SUMMARY

On the advice of Legal Services, the following recommendations contained in the report dated January 27, 2014 are deleted:

1. The Sign Variance Committee approve the variance requested to §694-22C required to allow the issuance of a permit for the erection and display of a third party ground sign on a listed heritage building;

2. The Sign Variance Committee approve the variance requested to §694-22D required to allow the issuance of a permit for the erection and display of a third party ground sign to be erected within 100.0 metres of other third party signs;

3. The Sign Variance Committee approve the variance requested to §694-26(4)(a) required to allow the issuance of a permit for the erection and display of a third party ground sign with a sign face area exceeding 50 square metres;

4. The Sign Variance Committee approve the variance requested to §694-26(4)(b) required to allow the issuance of a permit for the erection and display of a third party ground sign exceeding 15.0 metres in height;

5. The Sign Variance Committee approve the variance requested to §694-22(4)(d) required to allow the issuance of a permit for the erection and display of a third party ground sign containing electronic static copy where the existing third party ground sign to be replaced does not contain electronic moving copy or electronic static copy;
6. Screening, in the form of shields, louvers or partitions, be provided around each of the two proposed sign faces of the proposed third party ground sign to mitigate potential visual impacts from the sign copy on the existing and future residential community in proximity of the proposed third party ground sign; and

7. Prior to the issuance of a sign permit for the proposed third party ground sign, the existing third party ground sign and the existing third party roof sign, both located on the same premises (as outlined in the Applicant’s submission materials), be removed and any associated permits be revoked.”

and replaced with the following:

"1. The Sign Variance Committee approve all of the variances requested to each of subsections 694-22C, 694-22D, 694-26(4)(a), §694-26(4)(b) and §694-22(4)(d), of Chapter 694 as required to allow the issuance of a permit for the erection and display of a third party ground sign with two sign faces containing electronic static copy to replace the existing third party ground sign located within the eastern portion of the premises municipally known as 7 Fraser Avenue on the following conditions: the height of the sign does not exceed 19.51 metres; the number of sign faces does not exceed two; the sign face area of each sign face does not exceed 62.43 square metres; the horizontal measurement of each sign face does not exceed 14.63 metres; the vertical measurement of each sign face does not exceed 4.27 metres; each sign face shall at all times contain screening (in the form of shields, louvers or partitions), sufficient to mitigate the visual impacts of the sign copy on all residential land uses within reasonable proximity of the sign, regardless of whether the residential land use was established prior to or after the erection or display of the sign; the sign replaces the existing third party ground sign on the eastern portion of the premises and is located within 1.0 metre of the current location of the sign which it is replacing; all permits associated with the sign it is replacing, the existing third party roof sign, and third party ground sign on the western portion of the premises are revoked; and prior to the issuance of the sign permit for the sign the existing third party roof sign and third party ground sign on the western portion of the premises are removed."

CONTACT

Robert Bader
Supervisor, Sign By-law Unit
Tel: (416) 392-4113; E-mail: rbader@toronto.ca

SIGNATURE

__________________________
Ted Van Vliet
Manager, Sign By-law Unit