

**ATTACHMENT 1:
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.14**



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

SB6.14	ACTION	Adopted		Ward:20
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Application by Strategic Media Outdoor for Three Variances with Respect to a Third Party Sign Proposal on the Northerly Facing Wall of the Building on the Premises at 174 Spadina Avenue - TP-11-00017

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 within 100 metres of any other 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 20.0 square metres.
3. Approved the variance requested from §694-25A(1)(b) to allow the proposed third party wall sign have a height exceeding 15.0 square metres.

Origin

(November 4, 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 at the northerly facing wall of an existing six-storey mixed-use warehouse building located at the property municipally known as 174 Spadina Avenue. The proposed third party wall sign is to be 5.5 metres wide by 7.9 metres long and at a height of approximately 21.5 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 OS sign district;
- One of two third party signs 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 21.5 metres, will contain only one sign face, said sign face measuring 5.5 metres wide by 7.9 metres long for a total sign face area of 43.45 square metres, and will display static copy.

Background Information

(November 4, 2011) Staff Report and Attachments 1 and 2 - 174 Spadina Avenue - TP-11-00017

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42235.pdf>

Speakers

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

Motions

1 - Point of Order by Marco D'Angelo

That the Sign Variance Committee consider Items SB6.13 and SB6.14 together.

2 - Motion to Adopt Item moved by Elizabeth Saati (Carried)

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