

ATTACHMENT 1: SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.19



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

SB6.19	ACTION	Adopted		Ward:28
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Application by Strategic Outdoor for Three Variances with Respect to a Third Party Wall Sign Proposal on the Easterly Facing Wall at 71-73 King Street East - TP-11-00022

Committee Decision

The Sign Variance Committee:

1. Approved the variance requested from §694-22D to allow the proposed third party sign to be erected and displayed within 100 metres of another 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 square metres.
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.

Origin

(October 31, 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 westerly facing wall of an existing three storey mixed-use building located at the property municipally known as 71-73 King Street East. The proposed third party wall sign is to be 6.10 metres wide by 7.32 metres long and at a height of approximately 13.0 metres. The proposed third party wall sign is intended to replace a previously approved non-illuminated mural sign for the purposes of advertising, having a sign face area of 83.02 square metres and located at an overall height of approximately 12.2 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;
- Not erected within 30 metres of an R, RA or OS 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 13.0 metres, will contain only one sign face, said sign face measuring 7.32 metres long by 6.10 metres wide, for a total sign face area of 44.65 square metres, and will display static copy.

Background Information

(October 31, 2011) Staff Report and Attachments 1 and 2 - 71-73 King Street East

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42185.pdf>

Communications

(November 17, 2011) E-mail from Suzanne Kavanagh, President, St. Lawrence Neighbourhood Association (SB.New.SB6.19.1)

(November 18, 2011) E-mail from Marcus Little (SB.New.SB6.19.2)

(November 21, 2011) Letter from Councillor Pam McConnell (SB.New.SB6.19.3)

<http://www.toronto.ca/legdocs/mmis/2011/sb/comm/communicationfile-27027.pdf>

Speakers

Mitchell Armata, Strategic Outdoor

Robert Bader, Sign By-law Unit, Toronto Building

Marcus Little

Motions

Motion to Adopt Item moved by Thomas Janzen (Carried)

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