

**DEPUTATION PRESENTATIONS**

for

**STRATEGIC OUTDOOR**

## **Mitchell Armata**

Is a managing partner of Strategic Outdoor and will make deputations on behalf of Strategic Outdoor.

## **Background**

- Strategic Outdoor owns 137 locations in the city of Toronto
- NONE of our current sign permits are taxable because they pre-date the new by-law and are grandfathered.
- These variance applications allow us to bring 18 locations under the new by-law so they can be taxed and abandon over 110 of our locations.
- The permits we applied for in the variances are in some cases substantially smaller than the existing permits, reducing the overall size of the signs we will operate. (Copies of existing permits and the new variance permit sizes are listed for each location)
- These variances will allow us to make the sites more economically viable through the use of new printing technology versus painting the signs. Mural versus paint.
- We have a case before the courts that challenges the previous by-law and has far reaching implications beyond our 137 locations. It may have implications on all of the signs in the city Toronto.
- We would see no need to continue with our lawsuit if we could successfully gain the variances we are discussing today.

## **Our hope going forward**

**To bring all the signs we are discussing today into complete compliance under the new by-law and pay tax on them.**

**To be able to plan the future of our company on a healthy and mutually beneficial relationship with the city and the communities in which we operate.**

**Thank you for taking the time to review our material.**

## **SB6.23**

### **985 College Street (Little Italy)**

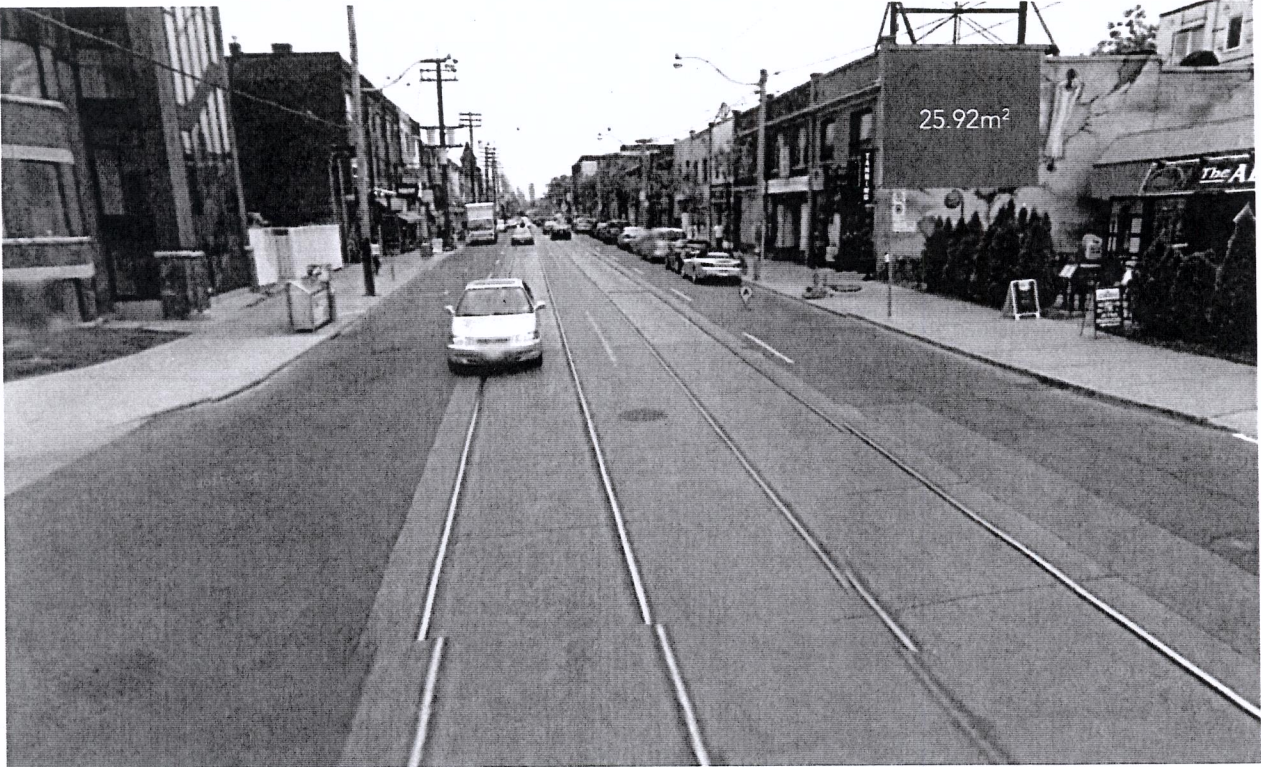
#### **Overview**

1. This located on College Street between Dovercourt and Gladstone.
2. Four variances are requested and the size has met the recommendation of the sign by-law unit and replaces an existing mural permit.
3. Variances requested:
  - A. To allow the third party wall sign to be erected within 100 metres of the of an existing third party sign.
  - B. To allow the sign face area of the third party wall sign to exceed 20 square metres.
  - C. To allow the third party wall sign to be erected within 30 metres of the intersection of a major street with any other street.
  - D. To allow the third party wall sign to be erected and displayed within 30 metres of a premise located within an R-Residential sign district.

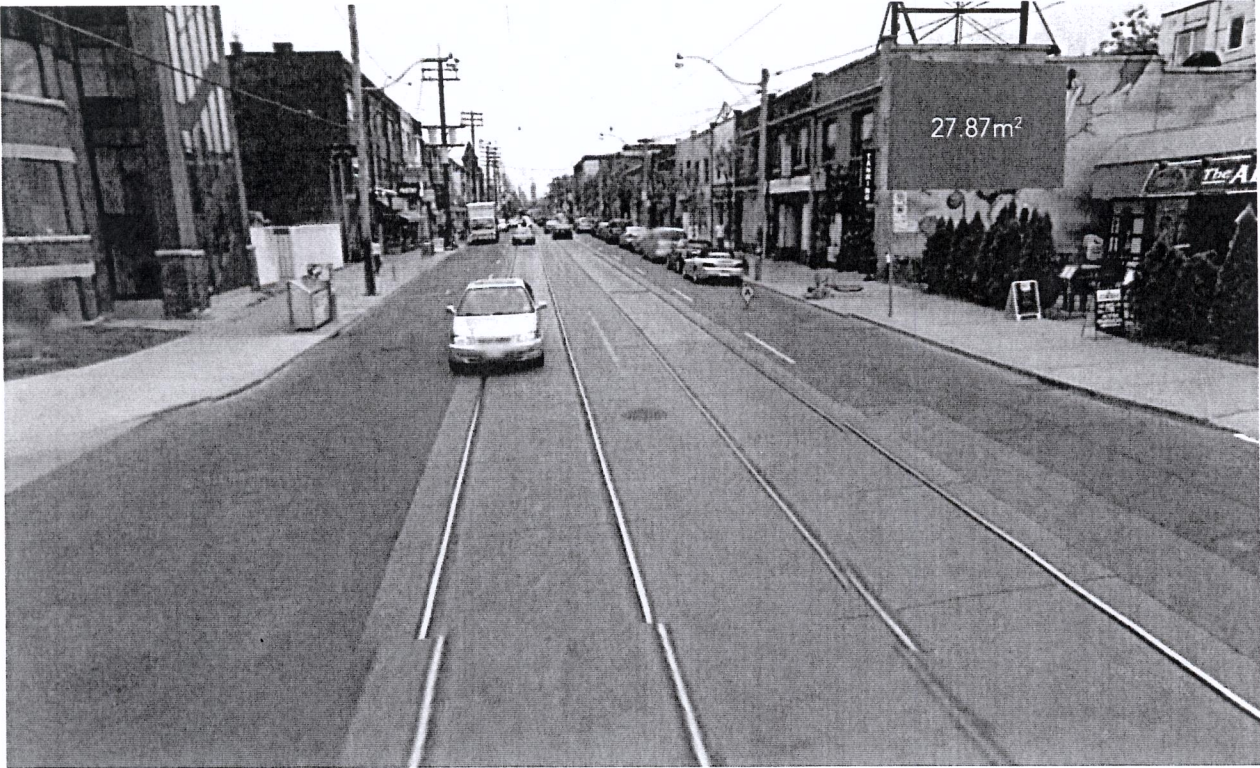
**We are pleased to confirm that the Sign By-Law unit fully supports all variance requests for this address.**



Existing Permit

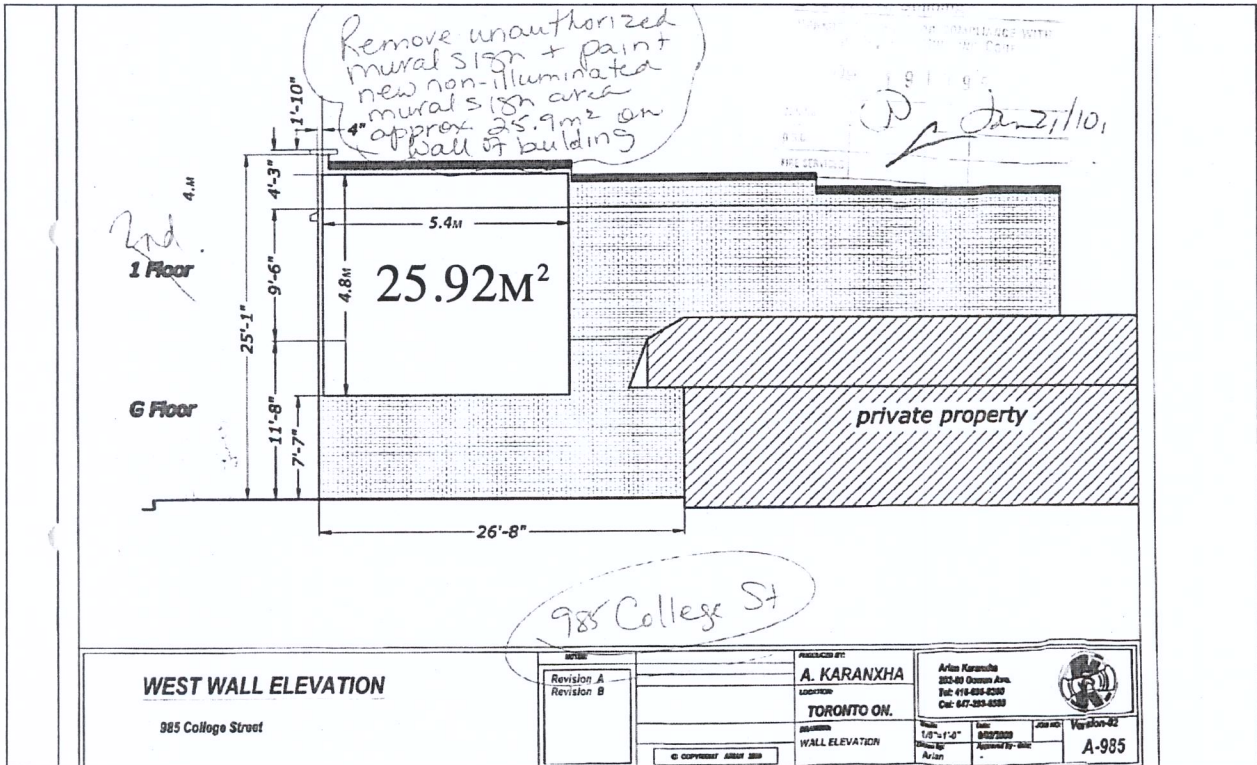


Requested Permit

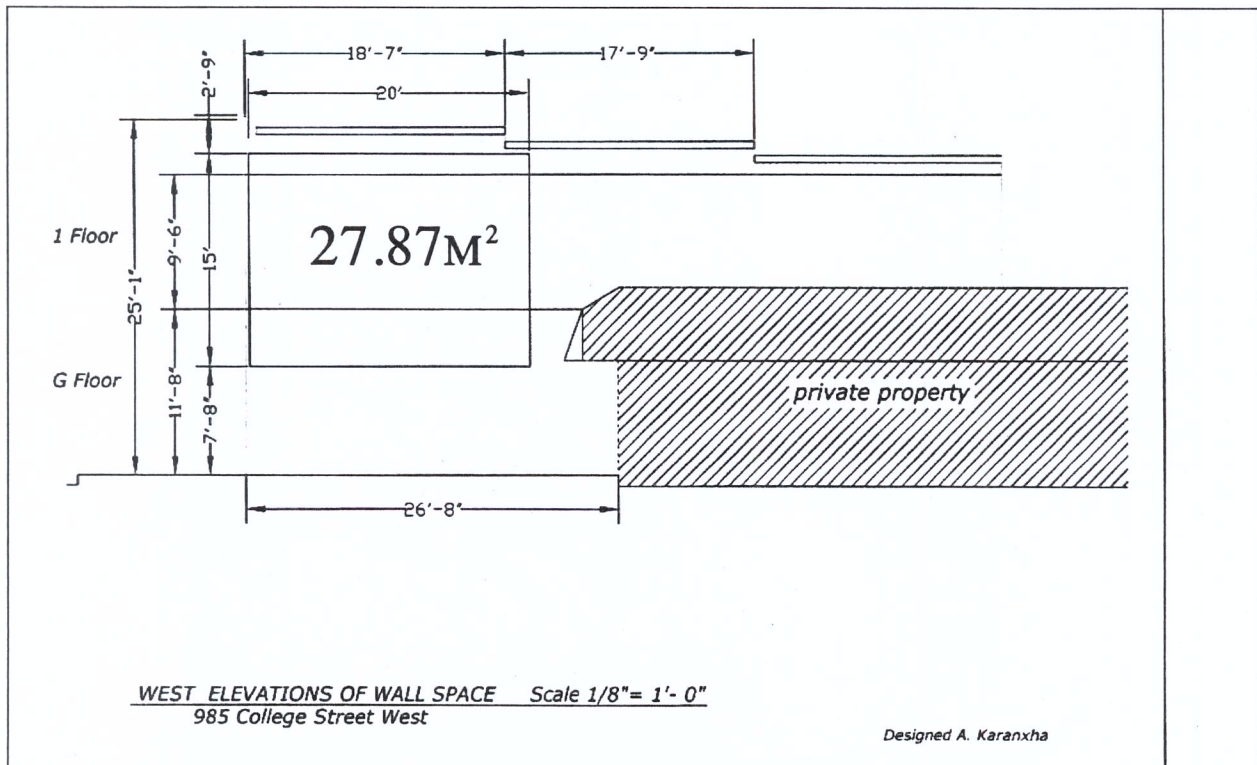




Existing Permit



Requested Permit



985 COLLEGE ST W (W)

Map

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