



**STAFF REPORT  
ACTION REQUIRED**

**1090 Don Mills Road  
Sign Variance Request**

<b>Date:</b>	October 21, 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 024 Folders No. 08-205966 to 08-205977 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-Laws.

The purpose of this report is to review and make recommendations on a request by Tony Volpentesta on behalf of Bousfields Inc., the planning consultants for Cadillac Fairview Corporation Ltd. the owners of the above-captioned lands, for variances from the former City of North York Sign By-law No. 30788, as amended, to erect up to 121 projecting signs (blade signs) on 12 buildings at the retail complex “Shops at Don Mills” located at the above noted address.

**RECOMMENDATIONS**

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

1. The request for the variances listed in the third column of the table on page 4 of this report 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 at the southwest corner of Lawrence Avenue East and Don Mills Road.

The zoning of the property is C3 (District Shopping Centre Zone) and C3 (8) (Exception to District Shopping Centre Zone). Refer to Attachment #1.

The properties surrounding the site are:

North: Across Lawrence Avenue East a commercial plaza and a residential high rise.

South: Don Mills Arena and multiple attached dwellings

East: Across Don Mills Road residential buildings (low rise apartments)

West: A post office and a commercial plaza across the Donway West

The property is the site of the former Don Mills Shopping Centre, the majority of which has been demolished. The retail/commercial portion under the new name “The Shops at Don Mills” is currently undergoing redevelopment with several new retail buildings. Construction of the planned new Outdoor Lifestyle Centre, based on a grid of private streets and a 'Town Square', is well underway, and retail occupancy is in progress with a number of tenants expected to open by Christmas.

Development of the Outdoor Lifestyle Centre is guided by a Site Plan Agreement assisted by a comprehensive Urban Design Guideline representing a collaborative effort between the City of Toronto’s Planning and Urban Design staff and Cadillac Fairview's consulting team.

The former Don Mills Centre has been the subject of an extensive Urban Design Guidelines which was co-authored by the developer and the Planning Division. As noted in the Urban Design Guideline, signage is a “key component to the successful creation of the main street retail experience.” Tenants of the new “Shops on Don Mills” will be encouraged to use innovation and varied signage solutions to enhance the structures.

Cadillac Fairview Corporation Limited refers to what is described in the by-law as projecting signs to be “blade signs” and will be tenant way-finding identity signage which project from the Tenant’s base building façade or base building canopies. The erection of blade signs will be prohibited along the main arteries as shown by the dotted lines in Attachment #2A (Site plan S-01) and will be only permitted on the interior streets as shown by the dotted lines in Attachment #2B (Site plan S-02).

The table included in Attachment #3 identifies all the potential blade signs to be erected on the 12 buildings under construction

As stated by the owner and the applicant, many “main streets” throughout Canada employ blade signs. These signs will be an integral part of the Shops at Don Mills streetscape and environment. The spirit of the blade sign at the Shops at Don Mills is to enhance and add vitality to the primarily “interior” streets. Blade sign placement is to be determined by the Landlord, Cadillac Fairview, in conjunction with the Tenant to maintain consistency and aesthetic appeal within the property. Cadillac Fairview will fully review both blade sign and its attachments to the building on a per Tenant basis as is custom within their properties.

Cadillac Fairview proposes 4 configurations to be administered for the ground floor tenants only. No blade signs will be erected on the second level tenants (blocks F and N respectively).

For elevations and details of the signage proposal refer to Attachments #4 to #8. If suspended under a canopy, blade signs are relative to the size of the canopy and will be placed at a minimum of 8'-0" from the ground. As storefronts vary in height, all blade signs will be considered as per the above listed criteria per block, per elevation and per tenant. Blade signs will only be permitted in 4 size variations as shown in Attachment #6.

The plan is to incorporate one blade sign per tenant with close monitoring by the Tenant Coordination managers at Cadillac Fairview to ensure fair and logical placement per tenant. The maximum number of tenants will be 97. The maximum blade signs that will be erected on the 12 blocks located on the property will be 121 if every tenant including those with a corner condition (refer to the table in Attachment #3) wishes to exercise this opportunity.

For corner conditions and block E, tenants are allowed a maximum of 2 blade signs. There are approximately 25 instances where this could be possible. The placement is up to Cadillac Fairview's discretion in consideration of surrounding tenants.

The tenants will also be allowed to have a storefront sign as the former City of North York Sign By-law No. 30788 as amended as well as the urban design guidelines have allowance for it. However these fascia signs will comply with the requirements of the former City of North York by-law which states that the “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 and to 15% for other stories.”

Blade signs may be illuminated. All illumination conduits must be hidden and all attachments clearly shown on the sign shop drawings submitted as per Cadillac Fairview standards by the Tenant. A full lighting specification will be submitted by the Tenant to determine appropriate brightness and placement of lights if used externally. All blade signs will be on timers, set to turn off at the same time that the Tenant's storefront sign will be turned off based on the property rules and guidelines as follows: the timers are based on zones and there will be two different times for different stores (i.e. retail vs.

hospitality/restaurants). No animation, flashing sign faces or three- dimensional signage will be permitted.

It is important to point out that the majority of the signage will be contained within the private streets as shown by the dotted lines in Attachment #2B (Site plan S-02).

The only imaging that will be allowed on the blade sign will be that of the Tenant’s trade name and brand. No web, media text/imaging or third party signage will be permitted.

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 Variances
<p>Section 1.41</p> <p>“<b>Projecting sign</b>” means a <b>sign</b> which is affixed to a building, wall, or structure and which projects there from for a distance greater than 0.6m (2.0ft) but does not include a <b>marquee</b> or a <b>canopy</b>.</p> <p>Section 2.9 PROHIBITED SIGNS</p> <p>Section 2.9.13</p> <p>A <b>projecting sign</b>, except as specifically permitted in this By-law.</p> <p>Based on the foregoing a projecting sign (blade sign) in excess of 0.6 m (2 ft) would be prohibited.</p>	<p>To erect up to 121 projecting signs (blade signs) with a maximum projection of 1.22m (4.0ft including the associated hardware) to be affixed to 12 different blocks in the new mall “Shops at Don Mills” as follows:</p> <p>Block A: up to 8 signs            Block B: up to 11 signs            Block E: up to 2 signs            Block F: up to 10 signs            Block G: up to 15 signs            Block H: up to 14 signs            Block J : up to 19 signs            Block L : up to 3 signs            Block M: up to 11 signs            Block N: up to 19 signs            Block P: up to 6 signs            Block Q: up to 3 signs</p>	<p>To permit the erection of up to 121 projecting signs (blade signs) with a maximum projection of 1.22m (4.0ft including the associated hardware) to be affixed to 12 different blocks in the new mall “Shops at Don Mills” where they are prohibited.</p>

While the Cadillac Fairview Corporation Limited has not ascertained accurately in how many instances it requires relief from the former North York sign by-law to allow projecting signs to project beyond the allowable 0.6m (2.0ft), it has been confirmed that in no instance, would any blade sign project more than 1.22m (4.0feet) including the associates hardware.

To avoid unnecessary duplicate applications for individual sign variances, Cadillac Fairview Corporation Limited is requesting a blanket variance approval encompassing a maximum of 121 signs to be erected on the current 12 blocks under construction in the “Shops at Don Mills”. Sign permit applications for blade signs to be erected on individual stores will be submitted as separate permits by each tenant.

## **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)

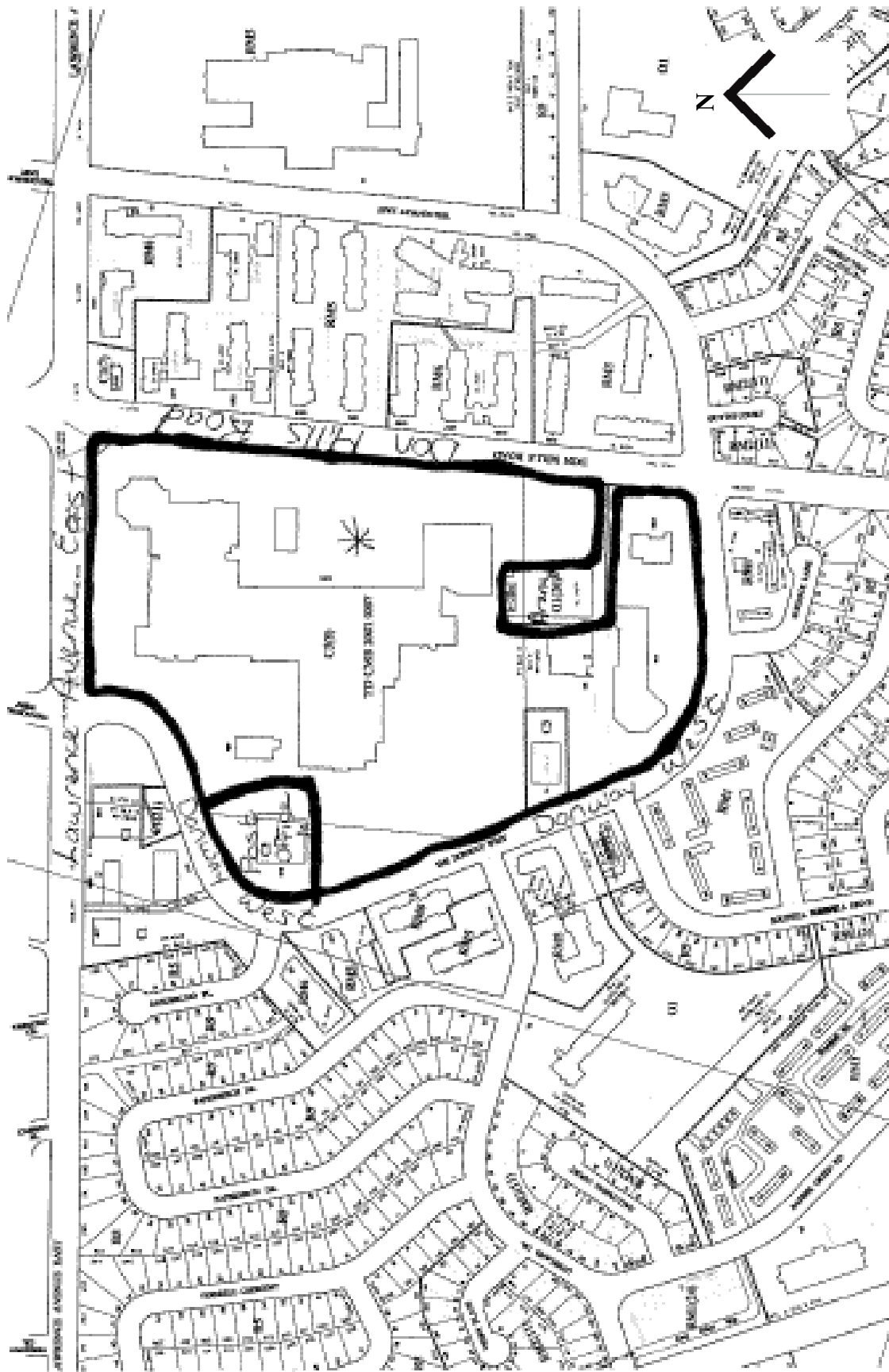
## **SIGNATURE**

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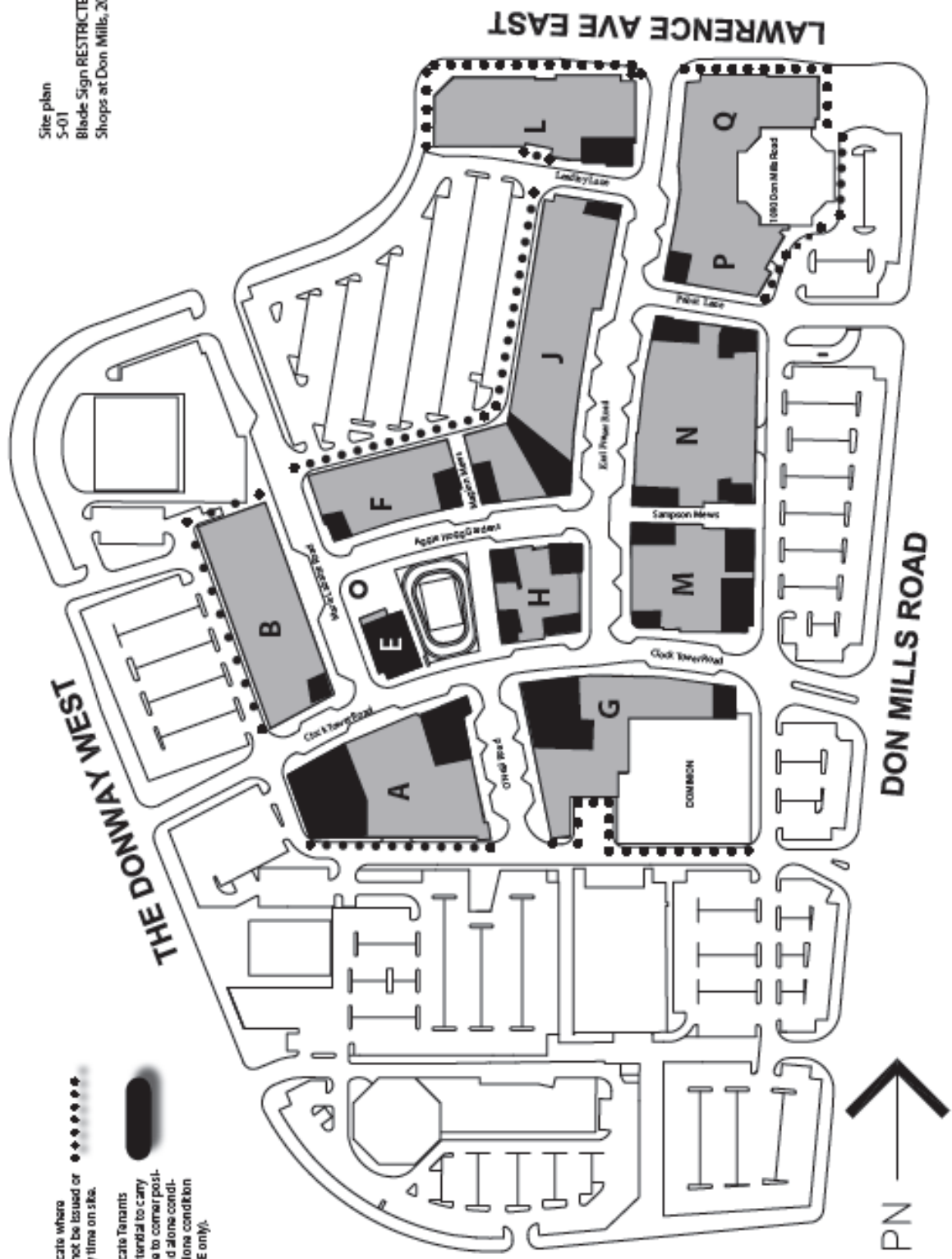
Steve Franklin, P.Eng.  
Director and Deputy Chief Building Official  
North York District

## **ATTACHMENTS**

Attachment #1	Zoning Map
Attachment #2A	Site Plan S-01 showing where blade signs are RESTRICTED
Attachment #2B	Site Plan S-02 showing where blade signs are PERMITTED
Attachment #3	Proposed blade signs to be erected on the 12 buildings
Attachment #4	Sign Elevation
Attachment #5	Examples of Blade Signs
Attachment #6	Blade Sizes Permitted
Attachment #7	Possible Side Projection Variation
Attachment #8	Possible Canopy Projection Variation
Attachment #9	Information submitted by Cadillac Fairview Corporation Ltd. Kim Heppler, Manager, Tenant Coordination
Attachment #10	Letter from the Applicant Tony Volpentesta of Bousfields Inc.

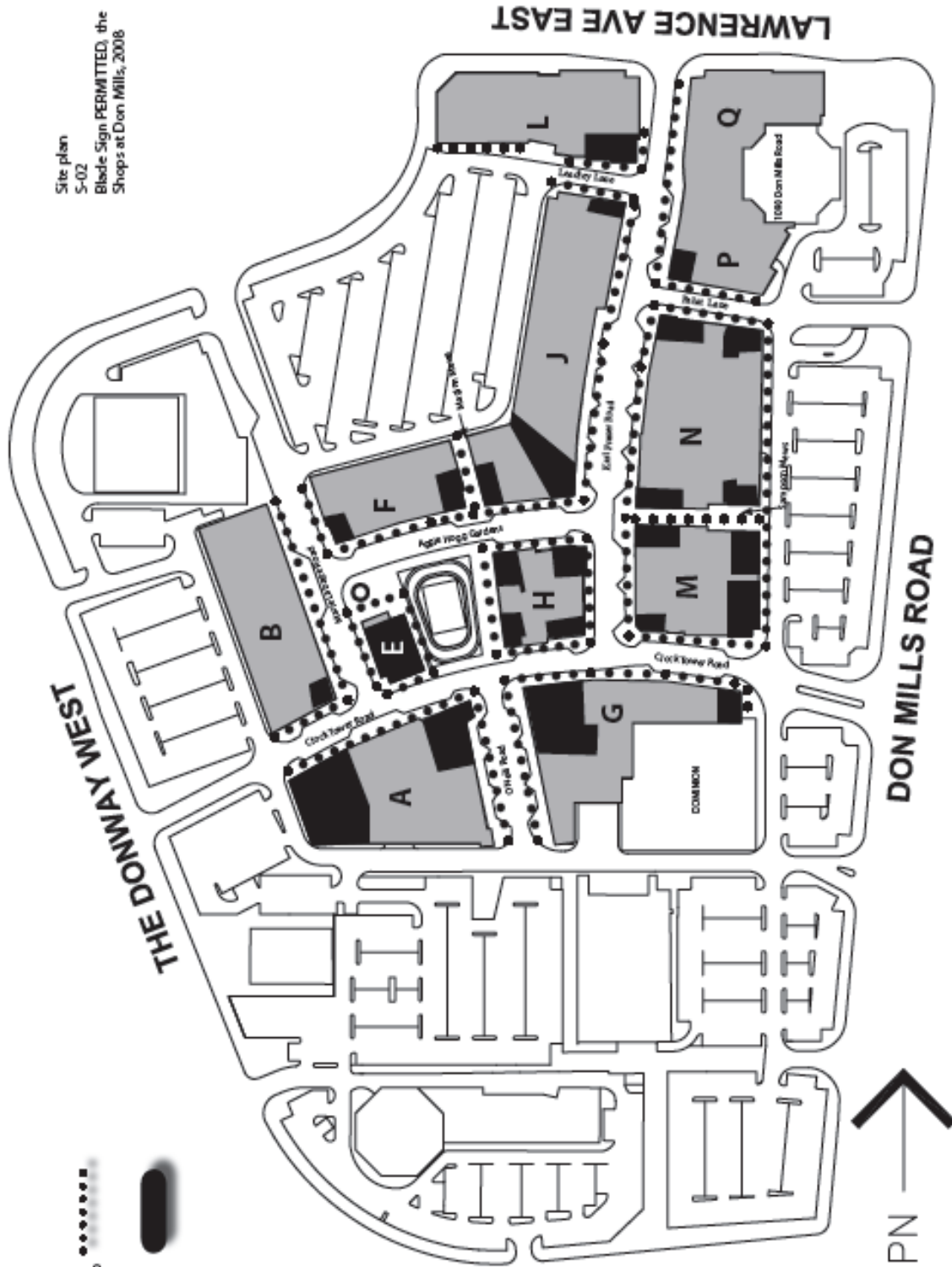


Site plan  
 S-01  
 Blade Sign RESTRICTED the  
 Shops at Don Mills, 2008



These areas indicate where blade signs will not be issued or permitted at any time on site.

These areas indicate tenants that have the potential to carry 2 blade signs due to corner posting or a stand alone condition (the stand alone condition applies to block E only).



Site plan  
S-02  
Blade Sign PERMITTED, the  
Shops at Don Mills, 2008

These areas indicate where blade signs will be permitted subject to proposal exception to section 2.0.13 of By-law 30788.

These areas indicate Tenants that have the potential to carry 2 blade signs due to corner positioning or a stand alone condition (the stand alone condition applies to Block E only).



The following table identifies the proposed blade signs to be erected on the 12 buildings under construction in the “Shops at Don Mills”:

Block	Tenant Unit #	Entrance Addresses	Corner	Maximum number of signs corner	Maximum number of signs standard	Total per block
<b>A</b>	A1	15 Clock Tower Road	yes	2		2
	A2	19 Clock Tower Road			1	1
	A3/4	21 Clock Tower Road	yes	2		2
	A4B	6 O'Neill Road			1	1
	A4C	4 O'Neill Road			1	1
	A5	2 O'Neill Road			1	1
<b>Total A</b>	<b>6</b>		<b>2</b>	<b>4</b>	<b>4</b>	<b>8</b>

<b>B</b>	B1	8 Clock Tower Road			1	1
	B1A	10 Clock Tower Road			1	1
	B2	12 Clock Tower Road			1	1
	B3	14 Clock Tower Road	yes	2		2
	B3A	4 Marie Labatte Road			1	1
	B4	6 Marie Labatte Road			1	1
	B5/6	8 Marie Labatte Road			1	1
	B7	12 Marie Labatte Road			1	1
	B8	16 Marie Labatte Road			1	1
	B8A	20 Marie Labatte Road			1	1
<b>Total B</b>	<b>10</b>		<b>1</b>	<b>2</b>	<b>9</b>	<b>11</b>

<b>E</b>	E1	7 Marie Labatte Road	yes	2		2
<b>Total E</b>	<b>1</b>		<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>

<b>F</b>	F1	15 Marie Labatte Road	yes	2		2
	F1A	17 Marie Labatte Road			1	1
	F2	21 Marie Labatte Road			1	1
	F3	4 Aggie Hogg Gardens			1	1
	F4	6 Aggie Hogg Gardens			1	1
	F5	8 Aggie Hogg Gardens			1	1
	F5A	8A Aggie Hogg Gardens			1	1
	F6	10 Aggie Hogg Gardens	yes	2		2
<b>Total F</b>	<b>8</b>		<b>2</b>	<b>4</b>	<b>6</b>	<b>10</b>

<b>G</b>	G1	1 O'Neill Road			1	1
	G2	3 O'Neill Road			1	1
	G3	5 O'Neill Road			1	1
	G3A	7 O'Neill Road			1	1
	G4	9 O'Neill Road			1	1
	G5	15 O'Neill Road	yes	2		2
	G5A	37 Clock Tower Road			1	1
	G6	39 Clock Tower Road			1	1

	G7	41 Clock Tower Road			1	1
	G7A	43 Clock Tower Road			1	1
	G8	45 Clock Tower Road			1	1
	G9	47 Clock Tower Road			1	1
	G10	49 Clock Tower Road	yes	2		2
<b>Total G</b>	<b>13</b>		<b>2</b>	<b>4</b>	<b>11</b>	<b>15</b>

<b>H</b>	H1	32 Clock Tower Road	yes	2		2
	H2	30 Clock Tower Road			1	1
	H3	11 Aggie Hogg Gardens	yes	2		2
	H4	15 Aggie Hogg Gardens			1	1
	H5	17 Aggie Hogg Gardens			1	1
	H6	19 Aggie Hogg Gardens	yes	2		2
	H7	8 Karl Fraser Road			1	1
	H8	6 Karl Fraser Road			1	1
	H9	4 Karl Fraser Road			1	1
	H10	38 Clock Tower Road	yes	2		2
<b>Total H</b>	<b>10</b>		<b>4</b>	<b>8</b>	<b>6</b>	<b>14</b>

<b>J</b>	J1	14, Aggie Hogg Gardens	yes	2		2
	J1A	5, Maginn Mews			1	1
	J2	16 Aggie Hogg Gardens			1	1
	J3	14 Karl Fraser Road	yes	2		2
	J3A	16 Karl Fraser Road			1	1
	J3B	17 Karl Fraser Road			1	1
	J4	18 Karl Fraser Road			1	1
	J5	20 Karl Fraser Road			1	1
	J6	22 Karl Fraser Road			1	1
	J6A	24 Karl Fraser Road			1	1
	J7	26 Karl Fraser Road			1	1
	J8	28 Karl Fraser Road			1	1
	J9	30 Karl Fraser Road			1	1
	J10	32 Karl Fraser Road			1	1
J10A	34 Karl Fraser Road			1	1	
J11	12 Leadley Lane	yes	2		2	
J12	10 Leadley Lane					
<b>Total J</b>	<b>17</b>		<b>3</b>	<b>6</b>	<b>13</b>	<b>19</b>

<b>L</b>	L1	195 The Donway West			1	1
	L2	38 Karl Fraser Road	yes	2		2
<b>Total L</b>	<b>2</b>		<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>

<b>M</b>	M1	1066 Don Mills Road	yes	2		2
	M2	1060 Don Mills Road	yes	2		2
	M3	44 Clock Tower Road			1	1
	M4	42 Clock Tower Road	yes	2		2
	M5	3 Karl Fraser Road			1	1

	M6	7 Karl Fraser Road			1	1
	M7	11 Karl Fraser Road	yes	2		2
<b>Total M</b>	<b>7</b>		<b>4</b>	<b>8</b>	<b>3</b>	<b>11</b>

<b>N</b>	N1	1084 Don Mills Road			1	1
	N1A	1082 Don Mills Road	yes	2		2
	N2	1078 Don Mills Road			1	1
	N3	1072 Don Mills Road			1	1
	N3A	1070 Don Mills Road	yes	2		2
	N4	15 Karl Fraser Road	yes	2		2
	N4A	6 Sampson Mews			1	1
	N5	17 Karl Fraser Road			1	1
	N6	19 Karl Fraser Road			1	1
	N7	21 Karl Fraser Road			1	1
	N8	23 Karl Fraser Road			1	1
	N9	25 Karl Fraser Road			1	1
	N10	27 Karl Fraser Road			1	1
N12	31 Karl Fraser Road			1	1	
N11	29 Karl Fraser Road	yes	2		2	
<b>Total N</b>	<b>15</b>		<b>4</b>	<b>8</b>	<b>11</b>	<b>19</b>

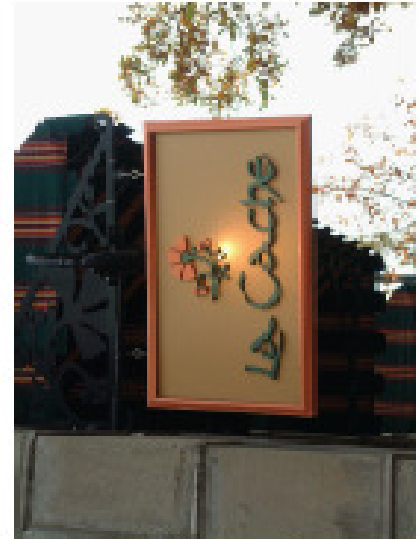
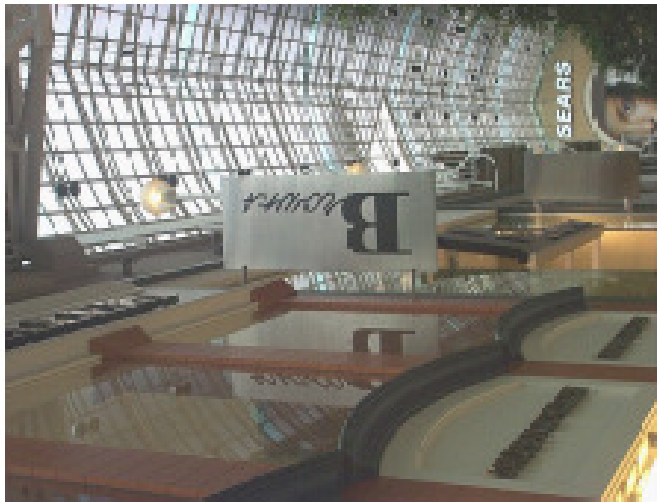
<b>P</b>	P1	6 Pabst Lane			1	1
	P2	35 Karl Fraser Road	yes	2		2
	P3	39 Karl Fraser Road			1	1
	P4	41 Karl Fraser Road			1	1
	P5	43 Karl Fraser Raod			1	1
<b>Total P</b>	<b>5</b>		<b>1</b>	<b>2</b>	<b>4</b>	<b>6</b>

<b>Q</b>	Q1	45 Karl Fraser Road			1	1
	Q2	47 Karl Fraser Road			1	1
	Q3	49 Karl Fraser Road			1	1
<b>Total Q</b>	<b>3</b>				<b>3</b>	<b>3</b>

<b>Total Site</b>	<b>97</b>		<b>25</b>	<b>50</b>	<b>71</b>	<b>121</b>
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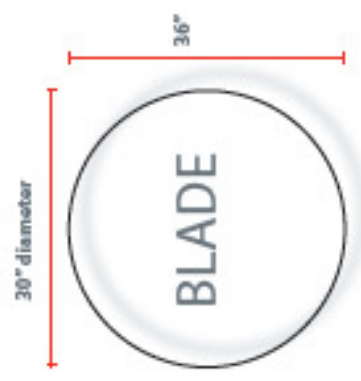
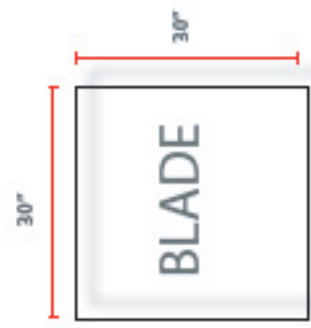
Examples of blade signs



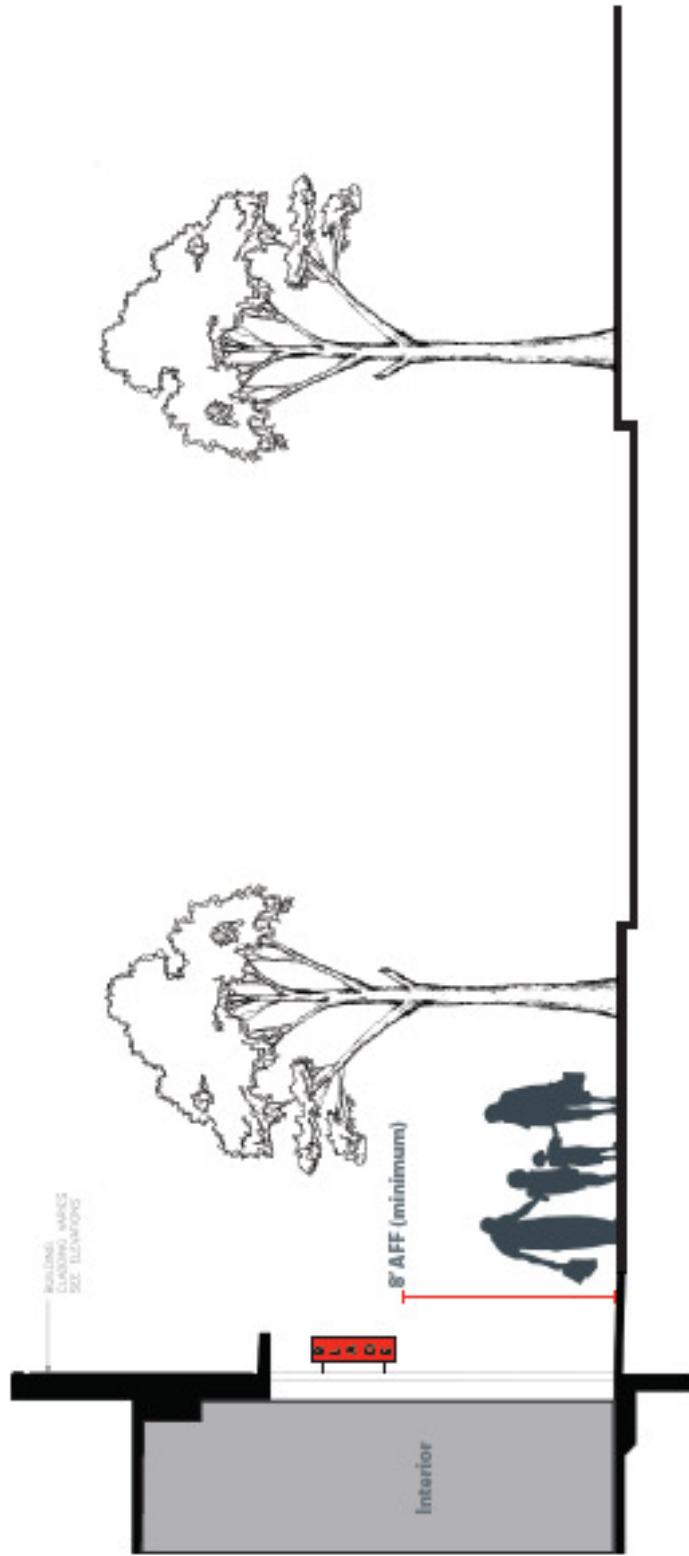
# Blade sizes permitted



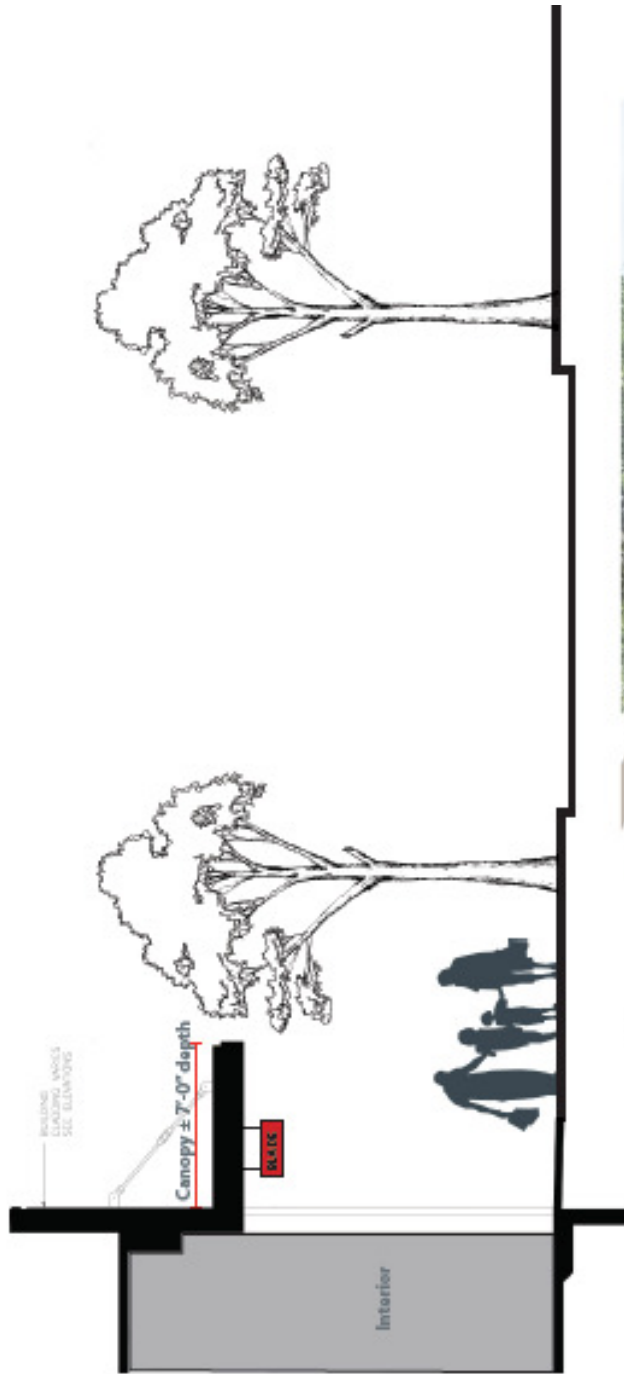
Note: allow an additional 4" for hardware fastening (see above).  
Dimensions listed below are maximums. Maximum thickness of all blade sign conditions is 12".



# Possible side projection variation



# Possible canopy projection variation







## Projecting Sign Variance for the Shops at Don Mills, 2008

Cadillac Fairview refers to "blade signs" as tenant way-finding identity signage which project from the Tenant's base building façade or base building canopies. In the North York Sign By Law, #30788, the description is that of "projecting sign". Cadillac Fairview is applying for a variance to the North York Sign By-Law to allow tenants at the Shops at Don Mills to have a projecting sign(s) which may project beyond 2'-0" to a maximum of 48" (at it's furthest most point) from the Tenant's elevation.

As many "main streets" throughout Canada and worldwide employ blade signs, they are understood as an integral part of the Shops at Don Mills streetscape and environment. The spirit of the blade sign at the Shops at Don Mills is to enhance and add vitality to the primarily "interior" streets. Blade sign placement is to be determined by the Landlord, Cadillac Fairview, in conjunction with the Tenant to maintain consistency and aesthetic appeal within the property. Cadillac Fairview will fully review both blade sign and attachments on a per Tenant basis as is custom within their properties and will only approve those that meet the blade sign criteria as listed in this variance application.

Cadillac Fairview proposes 4 configurations to be administered on the ground floor tenants only with the maximum dimensions as shown on the attached diagram. These do not include the 4" allowance for hardware to support the blade sign. If suspended under a canopy, blade signs are relative to the size of the canopy and will be placed at a minimum of 8'-0" at fixed floor. As storefronts vary in height, all blade signs will be considered as per the above listed criteria per block, per elevation and per tenant. Blade signs will be permitted in 4 size variations shown in this document.

The idea incorporates 1 blade sign per tenant\* with close monitoring by the Tenant Coordination managers at Cadillac Fairview to ensure fair and logical placement per tenant. The maximum number of tenants that will be affected will be 97. The maximum blade signs that could be on the property could be 121 if every tenant including those with a corner condition (see below) wishes to exercise this opportunity.

\* for corner conditions and the only stand alone condition (block E) tenants are allowed a maximum of 2 blade signs only. The placement is up to Cadillac Fairview's discretion in consideration of surrounding tenants. There are approximately 25 instances where this could be possible based on the above noted condition – please refer to "Site plans showing blade sign allowances/restrictions S-01, S-02" on the following page and the accompanying table, Sign Variance Table A-1.

The Cadillac Fairview Corporation Limited  
 20 Queen Street West, Toronto, Ontario M5H 1K4  
 Telephone: 416-598-8200 Fax: 416-598-8907  
[www.cadillacfairview.com](http://www.cadillacfairview.com)



All blade signs will be weather proofed, made of durable materials and have the option to be illuminated. All illumination conduits must be hidden and all attachments clearly shown on the sign shop drawings submitted as per Cadillac Fairview standards by the Tenant. A full lighting specification will be submitted by the Tenant to determine appropriate brightness and placement of lights if used externally. All blade signs will be on timers, set to turn off at the same time that the Tenant's store sign turns off based on the property rules and guidelines. No flashing sign faces, lights or three- dimensional signage which is animated through movement will be permitted.

The only imaging that will be allowed on the blade sign will be that of the Tenant's trade name and brand. No web, media text/imaging or third party signage will be permitted.

If spaces are redemised, Cadillac Fairview will review the current placement of existing tenant's blade sign(s) to determine appropriate placement of new Tenant's blade, should one be required by Tenant.

Thank you for your time in consideration of this matter.

Sincerely,

Kim Hepler,  
Manager, Tenant Coordination  
The Cadillac Fairview Corporation Limited



Project No. 9918-1

September 24, 2008

Ms. Magda Ishak  
 Manager Plan Examination  
 North District  
 City of Toronto,  
 Toronto, Ontario  
 5100 Yonge Street  
 M2N 5V7

Dear Ms. Ishak

*Re: 1090 Don Mills Road  
 Application to Amend the Provisions of the Sign By-law  
 By-law 30788*

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As you know we are planning consultants to the Cadillac Fairview Corporation, the owners of the above-captioned lands. Further to our most recent meeting of September 15, 2008, the purpose of the enclosed twelve (12) applications is to seek relief from the provisions of the North York Sign By-law (By-law 30788) to permit projecting signs in specified locations to a maximum of 48 inches (including associated hardware, whereas the North York Sign By-law allows projecting signs up to 24inches. The rationale for this request is provided in detail below.

#### 1. Background History and Context – Shops at Don Mills

As you are well aware, the retail/commercial portion of the redevelopment of the Shops of Don Mills has proceeded by way of a site plan application (City File No. 05 204361 NNY 25 SA) filed on the basis of existing zoning in force and effect. Construction of the planned new Outdoor Lifestyle Centre, based on a grid of private streets and a 'Town Square', is well underway, and retail occupancy is underway, with a good number of tenants expected to open by Christmas.

Development of the Outdoor Lifestyle Centre is guided by a Site Plan Agreement assisted by a comprehensive Urban Design Guideline representing a collaborative effort between the City of Toronto's Planning and Urban Design staff and Cadillac Fairview's consulting team. In this regard, the new centre represents a cutting edge retail model with perhaps the highest attention to detail of any new retail commercial development in the Greater Toronto Area.

## 2. Nature of Sign Variances

The Don Mills Centre is subject to an extensive Urban Design Guideline which was co-authored with the Planning Department (some 57 pages in length) which forms the basis of reviewing site plan related matters and informs the Control Architect. As noted on page 46 of the Urban Design Guideline recognizes that signage is a "key component to the successful creation of the main street retail experience." The Urban Design Guideline is replete with images of all manner of signage, including blade signs. Section 4.9.6.4 of the Urban Design Guideline specifically mentions that, "owner and tenant signage may include raised and illuminated signage, backlit halo lighting, blade signage or signage applications on building surfaces. Tenants will be encouraged to use innovation and varied signage solutions to enhance the structures" (emphasis added). There is also expressed written guidance in the Urban Design Guideline that "design control will be exercised in the Tenant Design Criteria Manual and by a carefully designed signage system for all signage within the project".

In addition to the extensive provisions and design control found in the Urban Design Guideline, Cadillac Fairview's Tenant Coordination team has produced an extensive Tenant Design Criteria Manual (TDCM). The aforementioned TDCM contains some 159 pages of every manner of detail including "blade signs"). The horizontal dimension of a blade sign is shown to be 36" within the manual and this has been a possible and achievable expectation by some prospective tenants. Based on ongoing discussions with prospective tenants, Cadillac Fairview has been advised that there may be an expectation for projecting blade signs of 44 inches and an additional 4 inches necessary to accommodate associated signage hardware. At this juncture Cadillac Fairview cannot provide a precise number of instances where a variance to the allowable projection is required. Instead of applying a specific variance for a specific number of signs, Cadillac Fairview is requesting a blanket permission to allow projections within prescribed areas and subject to a number of specific conditions. As indicated in the attached letter from Kim Hepler, Manager of Tenant Coordination, the maximum number of tenants that will be affected by the proposed variance is 97. The maximum number of blade signs that could be on the property is 121 if every tenant, including those with a corner condition wishes to exercise this opportunity.

Notwithstanding the foregoing, permission for signs in the former City of North York is regulated through the application of the sign by-law (By-law 30788). A "projecting sign" is defined in the Sign By-law as a "sign which is affixed to a building wall, or structure and which projects therefrom for a distance greater than 0.6m (2.0 ft) but does not include "marquee or a canopy". Section 2.9.13 of the sign by-law prohibits a projecting sign, except as specifically permitted in the by-law. Based on the foregoing a blade sign in excess of 2 feet would be prohibited. While Cadillac Fairview is not yet certain in how many instances it may want relief from sign by-law to allow projecting signs to project beyond 2 feet, what is clear is that, in no instance, would they be asking for a projection more than 4 feet (technically, 44 inches, plus 4 inches for associated hardware.

### **3. Intent and Purpose of the Sign By-law and Rationale for Proposed Variance**

Based on our interpretation of the Sign By-law, the intent on restrictions on projecting signs was clearly meant to control projecting signs into City owned boulevards and streets and to instill a level of control for safety and security reasons. As is evident from the site plan that accompanies this application, the grid pattern of streets that is the basis of the Shops at Don Mills is a system of private streets. Based on the level of design control that applies to the Shops at Don Mills as contained in the Urban Design Guideline combined with the existence of the Control Architect and the TDCM, one could argue that the private streets will be the subject of perhaps the most intricate and extensive design control of any series of private streets in the amalgamated City of Toronto. Where the Shops at Don Mills do have a direct "street frontage" in a traditional manner is limited to the frontage along Lawrence Avenue East. In all other cases, there is a considerable separation between the street and the nearest retail frontage along Don Mills Road and along The Donway West. Notwithstanding the foregoing, as is clearly evident from the dotted line that appears on the attached site plan, Cadillac Fairview will, in no case, have a blade sign permitted on site along Lawrence Avenue East, along the rear face of Blocks B, F, J, A, G and the front faces of Blocks P and Q. The permission to exceed the permitted projection is therefore specifically limited to areas that are either entirely internal private roads or, in the case of Blocks M and N, separated by large distances to the nearest public road.

Based on the foregoing, it is our opinion that the purpose of intent of the sign by-law is maintained.

It is acknowledged that the enclosed applications which apply to each of the 12 blocks deviates from your standard practice of processing applications on a sign-by-sign basis. It has been mutually agreed to proceed with the twelve applications in order to accommodate the needs of Cadillac Fairview to be able to open individual stores with associated signage in a timely manner.

### **3. Councillor and Resident Consultation**

As requested, we have held separate consultation meetings with Councillor Cliff Jenkins and representatives of Don Mills Residents Inc. (DMRI), including Mr. Terry West who have expressed no concerns with the proposed application.

In addition we have canvassed the Planning Department who similarly support the enclosed applications.

### **4. Requested Variance and Suggested Conditions of Approval**

Notwithstanding the provisions of Section 2.9.13 of By-law 30788 which restricts projecting signs to 2' in projection depth, the areas defined in the attached schedule, may be allowed to have projecting signs that are to have projections not exceeding 48" subject to the following additional provisions:

- a. There shall be no more than 1 projecting sign per tenant in the area subject to this exception, except in corner locations as identified on the attached site plan.

#### 5. Enclosures

In support of the request to amend the sign by-law, as requested we have provided twelve separate applications on a block-by-block basis. The following is a complete list of enclosures:

- A cheque in the amount of \$8,148.00 being the agreed-upon fee amount (the "application fee" amount of \$679.00 multiplied by the twelve blocks);
- A Sign Variance package as provided by Kim Heppler of Cadillac Fairview including a covering letter, shop drawings, example of blade signs, an illustration of blade signs permitted, illustration of possible side projection variation, possible canopy projection variation, a table summarizing types and locations of signs, as well as a site plan indicating the proposed location of where blade signs will and will not be located;
- A letter of authorization authorizing Bousfields to act as authorized agent with regard to the enclosed applications; and
- A CD containing all relevant materials that could be used in your report on this matter.

We trust the foregoing is found to be complete. We would be glad to answer any questions you may have or provide any additional information. We ask that either contact the undersigned at 416-371-7475 or Kim Heppler at 416-598-8286. We thank you for your assistance and we look forward to working with you.

Yours very truly,

Bousfields Inc.



Tony Volpentesta, MCIP, RPP

Enclosures.

cc: Kim Heppler, Manager, Tenant Coordination, The Cadillac Fairview Corporation