

**ATTACHMENT 1:  
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.3**



**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**

SB6.3	ACTION	Adopted		Ward:14
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**Application by Core Outdoor for Three Variances with Respect to a Third Party Sign Proposal on the Premises Municipally Known as 0 Toronto Terminal - TP-11-00006**

**Committee Decision**

The Sign Variance Committee:

1. Approved the variance requested from §694-26I(4)(a) to allow the two sign faces on the proposed third party ground sign containing electronic static copy to exceed 50 square metres in sign face area.
2. Approved the variance requested from §694-26I(4)(b) to allow the proposed third party ground sign containing electronic static copy to exceed a height of 15.0 metres.

3. Approved the variance requested from §694-261(4)(d) to allow the proposed third party ground sign to display electronic static copy where an existing lawful third party ground sign did not display either electronic moving copy or electronic static copy.
4. Directed that, prior to the issuance of a sign permit for the proposed third party ground sign, the existing third party ground sign located just west of the proposed replacement third party ground sign, be removed and any associated permits be revoked.

### **Decision Advice and Other Information**

After considering the letter dated November 21, 2011, from Goodmans LLP, the Sign Variance Committee refused the request for adjournment.

### **Origin**

(November 14, 2011) Report from Manager, Sign By-law Unit, Toronto Building

### **Summary**

This is an application by Core Outdoor for three variances to Chapter 694, Signs, General, in connection with a proposal to replace one existing third party ground sign, containing two sign faces, each face with static copy and each face facing south-westerly and south-easterly with one third party ground sign, containing two sign faces, each with electronic static copy and each facing south-westerly and south-easterly. The sign faces of the existing third party ground sign are: 5.79 metres wide by 7.62 metres long (south-easterly) and 4.87 metres wide by 9.75 metres long (south-westerly), each at a height of 15.0 metres. The sign faces of the proposed third party ground sign are: 7.07 metres wide by 9.75 metres long and at a height of 17.0 metres (south-easterly) and 14.63 metres wide by 4.27 metres long and at a height of 17.0 metres. The proposal also contemplates, in conjunction with the above-noted proposal, the removal of one existing third party ground sign located just west of the proposed replacement third party ground sign, containing one sign face with static copy, 9.75 metres wide by 4.88 metres long and at a height of 10.0 metres.

## **Background Information**

(November 14, 2011) Staff Report and Attachment 1 - 0 Toronto Terminal

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42439.pdf>

(November 7, 2011) Staff Report - 0 Toronto Terminal - Notice of Pending Report

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42264.pdf>

## **Communications**

(November 21, 2011) Letter from Michael Stewart, Goodmans (SB.New.SB6.3.1)

## **Speakers**

Danny Starnino, 1077558 Ontario Inc.

Robert Bader, Sign By-law Unit, Toronto Building

Rami Tabetto, Toronto Public Space Initiative

Fred Dominelli

Blair Murdoch, Allvision

Councillor Mammoliti

Councillor Layton

## **Motions**

*1 - Point of Order by Elizabeth Saati*

That the Sign Variance Committee consider Items SB6.2, SB6.3 and SB6.4 together.

*3 - Motion to Adopt Item moved by Elizabeth Saati (Carried)*

*2 - Motion to Amend Item (Additional) moved by Marco D'Angelo (Carried)*

That the Sign Variance Committee refuse the request for adjournment.