



**STAFF REPORT
ACTION REQUIRED**

**946 Lawrence Ave. East
Sign Variance Request**

Date:	April 16, 2007
To:	Chairman and Members, North York Community Council
From:	Director of Building and Deputy Chief Building Official
Wards:	Don Valley West – Ward 25
Reference Number:	File No. 2007 NY 011 Folder No. 07- 148125

SUMMARY

This staff report is about a matter that the community council has delegated authority to make a final decision provided that it is not amended so that it varies with City policy or by-laws.

The purpose of this report is to review and make recommendations on a request by Domenic Rotundo of Teksign Inc. on behalf of the tenant CIBC, for approval of a variance from the former City of North York Sign By-law No. 30788, as amended, to permit the erection of five (5) wall signs with a total sign area of 40 square meters, four of which will be illuminated at the above noted location.

RECOMMENDATIONS

Toronto Building North York Division recommends that:

1. The request for variance be approved.

Financial Impact

There are no financial implications resulting from the adoption of this report.

COMMENTS

The property is located at the northeast corner of Lawrence Avenue East and the Donway West in a “RM6” zone. Permits were issued to construct a one storey multi-unit retail building with a total

of 2,373m² of retail and office space. The building will be occupied by two tenants: Shoppers Drug Mart and a branch of the CIBC.

In May 2006, the property owners obtained a permit for two ground signs, facing Lawrence Avenue East, one at each end of the property which have, since, been erected. On September 25, 26 and 27, 2006, City Council approved, on the recommendation of North York Community Council, a request for variances for Shoppers Drug Mart (consolidated clause in North York Community Council Report 7a) for the erection of three wall signs. Shoppers Drugmart had requested approval for five wall signs with an aggregate area of 32.13m²; however, Council approved only three signs with an aggregate area of 27.48m².

CIBC is requesting permission to erect, for identification purposes, five (5) wall signs with an aggregate area of 40.0m² in area on the south and south-west walls of the building. Four of the five signs will be illuminated from dusk to 11:00 pm daily using a photocell timer.

The properties surrounding the proposed signs are:

North: residential

South: commercial. This is the former Don Mills Plaza which is currently under construction.

East: residential and a Tim Horton's

West: residential and a municipal library

The proposed signage does not comply with the former City of North York Sign By-law No. 30788, as amended in the following way:

Sign By-law Section & Requirements	Applicant's Proposal	Required Variance
5.1 Residential Zone 5.1.1 One identification sign not exceeding 0.4m ² (4.3ft ²) in sign area in a residential zone indicating the name of the lawful business or profession located therein is permitted	To erect five (5) identification signs in a residential zone: · Sign #1: 6.6m ² · Sign #2 (A+B): 19.4m ² · Sign #3: 10.8m ² · Sign #4: 2.7m ² · Sign #5: 0.5m ² Aggregate area of the 5 signs to be 40.0m ² (430.4 ft ²)	To permit the erection of five (5) identification signs each larger than 0.4m ² where only one sign with an area of not more than 0.4m ² is permitted in a residential zone.

Signs in residential areas are required to be smaller than in other areas to minimize the impact on the neighbouring residential uses. Although, the proposed signs are much larger than permitted by the sign by-law in a residential zone, these wall signs would be in compliance with the by-law requirements for a commercial zone, where “*cumulative sign area of wall signs, per storey of a building, shall be limited to 20% of the wall area visible from any direction for the first storey.*” The cumulative sign area for all wall signs for both Shoppers and CIBC would be 10% of the total wall area (675.30m²) visible from any direction for the first storey. Furthermore, these signs will have little impact on the residential developments surrounding the property.

Matthew Reece, Senior Program Manager for CIBC Corporate Real Estate, has submitted a letter in support of his request in which he advises that the proposed signs will play a critical role in helping their clients to find the new location of this branch which is relocating from the former Don mills Plaza to this new location.

If North York community council approves the application for the sign variance, the applicant should be advised of the requirement to obtain the necessary sign permits from the Chief Building Official.

CONTACT

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SIGNATURE

Steve Franklin, P.Eng.
Director and Deputy Chief Building Official
North York District

ATTACHMENTS

Attachment 1 : Zoning Map
Attachment 2 : Site Plan
Attachments 3 & 3A : Sign Elevation and Details
Attachment 4 : Letter from the Applicant