

Authority: Toronto Community Council Report No. 4, Clause No. 44,
as adopted by City of Toronto Council on February 29 and March 1 and 2, 2000
Enacted by Council: March 2, 2000

CITY OF TORONTO

BY-LAW No. 145-2000

**To amend the former City of Toronto Municipal Code Ch. 297, Signs,
respecting No. 10 Dundas Street East.**

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:

T. Sections 297-10, 297-11 and 297-12 shall not apply to prohibit the erection or display of signs hereinafter described and shown in Schedule B, Maps 1 and 2 at the end of this chapter, on a structure on lands known in the year 1999 as 10 Dundas Street East, if the signs, in their entirety, comply with the following conditions:

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

ANIMATED SIGNAGE - Back or front lit illuminated sign which may be three dimensional and contain animated copy, changeable copy, electronic message display copy, tri-vision panels, video screens which may feature animated graphics, real moving image and/or text utilizing televisions, computer video monitors, liquid crystal displays, light emitting diode displays, neon displays and similar displays, projection copy or similarly copy projected onto the Yonge or Dundas Street building facades from a source originating or located external to the signage.

GROSS SURFACE DISPLAY AREA (G.S.D.A.) - The total area which may be made available on the structure for the purpose of displaying signs in areas A1, A2, B1, B2, C, D, E and F, as shown on Maps 1 and 2.

(2) Eight (8) illuminated and animated fascia sign areas for purposes of third party and first party advertising are permitted to be erected or displayed on a structure on lands known in the year 1999 as 10 Dundas Street East provided:

(a) The dimensions, projections and gross surface display area of each respective sign area and as referenced to Maps 1 and 2 are as follows:

Sign Location	Width (m)	Height (m)	Max. Permitted Projection	G.S.D.A. (m ²)
A1	12.00	23.75	.8 m (set into building face)	285.00
A2	12.00	28.55	.8 m (set into building face)	342.60
B1	17.75	9.20	.8 m (proud of building face)	163.30
B2	17.75	13.30	.8 m (proud of building face)	236.10
C	9.00	36.60	.8 m (proud of building face)	329.40
D	8.10	15.20	.8 m (proud of building face)	123.12
E	20.80	19.10	.8 m (proud of building face)	397.28
F	9.10	19.10	.8 m (proud of building face)	173.81

- (b) Each sign area maintains a minimum separation distance from all other sign area of at least two metres.
- (c) No sign resembles an official traffic signal, traffic sign or other traffic regulating device.
- (d) No sign obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device or the safe movement of traffic.
- (e) No sign is erected or displayed as a flag, banner, pennant, cloth or other forms of plastic or similar flexible material.
- (f) All sign surfaces are sealed or covered in a manner that prevents the exposure of all mechanics, electronics, internal sign elements and minimizes corrosion.
- (g) If for any period of time after completion of the structure at 10 Dundas Street East that the signage is not in place, the materials in the surface display area shall be such that they are compatible with the finishes and colours of the base building.

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 § 297-12T (Maps 1 and 2)

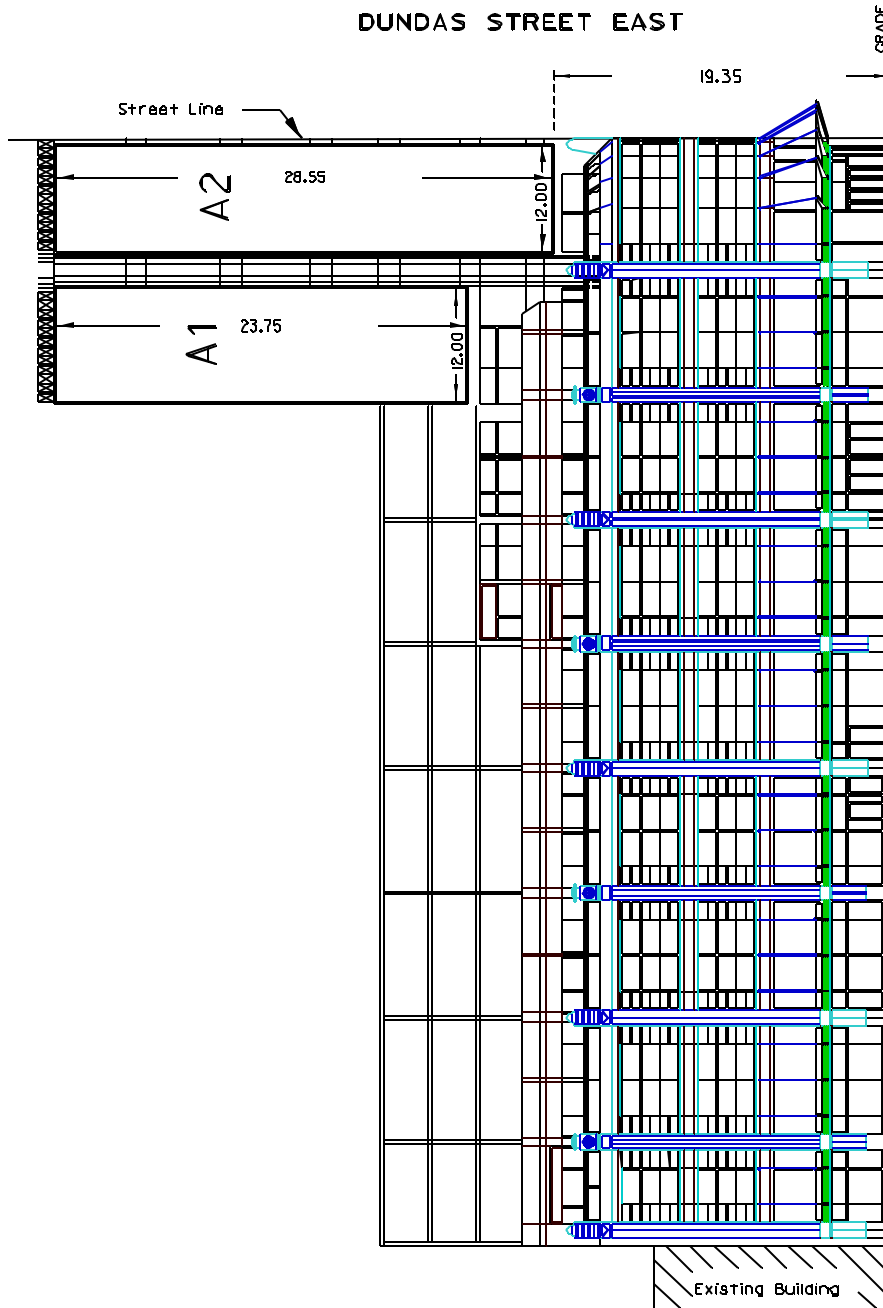
- B. By inserting in numerical order by section number, the maps at the end of this by-law.

ENACTED AND PASSED this 2nd day of March, A.D. 2000.

CASE OOTES,
Deputy Mayor

NOVINA WONG,
City Clerk

(Corporate Seal)



YONGE STREET ELEVATION

WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SERVICES
TORONTO
SIGRENZ/TODUNEI.DGN FEBRUARY, 2000
FILES: 2402.GT & 1304
MAP No. 51H-311 DRAWN: ML



Chapter 297
§ 297-12 T
MAP 2 of 2

