

**ATTACHMENT 1:
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.21**



Tracking Status

- This item was considered by [Sign Variance Committee](#) on November 22, 2011 and was adopted without amendment.

Sign Variance Committee consideration on November 22, 2011

SB6.21	ACTION	Adopted		Ward:20
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Application by Strategic Outdoor for Two Third Party Sign Variances with Respect to a Third Party Sign Proposal on the Westerly Facing Wall of the Building on the Premises at 352 Adelaide Street West - TP-11-00024

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 proposed third party wall sign to have a sign face area exceeding 20 square metres.

Origin

(October 30, 2011) Report from the Manager, Sign By-law Unit, Toronto Building

Summary

This is an application by Strategic Media Outdoor for two 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 three storey warehouse building located at the property municipally known as 352 Adelaide Street West. The proposed third party wall sign is to be 7.31 metres wide by 6.10 metres long and at a height of approximately 9.45 metres. This current proposal is in keeping with the legacy permit issued in August 2010, under the jurisdiction of Chapter 297 of the former City of Toronto Municipal Code (the former City of Toronto Sign By-law) for a painted mural on the westerly facing wall of the building and for the purposes of advertising, 62.05 square metres in sign face area and at a height of 9.27 metres. The proposed third party wall sign will be:

- Illuminated;
- Erected within 100.0 metres of other lawful third party signs;
- Not erected within 30 metres of the intersection of a major street with another street;
- Not erected within 30 metres of an R, RA or OS 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 9.45 metres, will contain only one sign face, said sign face measuring 6.10 metres long by 7.31 metres wide for a total sign face area of 44.59 square metres, and will display static copy.

Background Information

(October 30, 2011) Staff Report and Attachments 1 and 2 - 352 Adelaide Street West
(<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42187.pdf>)

Speakers

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

Motions

Motion to Adopt Item moved by Elizabeth Saati (Carried)

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