

**Sign Variance Report  
180 Queen Street West**

<b>Date:</b>	May 9, 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>	07-120087

**SUMMARY**

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

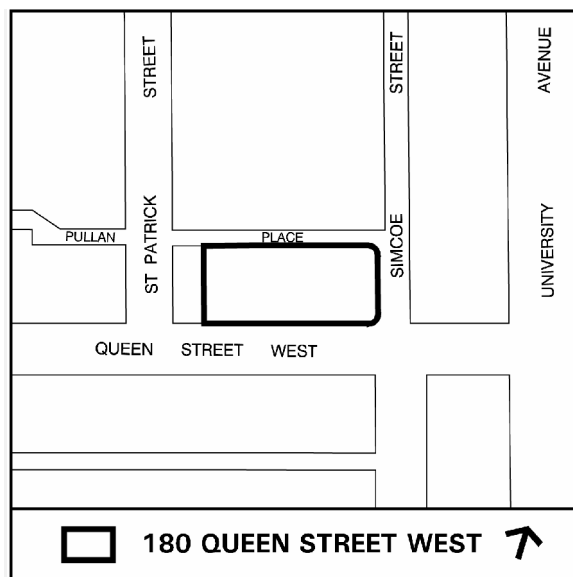
This report reviews and makes recommendations on a request by Lida Ghiami, with Daniel Johnson Architect Inc. on behalf of Starbucks Coffee Co. for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia sign to represent “Starbucks Coffee Co.” at the grade floor level, on the south elevation of an arcade column of the building at 180 Queen Street West.

Staff recommends approval of the 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 permit, for identification purposes an illuminated fascia sign on the south



elevation of an arcade column to represent “Starbucks Coffee” store located at the first floor level of the building at 180 Queen Street West; 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 variances, of the requirement to obtain the necessary sign permits from the Chief Building Official; and

**Financial Impact**

The recommendations in this report have no financial impact.

**ISSUE BACKGROUND**

The property is located west of University Avenue, on the northwest corner of Queen and Simcoe Streets in a MCR zone. The property contains a multi-storey office building with retail uses at the grade level. The Starbucks Coffee store is occupying the northeast corner retail unit at the grade level of the building. The store entrance set backs under a colonnade arcade on the east side of the building. The proposed sign would be located on the column at the southeast corner of the building arcade to face Queen Street West.

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
1. Chapter 297-2. Definitions	The proposed fascia sign would be attached to the face of an arcade column of the building.	A fascia sign is required to be mounted wholly against the wall of a building or it should be mounted between the columns of an arcade or to the soffit of an arcade.
2. Chapter 297-10D. 5(C) (1)	The sign would be located on the arcade column of the building.	The sign would not be located on the wall of the commercial unit frontage in the building.

## **COMMENTS**

The sign would face Queen Street West. The sign is designed well to complement the building façade. It is staff's opinion that the sign would not adversely impact the building, surrounding uses or the streetscape.

## **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: Looking North on Queen Street West  
Attachment 2: Looking Towards South Elevation on Queen Street West  
Attachment 3: Partial South Elevation  
Attachment 4: Anchorage Detail Sign A

**Attachment 1: Looking North on Queen Street West**



**Looking North on Queen Street West**

Applicant's Submitted Drawing

Not to Scale  
04/20/07

**180 Queen Street West**

File # 07\_120087

**Attachment 2: Looking Towards South Elevation on Queen Street West**



**180 Queen Street West**

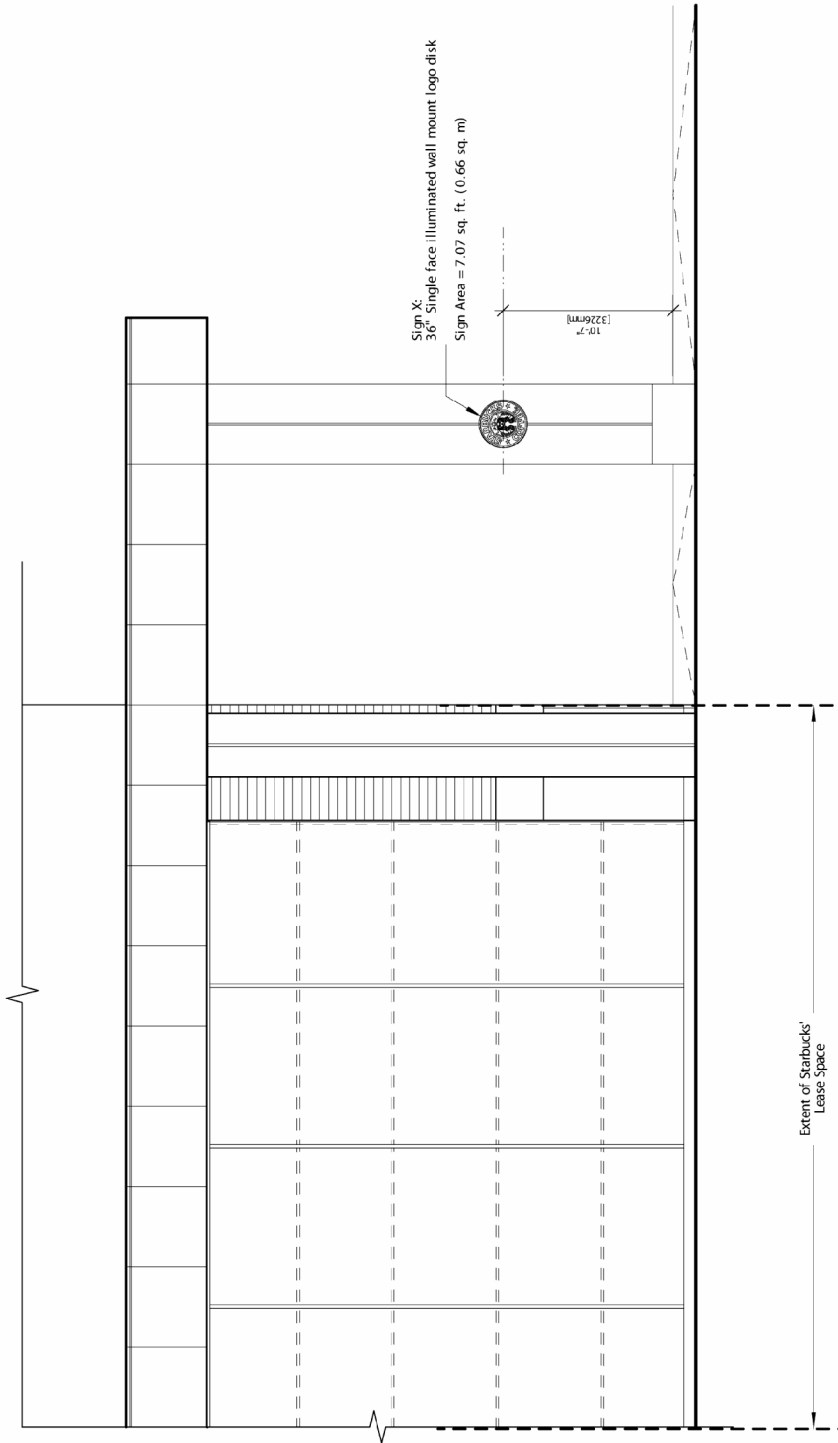
**Looking Towards South Elevation on Queen Street West**

Applicant's Submitted Drawing

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### Attachment 3: Partial South Elevation



180 Queen Street West

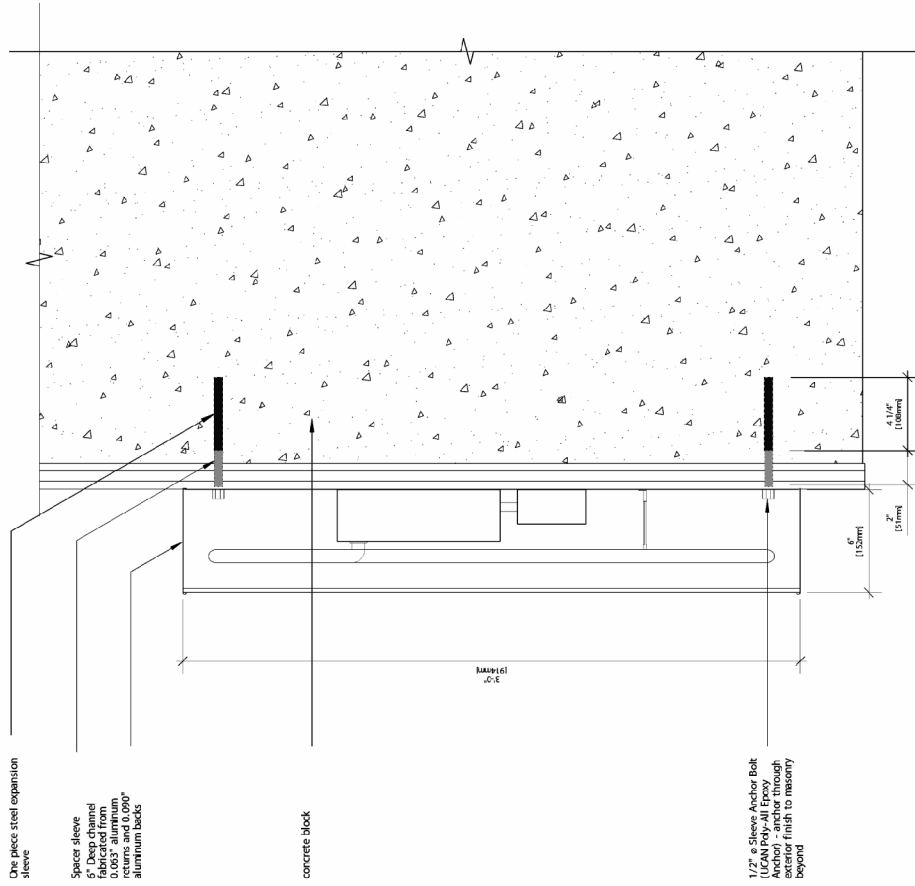
Partial South Elevation

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# Attachment 4: Anchorage Detail Sign A



## Anchorage Detail Sign A

Applicant's Submitted Drawing

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