

**ATTACHMENT 1:
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.20**



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

SB6.20	ACTION	Adopted		Ward:32
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Application by Strategic Media Outdoor for Three Variances with Respect to a Third Party Wall Sign Proposal on the Easterly Facing Wall of the Building on the Premises at 1577 Danforth Avenue - TP-11-00023

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. Refused the variance requested from §694-25A(1)(a) to allow the proposed third party wall sign to have a sign face area of 111.28 square metres and approve a variance from §694-25A(1)(a) to allow the proposed third party wall sign to have a sign face area not exceeding 70.0 square metres.
3. Refused the variance requested from §694-25A(1)(b) to allow the third party wall sign at a height of 19.33 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 six storey mixed-use apartment building located at the property municipally known as 1577 Danforth Avenue (conveniently known as 695 Coxwell Avenue). In this application the proposed third party wall sign is to be 10.7 metres wide by 10.4 metres long and at a height of approximately 19.33 metres. The proposed third party wall sign is intended to replace a previously approved non-illuminated mural sign for the purposes of third-party advertising having a sign face area of 69.87 square metres and at an overall height of 11.47 metres.

As presented by the Applicant, 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 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 19.33 metres, will contain only one sign face, said sign face measuring 10.7 metres wide by 10.4 metres long for a total sign face area of 111.28 square metres, and will display static copy.

Background Information

(November 3, 2011) Staff Report and Attachments 1 and 2 - 1577 Danforth Avenue
(<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42205.pdf>)

Speakers

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

Motions

Motion to Adopt Item moved by Marco D'Angelo (Carried)

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