

Authority: Urban Environment and Development Committee
Report No. 7(2), June 3, 4 and 5, 1998
Intended for first presentation to Council: June 3, 1998
Adopted by Council: June 5, 1998

CITY OF TORONTO

BY-LAW No. 280-1998

To prohibit third party signs, as an interim measure, on lands adjacent to certain former provincial highways.

WHEREAS, pursuant to the Municipal Act, Council may enact a by-law to prohibit signs and other advertising devices within any defined area or on land abutting any part of a highway; and

WHEREAS it would be prudent to prohibit the use of lands abutting certain of the former provincial highways for the purpose of third party signs until such time as Council has had an opportunity to enact a comprehensive sign by-law;

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

1. The following definitions apply in this by-law:

“Highway” includes the area between the lateral property lines of the highway.

“Sign” means any device, structure or medium that uses any colour, form, graphic, illumination, symbol or writing to convey information of any kind to the public.

“Third Party Sign” means any sign other than one which is intended to advertise or promote a business, product or service of the owner or occupant of the land on which the sign is located, but does not include the following:

- (i) a sign which advertises for sale the property on which it is located;
- (ii) a directional sign at each point of ingress or egress from the land.

2. No person shall erect or use any Third Party Signs on any of the lands within 400 metres of any limit of the following sections of highway:

- (a) F.G. Gardiner Expressway from Highway 427 to the Humber River, transferred from the Province by Order in Council 534/97;
- (b) Highway 27 from Highway 401 to Steeles Avenue, transferred from the Province by Order in Council 535/97;
- (c) Highway 2A from Highway 401 to Old Highway 2 (Kingston Road), and Highway 2 from Highway 401 to the City of Toronto and Durham boundary, transferred from the Province by Order in Council 647/97; and

- (d) the portion of Highway 427 referred to as Eglinton Avenue, from The East Mall to a point 0.5 kilometres east, and transferred from the Province by Order in Council 533/97.

3. With the exception of those by-law provisions relating to third party signs, all other by-laws of the City shall continue to apply to the lands described in section 2 above.

4. Where this by-law conflicts with any other by-law, this by-law prevails to the extent of the conflict.

ENACTED AND PASSED this 5th day of June, A.D. 1998.

CASE OOTES,
Deputy Mayor

NOVINA WONG,
City Clerk

(Corporate Seal)