that the Official Plan for the area is Supported.

The signage has components of illumination and non illuminated signage. Channel letter portions make up the "LOGO" and "REXDALE" which are front lit and Halo lit. These specific items will not produce or project light any more than the interior lighting of the offices in the windows immediately below the signage, and less light than the adjacent street lighting on the road East and South of the premises. "COMMUNITY HEALTH CENTRE" is non illuminated pin mounted letters. There is no reason other than the signs being visible to adjacent properties why these would cause any adverse effect. The signs will have the effect of making the turn into the plaza safer, as the location can be spotted from a safe distance, allowing motorists to have a safe plan to turn into the premises without sudden braking or lane changing. See attached drawings of signage.

As noted, the signs will not adversely affect public safety, but will make locating the Rexdale Community Health Centre a easy process, by locating the building from a further distance away, allowing the clients to make decisions earlier, and making turns and braking safer for others on the roads, and pedestrians. This is a high traffic location for clients coming to the premises, with both elderly and ill coming to the Centre, making a more visual presence for them as they approach the building only makes sense when thinking of safety.

The sign is not a sign prohibited by Toronto Municipal Code Chapter 694-15B

The sign does not alter the character of the premises or surrounding area, but enhances the premises and area by providing a anchor tenant, and a renewed purpose for the building. Bringing health care to the neighbourhood will only enhance the surrounding community. The sign showcases a building that is alive and a part of this community.

The sign is in the category of being in the public's interest, as healthcare which is a right of the Canadian people, is available at this location in this neighbourhood. Accessible, prominent and identified. Bringing healthcare to neighbourhoods helps neighbourhoods grow and flourish. There is no reason that this signage would be contrary to the public interest. The signage will become a landmark for this community.

Work Order #: 30011 Due Date: N/A

Customer:

Arman Chirba

Diagrama (Notación)

☐ Insulator ☐ Beltway ☐ High-Low ☐ Side Chess, Horizontal ☐

Installation / Delivery Notes:

timb

Project Description:

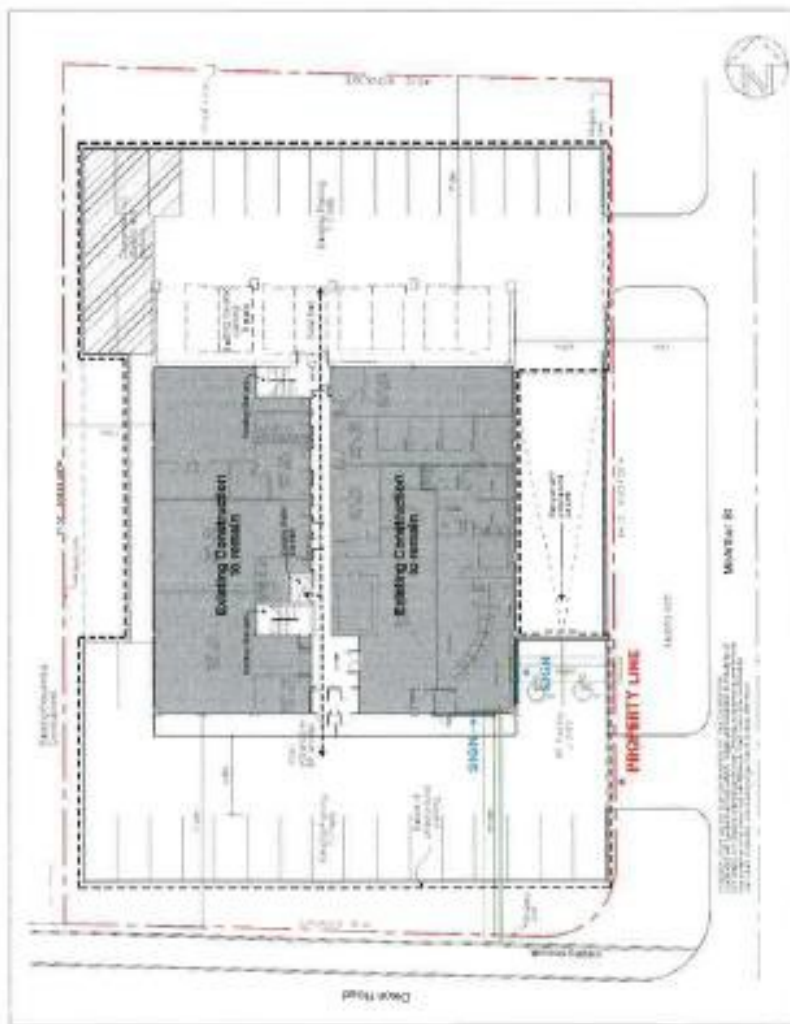
References

Motorische:

See Sales Tax Estimate For Details

See Also: [Marty](#) [Tadpole: One](#)

Source: Public	Median: 0.04
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doi:10.1017/S0022292412001617

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