

**Sign Variance Report  
350 Queen’s Quay West**

<b>Date:</b>	May 11, 2007
<b>To:</b>	Toronto and East York Community Council
<b>From:</b>	Director, Community Planning, Toronto and East York District
<b>Wards:</b>	Ward 20 – Trinity-Spadina
<b>Reference Number:</b>	07-105065

**SUMMARY**

This staff report is about a matter for which the Community Council has delegated authority from City Council to make a final decision.

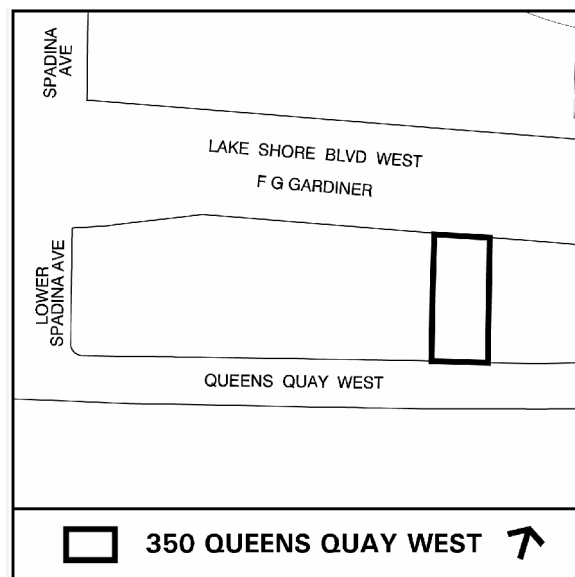
This report reviews and makes recommendations on a request by Sidney Paul, with PDA Architects for Shoppers Drug Mart for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated projecting sign at the fifth floor level, on the north elevation of a multi-storey parking garage at 350 Queens Quay West.

Staff recommends refusal of this application. The variance is major and not within the general intent and purpose of the Municipal Code.

**RECOMMENDATIONS**

**The City Planning Division recommends that:**

1. Toronto and East York Community Council refuse the request for a variance to permit, for identification purposes, an illuminated projecting sign at the fifth floor level, on the north elevation of a multi-storey



parking garage at 350 Queens Quay West.

### **Financial Impact**

The recommendations in this report have no financial impact.

### **ISSUE BACKGROUND**

The property is located on the north side of Queens Quay West in a CR zone. The property contains a two-storey building with retail uses at the ground level, and a multi-storey parking garage adjoining to the north of the two-storey building. Shoppers Drug Mart occupies the southwest retail unit in the two-storey building. The shipping and receiving loading doors are located on the north side of the parking structure next to the Gardiner Expressway. The proposed illuminated double face projecting sign would be installed at the fifth floor level, on the north elevation of the parking garage structure. The illuminated projecting sign is 0.61m wide and 3.05m high with an area of 1.86m<sup>2</sup>. The sign would project 0.69m from the building face. The proposed sign would be visible to vehicular traffic on the Gardiner Expressway.

The sign does not comply with Chapter 297, Signs, of the former City of Toronto Municipal Code in the following way:

<b>Sign By-law Section and Requirements</b>	<b>Applicant's Proposal</b>	<b>Required Variance</b>
Chapter 297-10 D (14) (a)	The illuminated projecting sign would be located at a height of 15.54m above grade, on the fifth floor level, on the north elevation of the parking garage.	The Municipal Code does not permit a projecting sign to be located more than 10.0m above grade or above the second storey of the building to which it is attached.

### **COMMENTS**

The variance is required because the illuminated projecting sign would be located more than 10.0m above grade and above the second storey of the building.

It is staffs' opinion that an illuminated projecting sign at this location, with the proposed orientation to be visible from the Gardiner Expressway is inappropriate and would add to an existing visual clutter of signs adjacent to the Gardiner Expressway.

## **CONTACT**

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## **SIGNATURE**

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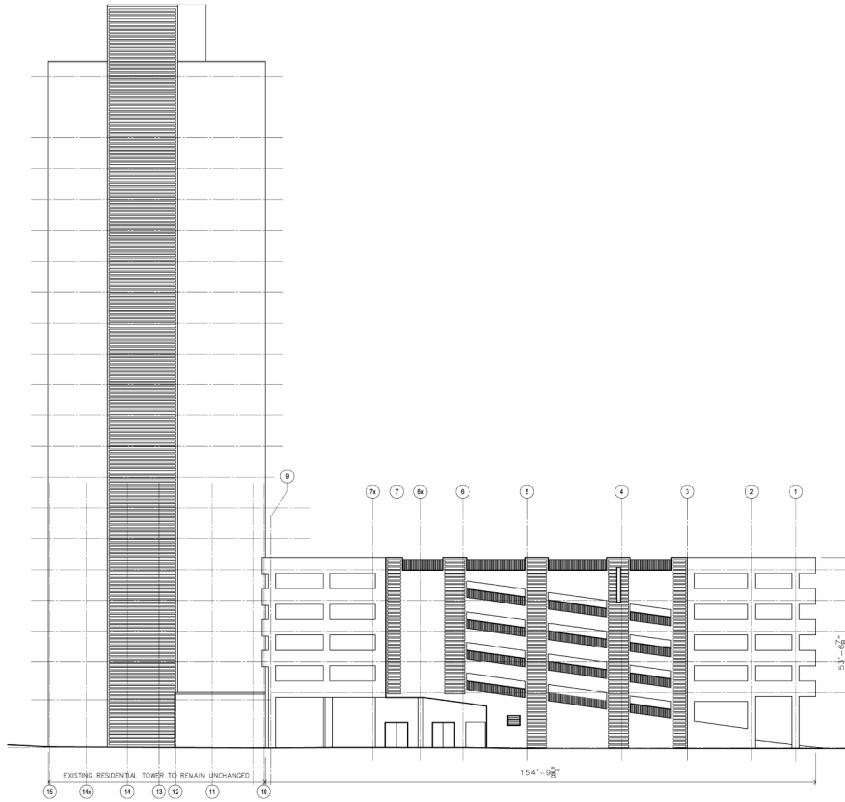
Gary Wright, Director  
Community Planning, Toronto and East York District

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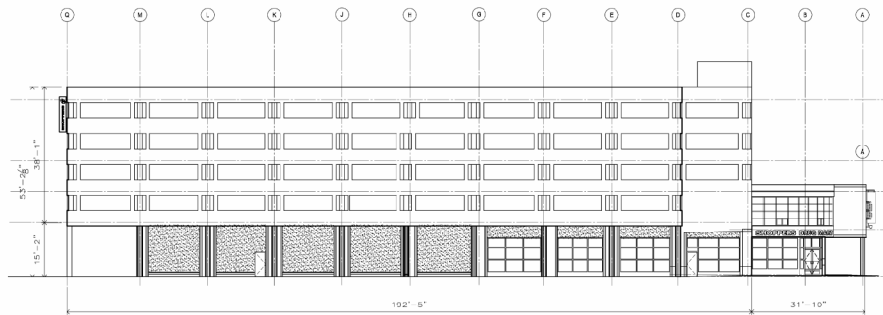
## **ATTACHMENTS**

Attachment 1: Elevations  
Attachment 2: Elevations  
Attachment 3: Elevations

# Attachment 1: Elevations



PROPOSED NORTH ELEVATION



PROPOSED WEST ELEVATION

## Elevations

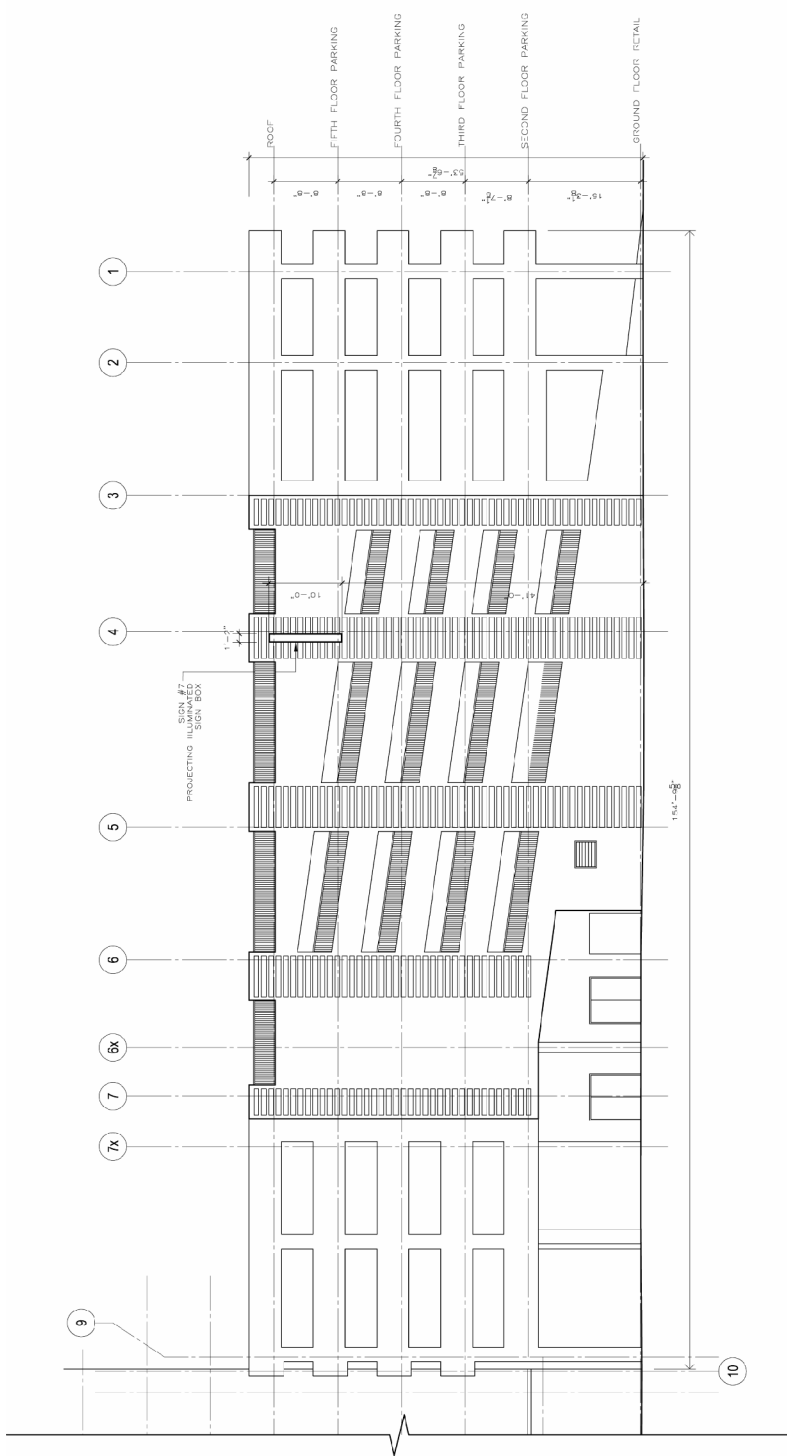
Applicant's Submitted Drawing

Not to Scale  
05/14/07

## 350 Queen's Quay West

File # 07\_105065

## Attachment 2: Elevations

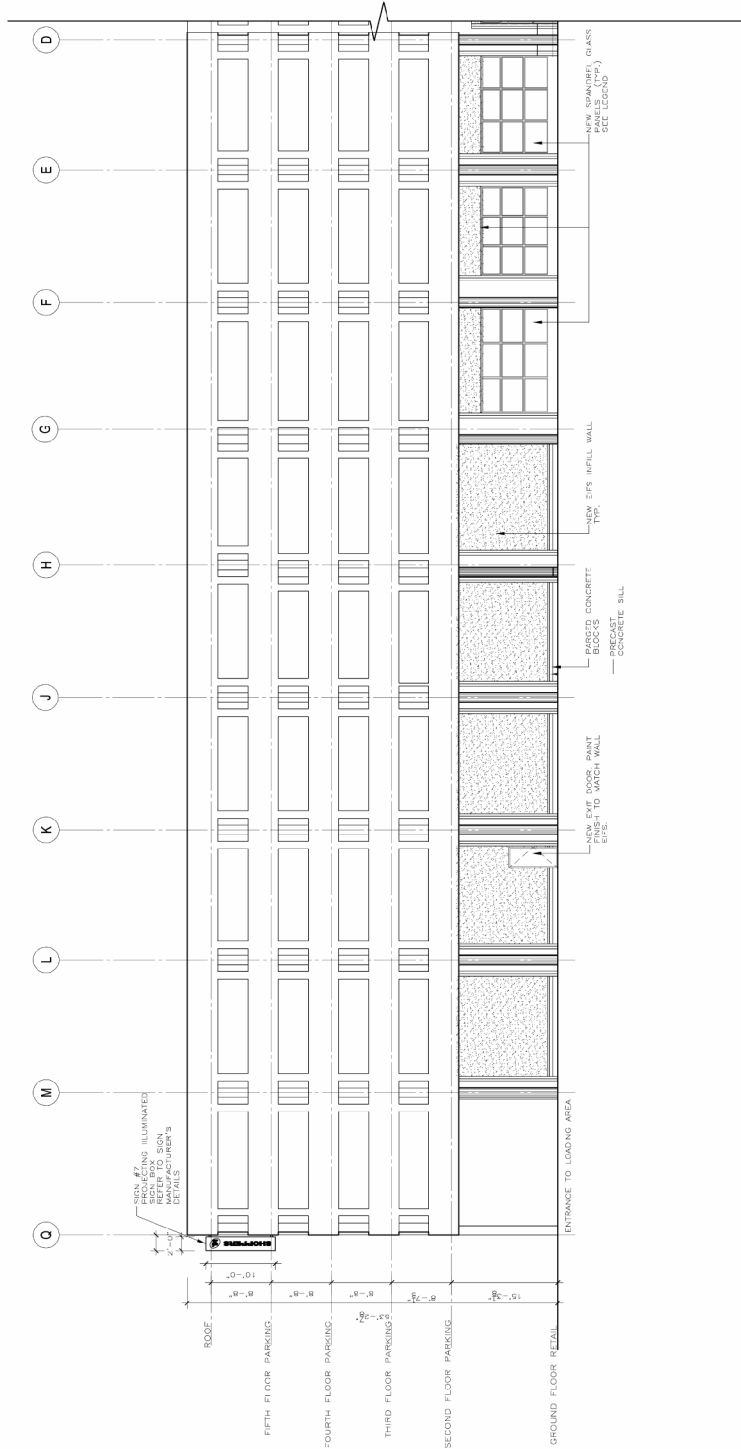


**350 Queen's Quay West**

**Elevations**  
Applicant's Submitted Drawing  
Not to Scale  
05/14/07

File # 07\_105065

# Attachment 3: Elevations



PROPOSED WEST ELEVATION

**Elevations**  
**350 Queen's Quay West**

Applicant's Submitted Drawing

Not to Scale  
 05/14/07

File # 07\_105065