



**STAFF REPORT  
ACTION REQUIRED**

**1300 Castlefield Ave.  
Sign Variance Request for Two First Party Ground Signs**

|                          |   |
|--------------------------|---|
| <b>Date:</b>             | December 10, 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: 2008NY002<br>Folder No: 07 – 280865 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 it is not amended so that it varies with City policy or by-laws.

The purpose of this report is to make recommendations on a request by Mark Bales of Counterpoint Engineering on behalf of the owners, Castlefield/Caledonia Developments Inc. (“CCD”), of 1300 Castlefield Avenue and the tenants, Lowe’s Companies Canada U.L.C. – “Lowe’s” for a variance from former City of York Sign By-law No. 3369-79, as amended, to permit installation of two ground/pylons signs; one erected along Caledonia Road and one at the northwest corner of Castlefield Avenue and Ronald Avenue.

**RECOMMENDATIONS**

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

1. North York Community Council approve the request to permit two ground signs one along Caledonia Road and one at the northwest corner of Castlefield Avenue and Ronald Avenue
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 site 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 in November of 2006 for the proposed development.

The applicant in his letter, dated November 21, 2007 (Attachment 5) states that the proposed signage was identified during the site plan approval process and was subject to extensive and comprehensive review during the site plan approval. These signs are an integral part of the development and are necessary to identify the retail facilities on the site.

City of York Sign By-law 3369-79 allows ground signs for identification purposes to be erected on the property provided the signs abut arterial roads; these signs do not abut arterial roads. Each of the proposed signs will be 8.56 m. high by 5.38 m. wide with a total area of 24.41 m. sq. (28.08 ft. x17.68 ft. =254 sq. ft.) in signage area. Attachment 3 shows the proposed sign configuration and the overall dimensions. A small portion (18%) of the proposed signage will be illuminated. The height and aggregate signage area are in compliance with the sign by-law requirements.

There are no residential developments surrounding this property which lands are all zoned prestige employment (Attachment 2).

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 17.2.5 Signs for Shopping Centres and Business Parks.<br><br>One ground sign is permitted for each frontage on the premises, provided each frontage abuts an arterial road | To erect two ground signs that front Caledonia Rd. and Castlefield Avenue both of which are not arterial roads | To allow 2 ground signs along two roads that are not designated as arterial roads. |

**CONTACT**

Galina Veltman P. Eng., Manager Plan Review Tel: 416-395-7018; Fax: 416-395-7589;  
E-mail: veltman@toronto.ca

**SIGNATURE**A handwritten signature in black ink, appearing to read "Steve Franklin", with a long horizontal flourish underneath.

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

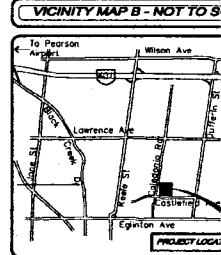
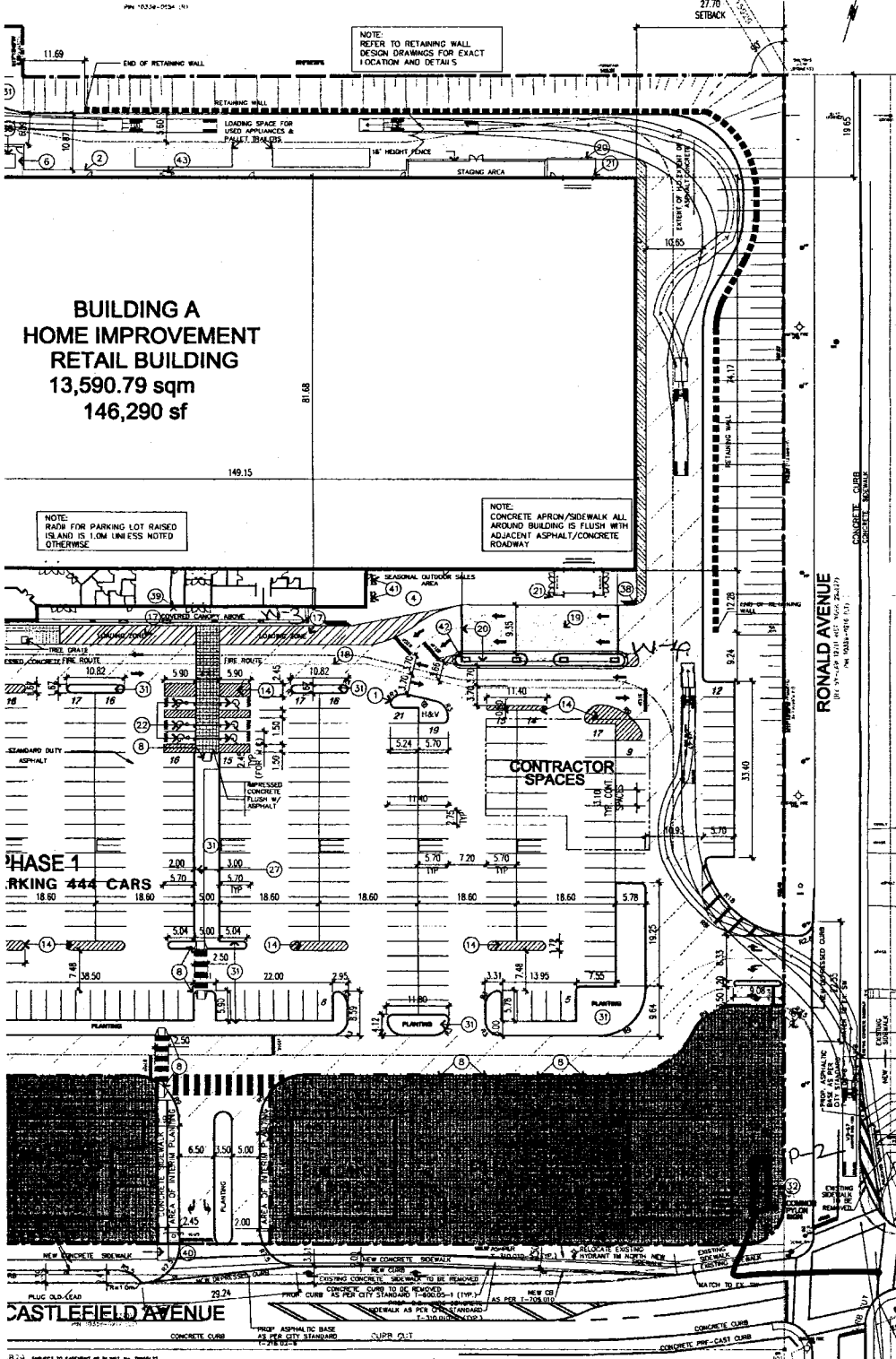
**ATTACHMENTS**

- Attachment 1 Site Plan
- Attachment 2 Zoning Map
- Attachment 3 Proposed Sign Elevation
- Attachment 4 Sign Details
- Attachment 5 Applicants Letter

Attachment - 1

SECTION 3. WEST OF YONGE STREET

PART 3. PLAN 64R-16014  
REV. 10/24/2007 (1)



**SITE STATISTICS**

TOTAL SITE AREA: 66,136.06sq

**PHASE ONE:**

PHASE ONE AREA: 51,358.34 sqm  
 BUILDING GFA: 13,590.79 sqm  
 TOTAL GARDEN CENTER GFA: 2,943.83 sqm  
 GARDEN CENTER COVERED TOTAL GFA: (833.13m<sup>2</sup>+732.6)  
 TOTAL GFA (BUILDING+GC): 15,176.60sqm  
 BUILDING COVERAGE: 15,176.60sqm@147sqm GFA/ha  
 PARKING REQUIRED: (AS PER BY-LAW 1-83)  
 PARKING PROVIDED: 464 SPACES (444 FRONT + 20)

**PHASE TWO:**

PHASE TWO AREA: 13,777.71 sqm  
 BUILDING AREA B-G: 3,307.36 sqm  
 PARKING REQUIRED: (AS PER BY-LAW 1-83)  
 PARKING PROVIDED: 112 SPACES

|    |                                     |     |
|----|-------------------------------------|-----|
| 21 | REVISED AS PER CITY COMMENTS        | FEB |
| 20 | REVISED HYDRANT LOCATION            | FEB |
| 19 | REMOVED PHASE 2 REFERENCES          | FEB |
| 18 | REVISED TO REFLECT TRAFFIC FOR MTC  | FEB |
| 17 | UPDATED BUILDING                    | JAN |
| 16 | GAS METERED NOTED ON PLAN           | JAN |
| 15 | RESUBMITTED FOR SPA                 | NOV |
| 14 | REVISED AS PER TRAFFIC COMMENTS     | NOV |
| 13 | REVISED AS PER CITY COMMENTS        | OCT |
| 12 | REVISED AS PER CITY COMMENTS        | OCT |
| 11 | REVISED AS PER CITY COMMENTS        | SEP |
| 10 | REVISED AS PER CITY COMMENTS        | SEP |
| 9  | REVISED AS PER CITY COMMENTS        | SEP |
| 8  | REVISED RETAINING WALL              | SEP |
| 7  | REVISED S ENTRANCE ON CALEDONIA     | AUG |
| 6  | REVISED PARKING OPTION B            | AUG |
| 5  | REVISED TRUCK MOVEMENT OPTION B     | AUG |
| 4  | REVISED TO REFLECT TRAFFIC COMMENTS | AUG |
| 3  | REVISED AS PER CLIENT COMMENTS      | AUG |
| 2  | REVISED FOR SPA RE-SUBMISSION       | JUN |
| 1  | ISSUED FOR SITE PLAN APPLICATION    | SEP |

No. REVISIONS: 21

Contractor must check and verify all dimensions on the job and report in the field before proceeding with the work. Do not scale the drawing. This drawing contains copyright material belonging to the Architect. This drawing is developed for a specific purpose; use for any other purpose is prohibited. This drawing shall not be reproduced in whole or in part without the approval of the Architect. This drawing must be used in the context of all other drawings in connection with this project.

Castlefield Caledonia Developments Inc.  
 2851 John St.  
 Markham, Ont. L3R 5R7  
 Contact: Paolo Rowozzi  
 (P) 905-477-9200

**SITE PLAN**

SCALE: 1:500

**COMMERCIAL DEVELOPMENT**  
 1330 CASTLEFIELD AVENUE  
 TORONTO, ONTARIO

giannone asso

Gionnones Associates Architects Inc.  
 482 Wellington Street West, Toronto, Canada M5V 2G5  
 TEL: 416 591-1293

**PETROFF PARTNERSHIP ARCHITECTS**  
**PETROFF**

82 PETER STREET SUITE 100  
 TORONTO ONTARIO CANADA M5V 2G5  
 TEL. 647.777.3000 FAX. 647.777.3531

|            |                |             |
|------------|----------------|-------------|
| DRAWN BY   | DR             | PROJECT No. |
| CHECKED BY | C.M.           | DATE        |
| DATE       | AUGUST 8, 2005 | ISSUED      |
| ISSUED     | FEB. 05, 2007  |             |

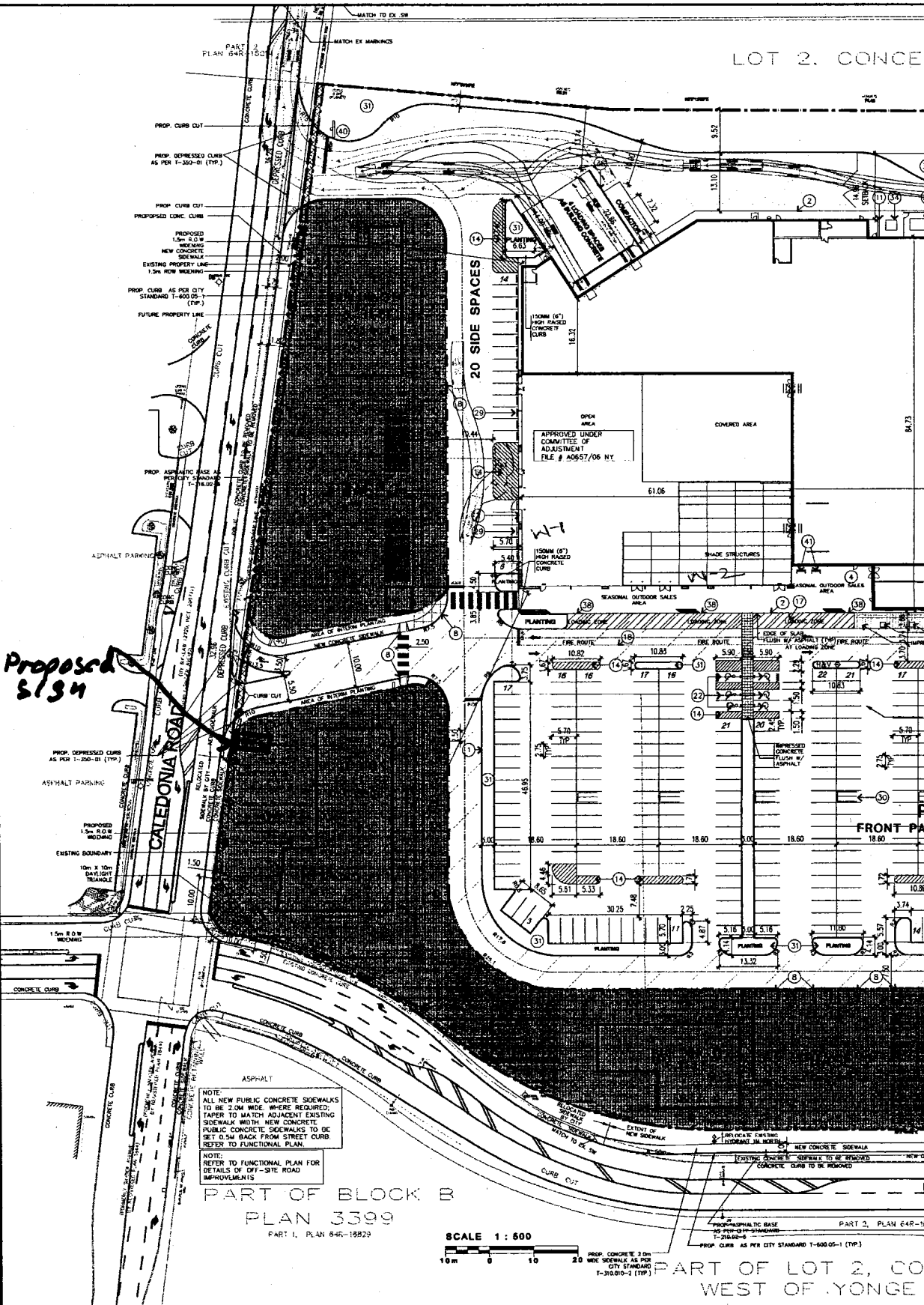
SECTION 3. WEST OF YONGE STREET

NOTE: REMOVE ALL EXISTING REDUNDANT CURB CUTS. REPLACE WITH NEW CONCRETE CURB TO CITY STANDARD AND MAKE GOOD AT SIDEWALK OR LANDSCAPING.

PART 3. PLAN 64R-16014

FOR CONTINUATION OF CASTLEFIELD AVE. (EAST OF RONALD AVE.) SEE SA-101A

LOT 2, CONCE



Proposed  
S134

NOTE:  
ALL NEW PUBLIC CONCRETE SIDEWALKS  
TO BE 2.0M WIDE. WHERE REQUIRED,  
TAPER TO MATCH ADJACENT EXISTING  
SIDEWALK WITH NEW CONCRETE.  
PUBLIC CONCRETE SIDEWALKS TO BE  
SET 0.5M BACK FROM STREET CURB.  
REFER TO FUNCTIONAL PLAN.

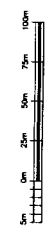
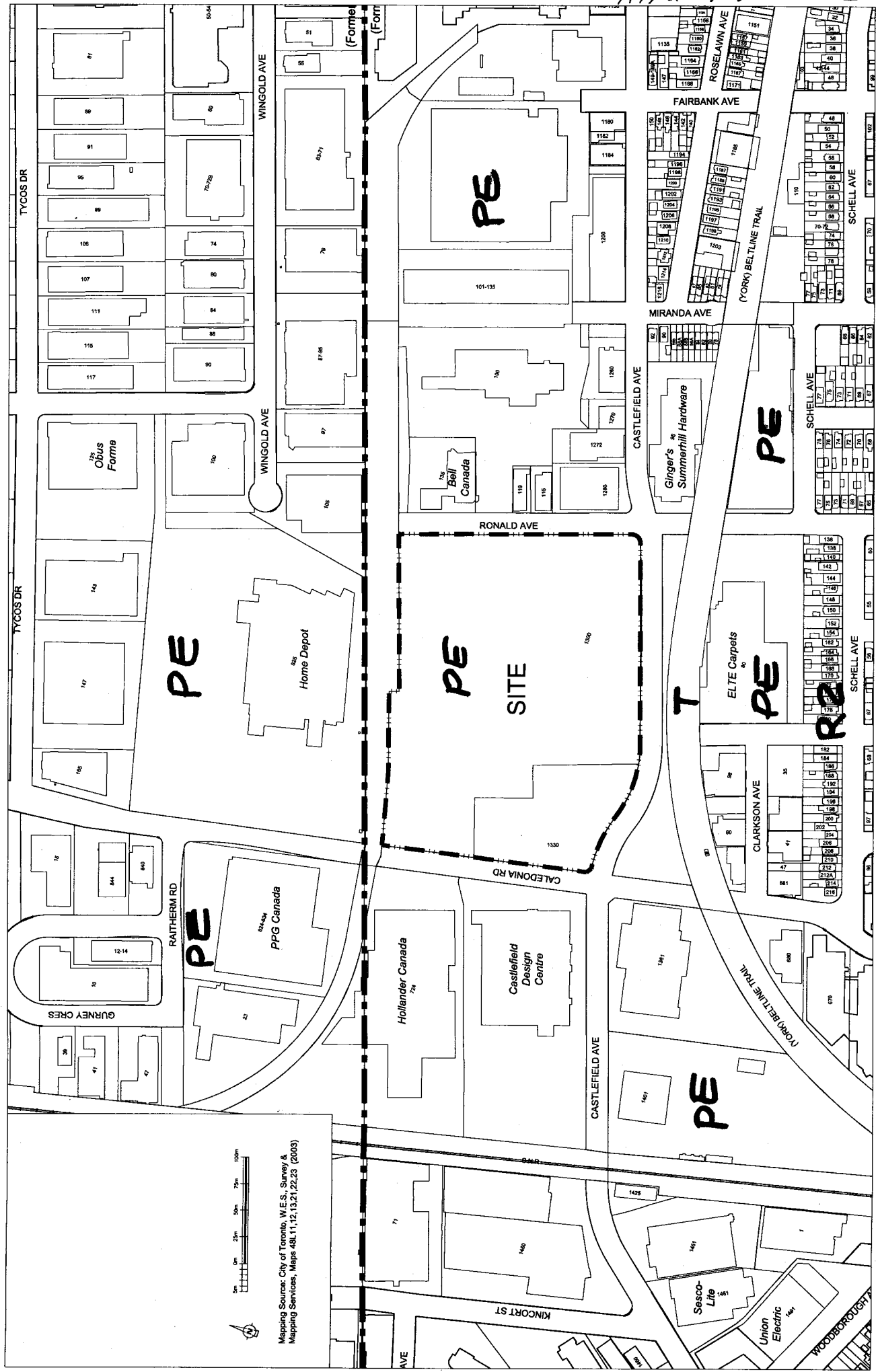
NOTE:  
REFER TO FUNCTIONAL PLAN FOR  
DETAILS OF OFF-SITE ROAD  
IMPROVEMENTS.

PART OF BLOCK B  
PLAN 3399  
PART 1, PLAN 64R-19829

SCALE 1:500

PROPOSED 3.0M  
WIDE SIDEWALK AS PER  
CITY STANDARD  
T-200(0)-2 (TYP.)

PART OF LOT 2, CO  
WEST OF YONGE



Mapping Source: City of Toronto, W.E.S. Survey & Mapping Services, Maps 48L1, 12, 13, 21, 22, 23 (2003)



**HARLAN LAWS CORPORATION**  
 304 Muldee Street  
 Durham, N.C. 27703  
 (919) 596-2124  
 FAX  
 (919) 596-0421  
 harlanlaws.com

This design is the property of Harlan Laws Corporation and cannot be used or distributed without the approval of said company

**Phase:**  
 Conceptual  
 Design Development  
 Final Production

DRWG # M408207  
 DATE: 20 Sept 07

LOCATION: ON  
 FILE: York ON Cashfield  
 SALES REP: Keller  
 DRAWN BY: Baine  
 SCALE: 1/4" = 1'-0"

**LOWE'S**  
 50th Anniversary 1953-2003

Approved by: \_\_\_\_\_  
 Date: \_\_\_\_\_

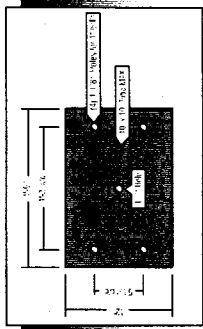
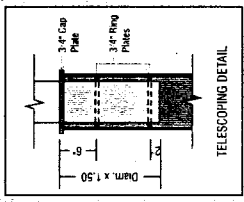
**LOWE'S**  
 @ York, Ontario

LOWE'S Medium Beige

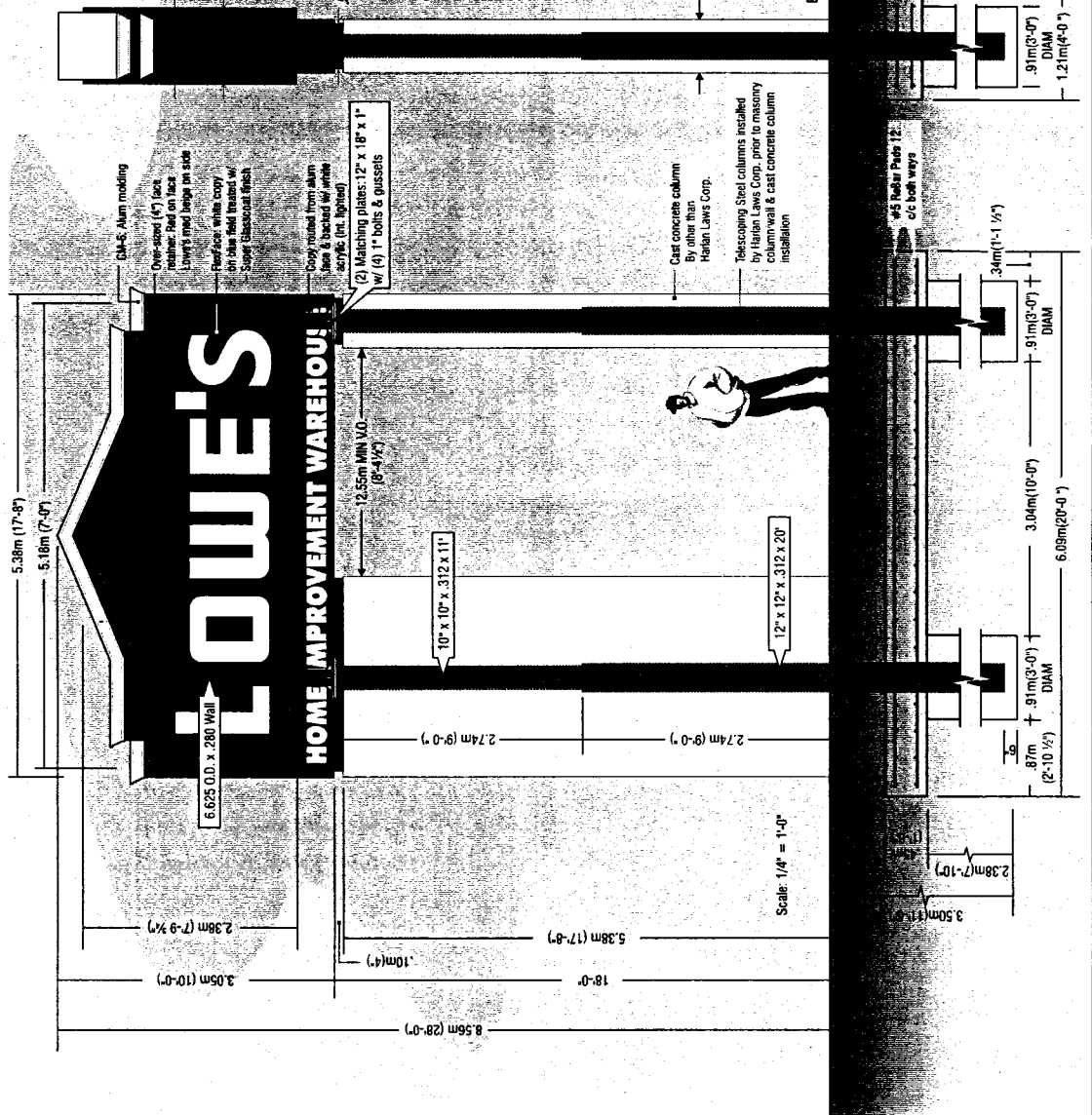
- \* Non-Standard depths
- 86mm(24") deep \* Deck Surround
- 86mm(34") Deep Cabinet \* (Back to Back)
- 71mm(28") deep steel frame (or 2" x 2" x 3/16" steel angle) w/ cantoned rubber (#2112) & cover (#2119)

**Area:**  
 LOWE'S Cabinet: 16.4 Sq Meters / 178 Sq Feet  
 Non-lighted Tenant Signs (x3): 1.17 Sq Meters (each) / 12.66 Sq Feet (each)  
 Lighted tenant cabinets (x3): 1.5 Sq Meters (each) / 12.7 Sq Feet (each)

**TOTAL:**  
 24.41 Total Sq Meters / 234 Total Sq Feet



NOTE: Foundation for Masonry, column/val & foundation of cast concrete column by Harlan Laws Corp.



Scale: 1/4" = 1'-0"



**HARLAN LAWS CORPORATION**  
 304 Muldee Street  
 Durham, N.C. 27703  
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**Phase:**  
 Conceptual  
 Design Development  
 Final Production

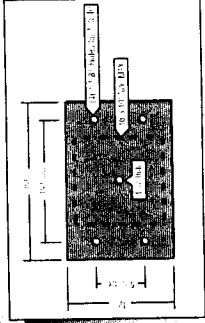
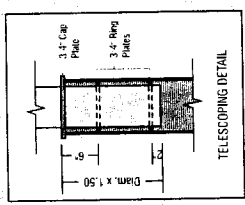
DRWG.# K386007  
 DATE 13 Apr 07  
 REV DATE 20 Sep 07  
 LOCATION ON  
 FILE York ON Gasfield  
 SALES REP. Keller  
 DRAWN BY Baine  
 SCALE 1/4" = 1'-0"

Chart  
**LOWE'S**  
 Approved by \_\_\_\_\_  
 Title \_\_\_\_\_

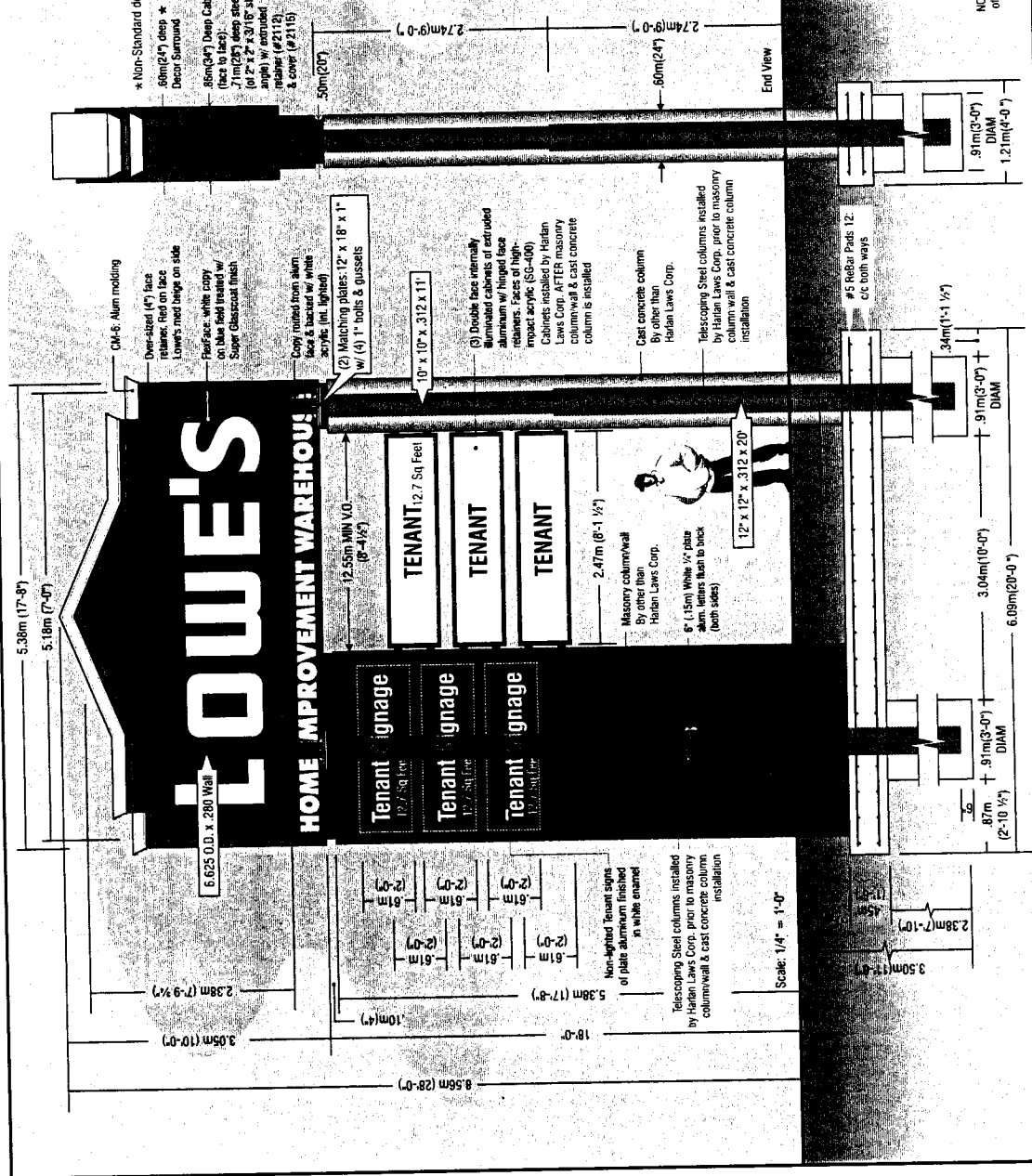
1953 50 Years 2003

**LOWE'S**  
 @ York, Ontario  
 LOWES Medium Beige

**Area:**  
 LOWES Cabinet: 16.4 Sq Meters / 178 Sq Feet  
 Non-lighted Tenant Signs (x3): 1.17 Sq Meters (each) / 12.66 Sq Feet (each)  
 Lighted Tenant Cabinets (x3): 1.5 Sq Meters (each) / 12.7 Sq Feet (each)  
**TOTAL:**  
 24.1 Total Sq Meters / 254 Total Sq Feet



NOTE: Foundation for Masonry column wall & foundation of cast concrete column by Harlan Laws Corp.







November 21, 2007

**Delivered by Hand**

City of Toronto  
Building Division  
5100 Yonge Street  
Toronto, ON M2N 5V7

**Attention: Galina Veltman**

Dear Ms Veltman

**SUBJECT: Proposed Sign Variance  
Former City of York By-law 3369-79  
1300 Castlefield Avenue  
Toronto, Ontario  
Our File: 05306**

We are the applicants on behalf of the tenant of the above noted property (Lowe's Companies Canada, U.L.C. – "Lowe's") and the owners, Castlefield/Caledonia Developments Inc. ("CCD") in respect of the above noted application.

**Background:**

As you are aware, Lowe's and CCD have worked with the City in respect of the site plan approval for the Lowe's store at 1300 Castlefield Avenue. The site plan for this property has been approved by the City and the Ontario Municipal Board. Within the site, there are two ground/pylons signs proposed: one along Caledonia, immediately south of the most southern access; and, one at the northwest corner of Castlefield and Ronald.

Through the site plan approval process, the signage for this site, including the pylon signs, was subject to extensive and comprehensive review by City staff. It was not until City staff was satisfied with the site plan that the City's clearance was provided to the Ontario Municipal Board.

As the site plan has now been approved, Lowe's and CCD are moving forward with the development of the site. Two ground/pylon signs are proposed: one along Caledonia; and, one along Castlefield at Ronald. Both signs are identical.



**Signage Issue:**

Section 17.2.5 of By-law 3369-79 regulates the ground signs proposed for this site. The sign by-law allows one ground sign for each frontage on the premises, provided each frontage abuts an arterial road. We have been advised by City staff that the Sign by-law for the former City of York does not permit ground/pylons signs on properties that abut Castlefield, Ronald or Caledonia as they are not designated as "arterial roads" by the zoning by-law for the former City of York (By-law 1-83). Therefore, City staff advise that a sign variance is required to obtain the required permission for the construction of the two pylon signs along these streets.

It is intended that the proposed pylon signs will satisfy all other requirements of the sign by-law.

**Rationale for the Proposed Sign Variance:**

The development of the northeast quadrant of Castlefield and Caledonia has been comprehensively planned as a large retail centre with associated community facilities. The proposed pylon signs are an integral part of the development and are necessary to identify the retail facilities on the site, most specifically the Lowe's home improvement retail warehouse which is in the northern portion of the property, screened by the out parcels that front directly onto Castlefield and Caledonia.

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 site plan is appropriateness of the proposed signage.

In support of this application, enclosed, please find:

- Four copies of the proposed signage details;
- A certified cheque in the amount of \$662.44 made payable to the City of Toronto for the application fee; and,
- The completed application sign by-law variance form.

**Additional Information:**

City staff has requested that we confirm that the ground/pylon sign proposed at the northwest corner of Castlefield and Ronald is outside of the daylight triangle, as defined by Section 15.1.6 of the Sign By-law.

Enclosed, please find three copies of a portion of the approved site plan that has been dimensioned that clearly shows that the ground/pylon sign is outside of the daylight triangle.



As you have indicated to us the application review and processing requirements of the City, we hereby request that this application be considered by Community Council on January 15, 2008.

In the event that you have any questions, or require any additional information, please do not hesitate to contact the undersigned immediately.

Regards,

A handwritten signature in black ink, which appears to read "Mark G. Bales". The signature is written in a cursive, flowing style.

Mark G. Bales, MCIP, RPP

Enclosure