

**Sign Variance Report
339 Queens Quay West**

Date:	May 24, 2007
To:	Toronto and East York Community Council
From:	Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	07-182828

SUMMARY

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

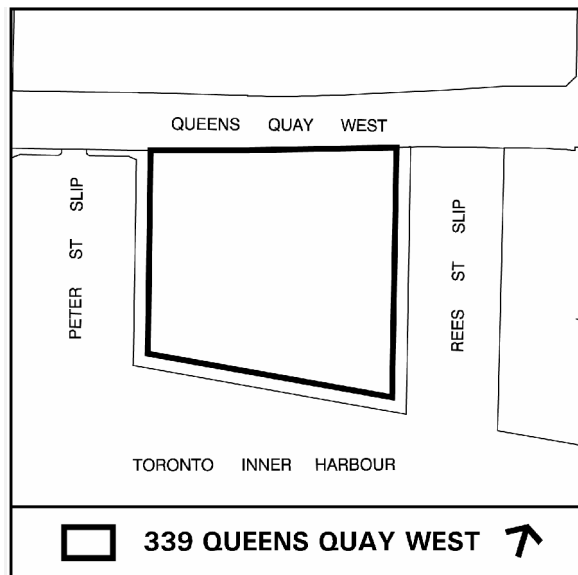
This report reviews and makes recommendations on a request by David Tso, with Forward Signs Inc., on behalf of City of Toronto for approval of a variance from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated ground sign at 339 Queens Quay West.

Staff recommends approval of the application. The variance is 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 a variance to permit, for identification purposes, an illuminated ground sign at 339 Queens Quay 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.

Financial Impact

The recommendations in this report have no financial impact.

ISSUE BACKGROUND

The “G” zoned property is located on the south side of Queens Quay West. The property contains a single-storey Fire Station building. The applicant is requesting permission to install, for identification purposes, an illuminated ground sign along the Queens Quay West frontage of the property. The sign would identify the Fire Station, Marine Unit, and EMS Station. The sign is 2.44m wide and 1.06m high with an area of 2.60m². The height of sign from top of grade to the top of the sign is 1.52m.

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 297-9C - 5 (a)	The sign is 2.44m wide and 1.06m high with an area of 2.60m ² .	The 2.60m ² sign area would exceed by 2.35m ² , the maximum 0.25m ² permitted.

COMMENTS

The signs permitted in a G zone are required to be small and low. In this case, the modest size sign is designed well and it would be installed parallel to the road, so as not to impair visibility for motorists or pedestrians. It would not adversely impact the site, surrounding uses or the streetscape. Planning staff recommends approval of the application. The variance is minor and within the general intent and purpose of the Municipal Code.

CONTACT

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SIGNATURE

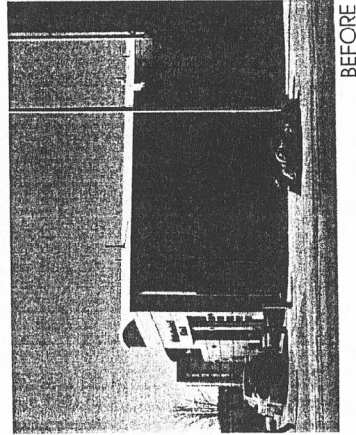
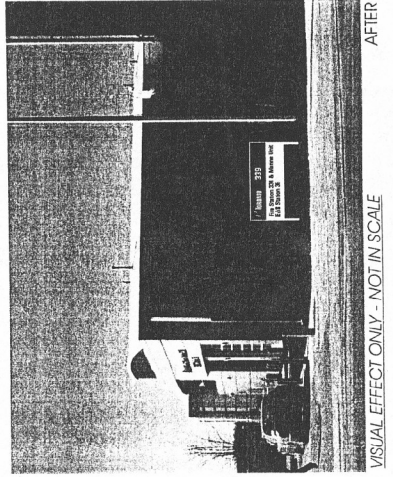
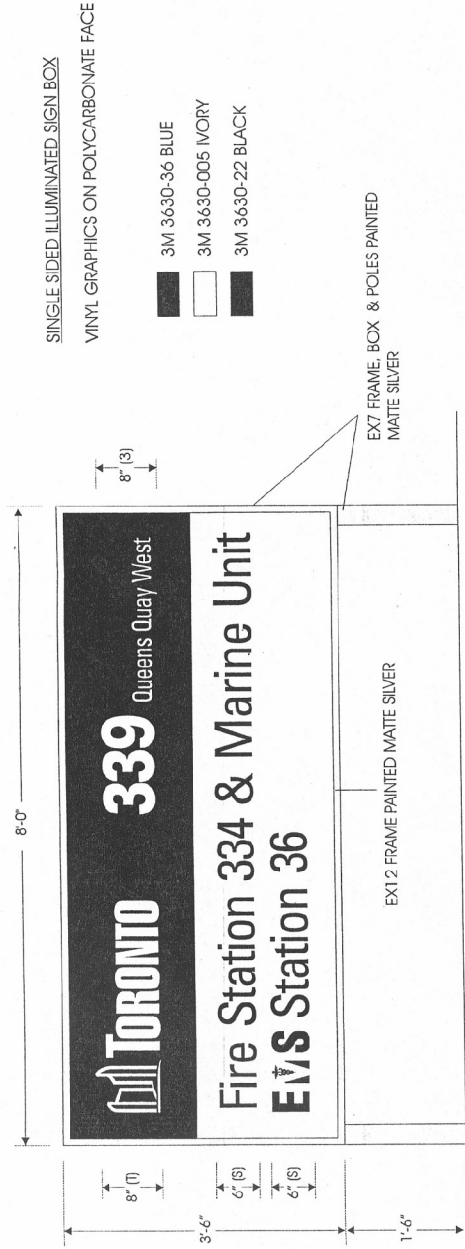
Gary Wright, Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Elevations & Sign Details
Attachment 2: Sign Location

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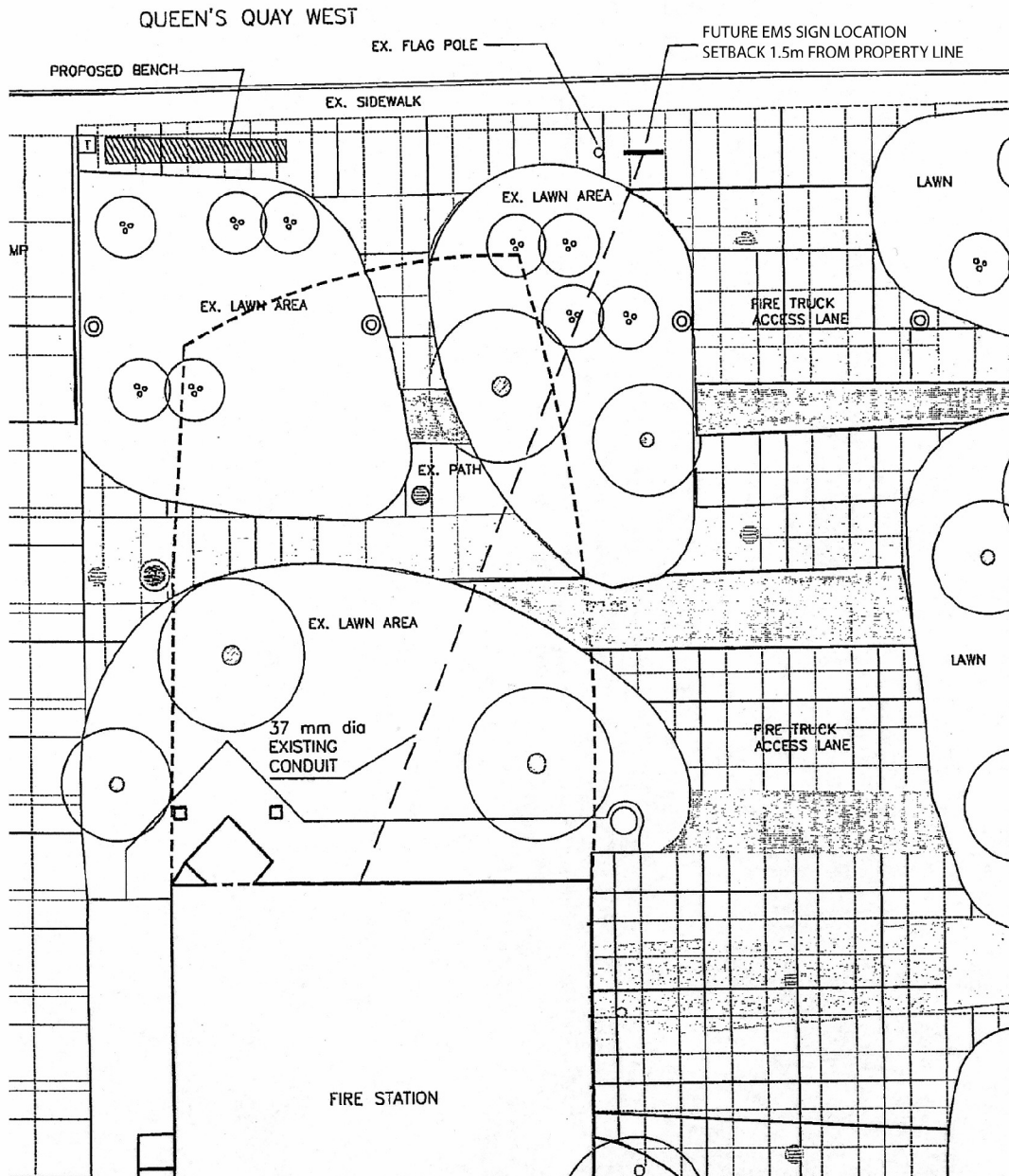


Elevations & Sign Details
 Applicant's Submitted Drawing
 Not to Scale
 05/30/07

339 Queens Quay West

File # 07_182828

Attachment 2: Sign Location



Sign Location

339 Queens Quay West

Applicant's Submitted Drawing

Not to Scale
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File # 07_182828