

**ATTACHMENT 1:
SIGN VARIANCE COMMITTEE DECISION – ITEM SB6.15**



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

SB6.15	ACTION	Amended		Ward:30
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Application by Strategic Outdoor for Three Variances with Respect to a Third Party Sign Proposal at 235 Danforth Avenue - TP-11-00018

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

Decision Advice and Other Information

Ted Yao declared an interest in this item and left the room during consideration of this matter. Marco D'Angelo was appointed

Acting Chair.

Origin

(November 4, 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 on the westerly facing wall of an existing four storey medical building located at the property municipally known as 235 Danforth Avenue. The proposed third party wall sign is to be 7.30 metres wide by 6.10 metres long and at a height of approximately 15.70 metres. The proposed third party wall sign is intended to replace a previously approved non-illuminated mural sign for the purpose of advertising, having a sign face area of 42.74 square metres and located at an overall height of 15.0 metres.

The proposed third party wall sign will be:

- Illuminated;
- 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 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 15.70 metres, will contain only one sign face, said sign face measuring 6.10 metres long by 7.30 metres wide, for a total sign face area of 44.53 square metres, and will display static copy.

Background Information

(November 4, 2011) Staff Report and Attachments 1 and 2 - 235 Danforth Avenue

<http://www.toronto.ca/legdocs/mmis/2011/sb/bgrd/backgroundfile-42244.pdf>

Communications

(October 25, 2011) E-mail from Lewis Baios (SB.Main.SB6.15.1)

(October 31, 2011) E-mail from Jack Horsley (SB.Main.SB6.15.2)

(November 7, 2011) E-mail from Ken Brooks (SB.Main.SB6.15.3)

(November 8, 2011) E-mail from Marlene Greenberg and John Abrahamson (SB.Main.SB6.15.4)

(November 8, 2011) E-mail from Shin Imai (SB.Main.SB6.15.5)
(November 15, 2011) E-mail from Toni Begos (SB.New.SB6.15.6)
(November 17, 2011) E-mail from Robert Gibson (SB.New.SB6.15.7)
(November 18, 2011) E-mail from Craig Truscott and Nancy Truscott (SB.New.SB6.15.8)
(November 20, 2011) E-mail from Lewis Gonsalves (SB.New.SB6.15.9)
(November 21, 2011) E-mail from Tony Lee-Chin (SB.New.SB6.15.10)
(November 21, 2011) E-mail from Eddy Popp (SB.New.SB6.15.11)
(November 21, 2011) E-mail from Michael J. Purko (SB.New.SB6.15.12)
(November 21, 2011) Letter from Councillor Paula Fletcher (SB.New.SB6.15.13)
(<http://www.toronto.ca/legdocs/mmis/2011/sb/comm/communicationfile-27023.pdf>)

Speakers

Mitchell Armata, Strategic Outdoor
Robert Bader, Sign By-law Unit, Toronto Building
Craig Truscott
Eduardo Wong
Sandra Latini
Michael J. Purko

Motions

Motion to Amend Item moved by Thomas Janzen (Carried)

That the Sign Variance Committee adopt the staff Recommendations in Item SB6.15 with a condition that the third party wall sign is not illuminated.

Declared Interests

The following member(s) declared an interest:

Ted Yao - In that he worked with the spouse of one of the objectors.

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