

Authority: Toronto Community Council Report No. 18, Clause No. 11,  
as adopted by City of Toronto Council on October 3, 4 and 5, 2000  
Enacted by Council: October 5, 2000

**CITY OF TORONTO**

**BY-LAW No. 883-2000**

**To amend the former City of Toronto Municipal Code Ch. 297, Signs, respecting  
No. 176 Yonge Street.**

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:

V. 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, 2 and 3 at the end of this chapter, on a structure on lands known in the year 1999 as 176 Yonge Street, 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:

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 1A, 1B, 1C, 1D, 1E, 1F, 1G, 1H, 1I and 1J, as shown on Maps 1, 2 and 3.

THIRD PARTY SIGNAGE – Signage restricted to identifying products or services available for sale in the structure (The Bay) on the lands known in the year 1999 as 176 Yonge Street.

(2) Eighteen (18) canopies with skirts containing the text identifying “The Bay” are permitted to be erected on the structure, as shown on Maps 1, 2 and 3.

(3) Ten (10) illuminated vinyl fascia sign areas for purposes of third party and first party advertising are permitted to be erected or displayed on the structure known in the year 1999 as 176 Yonge Street provided:

(a) The dimensions and gross surface display area of each respective sign area and as referenced to Maps 1, 2 and 3 are as follows:

Sign Location	Detailed Reference	Height (m)	Width (m)	G.S.D.A. (m <sup>2</sup> )
1A	North-Queen Street	11.0	7.54	82.94
1B	North-Queen Street	11.0	7.54	82.94
1C	North-Queen Street	11.0	7.54	82.94
1D	South-Richmond Street	11.0	7.54	82.94
1E	South-Richmond Street	11.0	7.54	82.94
1F	South-Richmond Street	11.0	7.54	82.94
1G	South-Richmond Street	11.0	7.54	82.94
1H	East-Yonge Street	11.0	7.54	82.94
1I	East-Yonge Street	11.0	7.54	82.94
1J	East-Yonge Street	11.0	7.54	82.94

- (b) No sign resembles an official traffic signal, traffic sign or other traffic regulating device.
- (c) No sign obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device or the safe movement of traffic.
- (d) All sign surfaces are sealed or covered in a manner that prevents the exposure of all mechanics, internal sign elements and minimizes corrosion.
- (e) Sign copy shall be maintained at all times. If the sign or signs permitted by this subsection are not continued for any period of time, the framing elements for the signage shall be removed and the structure restored to its former condition, in consultation with the Managing Director of Culture, Culture Division of the Municipality's Economic Development, Culture and Tourism Depart, or designate.

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 § 297-12V (Maps 1, 2 and 3)

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

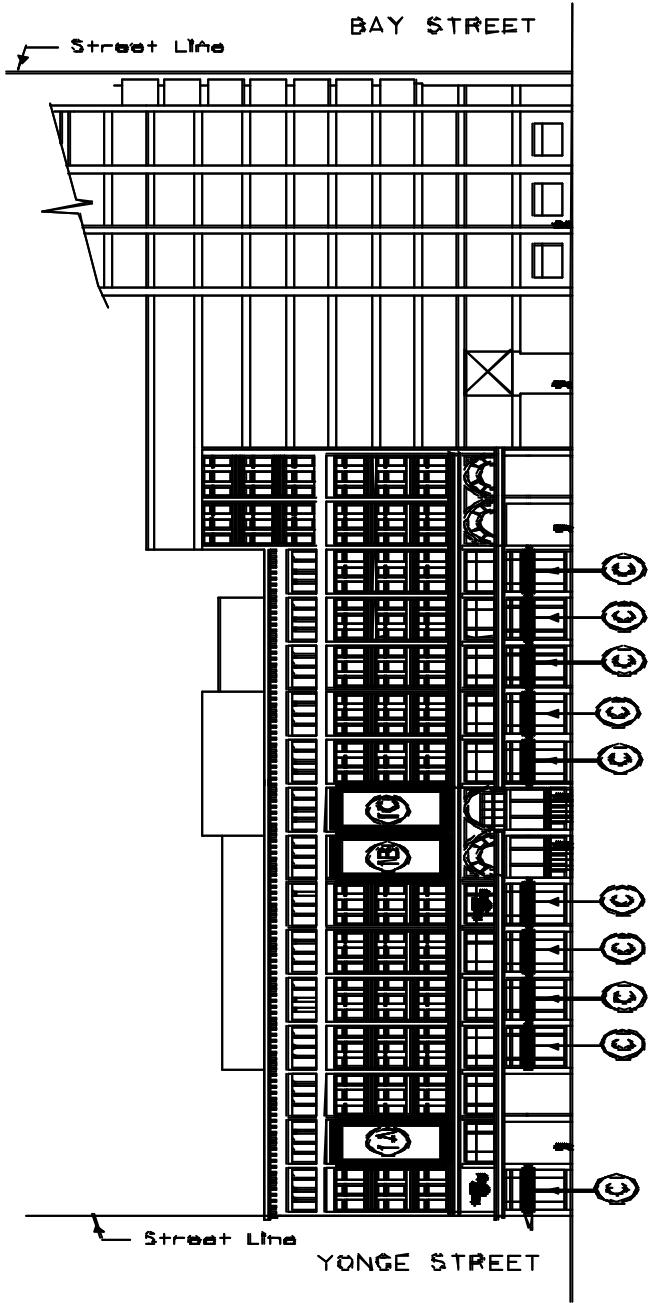
ENACTED AND PASSED this 5th day of October, A.D. 2000.

CASE OOTES,  
Deputy Mayor

NOVINA WONG,  
City Clerk

(Corporate Seal)

Chapter 297  
§ 297-12V  
MAP 1 of 3



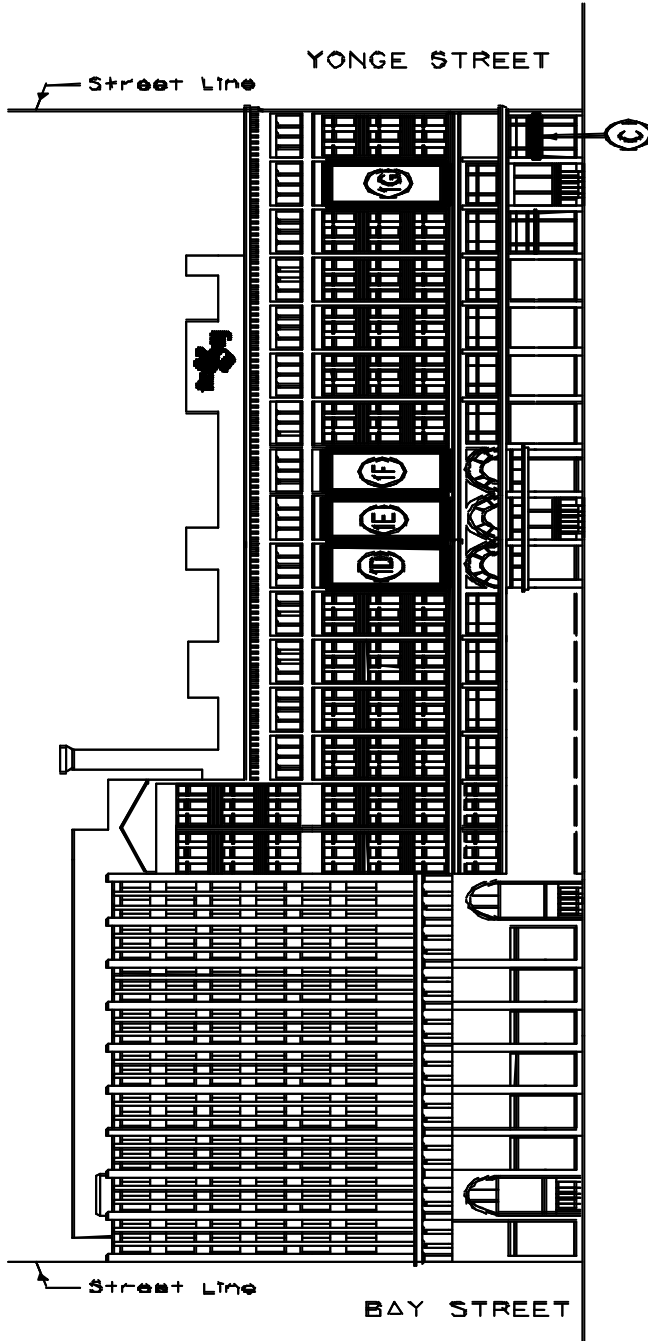
THE BAY  
QUEEN STREET WEST ELEVATION

(A), (B) & (C) ILLUMINATED VINYL FASCIA SIGN AREAS (7.54m x 11.0m)

(C) CANOPY WITH SKIRT

MPV & EXHIBIT SERVICES  
SURVEY & DRAWING SERVICES  
10000 SEPTEMBER 2008  
51089/170001-001  
FILE# 2002.07  
DWP No. 500-423 (P. 04/04) M.

Chapter 297  
§ 297-12V  
MAP 2 of 3



THE BAY  
RICHMOND STREET WEST ELEVATION

(D), (E), (F) & (G) ILLUMINATED VINYL FASCIA SIGN AREAS (7.54m x 11.0m)

(C) CANOPY WITH SKIRT

DEMS AND EMERGENCY SERVICES  
SAFETY AND REPAIRS SERVICES  
TORONTO  
STANDARD: 2000  
SIGNAGE/THEMATIC-161  
FILES 3462-47  
URP No. 595-173 DPO/MS II



