ATTACHMENT 2:
SIGN VARIANCE COMMITTEE DECISION – ITEM SB11.4

Item

Tracking Status

- This item was considered by Sign Variance Committee on May 1, 2012 and was adopted with amendments.

Sign Variance Committee consideration on May 1, 2012

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Application for Three Variances Respecting a Proposed Third Party Sign - 260 Church Street, Southerly Facing Wall - TP-11-00036

Committee Decision

The Sign Variance Committee:

1. Approved the variance requested from the requirement of §694-22D that a third party sign shall not be erected within 100.00 metres of any other lawful third party sign to allow the issuance of a sign permit authorizing the erection and display on the southerly wall of the building municipally known as 260 Church Street of a third party wall sign that is erected and displayed within 20 metres of the existing third party sign located at 254 Church Street, within 12 metres of the existing third party sign located at 91 Dundas Street East, within 35 meters and 55 metres, respectively, of the existing third party signs located at 81 Dundas Street East, and within 50 metres of the existing third party sign located at 266 Church Street.
2. Approved the variance requested from the requirement of §694-25A(1)(a) for a third party wall sign to have a sign face area that shall not exceed 20.00 square metres to allow the issuance of a sign permit authorizing the erection and display on the southerly wall of the building municipally known as 260 Church Street of a third party wall sign that shall not have a sign face area greater than 55.75 square metres.

3. Approved the variance requested from the requirement of §694-25A(1)(d) that a third party wall sign shall not be erected within 30.0 metres of the intersection of a major street with any other street to allow the issuance of a sign permit authorizing the erection and display on the southerly wall of the building municipally known as 260 Church Street of a third party wall sign approximately 8 metres from the intersection of Church Street and Dundas Street East.

Origin
(March 15, 2012) Report from the Manager, Sign By-law Unit, Toronto Building

Summary
To obtain three separate variances to Chapter 694, Signs, General, required to allow Abcon Outdoor Inc. (the "Applicant") to make an application for a sign permit to allow for the erection and display of one non-illuminated third party wall sign with static copy, 9.14 metres wide by 6.10 metres long and at an overall height of 10.66 metres, on the southerly facing building wall of an existing three storey building located on the premises municipally known as 260 Church Street and containing a pizza restaurant. The proposed third party wall sign:

- Will not be illuminated;
- Will display static copy only;
- Will be 10.66 metres in height;
- Contains one sign face, measuring 9.14 metres by 6.10 metres;
- Will have a total sign face area of 55.75 square metres
• Will be within 100 metres of other third party signs;
• Will be within 30 metres of the intersection of a major street with another street;
• Will not be within 30 metres of an R, RA or OS sign district;
• Will not be erected on a premise located within an area with site-specific area restrictions;
• Will be the only third party sign located on the premises.

Background Information

(March 15, 2012) Staff Report from the Manager, Sign By-law Unit, Toronto Building - Application for Three Variances Respecting a Proposed Third Party Sign - 260 Church Street, Southerly Facing Wall

(https://www.toronto.ca/legdocs/mmis/2012/sb/bgrd/backgroundfile-46358.pdf)

Communications

(April 23, 2012) E-mail from Les Abro, Abcon Media (SB.New.SB11.4.1)

Speakers

John McMulkir, Abcon Outdoor Inc.
Robert Bader, Chief Building Official

Motions

1 - Point of Order by Marco D'Angelo
That the Sign Variance Committee consider Items SB11.3 and SB11.4 together.

2 - Motion to Amend Item moved by Dennis Threndyle (Carried)
That Recommendation 2 be amended to read:

“2. The Sign Variance Committee approve the variance requested from the requirement of §694-25A(1)(a) for a third party wall sign to have a sign face area that shall not exceed 20.00 square metres to allow the issuance of a sign permit authorizing the erection and
display on the southerly wall of the building municipally known as 260 Church Street of a third party wall sign that shall not have a sign face area greater than 55.75 square metres.”

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