

Authority: Planning and Growth Management Committee Item 39.7,  
as adopted by City of Toronto Council on July 6, 7 and 8, 2010  
Enacted by Council: August 27, 2010

## **CITY OF TORONTO**

### **BY-LAW No. 1066-2010**

#### **To amend City of Toronto Municipal Code Chapter 694, Signs, General, to implement a Signage Master Plan with respect to the premises municipally known as 15 York Street.**

WHEREAS under sections 7 and 8 of the *City of Toronto Act, 2006* (the "Act"), the City may pass by-laws in respect of the health, safety and well-being of persons and the economic, social and environmental well-being of the City; and

WHEREAS subsection 8(1) of the Act, provides the City with broad authority to provide any service or thing the City considers necessary or desirable for the public; and

WHEREAS the City has the authority to pass by-laws respecting matters related to Structures, including fences and signs under subsection 8(2) of the Act; and

WHEREAS the City provides the regulation of signs to the citizens of Toronto as a necessary and desirable service; and

WHEREAS Council has authorized regulations that promote the public's ability to utilize signs to express messages, while ensuring signs are appropriate to their function and compatible with their surroundings; and

WHEREAS at its meeting of February 22 and 23, 2010, City Council adopted By-law No. 196-2010, which by-law enacted Chapter 694, Signs, General, to the City of Toronto's Municipal Code; and

WHEREAS Section 694-5E of Chapter 694, Signs, General, requires that a proposed sign comply with the regulations established in the provisions of the chapter prior to the issuance of a permit to allow the issuance of a permit to erect and display a sign; and

WHEREAS Section 694-31A of Chapter 694, Signs, General, permits a person to obtain an amendment to the provisions of the Chapter for the purpose of implementing a signage master plan which establishes specific regulations concerning the location, arrangement, type and design of signs applicable to a premises which will prevail in the event of conflict with the general regulations established elsewhere in the chapter; and

WHEREAS Council has decided that, due to the specific nature and function of the premises municipally known as 15 York Street, a signage master plan should be implemented with respect thereto; and

WHEREAS notice of the intention to enact this by-law has been provided in accordance with the *Act* and its regulations;

The Council of the City of Toronto HEREBY ENACTS as follows:

1. Chapter 694, Signs, General, of The City of Toronto Municipal Code is amended by adding Schedule "1" to this by-law as Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments.

ENACTED AND PASSED this 27th day of August, A.D. 2010.

DAVID R. MILLER,  
Mayor

ULLI S. WATKISS  
City Clerk

(Corporate Seal)

**SCHEDULE "1" TO BY-LAW No. 1066-2010**

**SCHEDULE B TO CH. 694, SIGNAGE MASTER PLANS AND AREA SPECIFIC  
AMENDMENTS**

1. The following are the signage master plans applicable to the premises bearing the following municipal addresses:
  - A. 15 York Street - Notwithstanding Subsections 694-20A, C, D and 694-21H but subject to all other provisions of this chapter, the premises municipally known as 15 York Street, as delineated with heavy lines on the diagram indicated at Subsection A(7) as Area Map 1 – 15 York Street, may contain only the following first party signs:
    - (1) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
      - (a) There shall be no more than one sign erected on each wall of the mechanical penthouse(s) on the premises to a maximum of six signs;
      - (b) The sign face area of each sign shall not exceed 31.5 square metres; and
      - (c) The sign shall not extend beyond either end of the wall on which it is erected.
    - (2) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(1), provided:
      - (a) There shall be no more than two such signs erected on the easterly wall of the building, no more than three such signs erected on each of the northerly and southerly walls of the building and no more than five such signs on the westerly wall of the building located on the premises to a maximum of thirteen (13) signs;
      - (b) One such sign may be erected at the third storey of the northerly wall of the building located on the premises, and where the sign is erected at the third storey of the northerly wall of the building the sign face area shall not exceed 3.5 square metres;
      - (c) One such sign may be erected at the first storey of the northerly wall of the building located on the premises, provided the sign face area of the sign shall not exceed 0.3 square metres

- (d) One such sign may be erected at the first storey of the northerly wall of the building located on the premises, provided the sign face area of the sign shall not exceed 3.0 square metres;
- (e) One such sign may be erected at the eighth storey of the southerly wall of the building located on the premises, and where the sign is erected at the eighth storey of the southerly wall of the building the sign face area shall not exceed 25.0 square metres;
- (f) One such sign may be erected at the second storey of the southerly wall of the building located on the premises, and where the sign is erected at the second storey of the southerly wall of the building the sign face area shall not exceed 12.5 square metres;
- (g) One such sign may be erected at the first storey of the southerly wall of the building located on the premises, and where the sign is erected at the first storey of the southerly wall of the building the sign face area shall not exceed 3.5 square metres;
- (h) One such sign may be erected at the ninth storey of the easterly wall of the building located on the premises, and where the sign is erected at the ninth storey of the easterly wall of the building the sign face area shall not exceed 25.0 square metres;
- (i) One such sign may be erected at the second storey of the easterly wall of the building located on the premises, and where the sign is erected at the second storey of the easterly wall of the building the sign face area shall not exceed 6.0 square metres;
- (j) One such sign may be erected at the ninth storey of the westerly wall of the building located on the premises, and where the sign is erected at the ninth storey of the westerly wall of the building the sign face area shall not exceed 25.0 square metres;
- (k) One such sign may be erected at the third storey of the westerly wall of the building located on the premises, and where the sign is erected at the third storey of the westerly wall of the building the sign face area shall not exceed 3.5 square metres;
- (l) three such signs may be erected at the first storey of the westerly wall of the building located on the premises, and where the sign is erected at the first storey of the westerly wall of the building the sign face area shall not exceed 3.0 square metres;
- (m) The sign shall not extend above the wall or parapet wall of a building; and

- (n) The sign shall not extend beyond either end of the wall on which it is erected.

(3) A ground sign provided:

- (a) There shall be no more than one such sign erected along each property line of the premises;
- (b) Notwithstanding Subsection A(3)(a), two signs may be erected at the westerly frontage of the premises provided they are separated by a distance of 2.5 metres;
- (c) The sign face area shall not exceed 2.0 square metres;
- (d) The height shall not exceed 2.0 metres;
- (e) The sign shall have no more than two sign faces;
- (f) Where the sign has two faces, the sign faces shall be back to back;
- (g) The sign shall not be erected within 0.6 metres of any property line;
- (h) The sign shall not be erected within 20.0 metres of the intersection of two street lines; and,
- (i) There shall be no more than four such signs erected at the premises.

(4) A projecting sign provided:

- (a) There shall be no more than four such signs erected at the premises.
- (b) The sign is erected on the southerly wall or the westerly wall of the building located on the premises;
- (c) There shall be no more than one sign erected on the westerly wall of the building located on the premises;
- (d) There shall be no more than three signs erected on southerly wall of the building located on the premises;
- (e) Where the sign is erected on the southerly wall of the building:
  - [1] The sign shall not be erected above the above the eighth storey of the southerly wall;

- [2] The sign shall not project more than 4.2 metres from the wall on which it is erected;
  - [3] The sign face area of the sign shall not exceed 112 square metres;
  - [4] The sign shall have two sign faces;
  - [5] The sign shall have one sign face orientated at an angle of no more than 113° from the wall of the building on which the sign is erected, and one sign face orientated at an angle of no more than 67° from the wall of the building on which the sign is erected; and
  - [6] The sign shall not be erected closer than 12.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.
- (f) Where the sign is erected on the westerly wall of the building:
- [1] The sign shall not be erected above the above the sixth storey of the westerly wall;
  - [2] The sign shall not project more than 5.0 metres from the wall on which it is erected;
  - [3] The sign shall not extend past the property line of the premises;
  - [4] The sign face area of the sign shall not exceed 22.5 square metres;
  - [5] The sign shall have no more than two sign faces; and
  - [6] Each sign face shall be perpendicular to the wall of the building on which the sign is erected.
- (5) An overhanging structure sign provided:
- (a) No sign shall be erected on an overhanging structure located above the second storey of the building;
  - (b) There shall be no more than five such signs erected at the premises;

- (c) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1.0 metres above the overhanging structure;
- (d) Where the sign is displayed in whole or in part below the overhanging structure, it shall not extend more than 1.1 metres below the overhanging structure;
- (e) The sign shall not extend beyond either end of the wall from which the overhanging structure projects;
- (f) Where the sign is erected on an overhanging structure projecting from the northerly wall of the building on the premises:
  - [1] The sign shall be erected on an overhanging structure located at the first storey of the northerly wall of the building;
  - [2] There shall be no more than two such signs;
  - [3] The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25 percent of the external surface area of that part of the overhanging structure;
  - [4] Subsection A(5)(f)[3] does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure, where the sign is:
    - [a] Displayed in whole or in part above the overhanging structure, the maximum sign face area shall not exceed 7.5 square metres;
    - [b] Displayed in whole or in part below the overhanging structure the maximum sign face area shall not exceed 6.7 square metres; and
    - [c] Otherwise extending beyond the overhanging structure, the maximum sign face area shall not exceed 0.1 square metres.
- (g) Where the sign is erected on an overhanging structure projecting from the southerly wall of the building on the premises:
  - [1] The sign shall be erected on an overhanging structure located at the first storey of the southerly wall of the building;

- [2] There shall be no more than one such sign;
  - [3] The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25 percent of the external surface area of that part of the overhanging structure;
  - [4] Subsection A(5)(g)[3] does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure, where the sign is:
    - [a] Displayed in whole or in part above the overhanging structure, the maximum sign face area shall not exceed 15.3 square metres;
    - [b] Displayed in whole or in part below the overhanging structure the maximum sign face area shall not exceed 0.1 square metres; and
    - [c] Otherwise extending beyond the overhanging structure, the maximum sign face area shall not exceed 0.1 square metres.
- (h) Where the sign is erected on an overhanging structure projecting from the easterly wall of the building on the premises:
- [1] The sign shall be erected on an overhanging structure located at the first storey of the easterly wall of the building;
  - [2] There shall be no more than two such sign;
  - [3] The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25 percent of the external surface area of that part of the overhanging structure;
  - [4] Subsection A(5)(h)[3] does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure, where the sign is:
    - [a] Displayed in whole or in part above the overhanging structure, the maximum sign face area shall not exceed 0.1 square metres;



- [b] Displayed in whole or in part below the overhanging structure the maximum sign face area shall not exceed 13.6 square metres; and
    - [c] Otherwise extending beyond the overhanging structure, the maximum sign face area shall not exceed 0.1 square metres.
  - (i) Where the sign is erected on an overhanging structure projecting from the westerly wall of the building on the premises:
    - [1] The sign shall be erected on an overhanging structure located at the first storey of the easterly wall of the building;
    - [2] There shall be no more than two such signs;
    - [3] The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25 percent of the external surface area of that part of the overhanging structure;
    - [4] Subsection A(5)(i)[3] does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure, where the sign is:
      - [a] Displayed in whole or in part above the overhanging structure, the maximum sign face area shall not exceed 8.8 square metres;
      - [b] Displayed in whole or in part below the overhanging structure the maximum sign face area shall not exceed 2.9 square metres; and
      - [c] Otherwise extending beyond the overhanging structure, the maximum sign face area shall not exceed 0.1 square metres.
- (6) Notwithstanding § 694-14H and Subsection A(5), an overhanging structure sign providing direction and instruction in association with a vehicular parking facility located on the premises provided:
  - (a) There shall only be one such sign erected on the premises;
  - (b) The sign shall only be erected on the northerly frontage of the premises;

- (c) The sign face area shall not exceed 10.7 square metres (inclusive of the safety clearance bar);
- (d) The sign (inclusive of the safety clearance bar) shall not extend more than 1.0 metres below the overhanging structure.

(7) Area Map 1 - 15 York Street:

