

**ATTACHMENT 1:
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.26**



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

SB6.26	ACTION	Amended		Ward:20
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Application by Strategic Outdoor for Three Variances with Respect to a Third Party Wall Sign Proposal on the Northerly Wall of the Building at 450 Bathurst Street - TP-11-00029

Committee Decision

The Sign Variance Committee:

1. Approved the variance requested from §694-22D to allow the proposed third party 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 third party wall sign to exceed 20 square metres in sign face area.
3. 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 a R-Residential sign district.
4. Added a condition that the proposed third party wall sign not be illuminated.

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 conjunction with a proposal to erect and display one illuminated third party wall sign with static copy on the northerly facing wall of an existing three storey house-form building located at the property municipally known as 450 Bathurst Street. The proposed third party wall sign is to be 6.70 metres wide by 6.70 metres long and at a height of approximately 10.07 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 44.89 square metres and located at an overall height of approximately 10.07 metres. The proposed third party wall sign will be:

- Illuminated;
- Erected within 100.0 metres of other lawful third party signs;
- Erected within 30.0 metres of a premises located in an R-Residential sign district;
- Not erected on a premise located within an area with site-specific area restrictions;
- The only third party sign located on the premises; and
- At a height of 10.07 metres, will contain only one sign face, said sign face measuring 6.7 metres long by 6.7 metres wide for a total sign face areas of 44.89 square metres, and will display static copy.

Background Information

(October 31, 2011) Staff Report and Attachments 1 and 2 - 450 Bathurst Street

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42175.pdf>

Communications

(October 25, 2011) E-mail from Julie Krawchuk (SB.Main.SB6.26.1)

(November 21, 2011) E-mail from Andrew Overholt (SB.New.SB6.26.2)

Speakers

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

Motions

Motion to Amend Motion moved by Elizabeth Saati (Carried)

That the Sign Variance Committee adopt the staff Recommendations in Item SB6.26 with a condition that the proposed third party wall sign not be illuminated.

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