

**ATTACHMENT 1:  
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.11**



**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**

|        |        |         |  |         |
|--------|--------|---------|--|---------|
| SB6.11 | ACTION | Adopted |  | Ward:20 |
|--------|--------|---------|--|---------|

**Application by Strategic Outdoor for Five Variances with Respect to a Third Party Sign Proposal at 185 Spadina Avenue - TP-11-00014**

**Committee Decision**

The Sign Variance Committee:

1. 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.
2. 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.
3. Approved the variance requested from §694-25A(1)(b) to allow the third party wall sign to be erected higher than 15.0 metres above grade.
4. 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.

5. Approved the variance requested from §694-25A(1)(e) to allow the third party wall sign to be erected and displayed within 30 metres of a premise located within a R-Residential sign district.

### **Origin**

(November 3, 2011) Report from the Manager, Sign By-law Unit, Toronto Building

### **Summary**

This is an application by Strategic Media Outdoor for five 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 six storey mixed-use industrial warehouse building located at the property municipally known as 185 Spadina Avenue. The proposed third party wall sign is to be 10.67 metres wide by 6.10 metres long and at a height of approximately 22.50 metres. The proposed third party wall sign is intended to replace a non-illuminated mural sign for the purposes of advertising, applied for but not yet issued, having a sign face area of 65.03 square metres and located at an overall height of approximately 13.88 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;
- Erected within 30 metres of an R-Residential 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 22.50 metres, will contain only one sign face, said sign face measuring 6.10 metres long by 10.67 metres wide, for a total sign face area of 65.03 square metres, and will display static copy.

### **Background Information**

(November 3, 2011) Staff Report and Attachments 1 and 2 - 185 Spadina Avenue

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42192.pdf>

### **Speakers**

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

Rami Tabetto, Toronto Public Space Initiative

**Motions**

*Motion to Adopt Item moved by Elizabeth Saati (Carried)*

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