

## **Supplementary Report - Appeal Concerning Variances for One First Party Wall Sign at 185 The West Mall**

**Date:** June 24, 2019

**To:** Sign Variance Committee

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

**Wards:** Etobicoke-Lakeshore (3)

### **SUMMARY**

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This report addresses an appeal concerning two variances sought respecting one illuminated first party wall sign displaying static copy (the Proposed Sign). During the appeal process, GTA Office West Inc. (the Appellant) modified its proposal to include that each of the two requested variances are subject to two conditions: that the Proposed Sign be aligned with an existing sign currently displaying sign copy related to "Pomerleau" (the Pomerleau sign), along the east elevation, and an existing wall sign at the upper-most storey of south elevation of the building, currently displaying sign copy related to "West Metro" (the West Metro sign), be removed prior to the issuance of any sign permit for the Proposed Sign.

The Proposed Sign is to be located on the east elevation of the mechanical penthouse of an existing 15-storey building located at 185 The West Mall (the Subject Premises). It 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. In support of the original application, the Appellant filed materials included in Attachment #2 of this report.

After conducting a review of the original 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 Appellant. The Appellant has filed materials in support of the modified proposal, found in Attachment #3 of this report.

Following a review of all the materials submitted, the CBO has determined that the Appellant has provided sufficient information to establish that, with the imposition of the proposed conditions, the Proposed Sign meets all nine of the criteria which are required for a variance approval to be granted.

As such, the CBO supports the Sign Variance Committee granting the two requested variances, subject to the proposed conditions, to allow for a sign permit to be issued for the Proposed Sign.

## RECOMMENDATIONS

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

1. The Sign Variance Committee grant the two requested variances to subsections 694-21(E)(4)(b) and 694-21(E)(4)(d), each subject to both of the specified conditions, 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

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

## DECISION HISTORY

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

## ISSUE BACKGROUND

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### 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 (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, 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.                                                                      |

## Requested Conditions

The Appellant is now proposing that the two variances sought, noted above, be subject to two conditions: that the Proposed Sign be approximately aligned with the existing Pomerleau sign, located along the east elevation (as shown in Figure #1 below), and that the existing West Metro sign at the upper-most storey of the south elevation (shown in Figure #2 below) be removed, prior to the issuance of a sign permit.

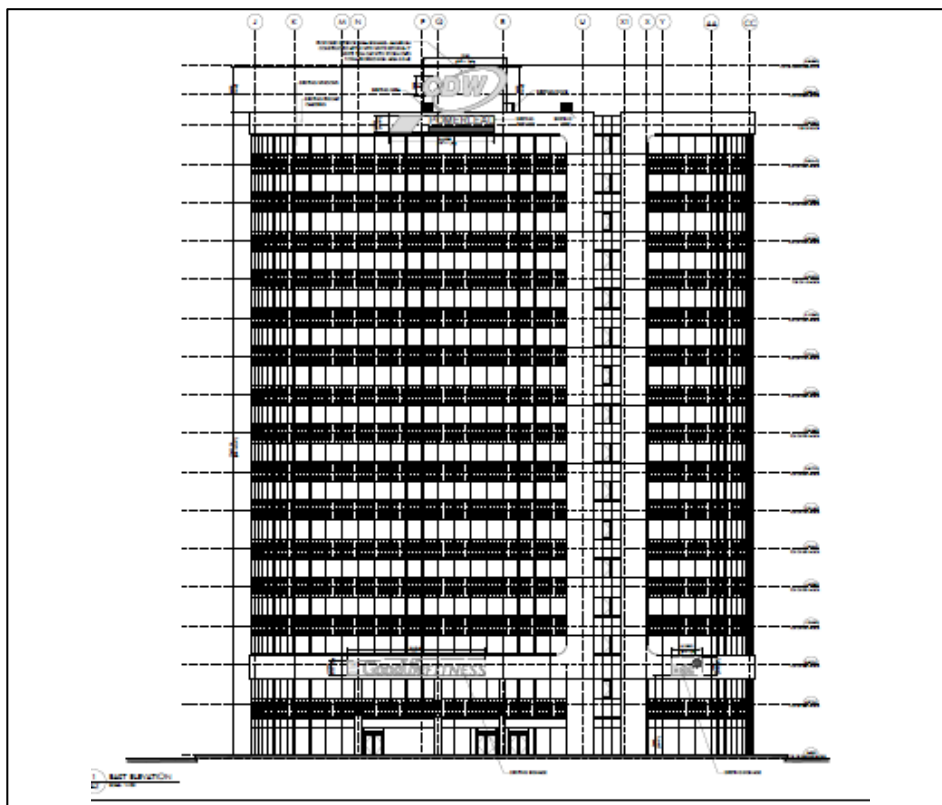
The Appellant has provided correspondence from an individual representing the owner of the Subject Premises, stating their agreement to the removal of this West Metro sign as a condition of the variances sought. This is included in Attachment #3 of this report.

## Sign Attributes

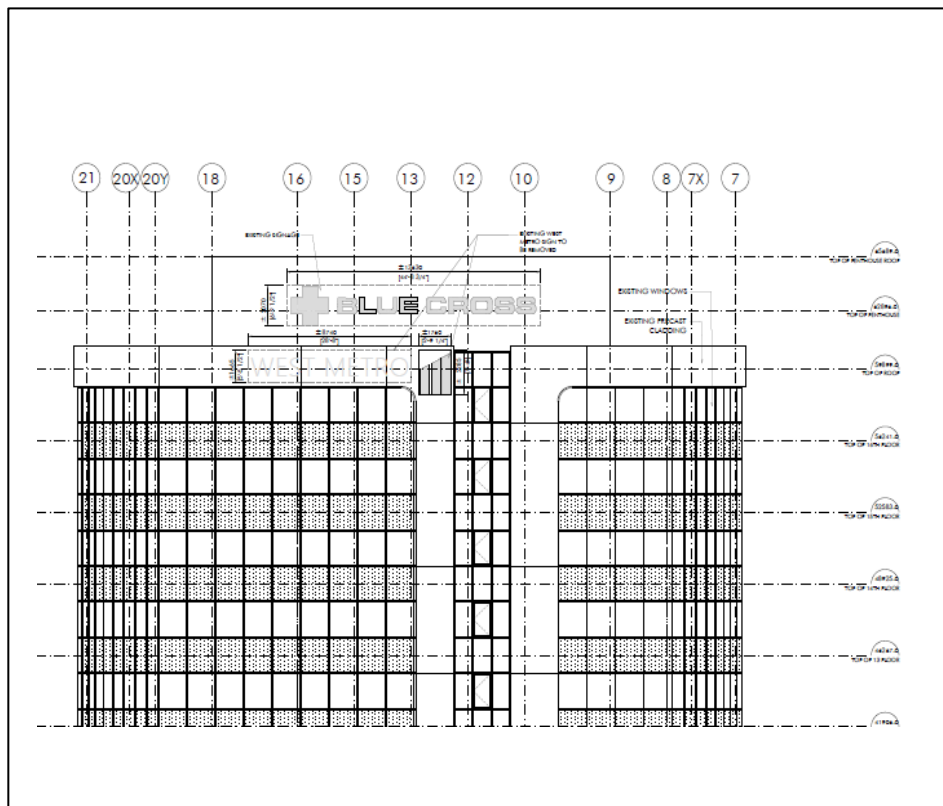
The Proposed Sign is an illuminated first party wall sign with one sign face, located at the east elevation of the mechanical penthouse on the existing 15-storey building. The Proposed Sign would display static copy in the form of individual channel letters displaying "CDW", with a graphic element (an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

In cases of individual letters or similar sign components, the sign face area is determined by the outer-most perimeter of all the individual components. In this instance, it would be the equivalent of 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 Sign provided by the Appellant**



**Figure 2: Rendering of the South Elevation provided by the Appellant**



## Site Context and Sign District Designation

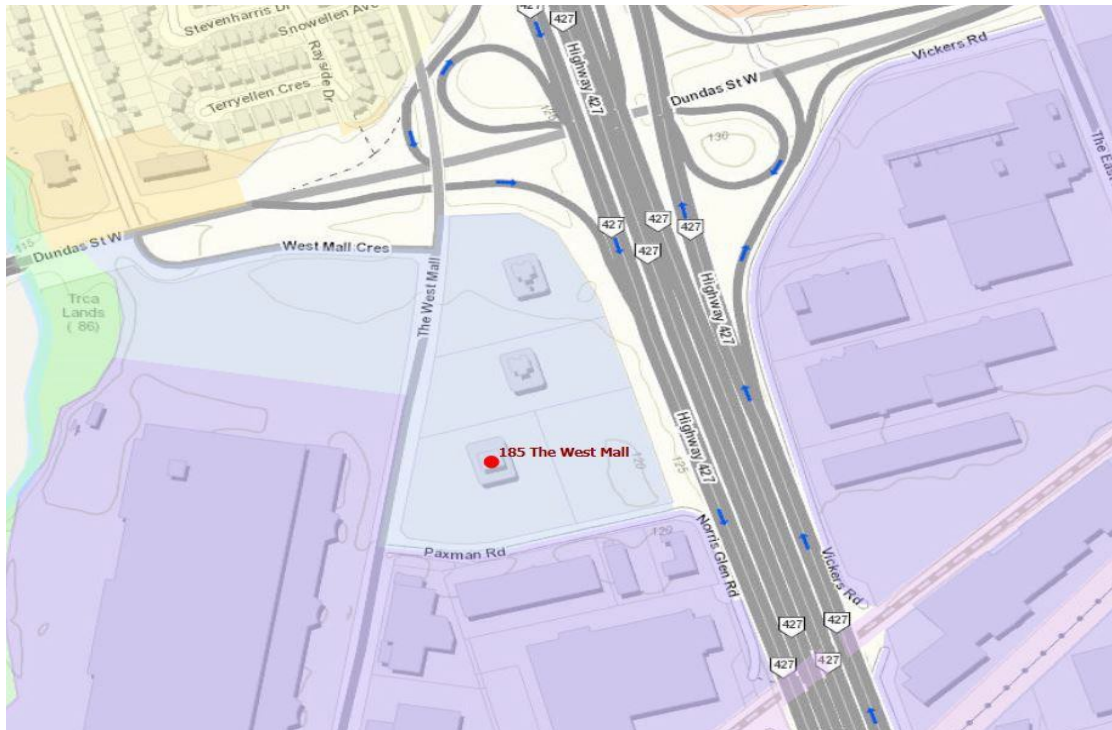
The Subject Premises is located in Ward 1, on the east side of The West Mall, and west of Highway 427. It is designated as an Employment Industrial Office (EIO) Sign District, and is surrounded by other EIO Sign Districts to the north and east, and by Employment (E) Sign Districts to the west and south.

The Subject Premises contains a 15-storey, mixed-use building with associated surface-level parking. There is currently one first party wall sign (the Pomerleau sign) along the upper-most storey of the east elevation, which will be located in line with and below the Proposed Sign on the mechanical penthouse, as well as other first party wall signs at the upper-most storey of the north elevation (Blue Cross) and the south elevation (Blue Cross and West Metro).

The Appellant has sought that two conditions be imposed with respect to the required variances, requiring that that the Proposed Sign be aligned with the existing Pomerleau sign on the east elevation, and that one of the signs on the south elevation, the West Metro sign, be removed prior to the issuance of a sign permit for the Proposed Sign.

Figure 3 below shows a Sign District map of the Subject Premises and properties within the surrounding area.

**Figure 3: Map Excerpt Identifying the Sign District of the Premises and Surrounding Area**



## COMMENTS

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### 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.

In the current *appeal de novo*, the Appellant has modified the original variance application, and now seeks two variances subject to the proposed conditions: that the Proposed Sign be aligned with the Pomerleau sign on the east elevation, and that the West Metro sign along the south elevation will be removed prior to any sign permit being issued for the Proposed Sign. The changes to the original proposal can be found in greater detail in Attachment #3.

It is the opinion of the CBO that the Appellant has provided sufficient information to establish that the Proposed Sign meets all nine criteria. As such, the CBO supports the Sign Variance Committee granting the two requested variances, subject to the proposed conditions, to allow for a sign permit to be issued for the Proposed Sign.

## **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 a first party sign because it will identify a business located 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 it will identify the business at the premises. As such, the Proposed Sign is not a third party sign, 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 nearby, also 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 allows the display of corporate logos or symbols at the upper-most storey of office buildings with 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. Including the removal of the West Metro sign and the addition of the Proposed Sign, the Subject Premises would still have four wall signs at the upper-most storey or mechanical penthouse.

There are two buildings of similar height and design, located adjacent to the Subject Premises. Each of these buildings has first party wall signs at the upper-most storey, and none of them have only two wall signs. Previous variance approvals have been granted to allow more than two signs at the upper-most storeys, so in this specific area, having more than two wall signs at the upper-most storey can be considered as compatible with the premises and surrounding area.

The Proposed Sign exceeds the maximum permitted sign face area of 25 square metres, as it would have a sign face area of 35 square metres. However, 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. The condition that the location of the Proposed Sign on the mechanical penthouse wall be approximately in line with the Pomerleau sign, will further contribute to the Proposed Sign looking more compatible with the existing signage at the Subject Premises, and on the two adjacent buildings.

The Appellant has provided sufficient 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 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.

The Appellant submits that Section 4.6 of the Official Plan states that Toronto's *Employment Areas* "are the hothouses where we grow our enterprises and jobs". It further states, "the need for flexibility extends to a firm's lands and building, and to what is available to support that business activity in the immediate area."

Policy 4.6(6) of the Official Plan sets out the development criteria for *Employment Areas* and specifically states at subsection (a) that development will contribute to the creation of competitive, attractive, highly functional Employment Areas by supporting the economic function of the Employment Areas.

CDW seeks signage to establish its presence as a significant tenant (400 employees are currently situated in the building) within the Subject Premises. Permitting the Proposed Sign will assist CDW to "grow its enterprise and jobs" in keeping with the policy objectives of the Official Plan. The granting of the requested variances, reflects "flexibility" concerning lands and building in Employment Areas noted in the Official Plan by granting the requested variance with the proposed conditions. The Proposed Sign may support business activity, and promote healthy employment growth on the Subject Premises and potentially in the surrounding area.

The Appellant's supplementary materials speak directly to how the Proposed Sign supports the Official Plan objectives for the Subject Premises and surrounding area. Taking the proposed conditions into account, the CBO agrees that the Proposed Sign supports the Official Plan objectives for Employment Areas. As such, it appears this criteria has 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 either EIO or E Sign Districts. There are no residential or open space uses in the surrounding area which could 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 at the two other adjacent buildings, the CBO is of the opinion that the Appellant 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 is located at the upper-most storey of the building, it does not present any of the safety concerns that are present with other signs, such as a sign located within a visibility zone, or within the minimum separation requirements from signalized intersections.

Furthermore, the CBO has reviewed the location of the Proposed Sign, the surrounding area, and the specific characteristics of both. There is nothing unique about the Proposed Sign or Subject Premises that would require additional provisions over and above those normally put into place for wall signs at the upper-most storey.

There is no element of the design or construction of the Proposed Sign that would appear (if it is constructed in accordance with Ontario Building Code requirements) to lead to a reasonable concern related to public safety. The CBO does not believe that any other issues related to public safety are currently foreseeable. As such, the Appellant has provided sufficient information to establish that criteria has been established.

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

The Appellant's materials provide sufficient information to confirm that the Proposed Sign is not prohibited by §694-15B of the Sign By-law, and therefore the CBO has determined that this criteria has been established.

**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.

The two conditions also function to improve the likelihood that the Proposed Sign will not alter the character of the area, by keeping the number of signs at the upper-most storey at four, and by aligning the two on the east elevation to give the Proposed Sign and the Pomerleau-Sign a more streamlined appearance.

As such, the CBO is of the opinion that the Appellant 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 Appellant submits that, "The main concern in the [CBOs] May 7 report regarding Criteria 9 is that a fifth [wall sign at the upper most storey contributes to the] sign clutter in this area.

"As noted earlier in this letter, the owner of the building has undertaken to remove its corporate sign [West Metro] should the Sign Variance Committee grant the CDW sign variance request. Accordingly, there are 4 signs today and should the Committee grant the variance, the total number of signs will remain at 4. The total number of signs will not be increased. Also, the proposed new placement of the sign will reduce the spatial separation distance between the signs and give the appearance of only one sign instead of 2 distinct signs. We respectfully submit that maintaining 4 signs on the property is not contrary to the public interest."

The CBO agrees with the Appellant that granting the variances as requested by the Appellant, including the proposed conditions of aligning the Pomerleau sign and the Proposed Sign along the east elevation, and the removal of the West Metro sign from the south elevation prior to a sign permit being issued, would alleviate the initial concerns that the Proposed Sign would add to the sign clutter in this area.

In the CBO's opinion, the Appellant has presented sufficient information to establish that, with the two conditions, the Proposed Sign is not contrary to the public interest and, as such, it appears that this criteria has been established.

## **CONTACT**

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Nathan Jankowski  
Supervisor, Tax, Variance & Permits, Sign By-law Unit  
(Acting)  
E-mail: [nathan.jankowski@toronto.ca](mailto:nathan.jankowski@toronto.ca); Tel: 647-454-5213

## **SIGNATURE**

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

## **ATTACHMENTS**

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Attachment 1: Description of the Proposed Sign, Required Variances and Requested Conditions  
Attachment 2: Application Package  
Attachment 3: Appeal Submissions

## **ATTACHMENT 1: DESCRIPTION OF THE PROPOSED SIGN, REQUIRED VARIANCES AND REQUESTED CONDITIONS**

### **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, subject to Condition #1 below, 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(E)(4)(d), 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, subject to Condition #1 below, to allow for the Proposed Sign, which is approximately 31 per cent of the area of the mechanical penthouse wall.

### **Requested Conditions:**

1. That Proposed Sign is erected and displayed in such a manner as to ensure that the sign face midpoint is approximately in line with the sign face midpoint of the Pomerleau sign currently in place at the upper-most storey of the east elevation on the Subject Premises; and,

2. That the West Metro sign at the upper-most storey of the south elevation of the building currently located on the Subject Premises be removed, prior to the issuance of any Sign Permit for the Proposed Sign.

## ATTACHMENT 2: APPLICATION PACKAGE



### Application Sign Variance

|            |                   |
|------------|-------------------|
| Folder No. | Date (yyyy-mm-dd) |
|------------|-------------------|

#### Project Information

|                                                                                                                                                                                                             |                              |          |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|----------|----------|
| Street No.<br>185                                                                                                                                                                                           | Street Name<br>THE WEST MALL | Lot No.  | Plan No. |
| Describe the variance(s) being applied for:<br>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 |          |
| Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):<br>THERE WAS AN EXISTING SIGN FOR PREVIOUS TENANT THAT HAS SINCE RELOCATED. |                              |          |          |

#### Property Owner Information

|                                                      |                           |                       |            |
|------------------------------------------------------|---------------------------|-----------------------|------------|
| First Name                                           |                           | Last Name             |            |
| Company Name (if applicable)<br>GTA OFFICE WEST INC. |                           | Telephone No.         |            |
| Street No.<br>121                                    | Street Name<br>KING ST. W | Suite/Unit No.<br>200 | Mobile No. |
| City/Town<br>TORONTO                                 | Province<br>ONT.          | Postal Code<br>M5H3T7 | 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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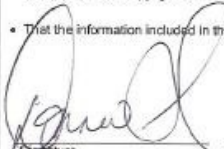
Application  
**Sign Variance**

**Applicant Information and Declaration**

|                                          |                             |                        |                                 |
|------------------------------------------|-----------------------------|------------------------|---------------------------------|
| First Name<br>DONNA                      |                             | Last Name<br>THOMSON   |                                 |
| Company Name<br>LOVETT SIGNS INC.        |                             |                        | Telephone No.<br>(519) 822-6558 |
| Street No.<br>of 525                     | Street Name<br>SOUTHGATE DR | Suite/Unit No.<br>1    | Mobile No.<br>(519) 400-2378    |
| City/Town<br>GUELPH                      | Province<br>ONTARIO         | Postal Code<br>N1G 3W6 | Fax No.<br>(519) 822-2075       |
| E-mail Address<br>dthomson@lovettsgns.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)

Continue on next page

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) |
|------------|---------------------------|

This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs

**Project Information**

|            |               |         |          |
|------------|---------------|---------|----------|
| Street No. | Street Name   | Lot No. | Plan No. |
| 185        | THE WEST MALL |         |          |

**Site and Building Data**

|                                    |                                                           |                              |
|------------------------------------|-----------------------------------------------------------|------------------------------|
| Lot Area                           | Lot Frontage                                              | Lot Depth                    |
| No. of Building(s) on the lot<br>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)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>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.</p> <p>We are proposing on install individual illuminated channel letters that has a sign face area of 3.5m2</p> <p>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.</p> |

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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.

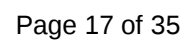
IT IS NOT CONSIDERED TO BE A PROHIBITED SIGN AND IS ONE THAT IS PERMITTED WITHIN THE TORONTO MUNICIPAL CODE.

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.













## ATTACHMENT 3: APPEAL SUBMISSIONS



### Application Sign Variance Appeal

|            |                   |
|------------|-------------------|
| Folder No. | Date (yyyy-mm-dd) |
|------------|-------------------|

#### Decision Under Appeal

|                                    |                              |         |          |
|------------------------------------|------------------------------|---------|----------|
| Variance Decision No.<br>18-164388 |                              |         |          |
| Street No.<br>185                  | Street Name<br>THE WEST MALL | Lot No. | Plan No. |

#### Appellant Information

|                                                                                                                                                                                                                        |                             |                        |                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|------------------------|---------------------------------|
| First Name<br>DONNA                                                                                                                                                                                                    |                             | Last Name<br>THOMSON   |                                 |
| Company Name(if applicable)<br>LOVETT SIGNS INC                                                                                                                                                                        |                             |                        | Telephone No.<br>(519) 822-9558 |
| Street No.<br>525                                                                                                                                                                                                      | Street Name<br>SOUTHGATE DR | Suite/Unit No.<br>1    | Mobile No.<br>(519) 400-2378    |
| City/Town<br>GUELPH                                                                                                                                                                                                    | Province<br>ONTARIO         | Postal Code<br>N1G 3W6 | Fax No.<br>(519) 822-2075       |
| E-mail Address<br>dthomson@lovettsigns.ca                                                                                                                                                                              |                             |                        |                                 |
| Describe the variance that was applied for:<br>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).<br><br>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

Continue on next page

14-0044 2013-10



1 of 2

Application  
**Sign Variance Appeal**

**Appellant Information and Declaration**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                    |                               |                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------------------------|----------------------------------------|
| First Name<br><b>I, DONNA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                    | Last Name<br><b>THOMSON</b>   |                                        |
| Company Name(if applicable)<br><b>LOVETT SIGNS INC.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                    |                               | Telephone No.<br><b>(519) 822-9558</b> |
| Street No.<br><b>of, 525</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Street Name<br><b>SOUTHGATE DR</b> | Suite/Unit No.<br><b>1</b>    | Mobile No.<br><b>(519) 400-2378</b>    |
| City/Town<br><b>GUELPH</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Province<br><b>ONTARIO</b>         | Postal Code<br><b>N1G 3W6</b> | Fax No.<br><b>(519) 822-2075</b>       |
| E-mail Address<br><b>dthomson@lovettsigns.ca</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                    |                               |                                        |
| <p><b>do hereby declare the following:</b></p> <ul style="list-style-type: none"> <li>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;</li> <li>that any supporting documents submitted are prepared for the sign variance(s) appeal described above and are submitted in compliance with copyright law; and,</li> <li>that the information included in this application and in the documents filed with this application is correct.</li> </ul> <div style="display: flex; justify-content: space-between; align-items: flex-end; margin-top: 20px;"> <div style="text-align: center;"> <br/>             Signature         </div> <div style="text-align: center;"> <b>DONNA THOMSON</b><br/>             Print Name         </div> <div style="text-align: center;"> <b>2018-12-18</b><br/>             Date (yyyy-mm-dd)         </div> </div> |                                    |                               |                                        |

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

2 of 2

## 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 appear 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 chain clip
- 3/16" acrylic
- White LED lighting

**EAST ELEVATION**

1 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

WALL - steel beam with steel studs @ 16" O.C. clad with steel  
3/8"x5" spacing into steel studs approx 20 - 30 per letter

Client Approval \_\_\_\_\_ Approval Date \_\_\_\_\_

**LovettSigns** 82 YEARS

www.lovettsgns.ca  
525 Southgate Dr. Guelph ON  
T: 519 822 9558  
F: 519 822 2075  
E: sales@lovettsgns.ca

Client: CDW  
Address: 185 The West Mall, Etobicoke, On  
Salesperson: Steven Andrews  
Drawing #: CDW Etobicoke  
Illumination: yes ☒ no ☐  
Start Date: Feb 26, 2018  
Revision Date: \_\_\_\_\_  
Site checked: yes ☐ no ☐  
Scale: 3/16" = 1'

**A** layout

All artwork, including copyright, Lovett Signs & Signs Inc. is reserved and will be changed if this artwork is used in whole or in part without written consent. Client must approve artwork prior to any production. Any changes/alterations to signage after approval will be subject to additional charges.

NOTE – Insert letter from Landlord re: condition at end of this attachment.

Client: CDW  
Location: Etobicoke, On  
Signage Type: Signage Proposal

**PERMIT COPY**

Client Approval \_\_\_\_\_ Approval Date \_\_\_\_\_

**LovettSigns** 82 YEARS

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Client: CDW  
Address: 185 The West Mall, Etobicoke, On  
Salesperson: Steven Andrews  
Drawing #: CDW Etobicoke  
Illumination: yes ☒ no ☐  
Start Date: Feb 26, 2018  
Revision Date: \_\_\_\_\_  
Site checked: yes ☐ no ☐  
Scale: 3/16" = 1'

**B** layout

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Slate Asset Management LP  
121 King St W, Suite 200  
Toronto, ON M5H 3T9

T +1 416 644 4264  
F +1 416 947 9366  
[slateam.com](http://slateam.com)

May 28, 2019

Sign Variance Committee of the City of Toronto  
Scarborough Civic Centre  
3<sup>rd</sup> Floor  
150 Borough Drive  
Toronto, ON M1P 4N7

Attention: Dela Ting, Secretariat

*Delivered via email to [slc@toronto.ca](mailto:slc@toronto.ca)*

Dear Chair Tracey Hamilton and Member of the Sign Committee:

**Re: Sign Variance Application Appeal for 185 The West Mall**  
**Hearing Date: Wednesday, May 29, 2019**  
**9:30 am, Committee Room No. 2, Toronto City Hall**

I am writing to request your support with respect to the application for exterior signage for CDW Canada Corp. at 185 The West Mall, a building Slate acquired in March of 2017.

As background, Slate is the proud owner of over \$6 billion dollars of assets under management across the globe totaling 28 million square feet. As part of that portfolio, we own six properties located in three separate complexes in the west end of the City totaling over one million square feet. 185 The West Mall is part of a 600,000 square foot complex known as West Metro Centre. We are proud to have CDW as our largest tenant at 185 The West Mall occupying nearly 70,000 square feet.

Slate is committed to investing in these properties with approximately \$15 million dollars budgeted in capital expenditures over the next five years. We are confident this investment will allow us to continue to attract new and retain existing tenants but we do need the assistance of the City to help us address some of the needs and wants of our tenants, including exterior building identity.

We fully support CDW's application for exterior building signage. In an effort to accommodate their proposed sign, we are willing to remove the "West Metro" name and logo which is located on the South Elevation of 185 The West Mall as illustrated in the attached drawing package.

I very much appreciate your time and consideration. Should you have any questions or concerns please do not hesitate to contact me.

Best Regards,

A handwritten signature in blue ink, appearing to read "L. Stiles".

Lindsay Stiles  
Vice President, Asset Management  
(416) 583-1809  
[lindsay@slateam.com](mailto:lindsay@slateam.com)

|                    |                        |
|--------------------|------------------------|
| Reply Attention of | Mary Flynn-Cagliardi   |
| Direct Line        | 416.865.7156           |
| Internet Address   | mary.flynn@mcmillan.ca |
| Our File No.       | 260572                 |
| Date               | June 13, 2019          |

**DELIVERED BY EMAIL – [tvannvli@toronto.ca](mailto:tvannvli@toronto.ca)**

Toronto Building  
City Hall  
100 Queen Street West  
East Tower, Ground Floor  
Toronto, ON M5H 2N2

**Attention: Ted Van Vliet**  
**Manager, Sign By-Law Unit**

Dear Mr. Van Vliet:

**Re: Sign Variance Application Appeal for 185 The West Mall**  
**Item SB3.2 Etobicoke Lakeshore (3)**  
**Hearing Date: July 9, 2019**

At the May 29, 2019 meeting of the Sign Variance Committee this matter was adjourned to the July 9, 2019 meeting to allow the Applicant and its representatives to meet with staff to discuss the application. We thank you for arranging a meeting with yourself and staff on Monday, June 10th, 2019. As a result of the matters discussed at the meeting, we have received instructions from our client to amend the original sign variance application.

The original application for the Proposed Sign proposes one sign face, directed towards Highway 427 and will function to identify CDW. CDW is a main leasee of a significant portion of the leaseable office space in the building located at 185 The West Mall. CDW was originally located in the City of Mississauga but chose to relocate and grow its business in the City of Toronto and specifically at 185 The West Wall. CDW employs approximately 400 persons.

The sign face will remain identical to the original application and consist of individual channel letters displaying "CDW" and an associated individual "loop" surrounding the letters, with a total sign face area of 35 square metres. However, the amended drawings illustrate the proposed sign will be located immediately above the existing "pomerleau" sign and will no longer be offset. It is our respectful submission that locating the sign in this fashion will ensure that the sign is compatible with the development of the premises and surrounding area and will minimize sign "clutter" by reducing the separation distances and therefore not contrary to the public interest.

It is important to note that the combined area to be occupied by the proposed CDW sign, together with the "pomerleau" sign will occupy less space than the area covered by

sign(s) on the 2 abutting buildings and, therefore, will have less of an impact. Attached to this letter are the amended drawings for the proposed sign.

In addition to amending the sign variance application, the owner of the building, Slate Asset Management LP has confirmed in a letter dated May 28, 2019 (copy attached) and filed with the Sign Variance Committee, that should the Committee grant the sign variance for the CDW sign it will remove the existing corporate logo sign, being the “West Metro” sign from the south elevation of the building. As you are aware, there are currently 4 signs located in the upper-most storeys of the building. With the removal of the “West Metro” sign and the inclusion of the “CDW” sign the total number of signs will remain at 4, which is identical to the number of signs on the building today. Maintaining the same number of signs on the building in the upper storeys is consistent with the status quo of the building at 185 The West Mall and consistent and compatible with the number of signs on the buildings in the surrounding area.

We have had an opportunity to review the May 7th staff report in connection with the original application. We note that staff reviewed the CDW sign variance application against the nine (9) criteria found in section 694-30A of the Sign By-law. We further note that staff found that the original application met criteria (1), (2), (5), (6), (7) and (8). However, staff concluded that the original sign variance application did not meet criteria (3), (4) and (9). We respectfully submit that the amended sign variance application continues to meet criteria (1), (2), (5), (6) and (7) for the reasons stated by staff in its May 7, 2019 report and now meets criteria (3), (4) and (9) for the reasons as follows:

**1. Criteria (4) - The Proposed Sign supports Official Plan objectives for the premises and surrounding area:**

Pursuant to the City of Toronto’s Official Plan the site is designated *Employment Area*. Section 4.6 of the Official Plan states that Toronto’s *Employment Areas* “are the hothouses where we grow our enterprises and jobs”. It further states, “this need for flexibility extends to a firm’s lands and building, and to what is available to support that business activity in the immediate area.”

Policy 4.6(6) of the Official Plan sets out the development criteria for *Employment Areas* and specifically states at subsection (a) that Development will contribute to the creation of competitive, attractive, highly functional Employment Areas by supporting the economic function of the Employment Areas. As discussed above CDW has chosen to locate in Toronto from Mississauga to grow its business. It currently employs 400 persons. In order to ensure its future prosperity and growth, it is important to have appropriate signage to establish its presence. Permitting the CDW sign will assist CDW to “grow its enterprise and jobs” in keeping with the policy objectives of the City’s Official Plan. Should the Sign Variance Committee provide the necessary “flexibility” required and directed in the Official Plan by granting the sign variance it will be supporting this business activity and will promote healthy employment growth in not only this building, but the employment activities in the immediate area. We therefore respectfully submit that granting the variance for the amended proposed

CDW sign meets the objectives of the City's Official Plan for the premises and the surrounding area.

**2. Criteria (3) – The Proposed Sign is compatible with the development of the premises and surrounding area:**

For reasons as already stated earlier in this letter moving the CDW sign to be located immediately in line with the existing "pomerleau" sign would ensure that the separation distance between the signs is reduced and, therefore, more compatible with the existing signage on this building and the surrounding 2 buildings in this cluster. The two signs will be located in closer proximity and will be smaller in size to existing signage on the other two buildings in this cluster. We note that staff on page 5 of its reports specifically states that "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.

**3. Criteria (9) – The Proposed Sign is not contrary to the Public Interest:**

The main concern in the staff's May 7<sup>th</sup> report regarding criteria 9 is that a 5<sup>th</sup> wall sign at the upper-most storey of this building will enhance the sign clutter in this area. As noted earlier in this letter, the owner of the building has undertaken to remove its corporate sign should the Sign Variance Committee grant the CDW sign variance request. Accordingly, there are 4 signs today and should the Committee grant the variance the total number of signs will remain at 4. The total number of signs will not be increased. Also, the proposed new placement of the sign will reduce the spatial separation distance between the signs and give the appearance of only one sign instead of 2 distinct signs. We respectfully submit that maintaining 4 signs on the property is not contrary to the public interest.

We therefore request the Committee to grant the amended sign variance request for the CDW sign at 185 The West Mall in that the amended proposed sign will meet all 9 criteria as set out in the City of Toronto's Sign by-law 694-30A.

Should you have any questions please do not hesitate to call me.

Yours truly,

  
Mary Flynn Goughetti

/s/

Encls. Amended Plans

Cc: Sign Variance Committee - [shc@toronto.ca](mailto:shc@toronto.ca)  
CDW Canada Corp. – Mike Wavrek



