



**STAFF REPORT  
ACTION REQUIRED**

**1300 Castlefield Ave.  
Sign Variance Request**

<b>Date:</b>	May 11, 2007
<b>To:</b>	North York Community Council
<b>From:</b>	Director of Building and Deputy Chief Building Official
<b>Wards:</b>	Ward 15, Eglinton - Lawrence
<b>Reference Number:</b>	File No. 2007NY024 File No: 07 – 180576 ZSV 00 ZR

**SUMMARY**

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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 Mark Bales of Counterpoint Engineering, on behalf of Lowe’s Companies Canada U.L. C. and Castlefield/Caledonia Developments Inc., for an approval of a variance from former City of York Sign By-law No. 3369-79, as amended to permit installation of three illuminated wall signs erected on the south building elevation facing Castlefield Avenue.

**RECOMMENDATIONS**

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**Toronto Building, North York District recommends that:**

1. North York Community Council approve the request to permit three wall sign located on the south building elevation.
2. The applicant be advised, upon approval of the variance, of the requirement to obtain the necessary sign permit from the Chief Building Official.

**Financial Impact**

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

## COMMENTS

The subject property is the home of Lowe's, a large format retailer entering the Canadian marketplace located on the corner of Catlefield Avenue and Caledonia Avenue. The property is zoned PE (Prestige Employment). Lowe's obtained site plan approval and an OMB order for the proposed development. The approved site plan elevation drawings include the proposed signage.

The applicant in his letter, (Attachment 4) states that the proposed signage will be consistent with the branding of the store in the United States. Lowe's Canada wishes to maintain the integrity of its store branding with its 1,300 stores throughout the United States. The unique attributes of the large format retail warehouse results in the need for additional wall signage beyond the requirements of the City of York Sign By-law 3369-79.

City of York Sign By-law 3369-79 allows one wall sign for each occupancy that is facing a street and allows two wall signs when the occupant is on a corner lot - each sign is permitted on the wall facing the street. The applicants are proposing to erect a total of 4 signs, one along the wall facing Caledonia and 3 along Castlefield Avenue. The aggregate area of the three wall signs facing Castlefield Ave. is 18 m<sup>2</sup> (635 sq. ft.) which is only 2.67% of the area of the wall where as the by-law permits the area of wall signage to be a maximum of 30% of the wall area.

Proposed signage does not comply with the City of York Sign By-law 3369-79 as amended, in the following ways:

<b>Sign By-law Section Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Section 15.2.1 One wall sign may be erected for each occupancy located on the first storey of a building, provided it's located on the street frontage wall of the building.	To erect three ( 3) wall signs on a wall of a building fronting one street.	To allow two (2) additional wall signs on a wall of a building facing a street frontage where only one is permitted.

## **CONTACT**

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## **SIGNATURE**

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

## **ATTACHMENTS**

Attachment 1 Site Plan  
Attachment 2 Proposed Sign Elevation  
Attachment 3 Sign Details  
Attachment 4 Applicants Letter