

Authority: Toronto Community Council Report No. 6, Clause No. 9,  
as amended and adopted by City of Toronto Council on April 13, 14 and 15, 1999  
Enacted by Council: April 15, 1999

**CITY OF TORONTO**

**BY-LAW No. 219-1999**

**To amend the former City of Toronto Municipal Code Ch. 297, Signs,  
respecting automobile service stations.**

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

1. Section 297-2 of Chapter 297, Signs, of the Municipal Code of the former City of Toronto is amended as follows:

A. By inserting after the definition of “FRONTAGE”, the following:

FUEL PUMP SIGN - A sign on, over, beside or between automotive fuel pumps in an automobile service station.

B. By inserting after the definition of “PROJECTING SIGN”, the following:

PUMP ISLAND SIGN - A sign at or on a fuel pump island of an automobile service station which conveys information about the fuel sold at that pump island.

2. Section 297-10 is amended as follows:

A. By adding Subsection B(1)(d) as follows:

(d) Internal illumination only through the sign box, letters or logos of a canopy sign of an automobile service station where the sign is within fifty (50) metres of an R1, R1S, R2, R3, R4 or R4A use district of a zoning by-law.

B. By adding to the table in Subsection C(2) beneath the listed headings the following:

<b>Type of Sign</b>	<b>Purpose</b>	<b>CR, MCR, RA, T, Tr</b>	<b>IC, I1, I2 I3, I4</b>
Fuel pump sign	Any purpose in conjunction with an automobile service station	Q20	Q20
Pump island sign	Any purpose in conjunction with an automobile service station	Q21	Q21

- C. By deleting Subsection D(7)(a) and substitute the following:
- (a) The total number of ground signs and pedestal signs is not more than one (1) per lot, unless two (2) frontages of the lot are greater than thirty (30) metres in length, in which case one (1) ground sign or pedestal sign for each such frontage is permitted for a total of not more than two (2) signs per lot.
- D. By deleting Subsection D(12)(a) and substitute the following:
- (a) The total number of ground signs and pedestal signs is not more than one (1) per lot, unless two (2) frontages of the lot are greater than thirty (30) metres in length, in which case one (1) ground sign or pedestal sign for each such frontage is permitted for a total of not more than two (2) signs per lot.
- E. By adding Subsection D(20) and D(21) as follows:
- (20) A sign, which may be illuminated and which displays the company name, brand, corporate logo and pump number is permitted, if:
- (a) There is not more than one (1) per pump;
- (b) The area of the sign does not exceed two and eight-tenths (2.8) square metres per side; and
- (c) The sign contains no third party advertising.
- (21) A non-illuminated sign affixed to the ground, the canopy or canopy supports of a pump island which identifies the corporate name or logo, fuel type, grade, price and type of service is permitted, if:
- (a) The horizontal dimension of the sign does not exceed the width of the pump island;
- (b) The vertical dimension of the sign is not greater than the height of the pump; and
- (c) The sign contains no third party advertising.

ENACTED AND PASSED this 15th day of April, A.D. 1999.

CASE OOTES,  
Deputy Mayor

NOVINA WONG,  
City Clerk

(Corporate Seal)