

Authority: Toronto Community Council Report No. 18, Clause No. 4,
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. 885-2000

**To amend the former City of Toronto Municipal Code Ch. 297, Signs, respecting
No. 259 Victoria 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:

U. 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, 3, 4 and 5 at the end of this chapter, on a structure to be erected on lands shown outlined by heavy lines on May 5, 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 similar copy projected onto the 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, B3, B4 (north), B4 (east), B4 (west), B4 (south), C1 and C2, as shown on Maps 1, 2, 3 and 4.

(2) Eleven (11) 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 to be erected on lands shown outlined by heavy lines on Map 5 provided:

(a) The dimensions and gross surface display area of each respective sign area and as referenced to Maps 1, 2, 3 and 4 are as follows:

Sign Areas	Width (m)	Height (m)	G.S.D.A. (m ²)
A1	8.0	8.2	65.6
A2	8.0	4.0	32.0
B1	31.0	0.6	18.6
B2	26.45	1.7	45.0
B3 (irregular shape)	32.1	27.0	743.7
B4 (north)	8.0	8.0	64.0
B4 (east)	8.0	8.0	64.0
B4 (west)	8.0	8.0	64.0
B4 (south)	8.0	8.0	64.0
C1	8.0	8.2	65.6
C2	8.0	4.0	32.0

- (b) No sign extends beyond the curb line.
- (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) Sign copy shall be maintained at all times. In the event third party signage has not been secured for sign locations within six (6) months of completion of the structure then the signs shall be used for first party purposes.

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 § 297-12U (Maps 1, 2, 3, 4 and 5)

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

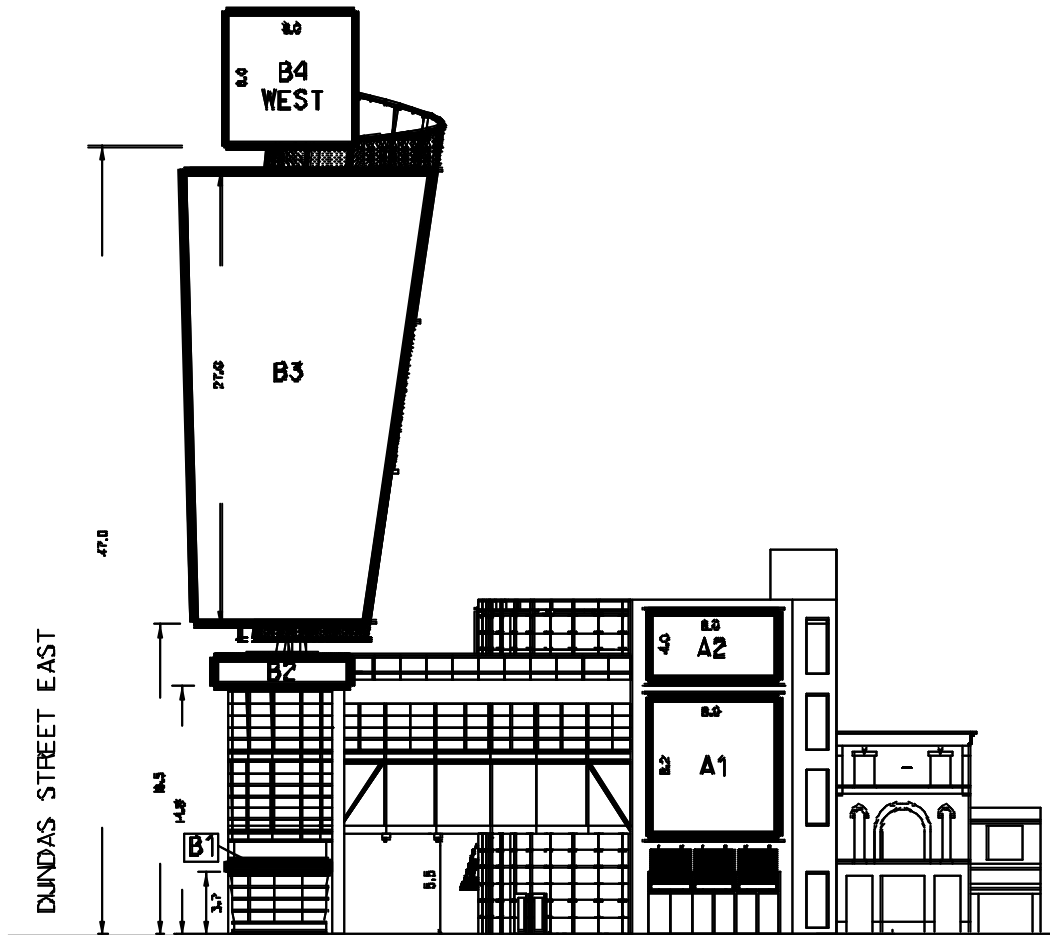
ENACTED AND PASSED this 5th day of October, A.D. 2000.

CASE OOTES,
Deputy Mayor


NOVINA WONG,
City Clerk

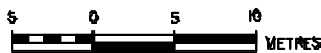
(Corporate Seal)

Chapter 297
§ 297-12U
MAP 1 of 5



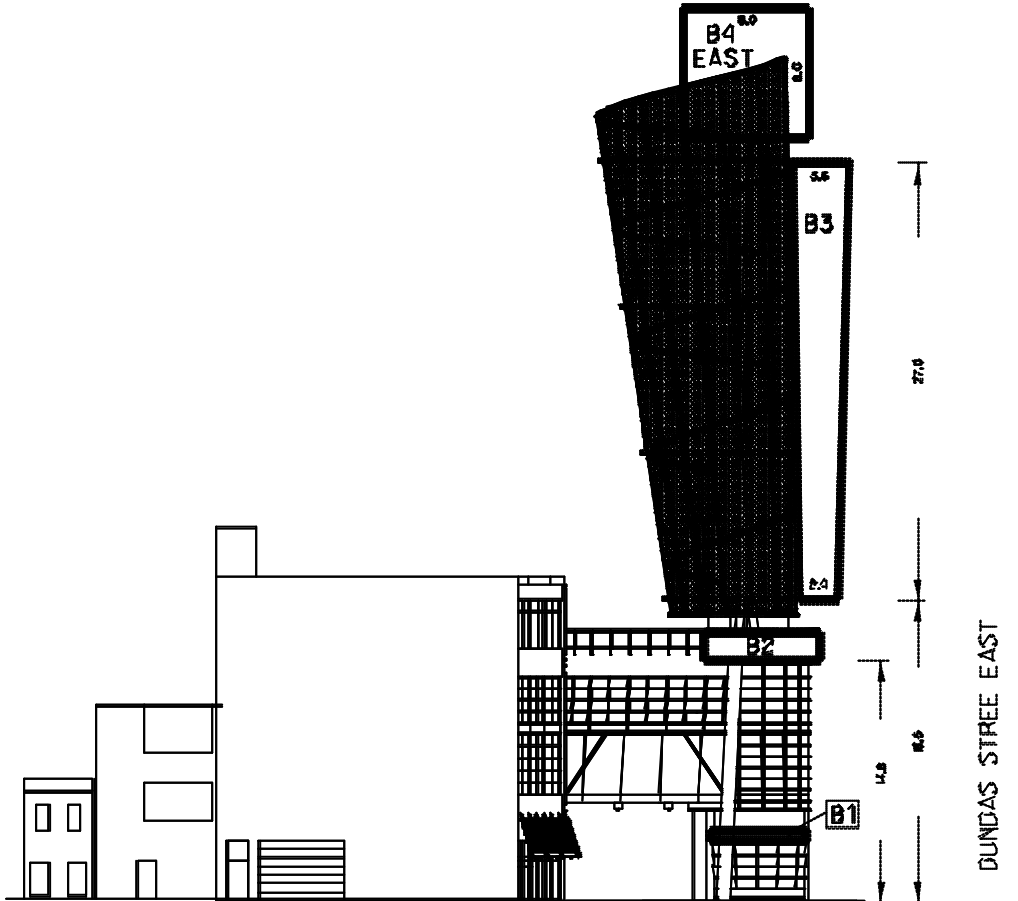
259 VICTORIA STREET
VICTORIA STREET ELEVATION

 ILLUMINATED AND ANIMATED FASCIA SIGN AREAS
(A1, A2, B1, B2, B3 AND B4)



WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SERVICES
TORONTO OCTOBER, 2000
SIGN00/255VIC1.DGN
FILE: 2402.67
MAP No. 51H-111 DRAWN: D.R.

Chapter 297
§ 297-12U
MAP 2 of 5



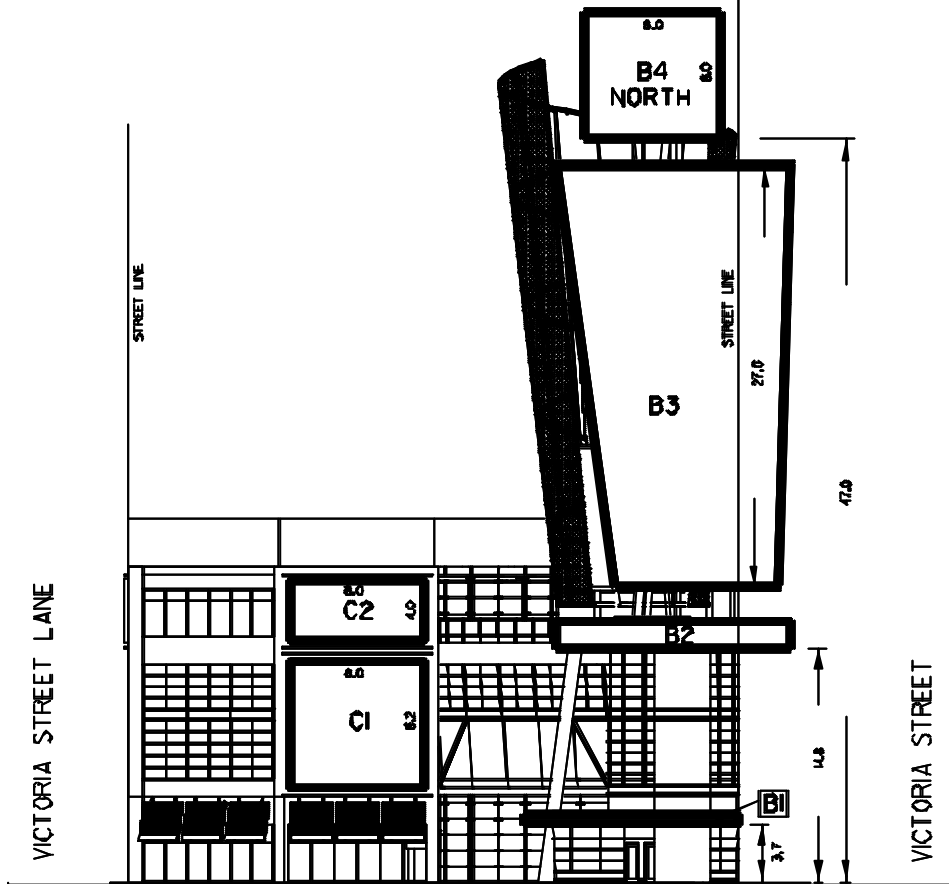
259 VICTORIA STREET
VICTORIA STREET LANE ELEVATION

 ILLUMINATED AND ANIMATED FASCIA SIGN AREAS
(B1, B2, B3 AND B4)



WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SERVICES
TORONTO OCTOBER, 2000
S:\6100\250VICTE.DGN
FILE: 2402.67
MAP No. 51H-111 DRAWN: D.R.

Chapter 297
§ 297-12U
MAP 3 of 5



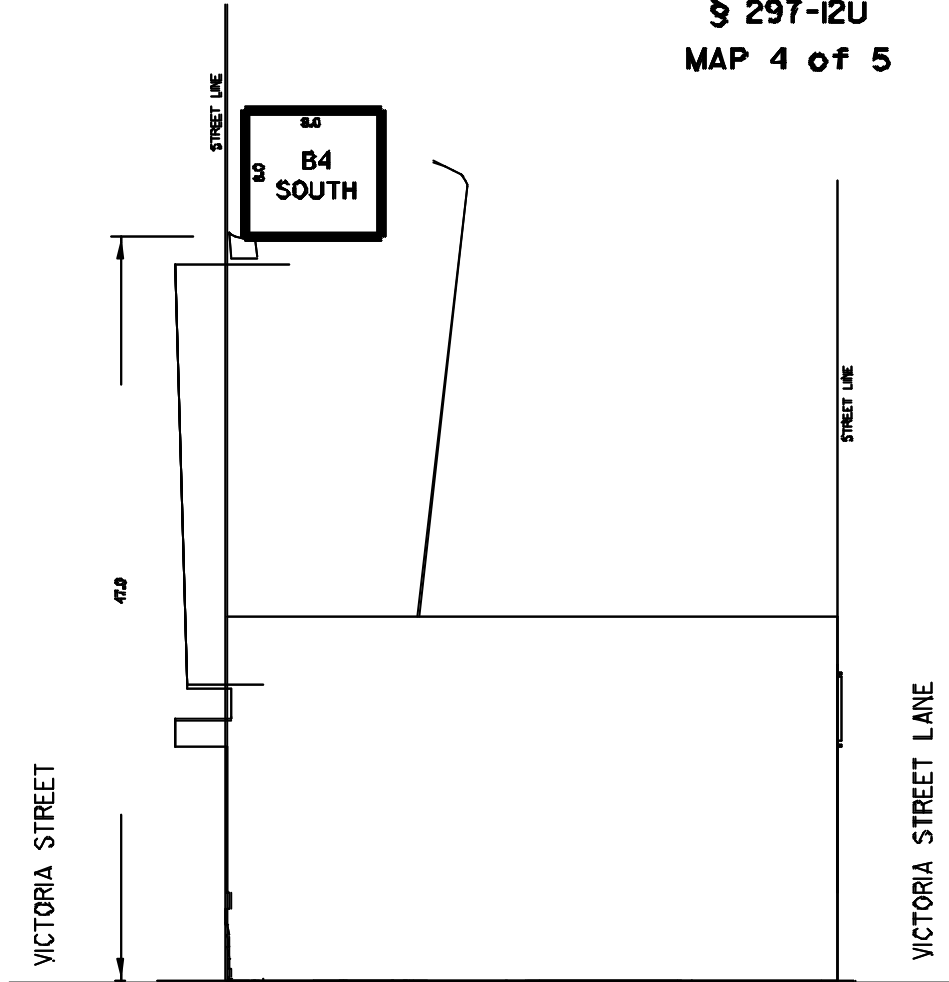
259 VICTORIA STREET
DUNDAS STREET EAST ELEVATION

 ILLUMINATED AND ANIMATED FASCIA SIGN AREAS
(B1, B2, B3, B4, C1 AND C2)



WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SERVICES
TORONTO OCTOBER, 2000
SIGN00/259 VIC3.DGN
FILE: 2402.67
MAP No. 51H-111 DRAWN: D.P.

Chapter 297
§ 297-12U
MAP 4 of 5



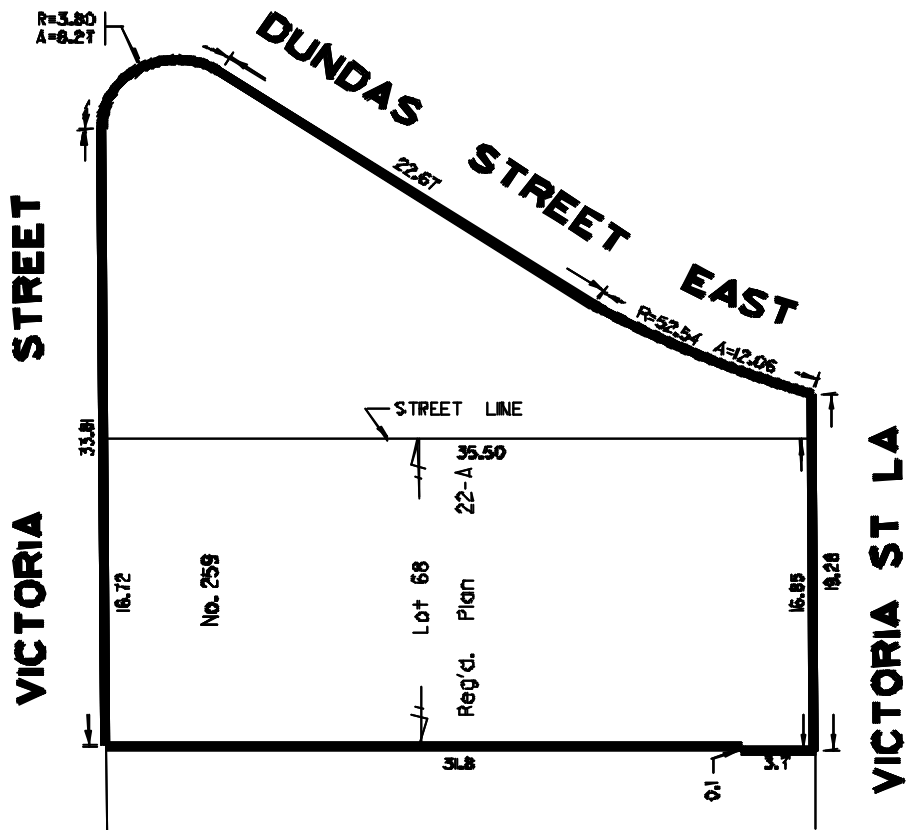
259 VICTORIA STREET
SOUTH ELEVATION

 ILLUMINATED AND ANIMATED FASCIA SIGN AREA



WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SERVICES
TORONTO OCTOBER, 2000
SIGN00/259VIC4.DGN
FILE: 2402.GT
MAP No. 51H-111 DRAWN: D.R.

Chapter 297
§ 297-12U
MAP 5 of 5



WORKS AND EMERGENCY SERVICES
SURVEY AND MAPPING SERVICES
TORONTO OCTOBER, 2000
SIGN00/259VIC5-DGN
FILE: 2402.6T
MAP No. 51H-111 DRAWN: D-R.