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Intended for first presentation to Council: May 13, 1998

Adopted by Council: May 14, 1998

CITY OF TORONTO

BY-LAW No. 237-1998

To amend the former City of Toronto Municipal Code Ch. 297, Signs, respecting No. 241 Wellington Street West.

The Council of the City of Toronto HEREBY ENACTS as follows:

1. Section 297-12 of Chapter 297, Signs, of the former City of Toronto Municipal Code is amended by adding the following subsection:

Q. Section 297-10 shall not apply to prohibit the erection or display of signs on the structure identified as a sign screen, located on the lands municipally known in 1997 as No. 241 Wellington Street West, as shown in Schedule B, Map 1 at the end of this chapter, if the signs comply with the following:

(1) For the purposes of this exception, the following terms have the meaning indicated:

DISPLAY SURFACE - The display surface of the sign screen is the area made available on the structure for the purposes of erecting or displaying signage.

JOHN STREET DISPLAY AREA - The area of the John Street elevation of the sign screen which may be used to erect or display signs, as shown in Schedule B, Map 2.

NO COVER ZONE - The area of the sign screen where no signage is permitted.

SIGN PANEL - The display surface contained between two vertical support columns marked with finials, as shown in Schedule B, Map 4.

SIGN SCREEN - The sign screen structure, support columns, support trusses, uprights, bracing, framework, covering material, lights, finials and glass canopy, erected on the lands known in 1997 as No. 241 Wellington Street West for the purposes of supporting signage as shown in Schedule B, Maps 1 to 6 inclusive, at the end of this chapter.

WELLINGTON STREET WEST DISPLAY AREA - The area of the Wellington Street West elevation of the sign screen which may be used to erect or display signs, as shown in Schedule B, Map 3.

WELLINGTON STREET WEST NO COVER ZONE - The area on the Wellington Street West elevation of the sign screen where no signage is permitted, as shown in Schedule B, Map 3.

- (2) A sign screen erected for the purposes of displaying signs used for the purposes of third-party advertising is permitted if:
 - (a) The sign screen is in accordance with the drawings contained in Schedule B, Maps 1 to 6 inclusive, at the end of this chapter;
 - (b) No portion of the sign screen is more than twelve and five-tenths (12.5) metres above grade;
 - (c) The glass canopy portion of the sign screen maintains a vertical clearance of not less than three and five-tenths (3.5) metres between a public sidewalk or pedestrian walkway and the lowest portion of the canopy; and
 - (d) Any portion of the sign screen that is exposed to public view is corrosion-resistant.
- (3) Illuminated signs are permitted to be erected or displayed on the John Street Display Area if:
 - (a) The signs are contained within the perimeter limits of the display surface;
 - (b) No more than five (5) sign panels are erected on the John Street Display Area;
 - (c) No more than two (2) signs are erected on each sign panel;
 - (d) The area of each individual sign is not less than twenty-four (24) square metres and not more than seventy-eight (78) square metres; and
 - (e) The total sign area is not more than three hundred and twenty-four (324) square metres.
- (4) Illuminated signs are permitted to be erected on the Wellington Street West Display Area if:
 - (a) The signs are contained within the perimeter limits of the display surface;
 - (b) The signs do not encroach onto the Wellington Street West No Cover Zone;

- (c) No more than two (2) sign panels are erected on the Wellington Street West Display Area;
 - (d) No more than two (2) signs are erected on each sign panel;
 - (e) The area of each individual sign is not less than twenty-nine (29) square metres and not more than sixty-eight (68) square metres;
 - (f) The total sign area is not more than one hundred and twenty-seven (127) square metres; and
 - (g) The illumination of signs is controlled with an automatic timing device that restricts illumination to the hours of 7:00 a.m. to 11:00 p.m.
- (5) The following general provisions also apply:
- (a) All sign panels shall be framed with a non-corrosive metal frame.
 - (b) Only signs that are constructed of a flexible material such as vinyl or plastic are permitted.
 - (c) The signs shall not contain animated copy, changeable copy, electronic message display copy nor tri-vision panels or consist of flags or pennants.
 - (d) The signs are only illuminated with indirect illumination comprising a light source located at the top of the sign screen and directed towards the sign.
 - (e) No sign shall project more than one-tenth (0.1) metre from the surface of the sign screen.
 - (f) A minimum separation distance of two-tenths (0.2) metres between signs is required.
 - (g) All display areas shall contain sign copy at all times.
 - (h) No sign is erected or displayed on the glass canopy.
 - (i) No other types of sign used for the purposes of third-party advertising shall be erected or displayed on the property.
 - (j) No sign shall be erected or displayed which resembles an official traffic signal, traffic sign or other traffic regulating device unless the sign is erected and displayed for the purposes of direction and is entirely on private property.

- (k) No sign shall be erected or displayed which obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device.

2. Schedule B of Chapter 297 is amended as follows:

A. By inserting in the list of maps, in numerical order by section number, the following:

Area referred to in § 297-12Q (Maps 1 through 6)

B. By inserting in numerical order by section number, the maps at the end of this by-law.

ENACTED AND PASSED this 14th day of May, A.D. 1998.

CASE OOTES,
Deputy Mayor

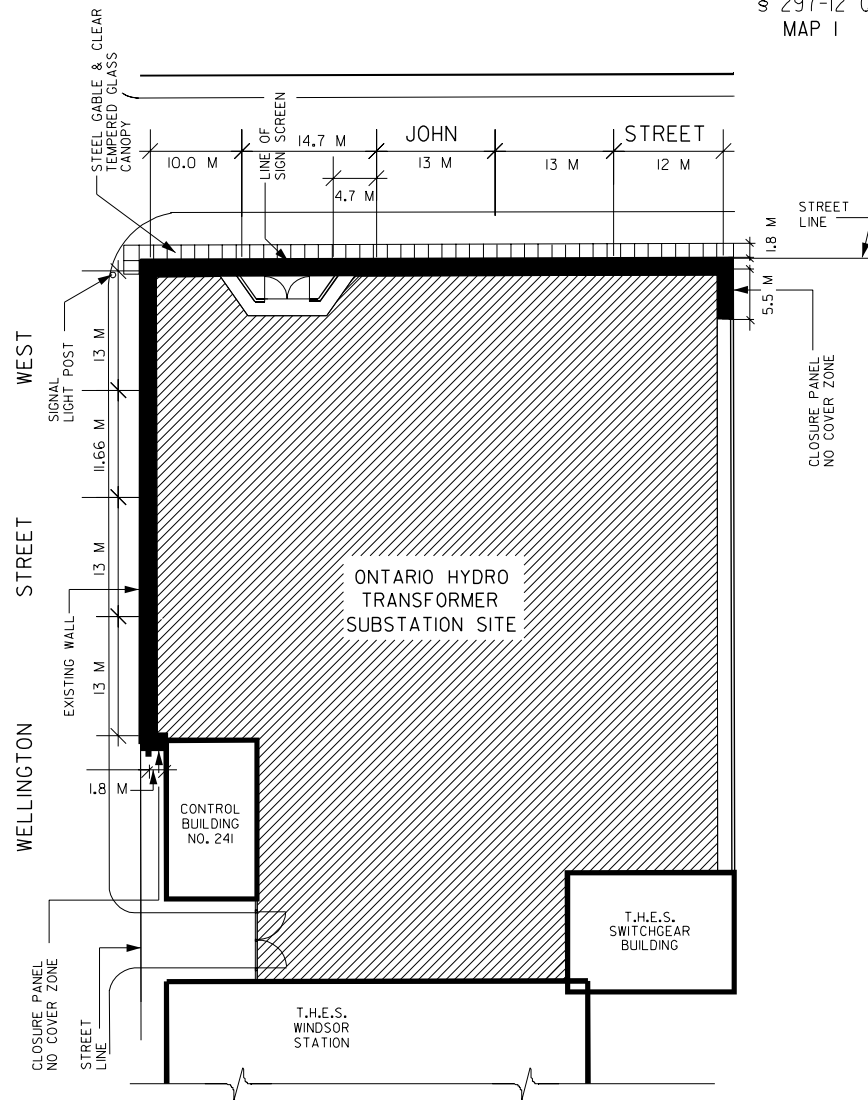
NOVINA WONG,
City Clerk

(Corporate Seal)

Chapter 297

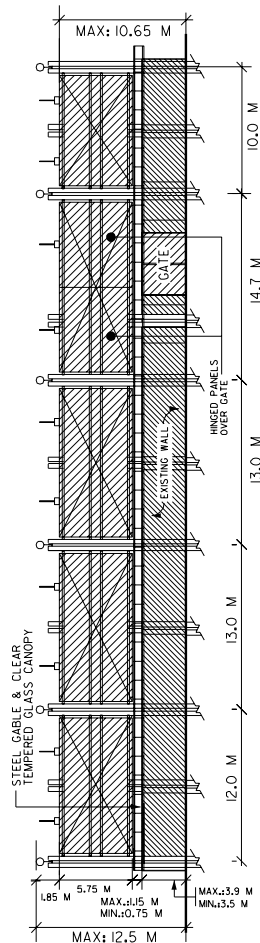
§ 297-12 Q

MAP I

SIGN SCREEN
241 WELLINGTON STREET WEST

WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SECTION
TORONTO MAY 1998
SIGN/1201.DGN
FILE: 1304, 2402.67
MAP No. 506-322 DRAWN: ME

Chapter 297
 § 297-12 Q
 MAP 2



▨ DISPLAY AREA

▨ EXISTING WALL

NOTE:
 AVERAGE EXISTING SECURITY
 WALL HEIGHT IS 3.55 M.



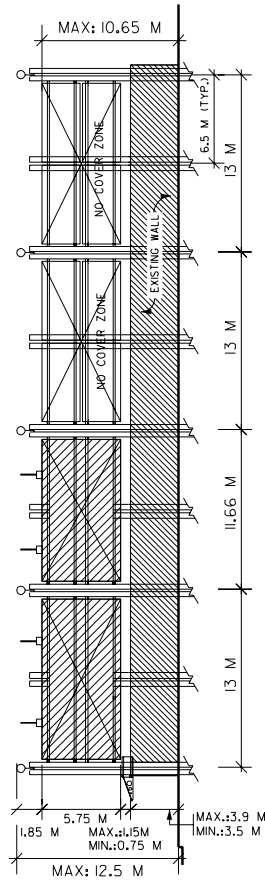
SIGN SCREEN JOHN STREET ELEVATION

WORKS AND EMERGENCY SERVICES
 SURVEY AND MAPPING SECTION
 TORONTO MAY .1998
 SIGN2/1202.DGN
 FILE: 1304, 2402.67
 MAP No. 50G-322 DRAWN: ME

Chapter 297

§ 297-12 Q

MAP 3



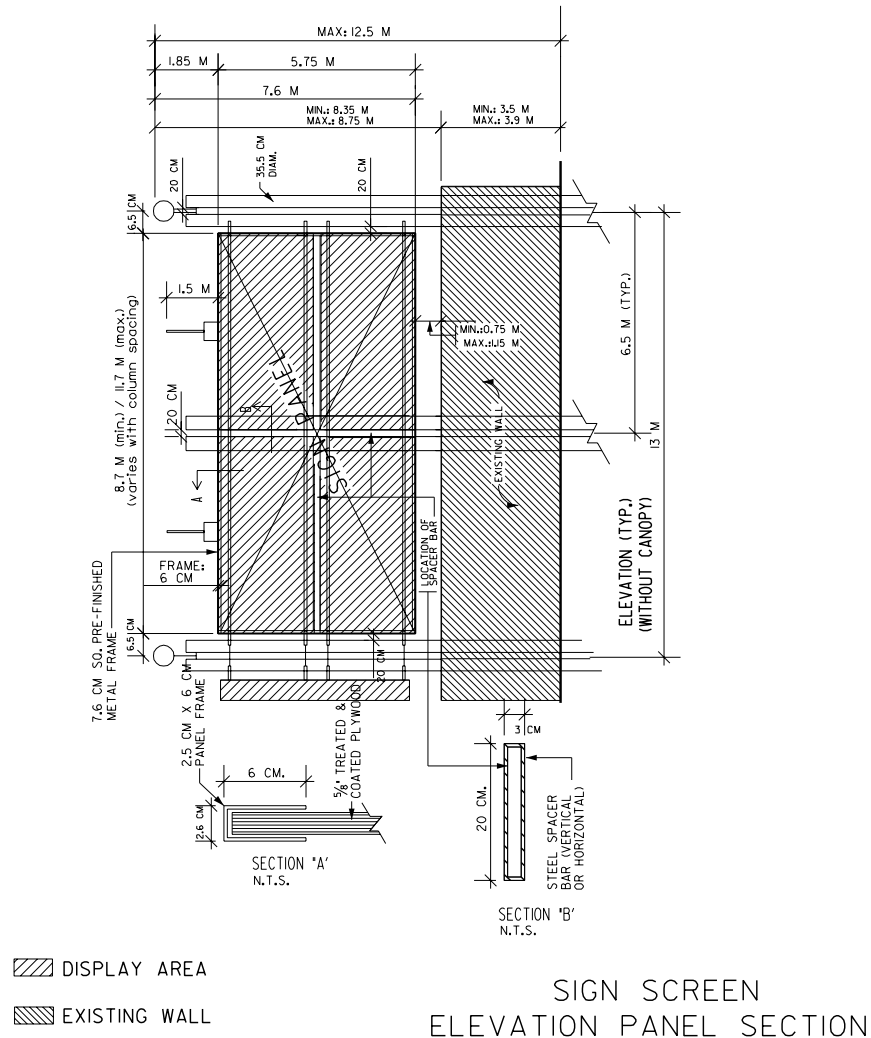
- DISPLAY AREA
 NO COVER ZONE
 EXISTING WALL

SIGN SCREEN
WELLINGTON STREET WEST
ELEVATION



WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SECTION
TORONTO MAY, 1998
SIGN2/1203.DGN
FILE: 1304, 2402.67
MAP No. 50G-322 DRAWN: ME

Chapter 297
§ 297-12 Q
MAP 4

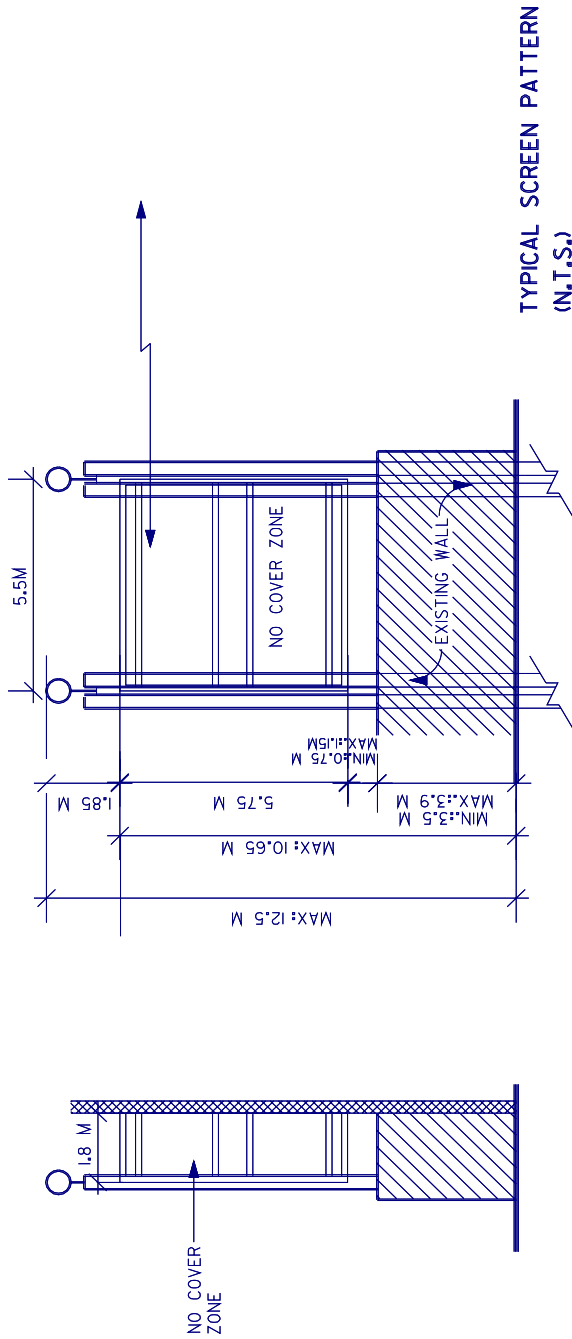


SIGN SCREEN
ELEVATION PANEL SECTION

WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SECTION
TORONTO MAY ,1998
SIGN2/1204.DGN
FILE: 1304, 2402.67
MAP No. 50G-313 DRAWN: ME



Chapter 297
§ 297-12 Q
MAP 5



**TYPICAL SCREEN PATTERN
(N.T.S.)**

**SOUTH ELEVATION
(FACING FRONT STREET)**

**WELLINGTON ST.W
ELEVATION
(FACING WEST)**

SCREEN DETAIL
GALVANIZED STEEL 16 GA.
PERFORATED SHEETING,
ALL STEEL TO BE WHITE,
EPOXY COATED STEEL
ANGLE FRAME TO BE
SUPPORTED BY
HORIZONTAL STEEL
GIRTS.

NO COVER ZONE

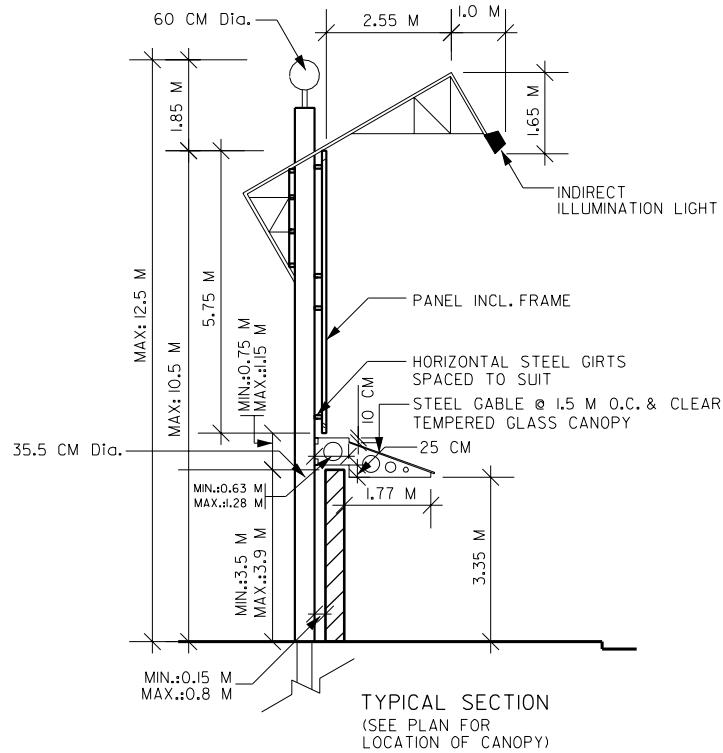
EXISTING WALL

**SIGN SCREEN
SOUTH & WEST CLOSURE PANEL
AND SCREEN DETAILS**



WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SECTION
TORONTO
SIGN2/1205.DGN
FILES: 1304 & 2402.67
MAP No. 506-322
DRAWN: ME
MAY, 1998

Chapter 297
 § 297-12 Q
 MAP 6



SIGN SCREEN
 JONH STREET ELEVATION
 CANOPY SECTION



WORKS AND EMERGENCY SERVICES
 SURVEY AND MAPPING SECTION
 TORONTO MAY, 1998
 SIGN2/1206.DGN
 FILE: 1304, 2402.67
 MAP No. 50G-322 DRAWN: ME