

# ATTACHMENT 1: SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.9



## Tracking Status

- This item was considered by [Sign Variance Committee](#) on November 22, 2011 and was adopted without amendment.

### Sign Variance Committee consideration on November 22, 2011

SB6.9	ACTION	Adopted		Ward:20
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### Application by Strategic Outdoor for Three Variances with Respect to a Third Party Wall Sign Proposal at the Easterly Facing Wall of the Premises at 324 Richmond Street West - TP-11-00012

## Committee Decision

The Sign Variance Committee:

1. Approved the variance requested from §694-22D to allow the proposed third party wall sign to be erected and displayed within 100 metres of another third party sign.
2. Approved the variance requested from §694-25A(1)(a) to allow the proposed third party wall sign to have a sign face area exceeding 20 square metres.
3. Approved the variance requested from §694-25A(1)(d) to allow the proposed third party sign to be erected and displayed within 30 metres from the intersection of Richmond Street West and Widmer Street.

## **Origin**

(October 31, 2011) Report from the Manager, Sign By-law Unit, Toronto Building

## **Summary**

This is an application by Strategic Media Outdoor for three variances to Chapter 694, Signs, General, in connection with a proposal to erect and display one illuminated third party wall sign with static copy on the easterly facing wall of an existing three storey house-form building located at the property municipally known as 324 Richmond Street West. The proposed third party wall sign is to be 7.32 metres wide by 6.10 metres long and at a height of approximately 7.87 metres. The proposed third party wall sign is intended to replace a previously approved and subsequently cancelled non-illuminated mural sign for the purposes of advertising, having a sign face area of 54.00 square metres and located at an overall height of 7.70 metres. The proposed third party wall sign will be:

- Illuminated;
- Erected within 100 metres of other lawful third party signs;
- Erected within 30 metres of the intersection of a major street with another street;
- Not erected within 30 metres of an R, RA or an OS sign district;
- The only third party sign located on the premises;
- Not erected and displayed on the premises located within an area with site-specific area restriction.
- At an overall height of 7.87 metres, will contain only one sign face, said sign face measuring 7.32 metres wide by 6.10 metres long for a total sign face area of 44.65 square metres, and will display static copy.

## **Background Information**

(October 31, 2011) Staff Report and Attachments 1 and 2 - 324 Richmond Street West

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42193.pdf>

## **Speakers**

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

Rami Tabetto, Toronto Public Space Initiative

## **Motions**

*Motion to Adopt Item moved by Marco D'Angelo (Carried)*

Source: Toronto City Clerk at [www.toronto.ca/council](http://www.toronto.ca/council)