

**ATTACHMENT 2:**  
**STAFF REPORT**



## STAFF REPORT ACTION REQUIRED

### Application by Strategic Outdoor for Five Variances with Respect to a Third Party Sign Proposal at 185 Spadina Avenue

Date:	November 3, 2011
Ward:	Ward 20 – Trinity-Spadina
File No.:	TP-11-00014
IBMS File No.:	11-241001

#### PURPOSE OF THE APPLICATION

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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.

## REQUESTED VARIANCES

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SECTION	REQUIREMENT	PROPOSAL
694-22D	A third party sign shall not be erected within 100.0 metres of any other third party sign.	There are two other third party wall signs at 193 Spadina Avenue, approximately 16 metres and 25 metres, respectively, to the north. There are two other third party wall signs at 174 Spadina Avenue, approximately 55 metres and 45 metres, respectively, to the west. There is a third party roof sign at 204 Spadina Avenue, approximately 95 metres to the northwest. There is a third party roof sign at 198 Spadina Avenue, approximately 75 metres to the northwest. There is a third party roof sign at 170 Spadina Avenue, approximately 60 metres to the southwest.
694-25A(1)(a)	A third party wall sign is permitted provided the sign face area shall not exceed 20.0 square metres.	The proposed third party wall sign is 65.09 square metres in sign face area
694-25A(1)(b)	A third party wall sign is permitted provided the height shall not exceed 15.0 metres.	The height of the proposed third party wall sign is approximately 22.5 metres.
694-25A(1)(d)	A third party wall sign is permitted provided the sign shall not be erected within 30.0 metres of the intersection of a major street with any other street.	The proposed third party wall sign is approximately 27 metres from the intersection of Spadina Avenue and Phoebe Street and approximately 26 metres from the intersection of Spadina Avenue and Bulwer Street.
694-25A(1)(e)	A third party wall sign is permitted provided the sign shall not be erected within 30.0 metres of any premises located in an R, RA, or OS sign district.	The proposed third party wall sign is approximately 18 metres from an R-Residential sign district, to the immediate east.

## RECOMMENDATIONS

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**The Chief Building Official and Executive Director, Toronto Building, recommends that:**

1. The Sign Variance Committee **approve** 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. The Sign Variance Committee **approve** 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. The Sign Variance Committee **approve** 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. The Sign Variance Committee **approve** 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; and
5. The Sign Variance Committee **approve** 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.

## **COMMENTS**

Chapter 694, Signs, General, of the City of Toronto Municipal Code came into force and effect on April 6, 2010. Chapter 694, Signs, General, delegates decision-making powers respecting third party sign variance applications to the Sign Variance Committee. As such, this report outlines the position of the Chief Building Official concerning whether the proposed variances meet the criteria set out in §694-30A to permit the granting of a variance. It is the Chief Building Official's position that all of the proposed five variances meet the criteria and should be approved.

### Applicant's Submission

The Applicant's submission package is provided as Attachment 1 to this report. Attachment 1 contains:

- A Sign Variance Application form completed by the Applicant, signed and dated June 27, 2011;
- A "Rationale for Application" prepared by the Applicant;
- A "Survey Sketch" of the subject premises; and
- Elevation drawings of the northerly facing building wall of the subject premise showing the existing wall and the wall with the proposed third party sign, prepared by A. Karanxha.

### Site Context

The subject property (refer to Attachment 2) is located in Ward 19 between the intersections of Spadina Avenue and Phoebe Street and Spadina Avenue and Bulwer Street. The subject property is located on the east side of Spadina Avenue between the major streets of Queen Street West to the south and Dundas Street West to the north, within a CR-Commercial Residential sign district. This immediate portion of Spadina Avenue is characterized by large five, six and seven storey warehouse buildings interspersed surface parking lots and two and three storey commercial buildings. The area was historically the "Garment District" and many of the former garment factories and warehouses have been converted into professional and office space. To the north of the subject premises is Chinatown.

The northerly wall of 185 Spadina Avenue, on which the sign is proposed to be erected and displayed, faces a commercial surface parking lot, and a three storey converted warehouse building beyond that. To the east of the subject property is an established, low-density residential neighbourhood, consisting of house-form buildings and a elementary school, all within an R-Residential sign district. The remaining properties to the south and to the west of the subject site are commercial/office in nature and use.

### Established Criteria

In order to review, consider and make recommendations on sign variance applications, criteria to evaluate an application for a variance are provided in Chapter 694. §694-30A states that an

application for a variance from the provisions of Chapter 694 may only be granted where it is established that the proposed sign:

- (1) *Is warranted based on physical circumstances applicable to the property or premises;*
- (2) *Is consistent with the architecture of the building or development of the property;*
- (3) *Is consistent with buildings and other features of properties or premises within 120 metres of the location of the proposed sign;*
- (4) *Will not alter the essential character of the area;*
- (5) *Will not adversely affect adjacent properties;*
- (6) *Will not adversely affect public safety;*
- (7) *Is, in the opinion of the decision maker, not contrary to the public interest;*
- (8) *Is of a sign class or a sign type that is permitted in the sign district where the premises is located; and*
- (9) *Is not expressly prohibited by §694-15B.*

The Chief Building Official provides the following comments with respect to each of the criteria, all of which must be established for a variance to be granted:

(1) *Physical circumstances applicable to the property or premises*

The subject property is located within a CR-Commercial Residential sign district and third party wall signs are permitted in this sign district. Typically third party wall signs are common in these districts because they reflect the commercial retail and business nature of the area. Retail window displays, signs for the purposes of identification, signs for the purposes of advertising and signs for the purposes of promotion are all very prevalent since the majority of buildings in these areas have commercial/retail uses at the first storey.

The northerly facing building wall is currently bare and lacking aesthetic appeal. Also, the proposed wall sign faces into an adjacent neighbouring parking lot. Although the proposed sign is only set back approximately 26 and 27 metres respectively from the nearest intersections; sufficient setbacks are still provided. Also, there is no visibility of the proposed sign from the intersection of Spadina Avenue and Bulwer Street due to the location of the sign. The Applicant claims that the proposed third party wall sign will contribute to the promotion and animation of this immediate area of the neighbourhood and Sign By-law Unit staff are generally in agreement.

**Conclusion: It is the Chief Building Official's opinion that it has been established that the proposed sign is warranted based on the physical circumstances applicable to the premises.**

(2) *Consistency with the architecture of the building or the development of the property*

As previously mentioned, the proposed third party wall sign will be erected and displayed on the northerly facing building wall which is currently bare and lacking aesthetic appeal. There are no significant architectural elements of any relevance that would be negatively affected by the proposed sign.

**Conclusion: It is the Chief Building Official's opinion that it has been established that the proposed sign is consistent with the architecture of the building or development of the property.**

- (3) *Consistency with buildings and other features of properties or premises within 120 metres of the location of the proposed signage*

The vast majority of properties within 120 metres of the subject location are within the CR-Commercial Residential sign district. Although there are a few residential properties located in the R-Residential sign district, they are all on the minor streets nearby and will have limited or no view of the proposed third party wall sign. Spadina Avenue is a busy and well-travelled major street in the City. Wall signs are common along Spadina Avenue and are reflective of the retail and business nature of the area.

**Conclusion: It is the Chief Building Official's opinion that it has been established that the proposed sign is consistent with buildings and other features of properties or premises within 120 metres of the location of the proposed sign.**

- (4) *Alteration of the essential character of the area*

As mentioned above, this section of Spadina Avenue is busy and well-travelled. It contains a large variety of retail and commercial shops and stores. There is also a large professional/office component in the area, due in part to the adaptable re-use of the old warehouse buildings. The property on which the third party wall sign is proposed to be erected and displayed is in close proximity to Chinatown, an area that is well known and iconic for containing an abundance of signage, albeit predominately first party in nature. Third party wall signs are permitted in this sign district, subject to regulatory provisions provided for in Chapter 694. As such, permitting the erection and display of a third party wall sign will not alter the essential character of the area.

**Conclusion: It is the Chief Building Official's opinion that it has been established that the proposed sign will not alter the essential character of the area.**

- (5) *Adverse affect on adjacent properties*

The proposed third party wall sign will directly face a commercial surface parking lot and will not likely cause any negative impact to the property. There is only one residential property within 30 metres of the proposed sign, and the property does not contain a residential use; it is an elementary school. Also, the proposed sign will have minimal impact on the residential property since the view of the sign will be largely obstructed by any neighbouring commercial buildings, trees, and due to the proposed location of the sign. Additionally, the proposed wall sign will comply with the illumination requirements outlined in Chapter 694 including illumination only between the hours of 7 a.m. and 11 p.m. and reducing the luminosity and brilliance of the sign, in relation to ambient light levels, at dusk and dawn. As such, there are no adverse impacts on adjacent properties.

**Conclusion: It is the Chief Building Official's opinion that it has been established that the proposed sign will not adversely affect adjacent properties.**

(6) *Adverse affect on public safety*

The proposed third party wall sign will require both a building permit and a sign permit to be erected. A building permit is only issued once the City is satisfied that the sign complies with the applicable provisions of the Ontario Building Code, which ultimately ensures public safety.

**Conclusion: It is the Chief Building Official's opinion that the proposed sign will not adversely affect public safety.**

(7) *Public interest*

The third party sign variance application process prescribed in Chapter 694 is a public process. The proponent is required to post a notice on the property for no less than 30 days prior to the hearing of the application by the Sign Variance Committee and a written notice of the proposal is mailed out to the local Ward Councillor, the owners of all properties and to the mailing addresses of residential and business tenancies within a 120 metre radius of the property. Sign By-law Unit staff have confirmed that a notice has been posted on the property and, to the date of this report, no comments have been received from the public.

Chapter 694 also expresses, through the provisions contained therein, many of the City's goals and objectives including, but not limited to:

- The promotion of energy efficiency; and
- The establishment of a city with beautiful, comfortable, safe and attractive streets (the Beautiful City principle).

The proponent will comply with the prescribed regulations related to the purchase and use of renewable energy to operate the proposed third party wall sign and with the illumination requirements including:

- Only illuminating the sign between the hours of 7 a.m. and 11 p.m.;
- Avoiding "up-lighting" the sign to mitigate impacts on birds and the night sky; and
- Reducing the luminosity and brilliance of the sign, in relation to ambient light levels, at dusk and dawn.

This specific proposal appears to be acceptable to the City's defined goals and objectives in terms of the environment and City beautification.

**Conclusion: It is the Chief Building Official's opinion that it has been established that the proposed sign is not contrary to the public interest.**

(8) *Sign class, sign type and sign district permissions*

Sign By-law Unit staff have reviewed the proposal and confirm that the subject property is located within a CR-Commercial Residential sign district where third party wall signs are permitted.

**Conclusion: It is the Chief Building Official's opinion that it has been established that the proposed sign is of a sign class or a sign type that is permitted in the sign district where the premises is located.**

(9) *Express prohibitions as per subsection 694-15B*

Through a review of the proposal, Sign By-law Unit staff have confirmed that the proposed signage is not expressly prohibited by §694-15B of Chapter 694, Signs, General, of the City of Toronto Municipal Code.

**Conclusion: It is the Chief Building Official's opinion that it has been established that the proposed sign is not expressly prohibited by § 694-15B.**

## **CONCLUSION**

In consideration of the five variances requested to Chapter 694, Signs, General, to allow the issuance of a sign permit authorizing the erection and display of one third party wall sign with one sign face containing static copy, on the northerly facing wall of the property municipally known as 185 Spadina Avenue, as described, it has been established that the proposal is in compliance with all of the criteria. Therefore, the Chief Building Official recommends that the Sign Variance Committee approve the requested variances.

## **CONTACT**

Robert Bader, Supervisor  
Sign By-law Unit, Toronto Building  
Tel: (416) 392-4113; E-mail: [rbader@toronto.ca](mailto:rbader@toronto.ca)

## **SIGNATURE**

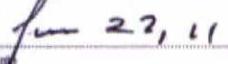
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Ted Van Vliet  
Manager, Sign By-law Unit

## **ATTACHMENTS**

1. Applicant's Submission Package
2. Excerpt – Sign District Map

## ATTACHMENT 1: APPLICANT'S SUBMISSION PACKAGE

 <b>Sign By-law Unit</b>	<h3>Sign Variance Application</h3>																
<b>For Enquiries Dial 311</b> From Outside the City of Toronto (416) 392-CITY (2489)																	
Request Date <span style="border: 1px solid black; padding: 2px 5px;">23</span> Day <span style="border: 1px solid black; padding: 2px 5px;">6</span> Month <span style="border: 1px solid black; padding: 2px 5px;">2011</span> Year    Folder No.																	
<b>Sign Location</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">Street No.</td> <td style="width: 40%;">Street Name</td> <td style="width: 25%;">Lot No.</td> <td style="width: 20%;">Plan No.</td> </tr> <tr> <td>185</td> <td>SPADINA AVENUE</td> <td></td> <td></td> </tr> </table> <p>Describe the variance being applied for:</p> <hr/>		Street No.	Street Name	Lot No.	Plan No.	185	SPADINA AVENUE										
Street No.	Street Name	Lot No.	Plan No.														
185	SPADINA AVENUE																
<p>If it is an application for a variance for the issuance of a permit required for the modification or restoration of an existing sign, please provide the following:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Existing sign dimension</td> <td style="width: 50%;">Location:</td> </tr> </table> <p>Please provide the reasons/justification for the request (Attach any supporting documentation or additional pages as required):</p> <hr/>		Existing sign dimension	Location:														
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<b>Property Owner Information</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Last Name</td> <td style="width: 50%;">First Name</td> </tr> <tr> <td colspan="2">Company Name (if applicable) <b>ALLIED PROPERTIES</b></td> <td>Area Code and Telephone No.</td> </tr> <tr> <td>Street No. &amp; Name <b>255 ADELAIDE STREET WEST</b></td> <td>Apt./Unit No.</td> <td>Area Code and Mobile / Pager No.</td> </tr> <tr> <td>City <b>TORONTO</b></td> <td>Province <b>ON</b></td> <td>Postal Code <b>M5H 1X9</b></td> <td>Area Code and Fax No.</td> </tr> <tr> <td colspan="3">E-mail address</td> <td></td> </tr> </table> <hr/>		Last Name	First Name	Company Name (if applicable) <b>ALLIED PROPERTIES</b>		Area Code and Telephone No.	Street No. & Name <b>255 ADELAIDE STREET WEST</b>	Apt./Unit No.	Area Code and Mobile / Pager No.	City <b>TORONTO</b>	Province <b>ON</b>	Postal Code <b>M5H 1X9</b>	Area Code and Fax No.	E-mail address			
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<b>Attachments Required</b> <ul style="list-style-type: none"> <li>Sign Variance Data Sheet</li> <li>Copies of any supporting documents</li> <li>All necessary plans and specifications required to verify the nature of the Sign By-law Variance(s) requested</li> </ul> <hr/>																	
<b>Applicant's Declaration and Information</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Last Name</td> <td style="width: 50%;">First Name</td> </tr> <tr> <td colspan="2">Company Name (if applicable) <b>STRATEGIC OUTDOOR</b></td> <td>Area Code and Telephone No. (416) 253-9988</td> </tr> <tr> <td>of Street No. and Name <b>555 RICHMOND ST W</b></td> <td>Apt./Unit No. <b>600</b></td> <td>Area Code and Mobile / Pager No.</td> </tr> <tr> <td>City <b>TORONTO</b></td> <td>Province <b>ON</b></td> <td>Postal Code <b>M6V 3B1</b></td> <td>Area Code and Fax No. (416) 253-8208</td> </tr> <tr> <td colspan="3">E-mail address <b>DANIEL@STRATEGICOUTDOOR.CA</b></td> <td></td> </tr> </table> <hr/>		Last Name	First Name	Company Name (if applicable) <b>STRATEGIC OUTDOOR</b>		Area Code and Telephone No. (416) 253-9988	of Street No. and Name <b>555 RICHMOND ST W</b>	Apt./Unit No. <b>600</b>	Area Code and Mobile / Pager No.	City <b>TORONTO</b>	Province <b>ON</b>	Postal Code <b>M6V 3B1</b>	Area Code and Fax No. (416) 253-8208	E-mail address <b>DANIEL@STRATEGICOUTDOOR.CA</b>			
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<b>do hereby declare the following:</b> <p>That I am <input type="checkbox"/> the Property Owner as stated above  <input type="checkbox"/> an officer/employee of ..... which is an authorized agent of the owner.  <input checked="" type="checkbox"/> the owner's authorized agent  <input type="checkbox"/> an officer/employee of ..... which is the Property Owner's authorized agent.</p> <ul style="list-style-type: none"> <li>That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application.</li> <li>That the plans and specifications submitted are prepared for the sign variance(s) described and are submitted in compliance with copyright law.</li> <li>That the information included in this application and in the documents filed with this application is correct.</li> <li>That statements contained in this application are true and made with full knowledge of all relevant matters and of the circumstances connected with this application.</li> </ul>																	
 Applicant's Signature	Daniel Pitoscia Print Name	 Date															
<small>         The personal information on this form is collected under the authority of ss. 8 and 110 of the City of Toronto Act, 2006, and Chapter 694, Signs, General, of the City of Toronto Municipal Code, and will be used specifically for the purpose of creating and maintaining a record available to the general public concerning signs and permit information, evaluation of applications made under Chapter 694, Signs, General, issuance, denial and revocation of permits under Chapter 694, Signs, General, processing applications for variances from and amendments to Chapter 694, Signs, General, creating aggregate statistical reports, enforcement of City of Toronto Municipal Code Chapter 694, Signs, General, Chapter 771, Taxation, Third Party Sign Tax, and any other applicable sign by-law of the City of Toronto, and contacting permit holder(s) or authorized agent(s). Questions about this collection may be referred to the Manager, Sign By-law Unit, at Toronto Building, City Hall, 100 Queen St W, 12<sup>th</sup> Floor, East Tower, Toronto, ON, M5H 2N2, Telephone: 416-392-0300       </small>																	



Sign By-law Unit

## Sign Variance Data Sheet

For Enquiries Dial 311  
From Outside the City of Toronto (416) 392-CITY (2489)

Request Date		Folder No.
23	6	2011
Day	Month	Year

This data sheet forms part of an application for a Variance From Chapter 694 of the Toronto Municipal Code, Signs.

### Sign Location

Street No. 185	Street Name SPADINA AVENUE	Lot No.	Plan No.
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### Site and Building Data

Lot Area:	Lot Frontage:	Lot Depth:
Number of Buildings on the lot:	Date of Construction of Building(s) if known:	
Building Height(s):	Number of Storeys:	Building(s) Gross Floor Area:
Building Use(s):		

### Site Context

Please describe the land uses, buildings and sign districts surrounding the proposal (use additional pages if necessary):

North:

South:

East:

West:

### Proposal

Please describe in detail what is being proposed (use additional pages if necessary):

To replace a permitted mural sign (permit no. 05 202404 SCN 00 SP) with an illuminated vinyl fascia sign measuring 35 feet by 20 feet on the north elevation wall.

### Rationale

Decisions for all Sign Variance Applications are evaluated against criteria listed in Toronto Municipal Code Chapter 694-30 A. The criteria are that the variance:

- Is warranted based on physical circumstances applicable to the property or premises;
- Is consistent with the architecture of the building or development of the property;
- Is consistent with buildings and other features of properties or premises within 120 metres of the location of the proposed sign;
- Will not alter the essential character of the area;
- Will not adversely affect adjacent properties;
- Will not adversely affect public safety;
- Is, in the opinion of the decision maker, not contrary to the public interest;
- Is of a sign class or a sign type that is permitted in the sign district where the premises is located; and,
- Is not expressly prohibited by Subsection 694-158.

Please describe in detail how the proposal satisfies each of the criteria listed above (use additional pages if necessary):

Sign Variance Application – 185 Spadina Avenue

Rationale for Application

1. Approval of this application is appropriate. A sign permit is currently in place, permit number 05 202404 SGN 00 SP, allowing a mural on the north elevation wall. The proposed sign will be a vinyl fascia sign which will be built on the same elevation wall and will replace the mural sign. We have advised City staff that we will forfeit our mural sign permit if this application is permitted and a fascia sign permit is issued. We also note that the City's sign tax by-law does not apply to signs permitted before the passage of the current sign by-law. As a result, there are no sign taxes payable based on the current permit, but sign taxes would apply to the proposed new sign, should this variance be allowed.
2. The current sign permit allows a mural sign that must be painted directly onto the building wall. There are aspects of this form of "installation" that are problematic, and are resolved by the use of vinyl signs, as proposed in this application, as follows:
  - a. Painting directly onto the wall requires an extensive number of hours of work by one or two individuals who are exposed to the fumes and spray of the paint while working from temporary scaffolds up to four stories high, and usually over adjacent concrete surfaces, near sidewalks and vehicle traffic. This process presents many opportunities for safety hazards including the exposure of workers to fumes and spray, and the potential for injury to workers or passers-by as a result of human error; falls, equipment or materials dropped, etc. I also note that this process must be repeated each time the advertising copy is changed, presenting the same risks over and over again.  
Vinyl signs are produced on strong, fire retardant material and the necessary artwork and printing is done in a safe manufacturing environment. The signs are then constructed in a way that allows them to be strung, by way of a simple cabling system attached to the wall (noting that the system is designed by a professional engineer and each installation is overseen by a professional engineer on-site). The cabling system can be installed within a short number of hours using a "cherry picker" vehicle to access the building wall. It then takes a short time to suspend the sign material to the cabling system and the installation is complete. Signs may then be removed and re-installed on the same cabling system.
  - b. As noted above, advertising copy may be changed frequently. In the case of a mural sign, this means repeatedly painting over the building walls, resulting in thick layers of paint that eventually must be removed with chemical applications. The application of the paint directly onto the wall, and the occasional removal of layers of paint also creates a potentially harmful situation since the materials used to remove the paint can be hazardous and must be collected at the base of the building wall and removed for proper disposal. While this method minimizes potential harm to the passing public,

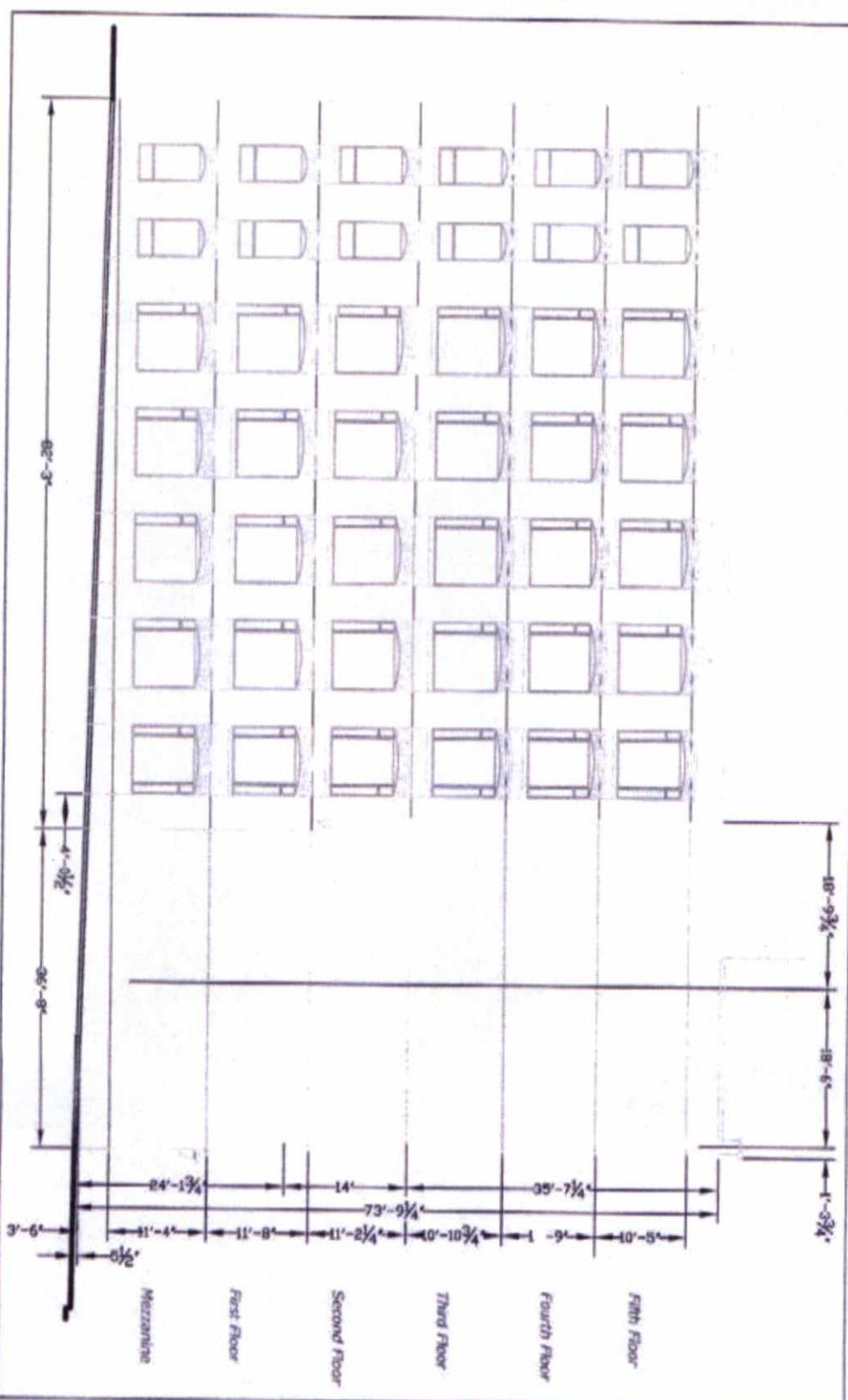
it does involve exposing the workers to the chemicals needed for the process. In addition, there is a long -term potential for erosion of the building wall or cladding on the wall in question.

- c. The installation of individually painted mural signs is extremely expensive and be cost-prohibitive to the smaller and start-up companies who wish to purchase advertising space in their communities.
- d. The removal and/or replacement of vinyl advertising signs can be done very quickly, in a number of hours rather than days.

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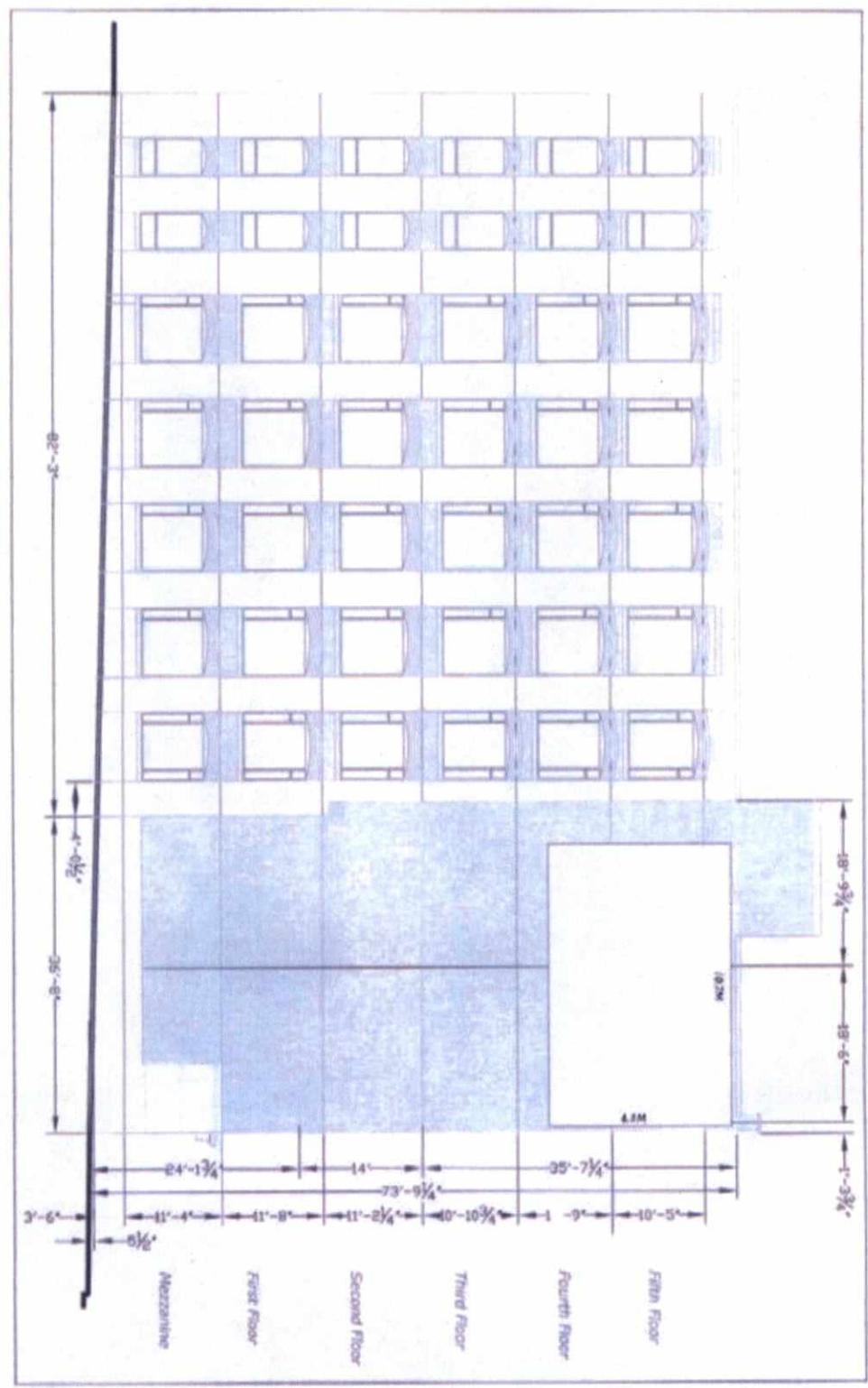
- 3. I note that we are a new Toronto-based company that began our business here, and our head office remains here, notwithstanding the incredible presence of other large outdoor advertising companies in Toronto. In order to remain competitive and viable as a business, we need to take advantage of new production processes and offer our customers a quality product at a competitive price.
- 4. The sign is proposed to be installed on the north elevation wall of a Commercial/Office/Manufacturing Building. This section of Spadina Avenue is a high-density mixed commercial and manufacturing area, near the southerly border of Chinatown.
- 5. Well-designed and presented advertising copy can, and we believe will, in this case, present a visual interest in an otherwise blank building wall. Studies have shown that murals or other media are less likely to be defaced by graffiti than blank building walls.
- 6. Spadina Avenue is extremely busy and well lit. Current technology allows the illumination of the proposed sign to be directed specifically at the sign and set on timers which will turn the lights off daily at 11 p.m.
- 7. There are no other third party signs within 100 metres of the proposed location for this sign. The City's objective to avoid the saturation of advertising is satisfied in this case.
- 8. Given all of the above, we believe that the proposed sign will in no way alter the essential character of the area, nor will it adversely affect adjacent properties or public safety. In fact, as stated, we believe it may have the beneficial effect of deterring graffiti at this site.
- 9. The proposed sign location is not prohibited by the City's sign regulation.





185 Spadina Ave.

Designed A. Karanxha



## ATTACHMENT 2: EXCERPT – SIGN DISTRICT MAP

