



## STAFF REPORT ACTION REQUIRED

### 946 LAWRENCE AVENUE EAST Sign Variance Request

<b>Date:</b>	January 23, 2008
<b>To:</b>	North York Community Council
<b>From:</b>	Director of Building and Deputy Chief Building Official
<b>Ward:</b>	Don Valley West – Ward 25
<b>Reference Number:</b>	File No. 2008 NY 004 Folder No. 07-272242 ZSV 00 ZR

#### **SUMMARY**

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This staff report is about a matter that Community Council has been delegated authority to make a final decision provided that it is not amended so that it varies with City policy or by-law.

The purpose of this report is to review and make recommendations on a request by Robert Manning of Sign Advice, on behalf of Shoppers Drug Mart and Pride Signs Ltd., for approval of a variance from the former City of North York Sign By-law No. 30788, as amended, to erect an additional non-illuminated wall sign at the above noted address.

The proposed wall sign, which has been erected without the benefit of a sign permit, measures 8.68m x 2.48m. The proposed sign will advertise Shoppers Drug Mart's products and services as well as local and national charitable events.

#### **RECOMMENDATIONS**

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**Toronto Building North York Division recommends that:**

1. The request for variance be refused.

#### **Financial Impact**

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

## **COMMENTS**

The property is located in the area west of Don Mills Road at the northeast corner of Lawrence Avenue East and The Donway West.

The zoning of the site is multiple family dwellings zone (RM6). The site is developed with a one storey commercial building which contains a Shoppers Drug Mart store and a CIBC bank.

The properties surrounding the proposed signs are:

North: residential condominium (8 stories high-rises)

South: across Lawrence Avenue East, commercial use (Don Mills Centre which is under construction)

East: residential (high-rises)

West: across The Donway West, residential and a municipal library

The proposed sign measures 8.68m x2.48m for an area of 21.52m<sup>2</sup>. When added to the existing signage, the total sign area for Shoppers Drug Mart will be 49.0 m<sup>2</sup> and will cover 12% of the building façade. If this building was located in a commercial zone, the by-law would permit the total sign area to cover 20% of the building façade.

The property is subject to previous applications for sign variances:

- In 2006, an application was submitted for the Shoppers Drug Mart location for 5 wall signs with a total area of 32.1m<sup>2</sup> (345.5 ft<sup>2</sup>). Council approved 3 wall signs with a total area of 27.5m<sup>2</sup> (296. ft<sup>2</sup>).
- In 2007, an application was submitted for the adjacent tenant, CIBC bank, for 5 wall signs with a total area of 40m<sup>2</sup> (430 ft<sup>2</sup>). Council approved 4 wall signs with a total area of 20.6m<sup>2</sup> (221.7 ft<sup>2</sup>).
- Permits, for both units, have since been issued for the approved signage. Signs have been erected at both locations.

The Don Mills Ratepayers Association's president spoke at the previous North York Community Council meetings, in opposition to the number of signs previously requested by both the CIBC bank and Shoppers Drug Mart.

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
<p>Section 5.1.1            "One identification sign not exceeding 0.4m<sup>2</sup> (4.3 ft<sup>2</sup>) in sign area in a residential zone indicating the name of the lawful business or profession therein is permitted."</p> <p>Section 2.9.15            "An off premise sign is prohibited, except as specifically permitted in this By-law."</p> <p>This type of sign is not specifically permitted in the by-law.</p>	<p>To erect one banner wall sign having an area of 21.5m<sup>2</sup> (231.4 ft<sup>2</sup>) in addition to the 3 existing identification signs. The total area of the 4 signs will be 49 m<sup>2</sup> (527.2 ft<sup>2</sup>)</p> <p>To erect and maintain one non-illuminated, off premise wall sign on the south side of the building advertising local and national charitable events.</p>	<ul style="list-style-type: none"> <li>• To permit a total of 4 signs where only one sign is permitted. The variance would permit four times the allowable number of signs.</li> <li>• To permit one additional wall sign having an area of 21.5m<sup>2</sup> (231.4 ft<sup>2</sup>) for a total of 4 wall signs having a total area of 49m<sup>2</sup> (527.2 ft<sup>2</sup>) where only 0.4m<sup>2</sup> (4.3 ft<sup>2</sup>) is permitted. The variance would permit the signs to be 122 times the allowable sign area.</li> </ul> <p>To allow an off premise sign where the By-law prohibits off premise signs.</p>

The tenant submitted a letter in support of his request in which he advises that the proposed banner will be located on the front elevation of this store which represents the 1000<sup>th</sup> store of the Shoppers chain. This store is actually a relocation of the first Shoppers Drug Mart in the chain.

The tenant also informed us that the intended use of the laced banner is four fold:

1. Continue the acknowledgement of the achievement of the 1000<sup>th</sup> store
2. Acknowledge the 1000<sup>th</sup> store with the seasonal changes (spring, summer, autumn and winter)
3. Promote various local and national charitable events (ie. Tree of life, United Way, etc.)
4. Thank customers for their support

The applicant has also submitted a letter in support of his request in which he advises that the total area of the Shoppers Drug Mart signage is well short of what they would be permitted in a Commercial zone; the sign is not visible from the condominium building on the site and will not have a negative impact on the streetscape.

## **CONTACT**

Magda Ishak, P. Eng., Manager, Plan Review; Tel.: 416-395-7555; Fax: 416-395-7589;

e-mail: [mishak@toronto.ca](mailto:mishak@toronto.ca)

## **SIGNATURE**

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

## **ATTACHMENTS**

Attachment 1: Zoning Map  
Attachment 2: Site Plan  
Attachment 3: Elevations  
Attachment 4: Example of Sign Advertising  
Attachment 5: Picture of the current sign taken on January 17, 2008  
Attachment 6: Letter from Shoppers Drug Mart  
Attachment 7: Letter from the applicant