

Authority: Downtown Community Council Report No. 1, Clause No. 3,  
as adopted by City of Toronto Council on January 30, 31 and February 1, 2001  
Enacted by Council: February 1, 2001

**CITY OF TORONTO**

**BY-LAW No. 49-2001**

**To amend the former City of Toronto Municipal Code Ch. 297, Signs,  
respecting No. 279 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:

W. 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 the structure on lands known in the year 2000 as 279 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:

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, neon displays or similar displays.

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 A, B1, B2, C1, C2, D and E, as shown on Maps 1 and 2.

(2) Seven (7) illuminated and animated fascia sign areas for purposes of third party advertising are permitted to be erected or displayed on the structure known in the year 2000 as 279 Yonge Street, as well as a decorative corner pole as dimensioned on Maps 1 and 2, provided:

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

Sign Areas	Width (m)	Height (m)	G.S.D.A. (m <sup>2</sup> )
A	10.211	7.9	80.66
B1	10.541	5.486	57.828
B2	10.49	5.586	57.55
C1	5.105	5.486	28.01
C2	5.639	5.486	30.936
D	5.486	5.486	30.1
E	11.278	7.9	89.09

- (b) The maximum thickness of any sign is 1.0 metre.
- (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) No sign area is to remain without signage.
- (h) The owner enters into a heritage easement agreement with the City pursuant to Section 37 or the *Ontario Heritage Act* respecting the structure known in the year 2000 as 279 Yonge Street.

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 § 297-12W (Maps 1 and 2)

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

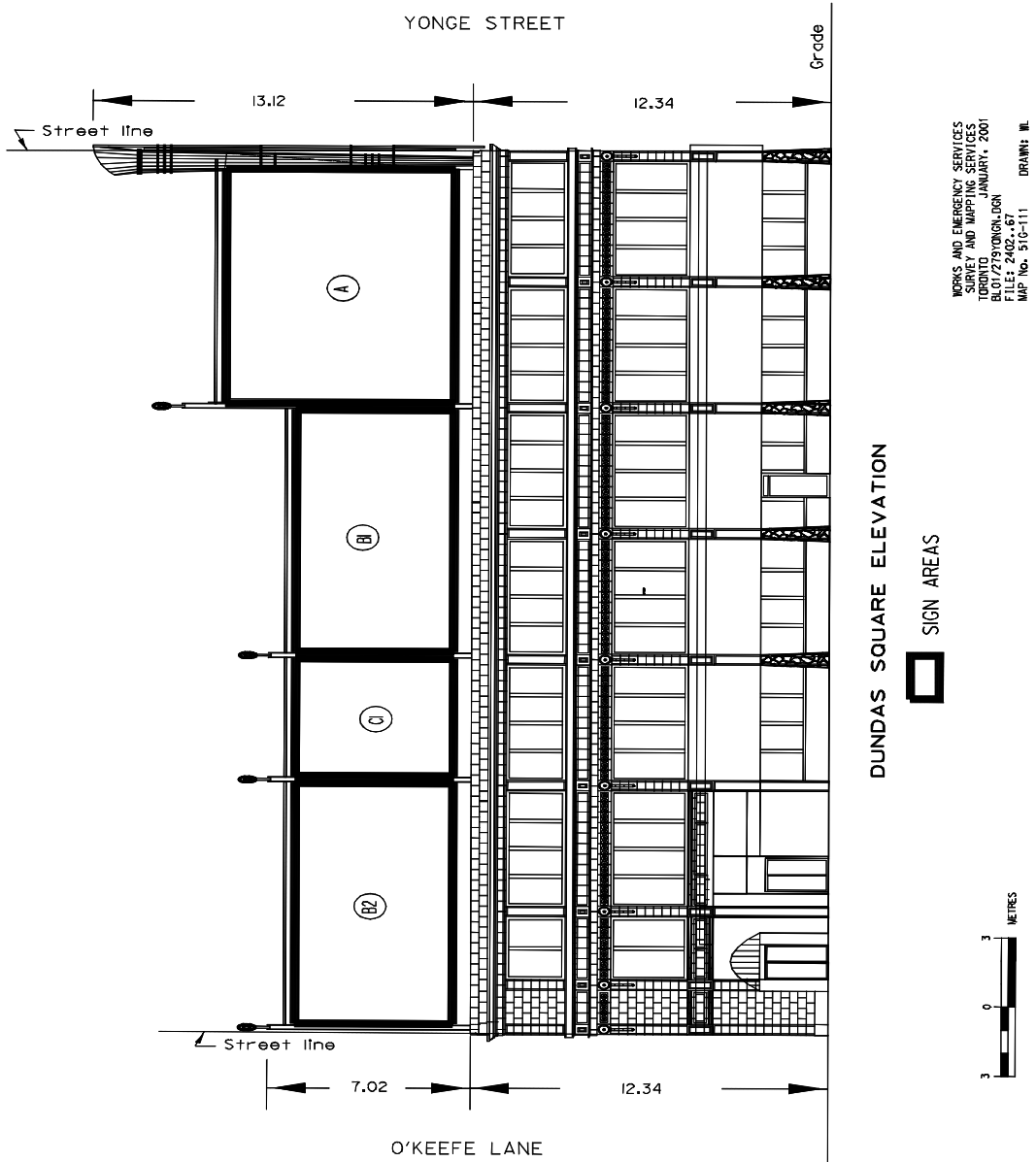
ENACTED AND PASSED this 1st day of February, A.D. 2001.

CASE OOTES,  
Deputy Mayor

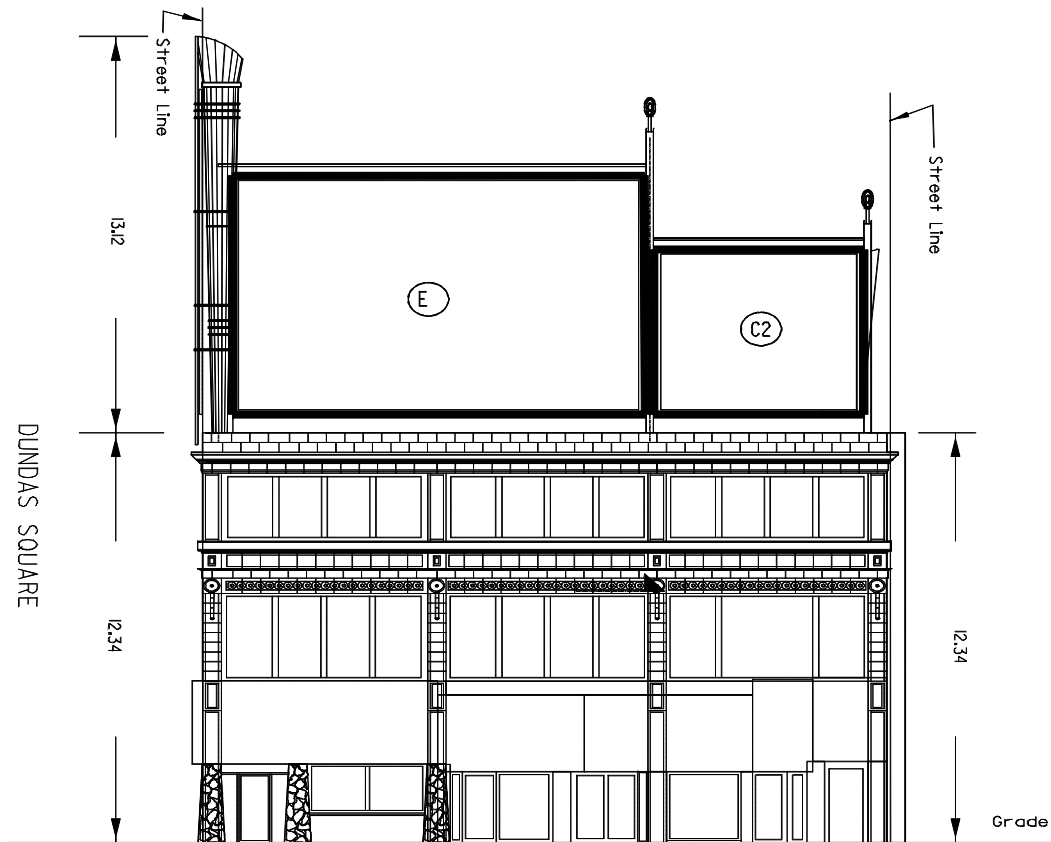
NOVINA WONG,  
City Clerk

(Corporate Seal)

CHAPTER 297  
§ 297-12W  
MAP 1 of 2



CHAPTER 297  
§ 297-12W  
MAP 2 of 2



DUNDAS SQUARE ELEVATION

 SIGN AREAS



WORKS AND EMERGENCY SERVICES  
SURVEY AND MAPPING SERVICES  
TORONTO JANUARY, 2001  
BL01/279YONGW.DGN  
FILE: 2402.67  
MAP No. 510-111 DRAWN: WL