

**ATTACHMENT 1:  
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.4**



**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**

SB6.4	ACTION	Adopted		Ward:19
-------	--------	---------	--	---------

**Application by Core Outdoor for Three Variances with Respect to a Third Party Sign Proposal on the Premises Municipally Known as 1A Atlantic Avenue - TP-11-00007**

**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 on condition that screening, in the form of shields, louvers or partitions, be provided at both ends of each sign face to mitigate potential visual impacts from the sign copy on the existing and future residential community in proximity of the proposed third party ground sign.
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 on condition that screening, in the form of shields, louvers or partitions, be provided at both ends of each sign face to mitigate potential visual impacts from the sign copy on the existing and future residential community in proximity of the proposed third party ground sign.

3. Approved the variance requested from §694-26I(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 on condition that screening, in the form of shields, louvers or partitions, be provided at both ends of each sign face to mitigate potential visual impacts from the sign copy on the existing and future residential community in proximity of the proposed third party ground sign
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 on the same premises just south of the "Jiffy Storage" warehouse building, east of the base of Atlantic Avenue, 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 the 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 mechanical (tri-vision) copy and each face facing westerly and easterly with one third party ground sign, containing two sign faces, each with electronic static copy

and each facing westerly and easterly. The sign faces of the existing third party ground sign are 5.79 metres wide by 7.62 metres long and at a height of approximately 20.0 metres, to be replaced with sign faces which are 7.07 metres wide by 9.75 metres long and at a height of 23.0 metres. The proposal also contemplates, in conjunction with the above-noted replacement ground sign, the removal of one existing third party ground sign located on the same premises just south of the "Jiffy Storage" warehouse building, east of the base of Atlantic Avenue. The sign to be removed contains two sign faces, each facing westerly and easterly, each face displaying static copy and electronic moving copy/static copy, respectively. Each of the two existing sign faces is 9.75 metres wide by 4.88 metres long and at an overall height of 15.0 metres.

### **Background Information**

(November 14, 2011) Staff Report and Attachment 1 - 1A Atlantic Avenue

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42440.pdf>

(November 7, 2011) Staff Report - 1A Atlantic Avenue - TP-11-00007 - Notice of Pending Report

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42268.pdf>

### **Communications**

(November 21, 2011) Letter from Michael Stewart, Goodmans (SB.New.SB6.4.1)

### **Speakers**

Danny Starnino, 1077558 Ontario Inc.

Robert Bader, Sign By-law Unit, Toronto Building

Rami Tabello, Toronto Public Space Initiative

Fred Dominelli

Blair Murdoch

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.

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