

**COMMITTEE OF THE WHOLE AUGUST 18, 2003**

**SIGN VARIANCE APPLICATION**

**FILE NO.:** SV.03-13  
**OWNER:** TORONTO STAR INC.  
**LOCATION:** 1 CENTURY PLACE  
LOT/BLOCK 2-3, CONCESSION 5

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.03-13, Toronto Star Inc., be APPROVED.

**Purpose**

Applicant is requesting to install a wall sign on the north and east elevations of the building which does not comply with the sign by-law.

**Background - Analysis and Options**

By-Law Requirements (203-92, as amended)

8.2 WALL SIGNS

The area of a wall sign shall not exceed 0.75 sq.m. per linear horizontal metre of the exterior wall of a building upon which such sign is located.....Notwithstanding the foregoing, the total area of a wall sign per business premises shall not exceed 20.0 sq.m. or be limited to less than 2.0 sq.m.

**Conclusion**

Applicant is requesting to install one wall sign on both the north and east elevation. The wall sign measures 2.62m x 24.87m, total sign face 65.16 m<sup>2</sup>.

**Attachments**

1. Sketch of Sign

**Report prepared by:**

John Studdy, Manager of Customer & Administrative Services

Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

/as



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May 8, 2002  
P. Kenny  
R. Barron

Date: May 8, 2002  
Sales Rep: P. Kenny  
Designer: R. Barron  
All Notes: 02 1482 86  
Graphics: R. Barron  
Scale: Design No. Revision Note

Job No. Customer Approval Date

**TORONTO**

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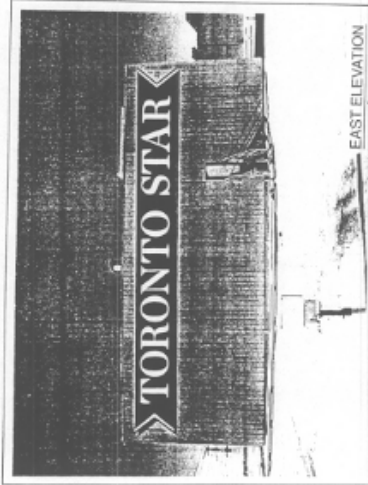
81'-7"



5'-11"

TO SUPPLY & INSTALL (1) ILLUMINATED FRAMELESS FASCIA  
8'-7" HIGH X 81'-7" WIDE OVERALL

- FRAMELESS FLEXIBLE VINYL FACE WITH APPLIED TRANSLUCENT REFLEX BLUE VINYL GRAPHICS /
- ALUMINUM CABINET FINISHED REFLEX BLUE/BLUE
- ILLUMINATED BY "DAYLIGHT" FLUORESCENT LAMPS



EAST ELEVATION Scale= 1/16" = 1'-0"



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May 8, 2003

Date

As Noted

Scale

Job No.

P. Kenny Sales Rep

02 142 Rd

Design No.

Customer Approval

R. Barton Designer

Graphics

Revision Note

Date

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**TORONTO**

81'-7"



8'-7"  
 5'-11"

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NORTH ELEVATION  
 Scale: 1/16" = 1'-0"