

**ATTACHMENT 1:  
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.17**



**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**

SB6.17	ACTION	Adopted		Ward:20
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**Application by Strategic Outdoor for Three Variances with Respect to a Third Party Wall Sign Proposal on the Northerly Facing Wall of the Building on the Premises at 101 Spadina Avenue - TP-11-00020**

**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.
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.

**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 northerly facing wall of an existing two storey mixed-use building located at the property municipally known as 101 Spadina Avenue. The proposed third party wall sign is to be 9.80 metres wide by 4.60 metres long and at a height of approximately 7.50 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 50.0 square metres and located at an overall height of 6.89 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;
- 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 second third party sign located on the premise; and
- At a height of approximately 7.50 metres, will contain only one sign face, said sign face measuring 4.60 metres long by 9.80 metres wide, for a total sign face area of 45.08 square metres, and will display static copy.

## **Background Information**

(October 31, 2011) Staff Report and Attachments 1 and 2 - 101 Spadina Avenue

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42245.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](http://www.toronto.ca/council)