

**ATTACHMENT 1:
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.23**



Tracking Status

- This item was considered by [Sign Variance Committee](#) on November 22, 2011 and was adopted with amendments.

Sign Variance Committee consideration on November 22, 2011

SB6.23	ACTION	Amended		Ward:18
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Application by Strategic Outdoor for Four Variances with Respect to a Third Party Sign Proposal at 985 College Street - TP-11-00026

Committee Decision

The Sign Variance Committee:

1. Approved the variance requested from §694-22D to allow the third party wall sign to be erected within 100.0 metres of an existing third party sign.
2. Approved the variance requested from §694-25A(1)(a) to allow the sign face area of the third party wall sign to exceed 20.0 square metres.
3. Approved the variance requested from §694-25A(1)(d) to allow the third party wall sign to be erected and displayed within 30 metres of the intersection of a major street with any other street.
4. Approved the variance requested from §694-25A(1)(e) to allow the third party wall sign to be erected and displayed within 30 metres of a premise located within an R-Residential sign district.

5. Added a condition that the proposed third party wall sign not be illuminated.

Origin

(November 4, 2011) Report from the Manager, Sign By-law Unit, Toronto Building

Summary

This is an application by Strategic Media Outdoor for four 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 westerly facing wall of an existing two-storey mixed-use building located on the property municipally known as 985 College Street. The proposed third party wall sign is to be 6.10 metres wide by 4.57 metres long and at a height of approximately 6.91 metres. The proposed third party wall sign is intended to replace a previously approved non-illuminated mural sign for the purposes of advertising, having a sign face area of 25.92 square metres and located at an overall height of approximately 7.11 metres.

The proposed third party wall sign will be:

- Illuminated;
- Erected within 100.0 metres of other lawful third party signs;
- Erected within 30 metres of the intersection of a major street with another street;
- Erected within 30 metres of an R-Residential sign district;
- Not erected on a premise located within an area with site-specific area restrictions;
- One of two third party signs located on the premises; and
- At a height of approximately 6.91 metres, will contain only one sign face, said sign face measuring 4.57 metres long by 6.10 metres wide, for a total sign face area of 27.87 square metres, and will display static copy.

Background Information

(November 4, 2011) Staff Report and 2 Attachments - 985 College Street

<http://www.toronto.ca/legdocs/mmis/2011/sb/bqrd/backgroundfile-42260.pdf>

Communications

(November 22, 2011) Letter from Omer Riza and Beth Stockton (SB.New.SB6.23.1)

Speakers

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

Karen Andrews

Motions

Motion to Amend Item moved by Elizabeth Saati (Carried)

That the Sign Variance Committee adopt the staff Recommendations in Item SB6.23 with a condition that the sign not be illuminated.

Source: Toronto City Clerk at www.toronto.ca/council