

**ATTACHMENT 1:  
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.18**



**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**

SB6.18	ACTION	Amended		Ward:19
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**Application by Strategic Outdoor for Three Variances with Respect to a Third Party Wall Sign Proposal on the Easterly Facing Wall of the Premises at 940 Queen Street West - TP-11-00021**

**Committee Decision**

The Sign Variance Committee:

1. 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.
2. 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.
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 and an OS-Open Space sign district.

4. Added the 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 connection with a proposal to erect and display one illuminated third party wall sign with static copy on the easterly facing wall of an existing three storey mixed-use house-form building located at the property municipally known as 940 Queen Street West. The proposed third party wall sign is to be 4.57 metres wide by 4.57 metres long and at a height of approximately 9.11 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 21.16 square metres and located at an overall height of approximately 9.11 metres. The proposed third party wall sign will be:

- Illuminated;
- Not 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 a R-Residential sign district and 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;
- At a height of approximately 9.11 metres, will contain only one sign face, said sign face measuring approximately 4.57 metres long by 4.57 metres wide, for a total sign face area of 20.88 square metres, and will display static copy.

### **Background Information**

(October 31, 2011) Staff Report and Attachments 1 and 2 - 940 Queen Street West

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42170.pdf>

### **Communications**

(October 27, 2011) Letter from Ralph Carl Wushke and David Vereschagin (SB.Main.SB6.18.1)

### **Speakers**

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

## **Motions**

*1 - Motion to Adopt Item moved by Thomas Janzen (Carried)*

*2 - Motion to Re-open Item moved by Robert Pletsch (Carried)*

*3 - Motion to Amend Item moved by Robert Pletsch (Carried)*

That the Sign Variance Committee adopt the staff Recommendations in Item SB6.18 with a condition that the third party wall sign not be illuminated.

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