

Sign Variance - 390 Queens Quay West

Date:	May 8, 2008
To:	Toronto and East York Community Council
From:	Acting Director, Community Planning, Toronto and East York District
Wards:	Ward 20 – Trinity-Spadina
Reference Number:	08-121443

SUMMARY

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

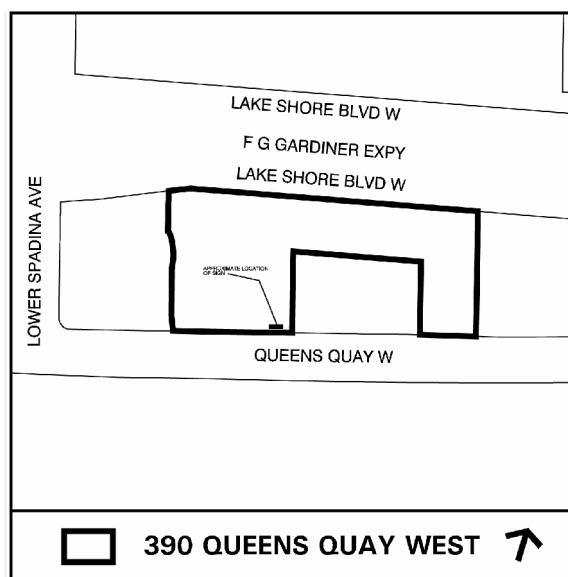
This report reviews and makes recommendations on a request by Isabella Cerelli of Pride Signs Ltd., on behalf of 4038 Investments Ltd., for approval of variances from Chapter 297, Signs, of the former City of Toronto Municipal Code to permit, for identification purposes, an illuminated projecting sign at the second floor level on the front elevation of the building at 390 Queens Quay 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 requested variance to permit, for identification purposes, an illuminated projecting sign at the second floor level on the front elevation of the building at 390 Queens Quay West on



- condition 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 property is located west of York Street, on the north side of Queens Quay West in a "CR" and "G" zone. The property contains a multi-storey residential condominium building with retail uses at the grade level. The tenant "Advocis" occupies a second floor office in the building. The applicant is seeking permission to install an illuminated projecting sign at the second floor level, on the front elevation of the building. The proposed projecting sign has an area of 1.62 m².

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 297-10E (7)(c)	The proposed projecting sign, for identification purposes, would be located approximately 16m away from a "G" district.	The proposed 16m separation distance for an illuminated projecting sign from a "G" district would be 4.0m less than the 20m separation distance required.
2. Chapter 297-10D(14)(c)	The proposed projecting sign and two existing projecting signs would have an aggregate area of 8.1m ² . (The proposed projecting sign has an area of 1.62m ² and the two existing Shoppers Drug Mart projecting signs have an area of 6.48m ² . The aggregate area of the proposed projecting sign and two existing projecting signs would be 8.10m ²).	The 8.10m ² aggregate sign area of the proposed projecting sign and the two existing projecting signs of Shoppers Drug Mart would exceed by 3.38m ² , the maximum 4.72m ² aggregate sign area permitted.

COMMENTS

With regards to the first variance, the provision regarding 20.0m minimum separation distance from a "G" zone is intended to minimize the adverse impact of illuminated signs

adjacent to the parks. In this case, the sign would be oriented away from the “G” zone lots to the east and west and therefore is acceptable.

With respect to the second variance, the aggregate area of projecting signs is based on 0.1m² for each metre of the commercial unit frontage of the business in the building. In this instance, the proposed projecting sign is relatively small and the existing projecting signs belong to another tenant in the building. The proposed sign is consistent with the other existing projecting signs located in the area. The sign is designed and positioned to complement the building façade.

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

CONTACT

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SIGNATURE

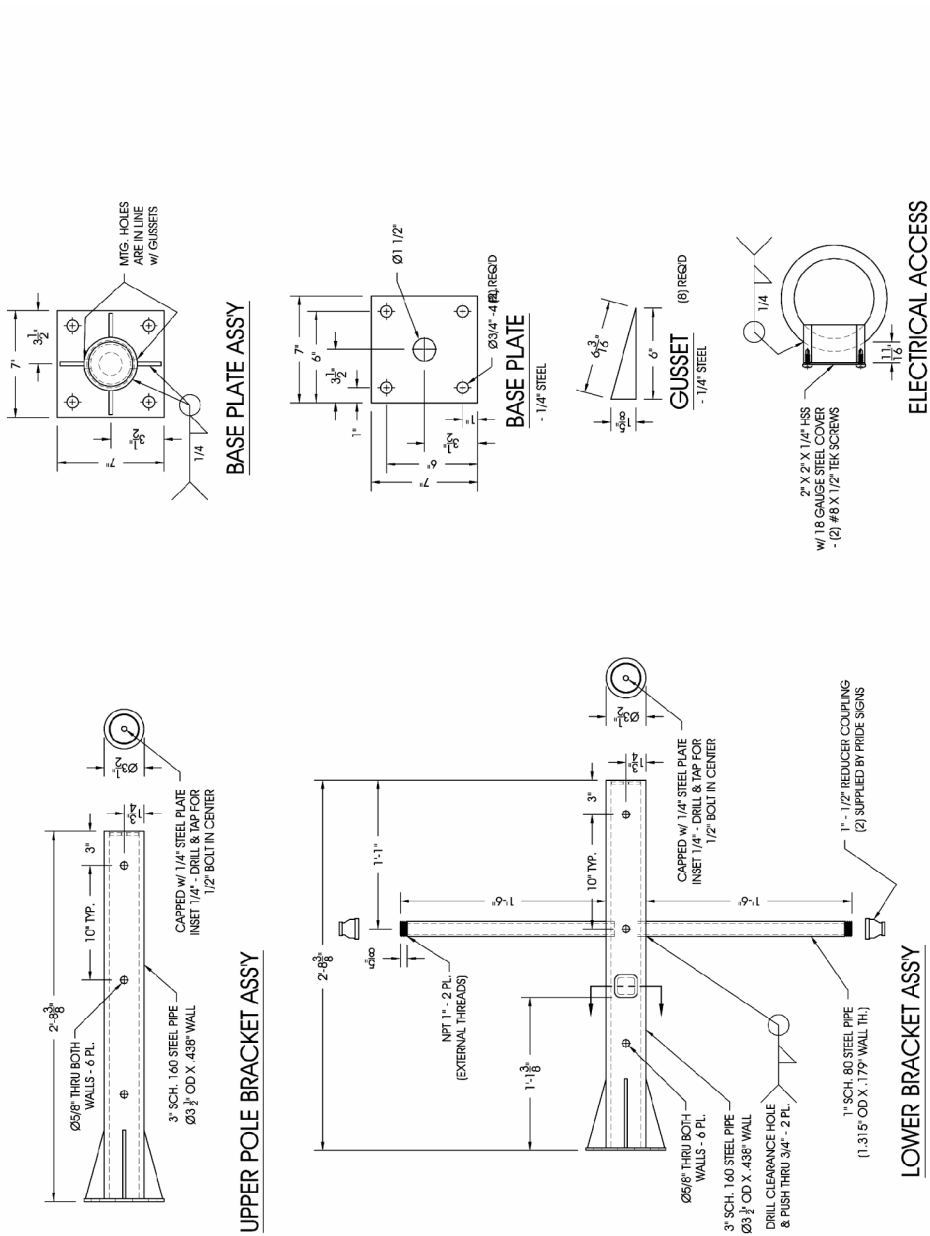
Raymond David, Acting Director
Community Planning, Toronto and East York District

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ATTACHMENTS

Attachment 1: Sign Details
Attachment 2: Sign Details
Attachment 3: Elevation
Attachment 4: Elevation
Attachment 5: Elevation
Attachment 6: Elevation

Attachment 1: Sign Details



Sign Details

Applicant's Submitted Drawing

Not to Scale
04/14/08

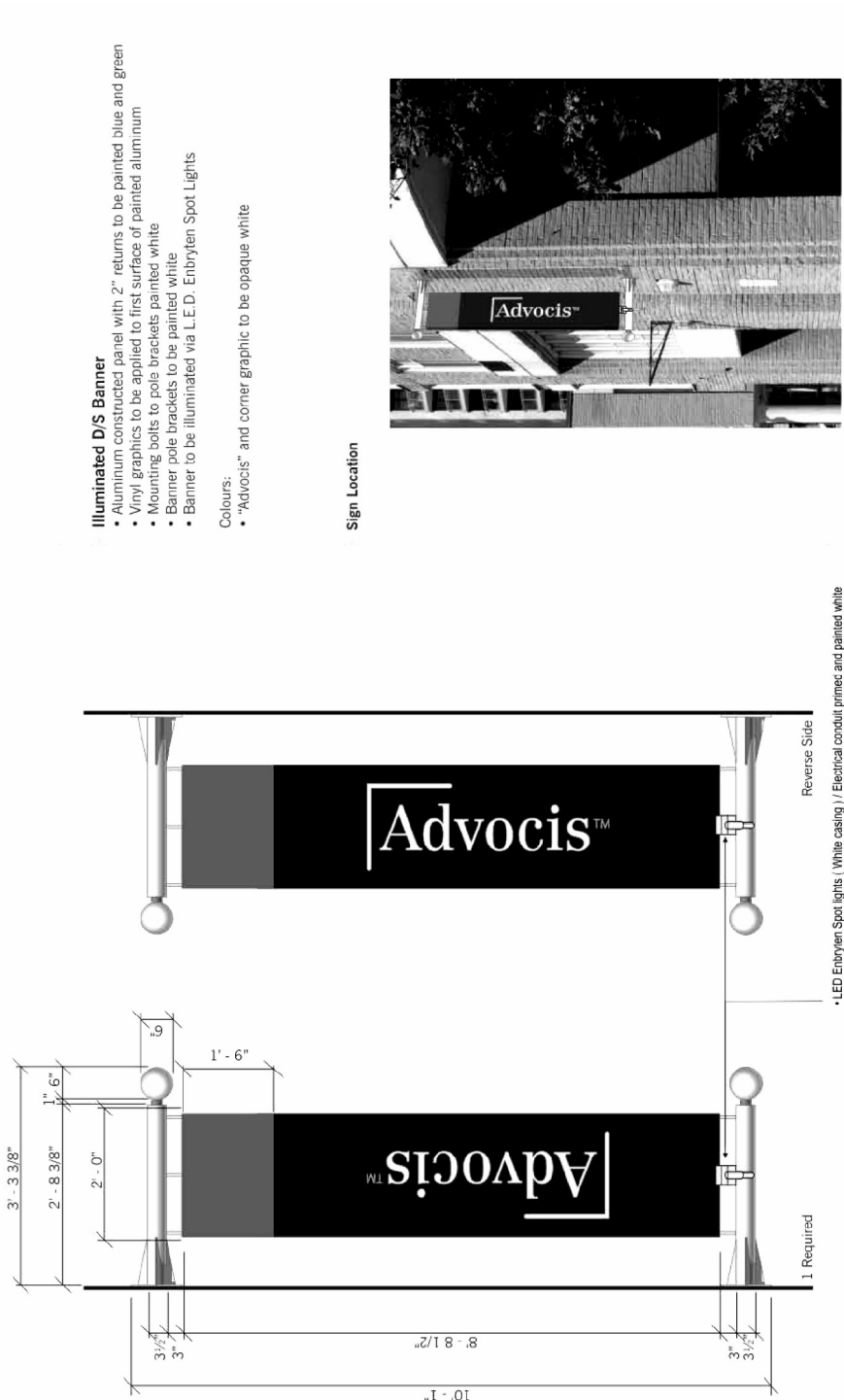
390 Queens Quay West

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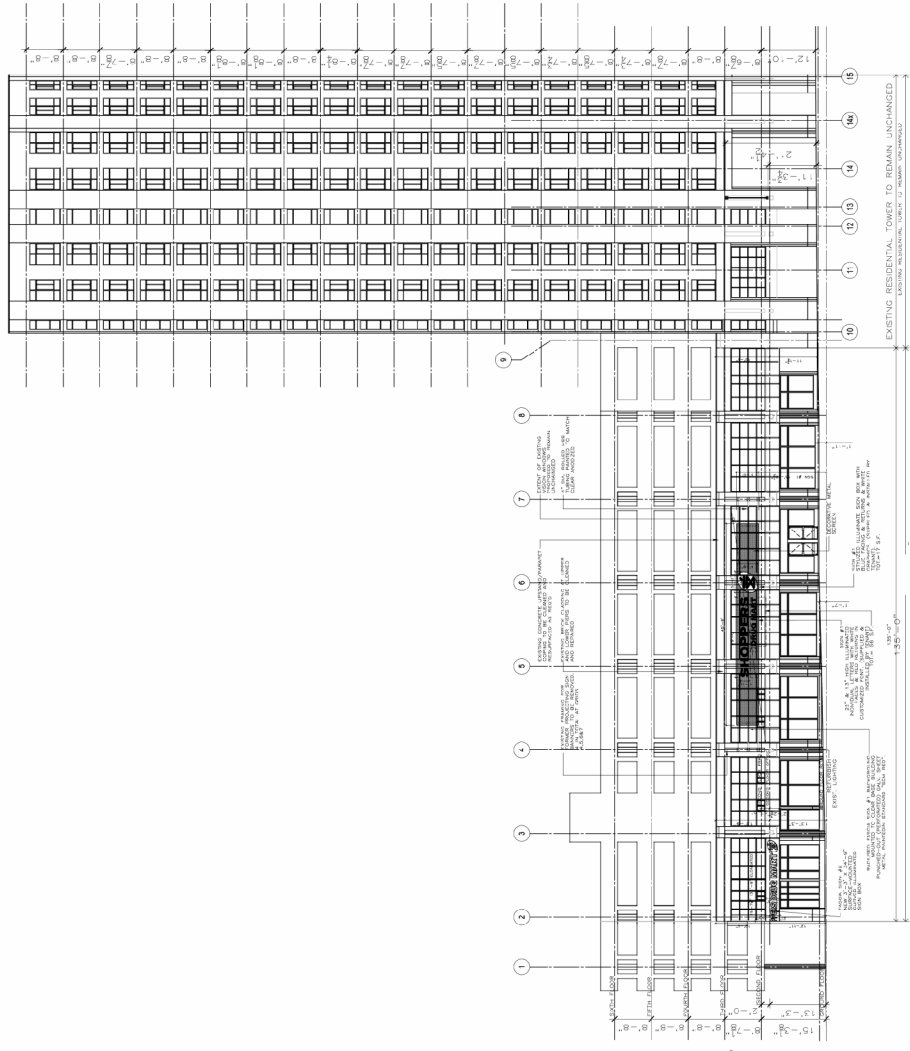


Attachment 3: Elevation



Elevation	390 Queens Quay West
Applicant's Submitted Drawing	
Not to Scale 04/14/08	File # 08_121443

Attachment 4: Elevation



Elevation

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04/14/08

390 Queens Quay West

File # 08_121443

Attachment 5: Elevation



Elevation

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Attachment 6: Elevation



Elevation

Applicant's Submitted Drawing

Not to Scale
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