

**ATTACHMENT 1:
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.6**



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

SB6.6	ACTION	Adopted		Ward:20
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Application by Strategic Outdoor for Two Variances with Respect to a Third Party Wall Sign Proposal at the Southerly Facing Wall of the Building on the Premises at 118 Peter Street - TP-11-00009

Committee Decision

The Sign Variance Committee:

1. Approved the variance requested from §694-22D to allow the proposed third party wall 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 31, 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 southerly facing wall of an existing three storey mixed use commercial building located at the property municipally known as 118 Peter Street. The proposed third party wall sign is to be 7.32 metres wide by 6.10 metres long and at a height of approximately 10.65 metres. The proposed third party wall sign is intended to replace an approved but not yet issued permit for a non-illuminated painted mural sign for the purposes of advertising, having a sign face area of 41.6 square metres and at an overall height of 9.44 metres.

The proposed third party wall sign will be:

- Illuminated;
- Erected within 100 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 an OS sign district;
- The only third party sign located on the premises;
- Not erected and displayed on the premises located within an area with site-specific area restriction; and
- At an overall height of approximately 10.65 metres, will contain only one sign face, said sign face measuring 7.32 metres wide by 6.10 metres long for a total sign face area of 44.65 square metres, and will display static copy.

Background Information

(October 31, 2011) Staff Report and Attachments 1 and 2 - 118 Peter Street

<http://www.toronto.ca/legdocs/mmis/2011/sb/bqrd/backgroundfile-42199.pdf>

Communications

(October 23, 2011) E-mail from Ricky Ndreka, Ricki's Construction and Painting Inc. (SB.Main.SB6.6.1)

Speakers

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

Rami Tabello, Toronto Public Space Initiative

Steve Wolowich, Director Real Estate, Astral

Mary Helen Spence

Sid Catalano, Pattison Outdoor

Motions

Motion to Adopt Item moved by Elizabeth Saati (Carried)

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