

# ATTACHMENT 1: SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.7



## 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

SB6.7	ACTION	Adopted		Ward:28
-------	--------	---------	--	---------

## Application by Strategic Outdoor for One Variance with Respect to a Third Party Sign Proposal on the Southerly Facing Wall at 22 (14) Sheppard Street - TP-11-00010

### Committee Decision

The Sign Variance Committee:

1. Approved the variance requested from 694-25A(1)(a) to allow the proposed third party wall sign to exceed 20 square metres in sign face area.

### Origin

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

### Summary

This is an application by Strategic Media Outdoor for one variance 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 southerly facing wall of an existing eight storey automobile parking garage located at the property municipally known as 14

Sheppard Street (commonly known as 22 Sheppard Street). The proposed third party wall sign is 11.5 metres wide by 6.0 metres long and a height of 13.79 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 69.0 square metres and located at an overall height of 13.79 metres. The proposed third party wall sign will be:

- Illuminated;
- Not erected within 100.0 metres of other lawful third party signs;
- Not erected within 30.0 metres of the intersection of a major street with another street;
- Not erected within 30.0 metres of an R, RA or an 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 13.79 metres, will contain only one sign face, said sign face measuring approximately 6.0 metres long by 11.5 metres wide, for a total sign face area of 69.0 square metres, and will display static copy.

### **Background Information**

(November 3, 2011) Staff Report and Attachments 1 and 2 - 22 (14) Sheppard Street  
(<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42178.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)