

# ATTACHMENT 1: SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.12



## 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

SB6.12	ACTION	Adopted		Ward:20
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## Application by Strategic Outdoor for Three Variances with Respect to a Third Party Sign Proposal at 452 Richmond Street West - TP-11-00015

### Committee Decision

The Sign Variance Committee:

- Approved the variance requested from §694-22D to allow the third party wall sign to be erected within 100.0 metres of other existing third party signs.
- 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.

### Origin

(November 3, 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 building located on the property municipally known as 452 Richmond Street West. The proposed third party wall sign is to be 7.30 metres wide by 6.10 metres long and at a height of approximately 9.7 metres. The proposed third party wall sign is intended to replace a previously approved mural sign for the purposes of advertising, having a sign face area of 68.75 square metres and located at an overall height of 9.54 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 9.7 metres, will contain only one sign face, said sign face measuring 6.10 metres long by 7.30 metres wide, for a total sign face area of 44.53 square metres, and will display static copy.

### **Background Information**

(November 3, 2011) Staff Report and Attachments 1 and 2 - 452 Richmond Street West

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42186.pdf>

### **Speakers**

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

### **Motions**

*Motion to Adopt Item moved by Robert Pletsch (Carried)*

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