

**ATTACHMENT 1:
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.22**



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

SB6.22	ACTION	Amended		Ward:19
--------	--------	---------	--	---------

Application by Strategic Outdoor for Four Variances with Respect to a Third Party Sign Proposal at 805 Bloor Street West - TP-11-00025

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 OS-Open Space 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 at the westerly facing wall of an existing five storey apartment building located on the premises. The proposed third party wall sign is to be 6.10 metres wide by 7.30 metres long and at a height of approximately 15.0 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 30.87 square metres and located at an overall height of approximately 11.2 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 OS-Open Space sign district;
- Not erected on a premise located within an area with site-specific area restrictions;
- The only third party sign located on the premise; and
- At a height of approximately 15.0 metres, will contain only one sign face, said sign face measuring 7.3 metres long by 6.10 metres wide, for a total sign face area of 44.53 square metres, and will display static copy.

Background Information

(November 4, 2011) Staff Report and Attachments 1 and 2 - 805 Bloor Street West

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42189.pdf>

Communications

(October 27, 2011) E-mail from Darlene Varaleau, LLB, MBA, Principal, Power Projects Inc. (SB.Main.SB6.22.1)

(October 27, 2011) E-mail from Gaëlle Martin-Cocher (SB.Main.SB6.22.2)

(October 28, 2011) Letter from Brian Morris, Morris & Morris, LLP, Barristers and Solicitors (SB.Main.SB6.22.3)

(October 30, 2011) E-mail from Roger Gareau and Susan Signorotti (SB.Main.SB6.22.4)

(October 30, 2011) E-mail from Heather Marshall and Guenther Zuern (SB.Main.SB6.22.5)

(November 1, 2011) Letter from Charles and Vanessa Barnes (SB.Main.SB6.22.6)

(November 6, 2011) Letter from Colette Snyder and Majella Coleman, Co-Chairs, Christie Pits Residents' Association (SB.Main.SB6.22.7)

(November 7, 2011) E-mail from Matt Code (SB.Main.SB6.22.8)

(November 11, 2011) E-mail from Katherine-Anne Skinner (SB.New.SB6.22.9)

(November 14, 2011) E-mail from Bruce A. McKinnon (SB.New.SB6.22.10)

(November 21, 2011) E-mail from Frances Liang (SB.New.SB6.22.11)

Speakers

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

Motions

Motion to Amend Item moved by Elizabeth Saati (Carried)

That the Sign Variance Committee adopt the staff Recommendations in Item SB6.22 with a condition that the proposed third party wall sign not be illuminated.

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