

**Sign Variance Report
350-390 Queen’s Quay West**

Date:	May 11, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-105078

SUMMARY

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

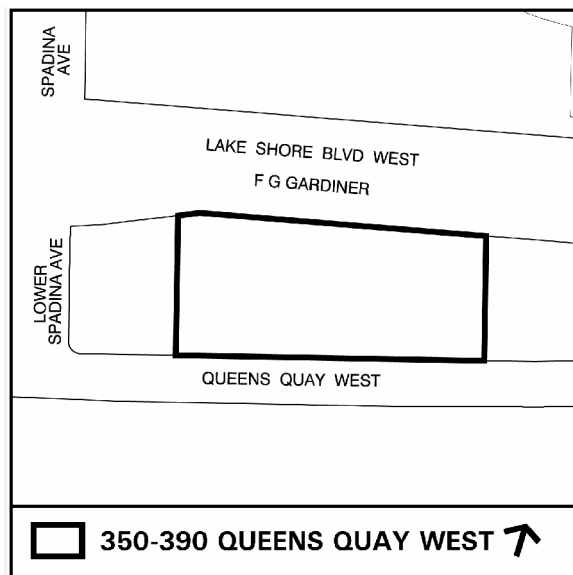
This report reviews and makes recommendations on a request by Sidney Paul, with PDA Architects for Shoppers Drug Mart for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to maintain, for identification purposes, an illuminated existing fascia sign located on the second floor, on the south elevation of the building at 350-390 Queens Quay West.

Staff recommends approval of this application. The variances are minor and within the general intent and purpose of the Municipal Code.

RECOMMENDATIONS

The City Planning Division recommends that:

1. Toronto and East York Community Council approve the request for variances to maintain, for identification purposes, an existing fascia sign in the form of individual letters that identifies “Shoppers



Drug Mart”, located on the second floor, on the south elevation of the building; and require that energy efficient lights be used; and

2. Toronto and East York Community Council direct the City Clerk’s Office to advise the applicant, upon approval of a variance, of the requirement to obtain the necessary sign permits from the Chief Building Official.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The existing fascia sign in the form of individual letters identifies “Shoppers Drug Mart”, is located on the second floor level, on the south elevation of the building. The sign permits # 06-149453 and # 06-138004 were granted by the City of Toronto to erect the signs on this location. The sign was legally erected in accordance with sign permit requirements. The sign was a replacement for a much larger sign that was located on the roof top of the two-storey building.

When the sign was erected, Shoppers Drug Mart occupied the first and second floors and the windows behind the sign at that time were covered up. The second floor space is now leased to another tenant and the new tenant has opened up those windows. The new tenant, however, has indicated to the owner that he has no objection to the sign or its obstruction to the windows. The applicant is therefore seeking permission to maintain the existing fascia sign at this location.

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

Sign By-law Section and Requirements	Applicant’s Proposal	Required Variance
Chapter 297-10D (5) (d)	The identification fascia sign located on the second floor level of the building is 13.87m wide and 1.45m high with an area of 20.11m ² .	The 20.11m ² sign area exceeds by 3.97m ² , the maximum 16.14m ² sign area permitted.
Chapter 297-10E (6)	The existing fascia sign is obstructing or interfering with the second floor windows of the building.	A sign interfering or obstructing a window of a building is not permitted.

COMMENTS

The existing sign is well integrated into the façade of the building. The sign is attached to building wall, in a way that leaves space between the sign and the windows.

It is staff's opinion that some minor obstruction or interference to the windows on the second floor of the south elevation is acceptable in these circumstances.

CONTACT

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SIGNATURE

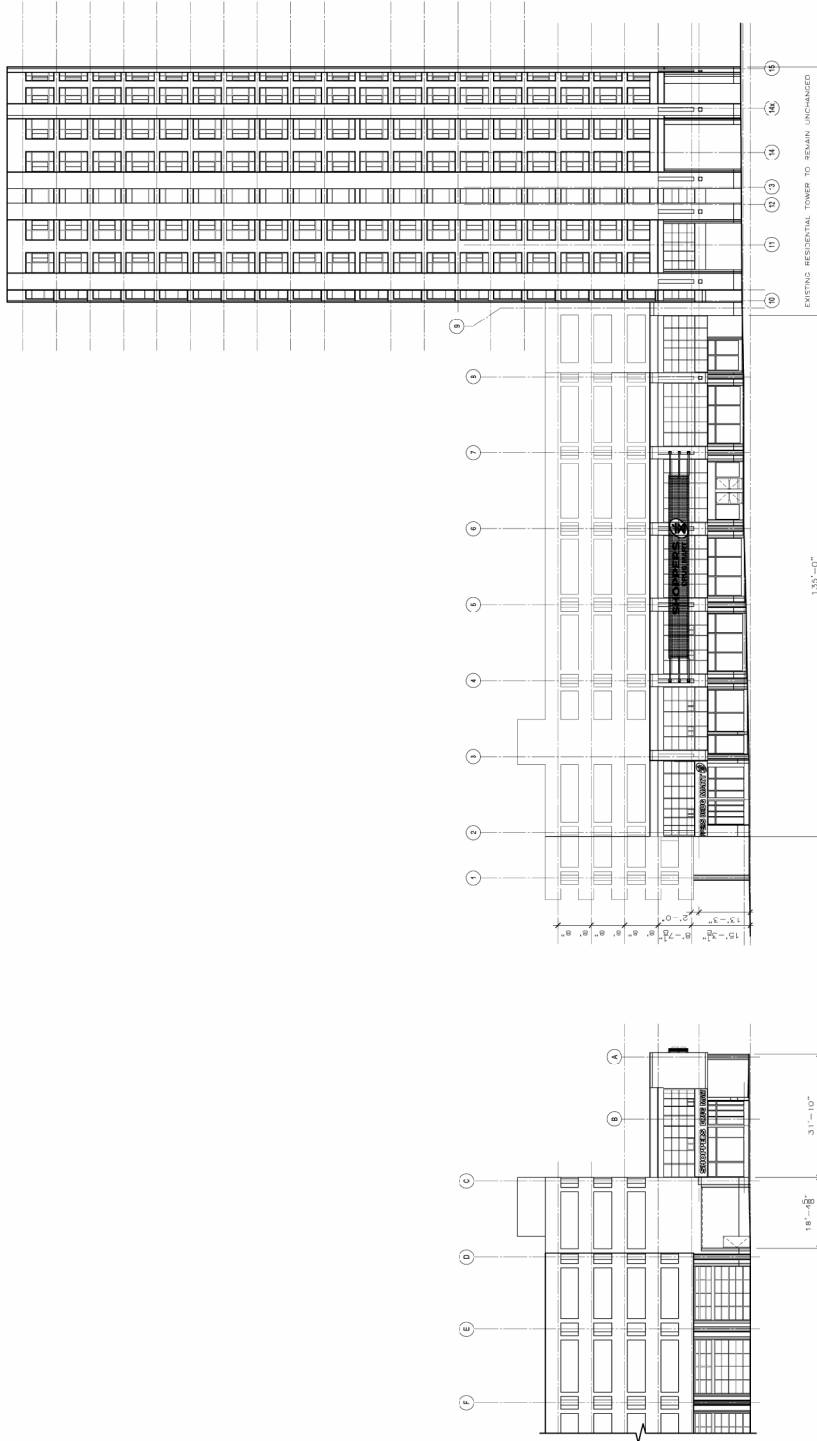
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations
Attachment 2: Elevations

Attachment 1: Elevations



PROPOSED SOUTH ELEVATION

PROPOSED WEST ELEVATION

Elevations

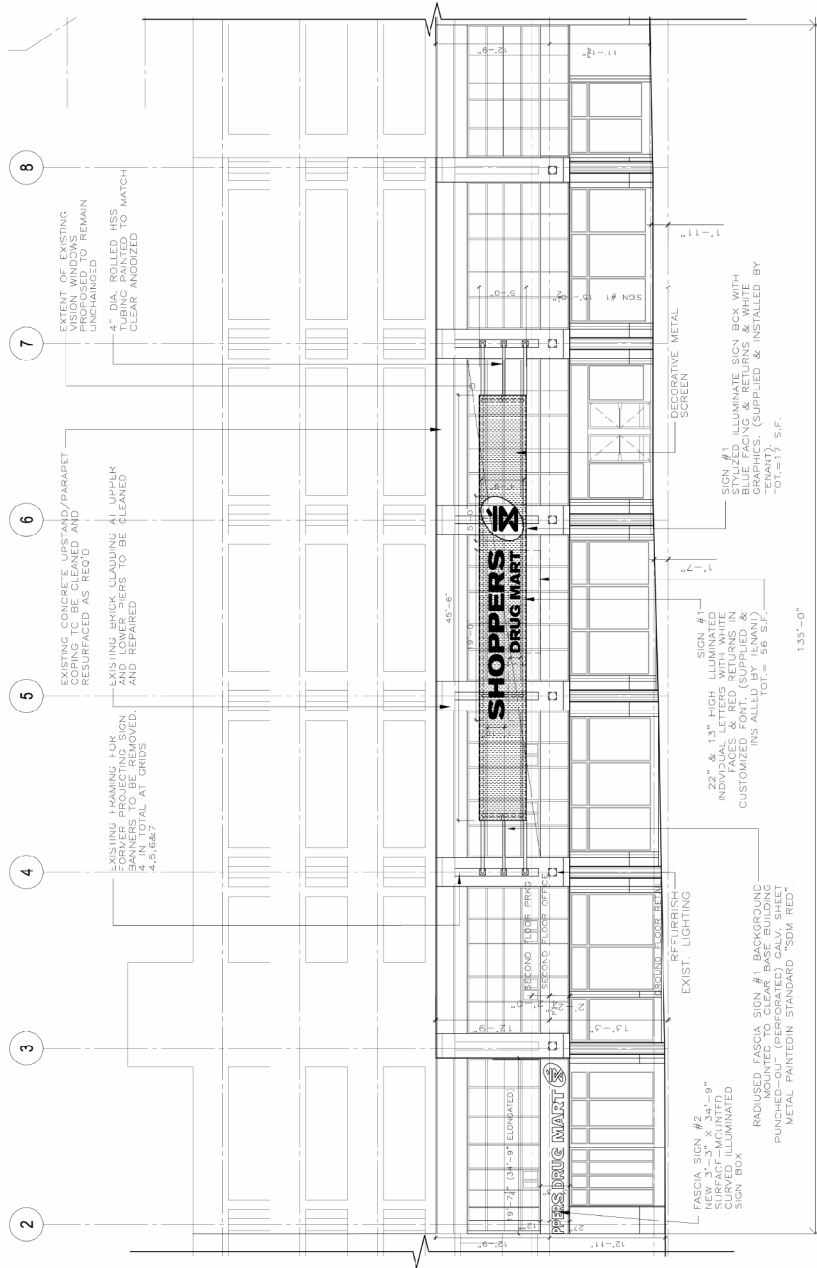
350-390 Queen's Quay West

Applicant's Submitted Drawing

Not to Scale
05/14/07

File # 07_105078

Attachment 2: Elevations



REFER TO DWG A103 FOR SIGNAGE STATISTICS

PROPOSED SOUTH ELEVATION

Elevations
 Applicant's Submitted Drawing

Not to Scale
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