

Authority: Toronto Community Council Report No. 14, Clause No. 2,
as adopted by Council on November 25, 26 and 27, 1998
Enacted by Council: November 26, 1998

CITY OF TORONTO

BY-LAW No. 835-1998

To amend the former City of Toronto Municipal Code Ch. 297, Signs, respecting No. 1 Dundas Street West et al.

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

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

R. Section 297-10 shall not apply to prohibit the erection or display of signs hereinafter described and shown in Schedule B, Maps 1 to 4 inclusive, at the end of this chapter, on the Yonge Street elevation of the Eaton Centre located on lands municipally known in 1997 as including No. 1 Dundas Street West, if the signs comply with the following:

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

DISPLAY SURFACE - The display surface of the sign screen is the area of the building facade which may be used to erect or display signs, as shown in Schedule B, Maps 1 to 4 inclusive.

SIGN TOWER - The sign tower structure, supports, uprights, bracing and framework erected on a building existing on the lands known in 1997 as including No. 1 Dundas Street West for the purpose of supporting signage.

(2) Nine (9) illuminated fascia signs identified by the number 1 and located as shown in Schedule B, Maps 1 to 3 inclusive, for the purpose of identification or for the purpose of third-party advertising, are permitted to be erected or displayed if there is compliance with Subsection R(10).

(3) Four (4) illuminated fascia signs identified by the number 2 and located as shown in Schedule B, Maps 1 and 3, for the purpose of identification, are permitted to be erected or displayed if there is compliance with Subsection R(10).

(4) Seven (7) illuminated fascia signs identified by the number 2a and located as shown in Schedule B, Maps 1 to 3 inclusive, for the purpose of identification of the occupant, are permitted to be erected or displayed if there is compliance with Subsection R(10).

- (5) Three (3) illuminated signs identified by the number 3 and located as shown in Schedule B, Map 3, for the purpose of direction to the parking garage within the building, are permitted to be erected or displayed if there is compliance with Subsection R(10).
- (6) One (1) illuminated sign tower located as shown in Schedule B, Map 4, for the purpose of identification or the purpose of third-party advertising, is permitted to be erected or displayed if the illumination is static and not intermittent or flashing and if there is compliance with Subsection R(10).
- (7) Two (2) illuminated signs identified by the number 4 which are supported by the sign tower and located as shown in Schedule B, Maps 2 and 4, for the purpose of identification or the purpose of third-party advertising, are permitted to be erected or displayed if the illumination is static and not intermittent or flashing and if there is compliance with Subsection R(10).
- (8) Two (2) illuminated signs identified by the number 4a which are supported by the sign tower and located as shown in Schedule B, Maps 2 and 4, for the purpose of identification of the name of the building, are permitted to be erected or displayed if the illumination is static and not intermittent or flashing and if there is compliance with Subsection R(10).
- (9) One (1) illuminated canopy sign identified by the number 5 and located as shown in Schedule B, Maps 2 and 4, for the purpose of identification of the name of the building, is permitted to be erected or displayed if there is compliance with Subsection R(10).
- (10) The following general provisions also apply:
 - (a) All signs shall be framed with a non-corrosive metal frame.
 - (b) The signs shall not contain animated copy, changeable copy, electronic message display copy nor tri-vision panels or consist of flags or pennants.
 - (c) Unless otherwise indicated, the signs are illuminated with internal illumination with the light source located within the sign or behind the copy.
 - (d) All display areas shall contain sign copy at all times.
 - (e) 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.

- (f) 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 § 297-12R (Maps 1 through 4)

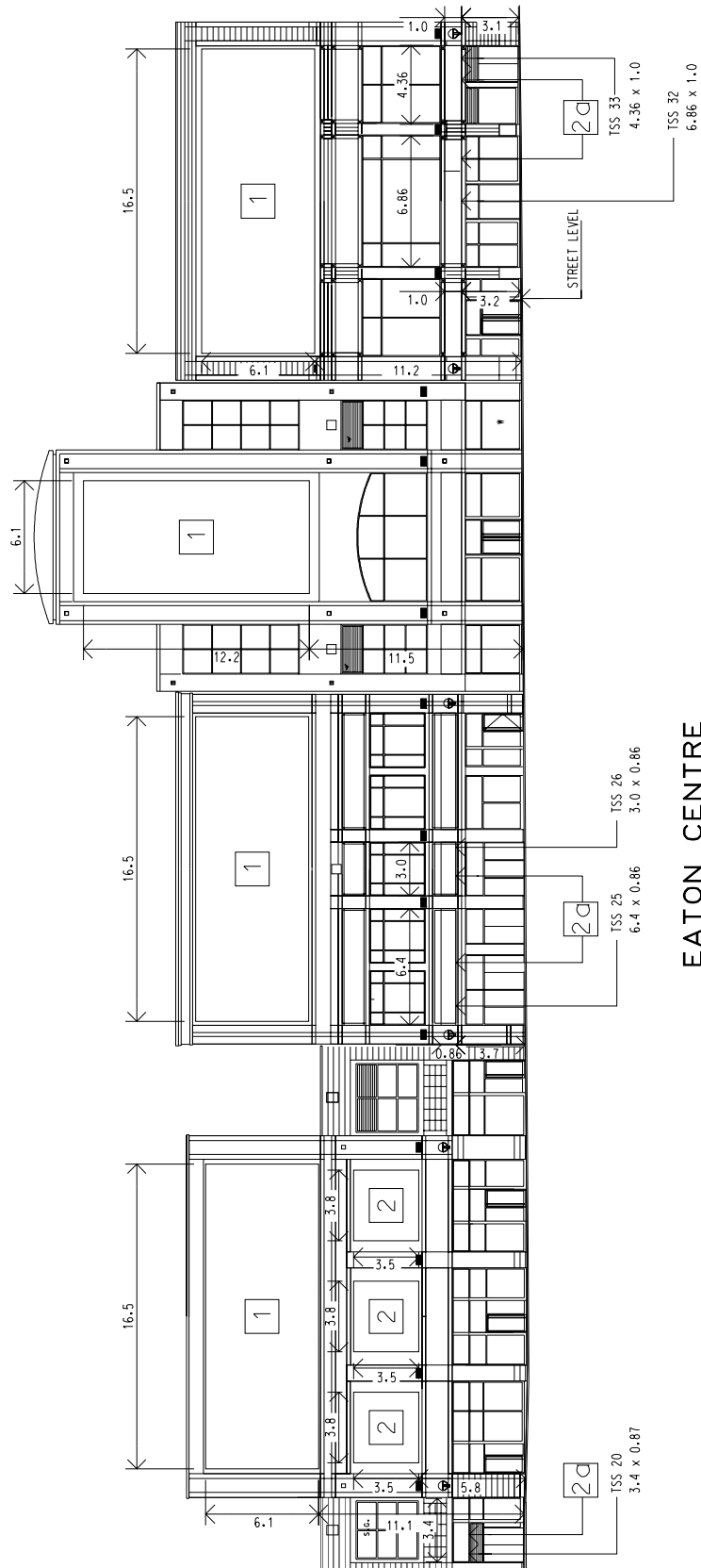
B. By inserting in numerical order by section number, the maps at the end of this by-law.

ENACTED AND PASSED this 26th day of November, A.D. 1998.

CASE OOTES,
Deputy Mayor

NOVINA WONG,
City Clerk

(Corporate Seal)



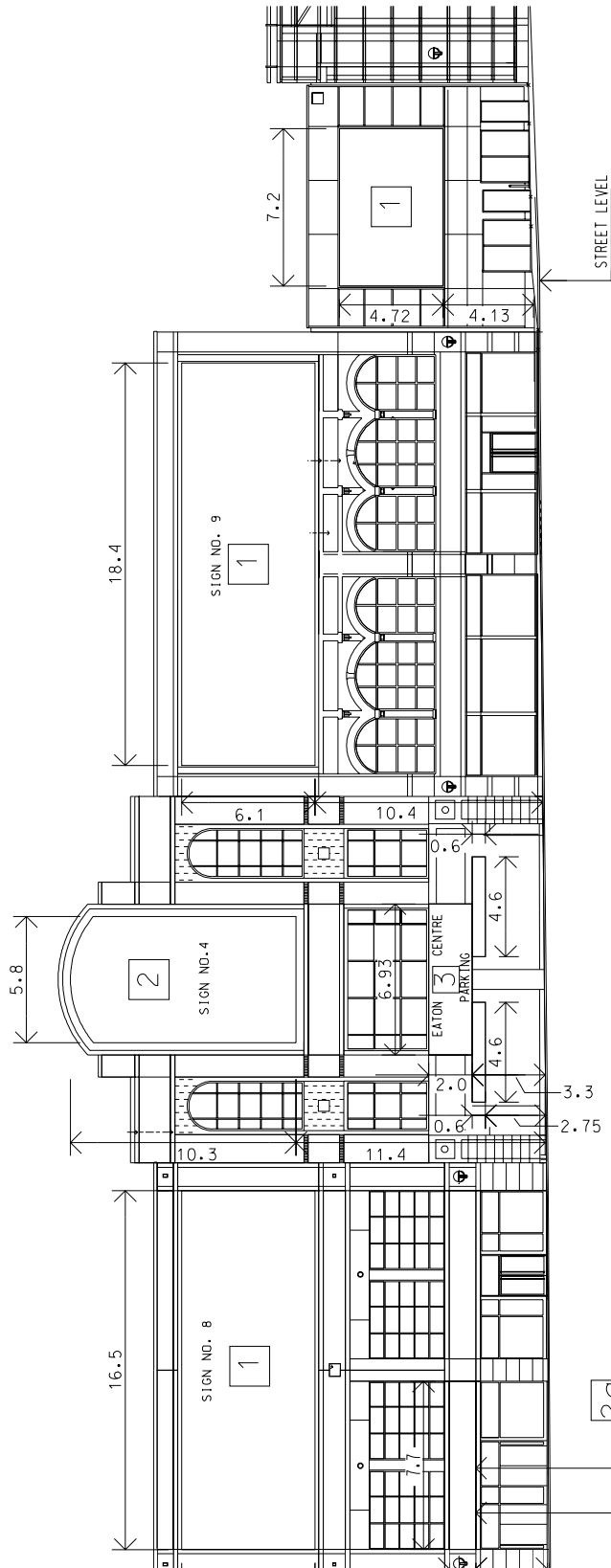
EATON CENTRE
YONGE STREET ELEVATION

TSS DENOTES TENANT SIGN SPACE

1 REFER TO BY-LAW

WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SECTION
TORONTO NOVEMBER, 1998
SIGN2/12R1.DGN
FILES: 1304 & 2402.67
MAP NO. 50H-313 DRAWN: PG





EATON CENTRE YONGE STREET ELEVATION

TSS DENOTES TENANT SIGN SPACE

[1] REFER TO BY-LAW

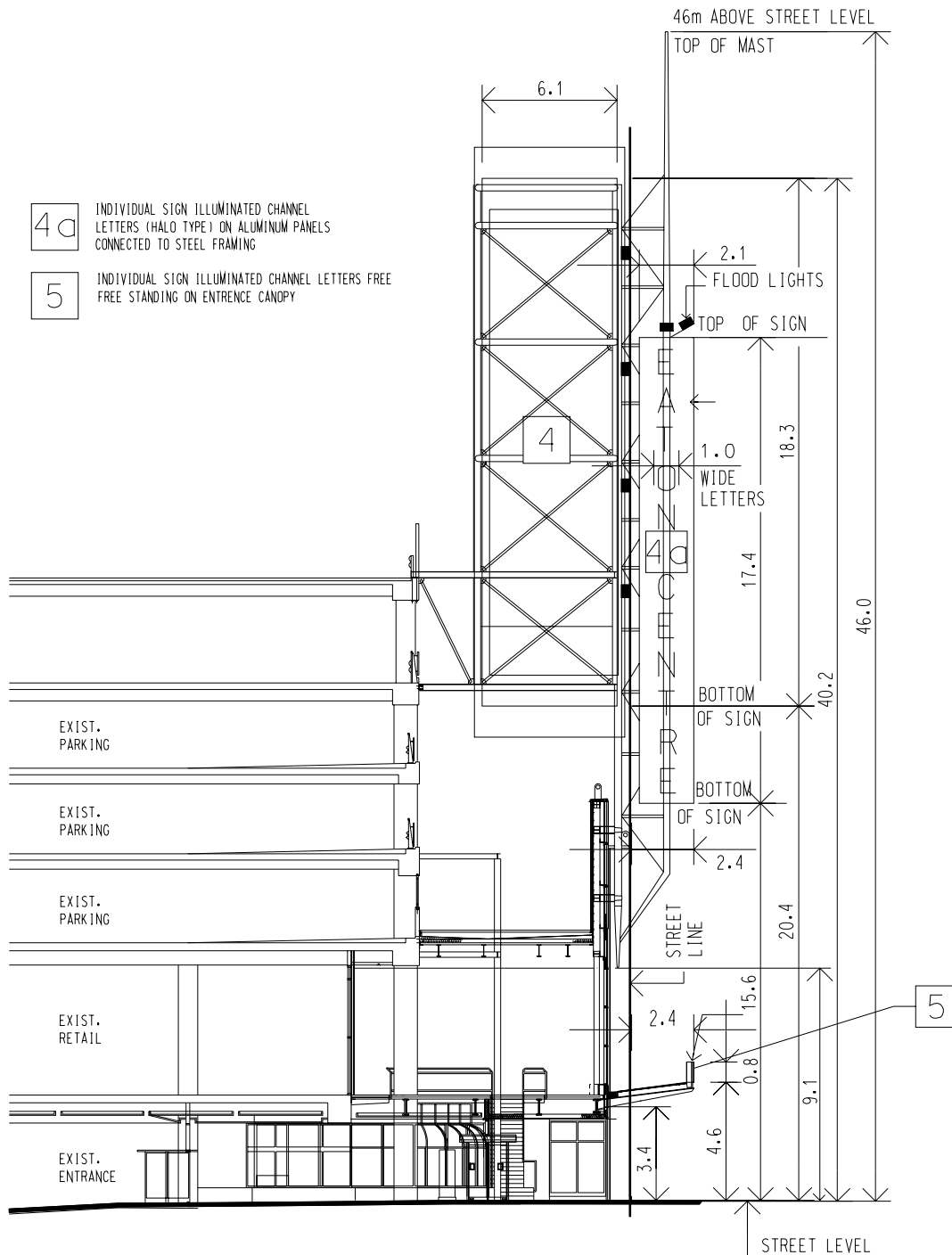
WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SECTION
TORONTO
SIGN2/12R3.DGN NOVEMBER, 1998
FILES: 1304 & 2402.67
MAP No. 50H-313 DRAWN: PG



Chapter 297

§ 297-12 R

MAP 4 of 4



4 REFER TO BY-LAW



WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SECTION
TORONTO NOVEMBER, 1998
SIGN2/12R4.DGN
FILES: 1304 & 2402.67
MAP No. 50H-313 DRAWN: PG