

**ATTACHMENT 1:
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.25**



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

SB6.25	ACTION	Amended		Ward:19
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Application by Strategic Outdoor for Four Variances with Respect to a Third Party Wall Sign Proposal at the Westerly Facing Wall of the Premises at 869/871 Queen Street West - TP-11-00028

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)(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 a R-Residential sign district.

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

Origin

(November 1, 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 at the property municipally known as 869/871 Queen Street West. The proposed third party wall sign is to be 12.10 metres wide by 3.70 metres long and at a height of approximately 6.80 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 24.7 square metres and located at an overall height of 6.75 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;
- The only third party sign located on the premise;
- At a height of 6.80 metres, will contain only one sign face, said sign face measuring 3.7 metres long by 12.1 metres wide for a total sign face area of 44.77 square metres, and will display static copy.

Background Information

(November 1, 2011) Staff Report and Attachments 1 and 2 - 869/871 Queen Street West

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42181.pdf>

Communications

(October 22, 2011) E-mail from Chuck Coolen (SB.Main.SB6.25.1)

(October 25, 2011) E-mail from Darren Shin (SB.Main.SB6.25.2)

Speakers

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

Motions

Motion to Adopt Item moved by Elizabeth Saati (Carried)

That the Sign Variance Committee adopt the staff Recommendations in Item SB6.25 with the condition that the proposed third party wall sign not be illuminated.

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