



## STAFF REPORT ACTION REQUIRED

### 946 LAWRENCE AVENUE EAST Sign Variance Request

<b>Date:</b>	April 9, 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. 2008NY007 Folder No. 08-114394 ZSV 00 ZR

#### **SUMMARY**

---

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 Dominic Rotundo of Tek Signs Inc., on behalf of the CIBC, for approval of a variance from the former City of North York Sign By-law No. 30788, as amended, to erect two additional non-illuminated wall signs at the above noted address.

The proposed two wall identification signs are: one sign on the south façade is a CIBC square logo over the door and the second sign on the west facade will be a band sign advertising “CIBC Banking Centre”.

#### **RECOMMENDATIONS**

---

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

1. The request for variance be approved; and
2. The applicant be advised of the requirement to obtain the necessary sign permits from the Chief Building Official.

## 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 property is RM6 (Multiple Family Dwellings Zone) and is developed with a one storey commercial building which contains a CIBC bank and a Shoppers Drug Mart.

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 public library

It is proposed to provide two additional wall signs on the CIBC portion of the building. The addition of these two signs would result in a total of 6 wall signs on the bank, having a total area of 37.5m<sup>2</sup> (403.6 sq. ft.). The proposed sign on the west elevation would have a sign area of 9.57 m<sup>2</sup> (103 sq. ft.) and the proposed sign on the south elevation of the bank would have a sign area of 7.32 m<sup>2</sup> (78.8 sq. ft.).

The property is subject to previous applications for sign variances:

- In 2006, an application was submitted for the Shoppers Drug Mart for 5 wall signs with a total area of 32.1 m<sup>2</sup> (345.5 ft<sup>2</sup>). Council approved 3 wall signs for the drugstore with a total area of 27.5m<sup>2</sup> (221.7 ft<sup>2</sup>).
- In 2007, an application was submitted for this applicant, 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>).
- The Don Mills Ratepayers Association's president spoke at previous North York Community Council meetings, in opposition to the number of signs previously requested by both the CIBC bank and Shoppers Drug Mart.
- In late 2007, Shoppers Drug Mart submitted another sign variance application for an additional wall sign on the property, having a sign area of 21.5m<sup>2</sup> (231.6ft<sup>2</sup>) which would have increased the existing signage to a total of 49m<sup>2</sup> (527.4 ft<sup>2</sup>). One of the purposes of the sign was to advertise local and national charitable events which are considered off premise advertising which is prohibited by the by-law. Council adopted staff recommendation to refuse the application on February 12, 2008.

Sign permits for variances approved for both CIBC and Shoppers Drug Mart have since been issued and signs have been installed.

The property is located in a residential zone, but is developed with a commercial use. Should the property be zoned commercial, the permitted sign area would be 20% of the wall area of each façade. The cumulative area of the existing and proposed signage on the CIBC portion of the building represents a sign area of 14.4% along the south facade and 11.5% along the west façade; which is less than the maximum permitted in a commercial zone.

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

<b>Sign By-law Section &amp; Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Section 5.1.1 "One identification sign not exceeding 0.4m <sup>2</sup> (4.3 sq. ft.) in sign area in a residential zone indicating the name of the lawful business or profession therein is permitted.	To erect two additional wall signs having an area of 16.89m <sup>2</sup> (181.8 ft <sup>2</sup> ) in addition to the existing four wall signs. The total area of the 6 signs will be 37.5m <sup>2</sup> (403.5 ft <sup>2</sup> ).	To permit a total of six wall signs with a total area of 37.5m <sup>2</sup> (403.5 ft <sup>2</sup> ) whereas only one sign having an area of 0.4m <sup>2</sup> (4.3 ft <sup>2</sup> ) is permitted.

Mr. Matthew Reece, Sr. Program Manager for CIBC Corporate Real Estate met with Mr. Terry West, President of the Don Mills Residents Inc. (DMRI), to discuss the group's concerns with the proposed signage. Mr Reece considered the concerns raised by Mr. West and both parties reached a suitable compromise by removing the original imagery from the proposal.

Mr. Matthew Reece submitted a letter on behalf of CIBC in support of his request in which he advises that the additional signage is important for the following reasons:

- The logo on the south façade will help to signify the entrance of the building. On approach the entrance does not stand out visually; the logo sign will draw attention to the sign.
- Aesthetically the logo sign will add visual weight to the south façade, which is currently blank and featureless. The sign band on the west façade will make the band effect continuous but because it will not be illuminated it should not disturb residents to the west of the branch.
- From even a small distance to the south the identification of the building as CIBC is not clear. The logo sign will greatly increase the awareness of the branch to passing motorists and pedestrians.

## **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**

---

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

## **ATTACHMENTS**

Attachment 1	Zoning Map
Attachment 2	Site Plan
Attachment 3	South Elevation
Attachment 4	West Elevation
Attachment 5	Letter from CIBC dated