

Authority: Toronto Community Council Report No. 8, Clause No. 3,  
as adopted by City of Toronto Council on June 9, 10 and 11, 1999  
Enacted by Council: June 11, 1999

## **CITY OF TORONTO**

### **BY-LAW No. 370-1999**

#### **To amend the former City of Toronto Municipal Code Ch. 297, Signs, respecting No. 1 Dundas Street West et al (Phase II).**

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:

**S.** Section 297-10 shall not apply to prohibit the erection or display of signs hereinafter described and shown in Schedule B, Maps 1 to 8 inclusive, at the end of this chapter, on the Yonge Street and Dundas Street West elevations 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:

**ANIMATED SIGNAGE** - Illuminated signs which may contain animated copy, changeable copy, electronic message display copy, tri-vision panels, video screens which may feature animated graphics, real moving images and/or text utilizing televisions, computer video monitors, liquid crystal displays, light emitting diode displays, neon displays and similar displays.

**CORNER ANIMATED SIGN AREA** - A sign area within which a sign may have a maximum size of ten (10) by ten (10) metres to be permitted within a defined area identified by the number 23 at the intersection of Yonge and Dundas Streets as shown in Schedule B, Maps 2, 6 and 7, at the end of this chapter and which may consist of only Animated Signage.

**MEDIA TOWER DISPLAY AREA** - The area on the surface of the media tower as shown in Schedule B, Maps 2, 6, 7 and 8, at the end of this chapter, which is made available on the structure for the purpose of erecting or displaying signage.

**MEDIA TOWER RESTRICTED COVER ZONE "A"** - Columns 1 and 7 and the top rail as shown in Schedule B, Maps 2, 3, 6 and 7, at the end of this chapter, where no more than twenty-five (25) per cent of the total aggregate area may be covered by signage otherwise permitted by this by-law at any time.

**MEDIA TOWER RESTRICTED COVER ZONE "B"** - Upper portion of the media tower as shown in Schedule B, Map 3, 6 and 7, at the end of this

chapter, where the greater of fifteen (15) per cent or thirty-two (32) square metres of the total area must not be covered by signage at any time.

**ON-SITE SIGNAGE PROJECTION AREA** - On-site area as shown in Schedule B, Map 3, at the end of this chapter, where signage is permitted to project beyond the surface of the media tower.

**PARAPET SIGNAGE BAND DISPLAY AREA** - The area on the surface of the parapet as shown in Schedule B, Maps 6 and 7, at the end of this chapter, which is made available on the structure for the purpose of erecting or displaying signage.

**PURPOSE OF IDENTIFICATION** - A purpose which identifies the business, product or service on the entire Eaton Centre site.

- (2) Seven (7) illuminated fascia signs identified by the numbers 1, 2, 3, 4, 5, 6 and 9 and located as shown in Schedule B, Maps 1, 4, 5 and 6 inclusive, for the purpose of identification or for the purpose of third-party advertising, with back-lit or front-lit illumination, are permitted to be erected or displayed if there is compliance with Subsection S(11).
- (3) Two (2) illuminated fascia signs which may contain tri-vision panels and identified by the numbers 7 and 8 and located as shown in Schedule B, Maps 1, 5 and 6 inclusive, with back-lit or front-lit illumination, 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 S(11).
- (4) Seven (7) back-lit only illuminated sign letter signs identified by the numbers 24-29 and 32 and located as shown in Schedule B, Maps 2, 4, 5, 6, 7 and 8 inclusive, for the purpose of identification of the building or an occupant, are permitted to be erected or displayed if there is compliance with Subsection S(11).
- (5) Two (2) front-lit or back-lit sign letter signs or fascia signs identified by the numbers 30 and 31 and located as shown in Schedule B, Map 7 inclusive, for the purpose of identification of the building or an occupant, are permitted to be erected or displayed if there is compliance with Subsection S(11).
- (6) Seven (7) fascia signs identified by the numbers 10-16 and located as shown in Schedule B, Maps 4, 5 and 6 inclusive, for the purpose of identification, with back-lit illumination only, are permitted to be erected or displayed if there is compliance with Subsection S(11).
- (7) One (1) rotating illuminated fascia sign, which may contain animated signage, identified by the number 17 and located as shown in Schedule B, Maps 2 and 6, for the purpose of identification or for the purpose of third-party advertising, with back-lit or front-lit illumination, is permitted to be erected or displayed if there is compliance with Subsection S(11).

- (8) The parapet signage band display area and the illuminated signs within the area identified by the numbers 18-21 and located as shown in Schedule B, Maps 2, 6, 7 and 8 inclusive and which may contain animated signage are permitted to be erected or displayed if:
- (a) at least fifty (50) per cent of the display area contains animated signage by July 1, 2003;
  - (b) illumination for fascia signs is back-lit;
  - (c) illumination for signs consisting of tri-vision panels may be front-lit;
  - (d) signs for the purpose of identification or for the purpose of third-party advertising are permitted; and
  - (e) there is compliance with Subsection S(11).
- (9) The media tower display area and illuminated signs within the area identified by the number 22 and located as shown in Schedule B, Map 3, 6 and 7, media tower restricted cover zone "A", media tower restricted cover zone "B" and on-site signage projection area, which may contain signs for the purpose of identification or for the purpose of third-party advertising and which may contain animated signage, are permitted if:
- (a) not more than ten (10) per cent of the media tower display area contains signs with an area of less than fifteen (15) square metres each;
  - (b) front-lit illumination is limited to fifty (50) per cent of the display area, excluding the illumination of signs containing tri-vision panels and three dimensional signage which may be front-lit, and otherwise back-lit illumination is permitted;
  - (c) the minimum average separation between all signs is one (1) metre;
  - (d) any signs projecting beyond the surface of the media tower are within the on-site signage projection area;
  - (e) no flags, banners, pennants, cloth or other forms of plastic or similar flexible material are erected or displayed and otherwise static tension vinyl signs are permitted;
  - (f) all signs and media tower surfaces are sealed or covered in a manner that prevents the exposure of all mechanics, electronics, internal sign elements and minimizes corrosion;
  - (g) indirect sign illumination, where permitted, is located so as to direct light solely toward the sign; and

- (h) there is compliance with Subsection S(11).
- (10) The corner animated sign area is permitted if any sign within the area does not overlap with any sign permitted within the parapet signage band display area and there is compliance with Subsection S(11).
- (11) The following general provisions also apply:
  - (a) All exposed sign framing shall be corrosion resistant.
  - (b) Unless otherwise indicated, the signs or display areas shall not contain animated signage or consist of flags or pennants.
  - (c) Unless otherwise indicated or in the case of tri-vision panels, 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, save and except areas identified by the numbers 1-9 and 22 as shown on Schedule B, Maps 1, 2, 3, 4, 5, 6 and 7, subject to appropriate repair, maintenance and sign changing.
  - (e) No sign shall be erected or displayed with resembles an official traffic signal, traffic sign or other traffic regulating device unless the sign is erected and displayed for the purpose of direction and is entirely on private property.

**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:

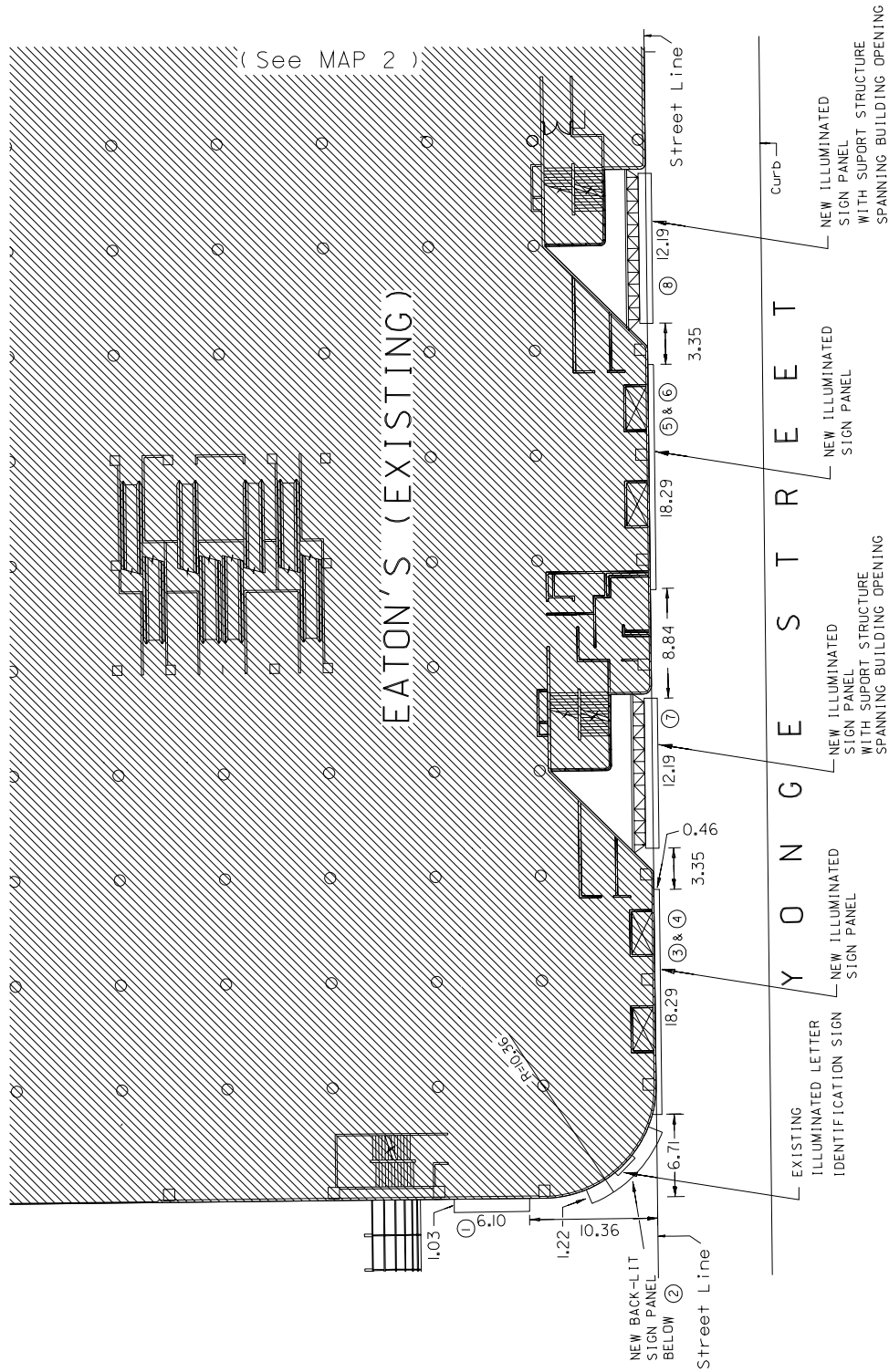
Area referred to in § 297-12S (Maps 1 through 8)
- B. By inserting in numerical order by section number, the maps at the end of this by-law.

ENACTED AND PASSED this 11th day of June, A.D. 1999.

CASE OOTES,  
Deputy Mayor

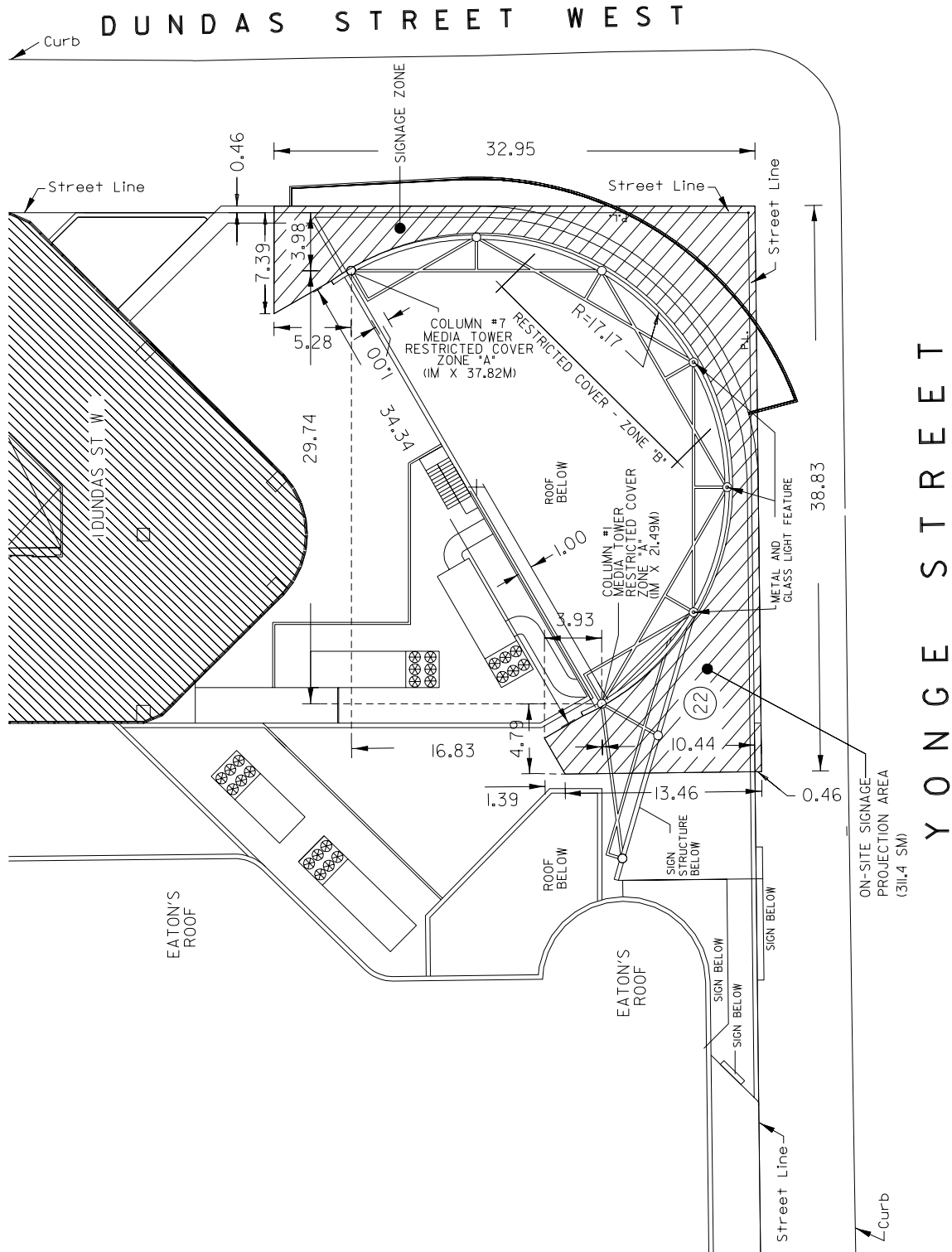
NOVINA WONG,  
City Clerk

(Corporate Seal)



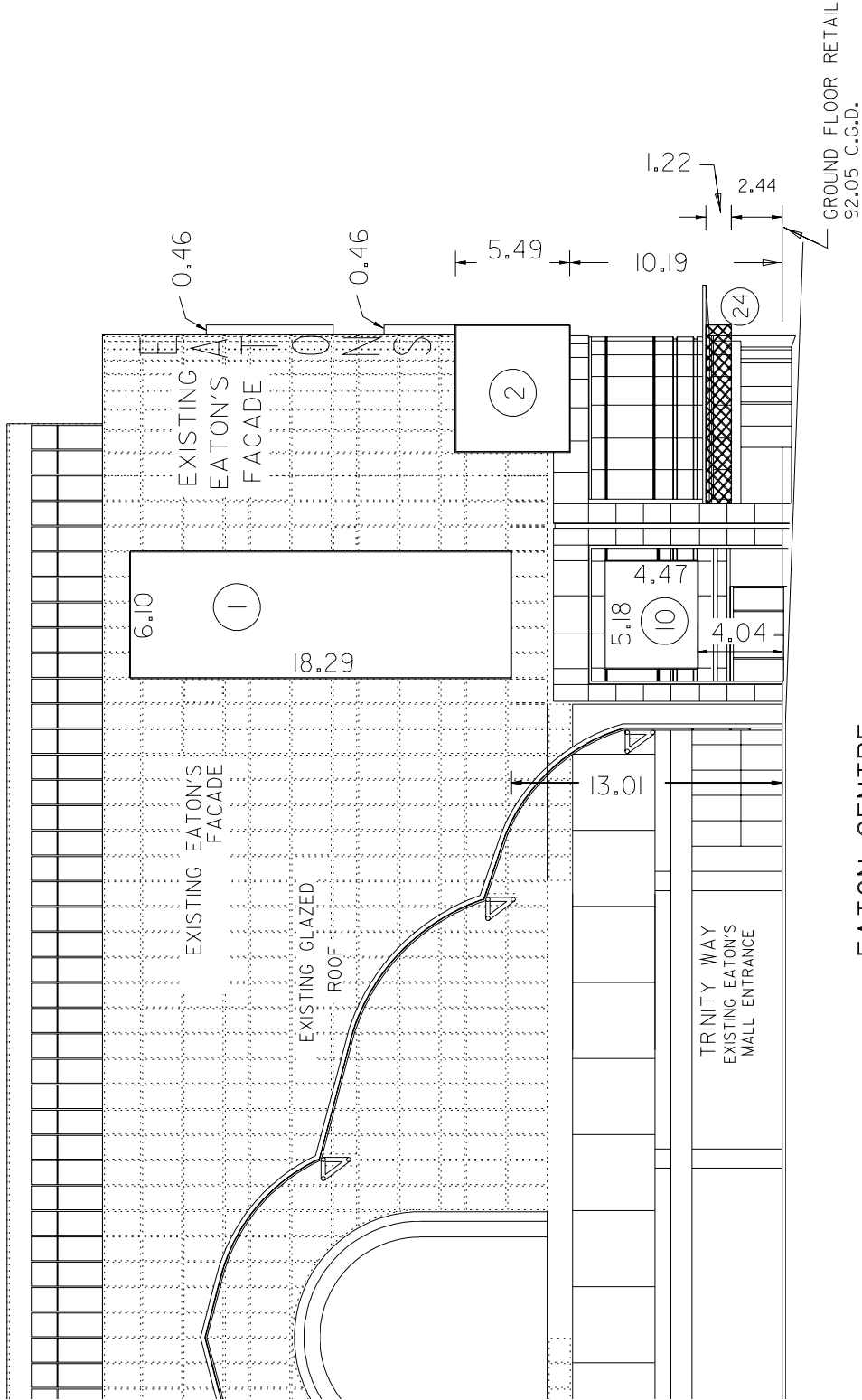
EATON CENTRE  
 PLAN OF EXTERIOR SIGNS ON EXISTING  
 EATON'S FACADE





EATON CENTRE  
MEDIA TOWER UPPER PLAN

 ON-SITE SIGNAGE PROJECTION AREA (311.4 SM)  
(SIGN NO. 22)



EATON CENTRE  
TRINITY WAY ELEVATION

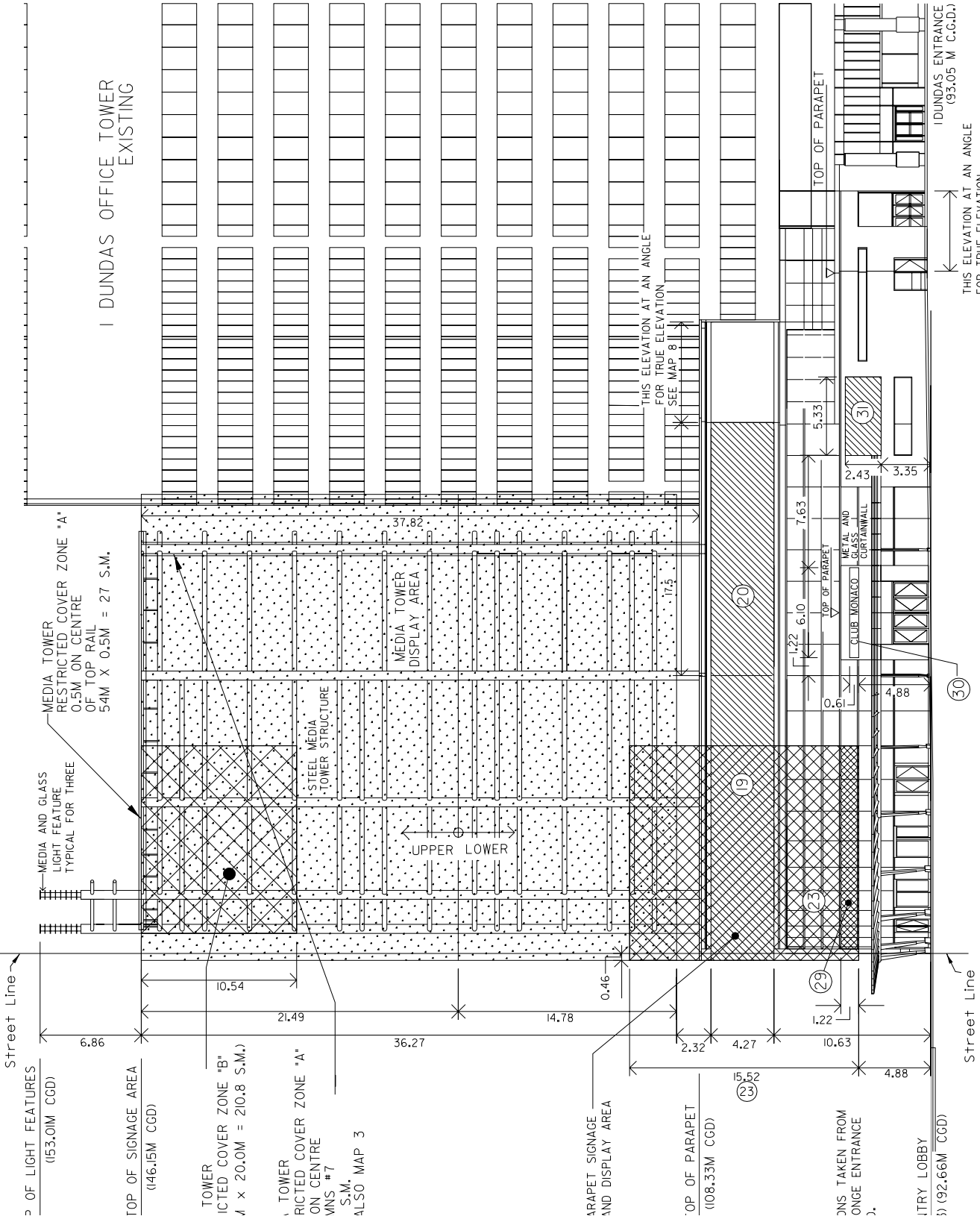
.G.D. DENOTES CANADIAN GEODETIC DATUM



WORKS AND EMERGENCY SERVICES  
SURVEY AND MAPPING SERVICES  
TORONTO  
SIGN2/1254,DGN  
FILE: 1304 & 2402.67  
MAP No. 50H-313  
JUNE, 1999  
DRAWN: WL







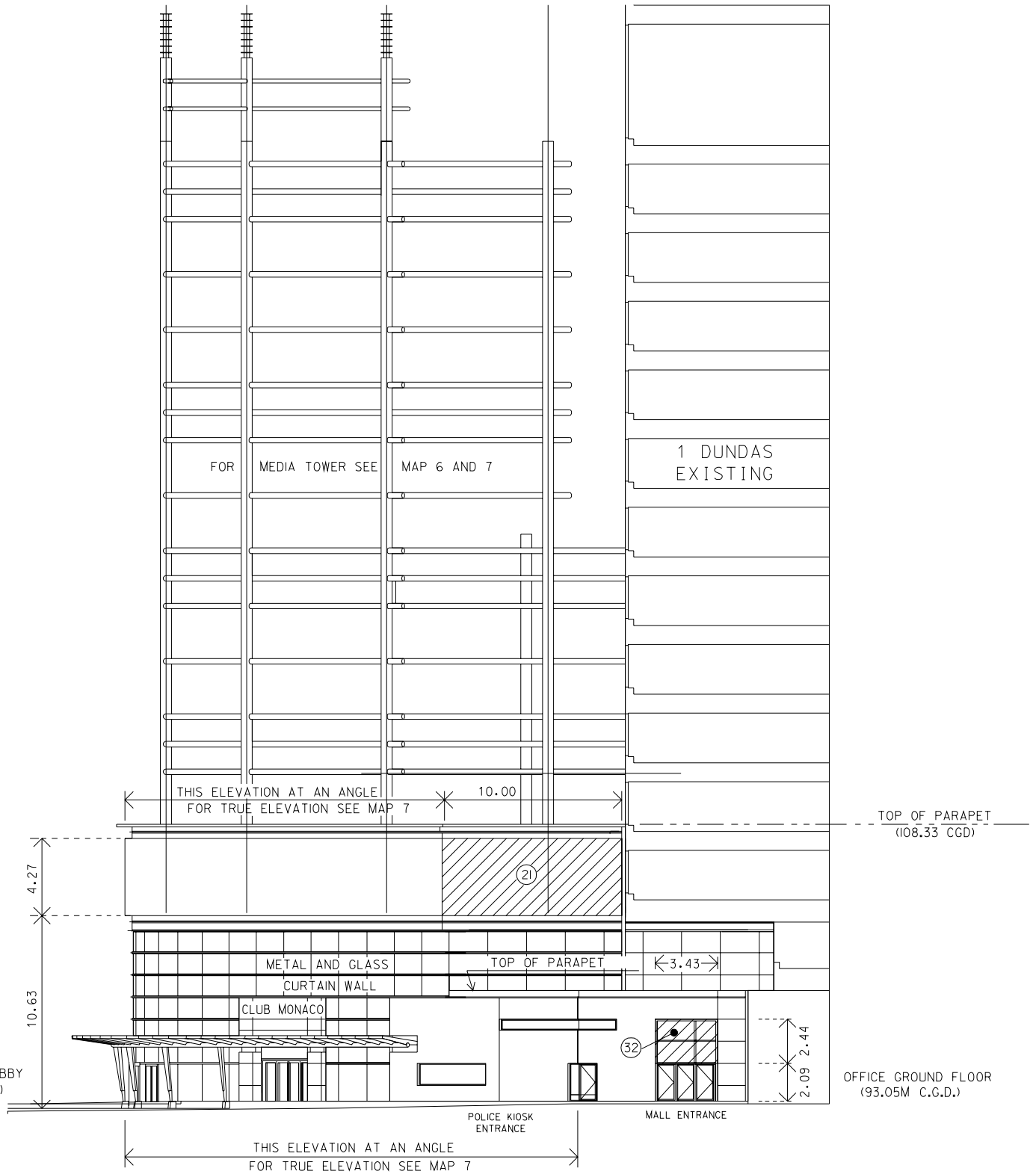
EATON CENTRE  
 DUNDAS STREET ELEVATION - NORTH FACING

CORNER ANIMATED SIGN AREA (75.5 SM)  
 (SIGN NO. 23)

C.G.D. DENOTES CANADIAN GEODETIC DATUM



WORKS AND EMERGENCY SERVICES  
 SURVEY AND MAPPING  
 TORONTO  
 SIGN2/1257.DGN  
 FILE: 1304 & 2402.67  
 MAP No. 50H-313  
 DRAWING



EATON CENTRE  
DUNDAS STREET ELEVATION - NORTH/WEST FACING