

**Sign Variance Report  
250A Queens Quay West**

<b>Date:</b>	May 10, 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>	07-114347

**SUMMARY**

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

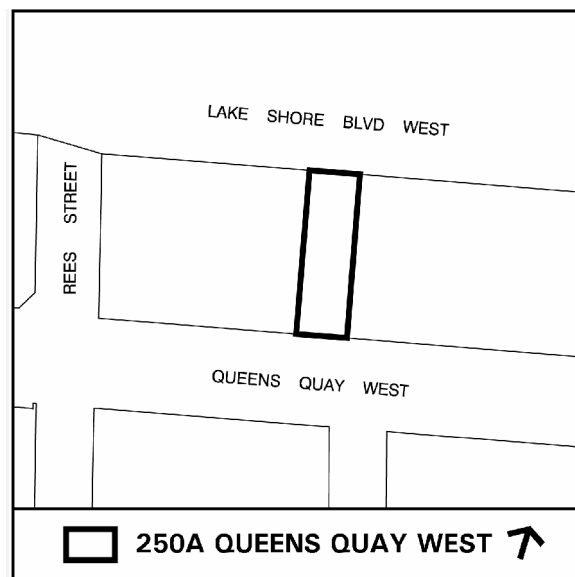
This report reviews and makes recommendations on a request by Sophia McLean, with DayNite Signs Canada Inc., for RML 250 Queens Quay Limited for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated fascia signs in the form of individual letters to represent “Swiss Chalet” on the front elevation of the building, at 250-A Queens Quay West.

Staff recommends approval of the application. The variance is minor and is 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 a variance to permit, for identification purposes, an illuminated fascia sign in the form of individual letters to



represent “Swiss Chalet” on the front elevation of the building, at 250-A Queens Quay West, with a condition that the applicant reduce the height of the sign so that the top and the bottom of the proposed sign aligns with the top and the bottom of the other existing signs located on the front 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 CR zoned property known as 250-A Queens Quay West is located on the north side of Queens Quay West. The property contains a multi-storey parking structure with retail uses at the grade level. The Swiss Chalet is located at the grade level. The store entrance is set back under a colonnade arcade and the sign located on the business unit frontage is difficult to see. The applicant is requesting permission to install an illuminated first party fascia sign in the form of individual letters to represent “Swiss Chalet” on the front elevation of the building. The proposed sign is 5.41m wide and 1.40m high with an area of 7.57m<sup>2</sup>.

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 sign will be located on the front elevation of the building and top portion of the sign extends above into the second floor level of the building.	The sign will not be located on a wall that is part of the business unit frontage.

**COMMENTS**

The proposed fascia sign in the form of individual letters to represent “Swiss Chalet” would be located on the front elevation of the arcade veranda that runs across on front of the retail units. The sign would be located on a sign band that runs across east and west between the first and second floors, on the front elevation of the building. The sign is designed well to complement the building façade. Staff recommends approval of the application with a condition that the applicant reduce the height of the proposed sign, so that the top and the bottom of the proposed sign would align with the top and bottom of the other existing signs located on the front elevation of the building.

It is staff's opinion that with the condition in place, the sign would not adversely impact the building, surrounding uses or the streetscape.

## **CONTACT**

Norm Girdhar, Assistant Planner  
Telephone: 416-392-7209  
Fax No. 416-392-1330  
E-mail: ngirdhar@toronto.ca

## **SIGNATURE**

---

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

(P:\2007\Cluster B\pln\teycc9298319049.doc) - smc

## **ATTACHMENTS**

Attachment 1: Elevation  
Attachment 2: Elevation & Sign Details

**Attachment 1: Elevation**



**Elevation**

Applicant's Submitted Drawing

Not to Scale  
04/20/07

**250A Queens Quay West**

File # 07\_114347

## Attachment 2: Elevation & Sign Details



### Elevation & Sign Details

Applicant's Submitted Drawing

Not to Scale  
04/20/07

250A Queens Quay West

File # 07\_114347