

**ATTACHMENT 1:
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.24**



Tracking Status

- This item was considered by [Sign Variance Committee](#) on November 22, 2011 and was adopted with amendments.

Sign Variance Committee consideration on November 22, 2011

SB6.24	ACTION	Amended		Ward:27
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Application by Strategic Outdoor for Four Variances with Respect to a Third Party Wall Sign Proposal at 185 Avenue Road - TP-11-00027

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 third party wall sign to exceed 20 square metres in sign face area.
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.
4. 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.

5. Added a condition that the proposed third party wall sign not be illuminated.

Origin

(October 31, 2011) Report from the Manager, Sign By-law Unit, Toronto Building

Summary

This is an application by Strategic Media Outdoor for four 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 185 Avenue Road. The proposed third party wall sign is to be 9.14 metres wide by 4.27 metres long and at a height of approximately 7.47 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 premises; and
- At a height of 7.47 metres, will contain only one sign face, said sign face measuring 4.27 metres long by 9.14 metres wide for a total sign face area of 39.03 square metres, and will display static copy.

Background Information

(October 31, 2011) Staff Report and Attachments 1 and 2 - 185 Avenue Road

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42167.pdf>

Communications

(October 25, 2011) E-mail from Xenia Mitchell (SB.Main.SB6.24.1)

(October 24, 2011) Fax from Harriet Altman (SB.New.SB6.24.2)

(November 10, 2011) E-mail from Bill Peers (SB.New.SB6.24.3)

(November 16, 2011) E-mail from Nora Pratt (SB.New.SB6.24.4)

(November 20, 2011) E-mail from Munaza Chaudhry and Reza Meh (SB.New.SB6.24.5)

(November 20, 2011) E-mail from Joan Boggs (SB.New.SB6.24.6)

(November 21, 2011) E-mail from Tristan Michela and Jonathan Hicks (SB.New.SB6.24.7)

(November 21, 2011) E-mail from Jennifer Armstrong (SB.New.SB6.24.8)

(November 21, 2011) E-mail from Howard Alter (SB.New.SB6.24.9)

(November 21, 2011) E-mail from Munaza Chaudhry and Reza Meh (SB.New.SB6.24.10)

(November 21, 2011) Letter from Councillor Kristyn Wong-Tam (SB.New.SB6.24.11)

(<http://www.toronto.ca/legdocs/mmis/2011/sb/comm/communicationfile-26997.pdf>)

(November 21, 2011) E-mail from Dr. Ali Adibfar (SB.New.SB6.24.12)

(November 21, 2011) E-mail from Rachel Rafelman (SB.New.SB6.24.13)

(November 22, 2011) E-mail from Tim Dersjardins (SB.New.SB6.24.14)

Speakers

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

Diane Dyer, ABC Residents' Association

Mary Helen Spence

Motions

Motion to Amend Item moved by Robert Pletsch (Carried)

That the Sign Variance Committee adopt staff Recommendations 1, 3 and 4 in Item SB6.24 with the condition that the proposed sign not be illuminated.

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