



Signage Issue:

Section 15.2.1 (a) of By-law 3369-79 regulates the wall signs proposed for this large format retail warehouse. One wall sign for each occupancy and one general identification wall sign is permitted, provided that all signs are located on the street frontage wall of the building (subject to compliance with area restrictions). However, where the building is on a corner (as this one is), "one wall sign for each street frontage onto which the said business faces" is permitted.

The sign by-law also regulates sign area. The one sign on the Caledonia frontage conforms to the sign by-law (both sign area and number of signs). Three wall signs are proposed for the Castlefield Avenue facing wall. According to the by-law, only one wall sign is permitted on each frontage and the signs must have an area of less than 30% of the street frontage area of the first storey. The area of the wall signage proposed (the three signs) on the Castlefield frontage is below the 30% area maximum.

Based on the sign by-law review completed by our client's consultant team, it appears that the general identification signs (i.e. the "Lowe's"), one facing Castlefield and one facing Caledonia comply with the sign by-law but the two additional signs (the "Indoor Lumber Yard" and "Garden Centre") on the Castlefield frontage wall require a sign variance.

The variance required relates only to the number of signs as there are no compliance issues in respect of sign area.

Rationale for the Proposed Sign Variance:

Lowe's is a new large format retailer in the Canadian marketplace with almost 1,300 stores in the United States. The signage proposed on this building is consistent with the branding of the store in the United States. Being a new retailer in Canada, Lowe's wishes to maintain the integrity of its store branding with its stores in the United States. There are also unique attributes to large format retail warehouses that result in the need for additional wall signage beyond the requirements of By-law 3369-79.

As you will note on the building elevations, the signage proposed identifies the store and separately identifies unique retail components of the store – the indoor lumber yard and the garden centre. This type of signage is important for customers in a retail warehouse setting so that they can clearly identify which area of the store to enter for garden centre related goods and lumber yard materials. These are two very specialized portions of the overall commercial operation that require distinct and separate identification.

It is important to recognize, as noted above, that the signage proposed for the store was considered through the City's site plan approval process. Inherent in the City's approval of the building elevations is appropriateness of the proposed signage.