

Authority: Planning and Growth Management Committee Item 40.4,
as adopted by City of Toronto Council on August 25, 26 and 27, 2010
Enacted by Council: August 27, 2010

CITY OF TORONTO

BY-LAW No. 1067-2010

To amend Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, to implement a Signage Master Plan with respect to the premises municipally known as 301 Front Street West.

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 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 301 Front Street West, 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 Subsection 1.C. to 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. 1067-2010

- C. 301 Front Street West - Notwithstanding § 694-20. and § 694-21H but subject to all other provisions of this chapter, the premises municipally known as 301 Front Street West may contain only the following first party signs:
- (1) A wall sign provided:
 - (a) The sign face area shall not exceed 62.7 square metres;
 - (b) The height shall not exceed 11.5 metres;
 - (c) The sign shall have no more than one sign face; and
 - (d) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign A1 on the diagram titled Map RF4 - 301 Front Street West as indicated at Subsection C(22).
 - (2) A wall sign provided:
 - (a) The sign face area shall not exceed 62.7 square metres;
 - (b) The height shall not exceed 11.5 metres;
 - (c) The sign shall have no more than one sign face; and
 - (d) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign A2 on the diagram titled Map RF3 - 301 Front Street West as indicated at Subsection C(21).
 - (3) A wall sign provided:
 - (a) The sign face area shall not exceed 62.7 square metres;
 - (b) The height shall not exceed 4.5 metres;
 - (c) The sign shall have no more than one sign face; and
 - (d) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign A3 on the diagram titled Map RF2 - 301 Front Street West as indicated at Subsection C(20).
 - (4) A wall sign provided:
 - (a) The sign face area shall not exceed 12.07 square metres;
 - (b) The height shall not exceed 12.5 metres;

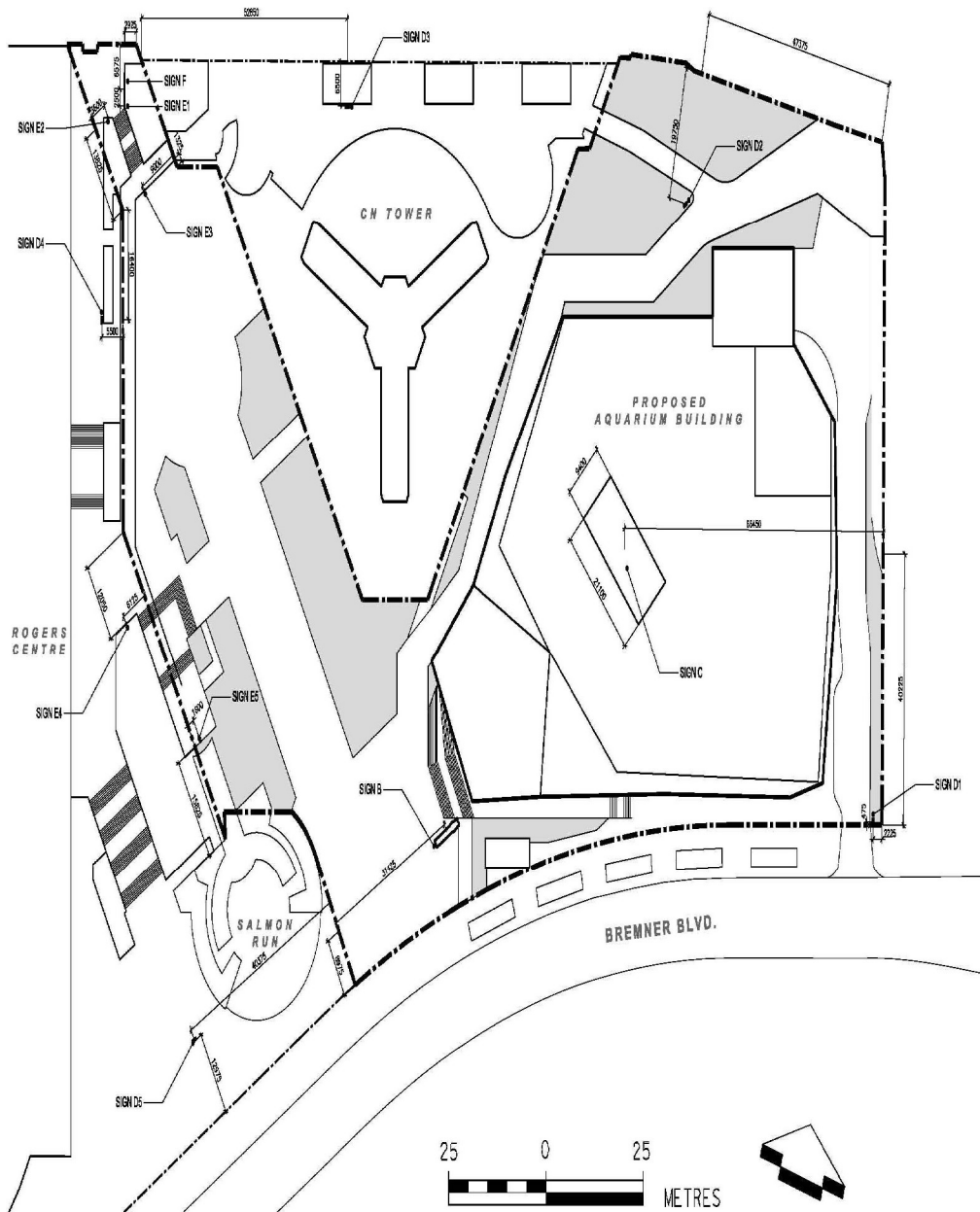
- (c) The sign shall have no more than one sign face; and
 - (d) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign A4 on both the diagram titled Map RF2 - 301 Front Street West as indicated at Subsection C(20) and the diagram titled Map RF5 - 301 Front Street West as indicated at Subsection C(23).
- (5) A wall sign provided:
 - (a) The sign face area shall not exceed 23.0 square metres;
 - (b) The height shall not exceed 16.0 metres;
 - (c) The sign shall have no more than one sign face; and
 - (d) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign A5 on both the diagram titled Map RF4 - 301 Front Street West as indicated at Subsection C(22) and the diagram titled Map RF5 - 301 Front Street West as indicated at Subsection C(23).
- (6) A wall sign provided:
 - (a) The sign face area shall not exceed 0.12 square metres;
 - (b) The height shall not exceed 1.5 metres;
 - (c) The sign shall have no more than one sign face;
 - (d) The sign shall not be illuminated; and
 - (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign E1 on the diagram titled Map RF1 - 301 Front Street West located at Subsection C(19).
- (7) A wall sign provided:
 - (a) The sign face area shall not exceed 0.16 square metres;
 - (b) The height shall not exceed 1.5 metres;
 - (c) The sign shall have no more than one sign face;
 - (d) The sign shall not be illuminated; and

- (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign E2 on the diagram titled Map RF1 - 301 Front Street West as indicated at Subsection C(19).
- (8) A wall sign provided:
 - (a) The sign face area shall not exceed 0.16 square metres;
 - (b) The height shall not exceed 1.5 metres;
 - (c) The sign shall have no more than one sign face;
 - (d) The sign shall not be illuminated; and
 - (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign E3 on the diagram titled Map RF1 - 301 Front Street West located at Subsection C(19).
- (9) A wall sign provided:
 - (a) The sign face area shall not exceed 0.16 square metres;
 - (b) The height shall not exceed 1.5 metres;
 - (c) The sign shall have no more than one sign face;
 - (d) The sign shall not be illuminated; and
 - (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign E4 on the diagram titled Map RF1 - 301 Front Street West as indicated at Subsection C(19).
- (10) A wall sign provided:
 - (a) The sign face area shall not exceed 0.16 square metres;
 - (b) The height shall not exceed 1.5 metres;
 - (c) The sign shall have no more than one sign face;
 - (d) The sign shall not be illuminated; and
 - (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign E5 on the diagram titled Map RF1 - 301 Front Street West as indicated at Subsection C(19).

- (11) A wall sign provided:
- (a) The sign face area shall not exceed 6.26 m² square metres;
 - (b) The height shall not exceed 5.0 metres;
 - (c) The sign shall have no more than one sign face; and
 - (d) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign F on the diagram titled Map RF1 - 301 Front Street West as indicated at Subsection C(19).
- (12) A ground sign containing electronic moving copy provided:
- (a) The sign face area shall not exceed 21.0 square metres;
 - (b) The height shall not exceed 10.0 metres;
 - (c) The sign shall have no more than two sign faces; and
 - (d) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign B on the diagram titled Map RF1 - 301 Front Street West, Map RF2 - 301 Front Street West, Map RF3 - 301 Front Street West, Map RF4 - 301 Front Street West and Map RF5 - 301 Front Street West as indicated at Subsections C(19), (20), (21), (22) and (23) respectively.
- (13) A ground sign provided:
- (a) The sign face area shall not exceed 2.42 square metres;
 - (b) The height shall not exceed 3.7 metres;
 - (c) The sign shall have no more than two sign faces;
 - (d) The sign shall not be illuminated; and
 - (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign D1 on the diagram titled Map RF1 - 301 Front Street West as indicated at Subsection C(19).
- (14) A ground sign provided:
- (a) The sign face area shall not exceed 2.42 square metres;
 - (b) The height shall not exceed 3.7 metres;

- (c) The sign shall have no more than two sign faces;
 - (d) The sign shall not be illuminated; and
 - (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign D2 on the diagram titled Map RF1 - 301 Front Street West as indicated at Subsection C(19).
- (15) A ground sign provided:
- (a) The sign face area shall not exceed 2.42 square metres;
 - (b) The height shall not exceed 3.7 metres;
 - (c) The sign shall have no more than two sign faces;
 - (d) The sign shall not be illuminated; and
 - (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign D3 on the diagram titled Map RF1 - 301 Front Street West as indicated at Subsection C(19).
- (16) A ground sign provided:
- (a) The sign face area shall not exceed 2.42 square metres;
 - (b) The height shall not exceed 3.7 metres;
 - (c) The sign shall have no more than two sign faces;
 - (d) The sign shall not be illuminated; and
 - (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign D4 on the diagram titled Map RF1 - 301 Front Street West as indicated at Subsection C(19).
- (17) A ground sign provided:
- (a) The sign face area shall not exceed 2.42 square metres;
 - (b) The height shall not exceed 3.7 metres;
 - (c) The sign shall have no more than two sign faces;
 - (d) The sign shall not be illuminated; and

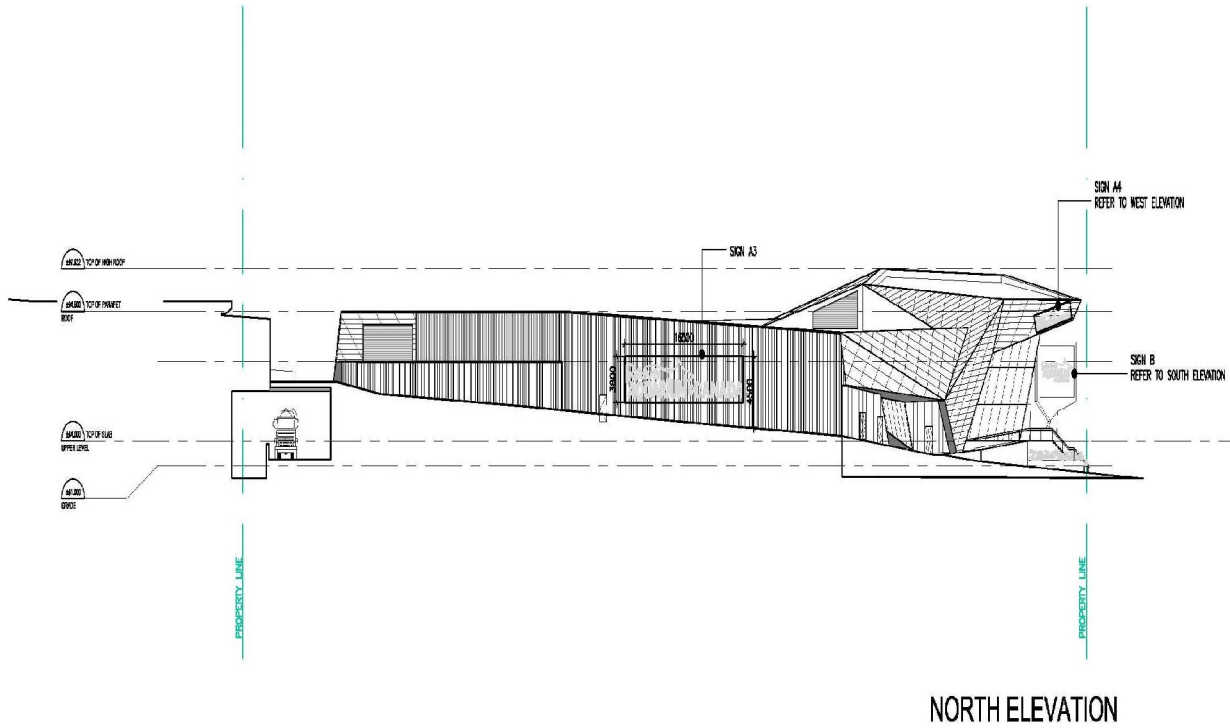
- (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign D5 on the diagram titled Map RF1 - 301 Front Street West as indicated at Subsection C(19).
- (18) A roof sign provided:
 - (a) The sign face area shall not exceed 200.0 square metres;
 - (b) The sign must be erected on and entirely supported by the roof of the building with a sign face which projects no more than 0.1 metre from the roof;
 - (c) The sign shall have no more than one sign face;
 - (d) The sign shall not be illuminated; and
 - (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign C on the diagram titled Map RF1 - 301 Front Street West as indicated at Subsection C(19).
- (19) Map RF1 – 301 Front Street West



ALL DIMENSIONS ARE FROM CENTRE OF SIGNAGE

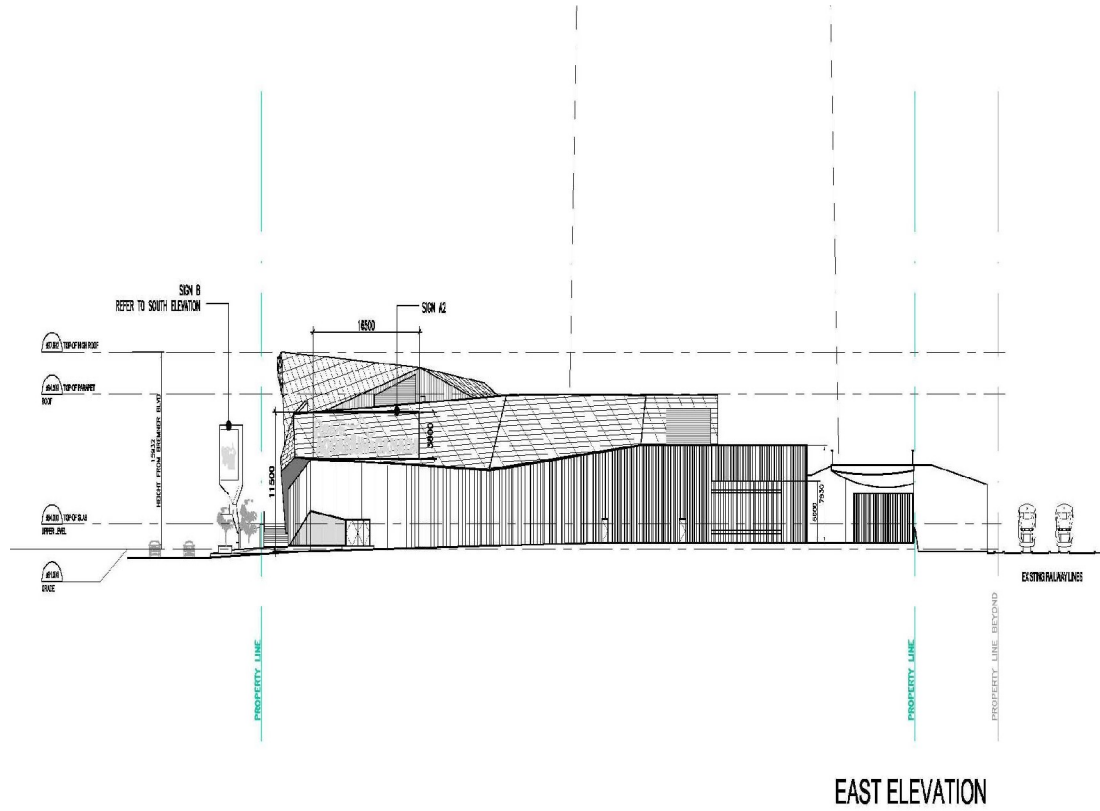
MAP RF1

(20) Map RF2 – 301 Front Street West



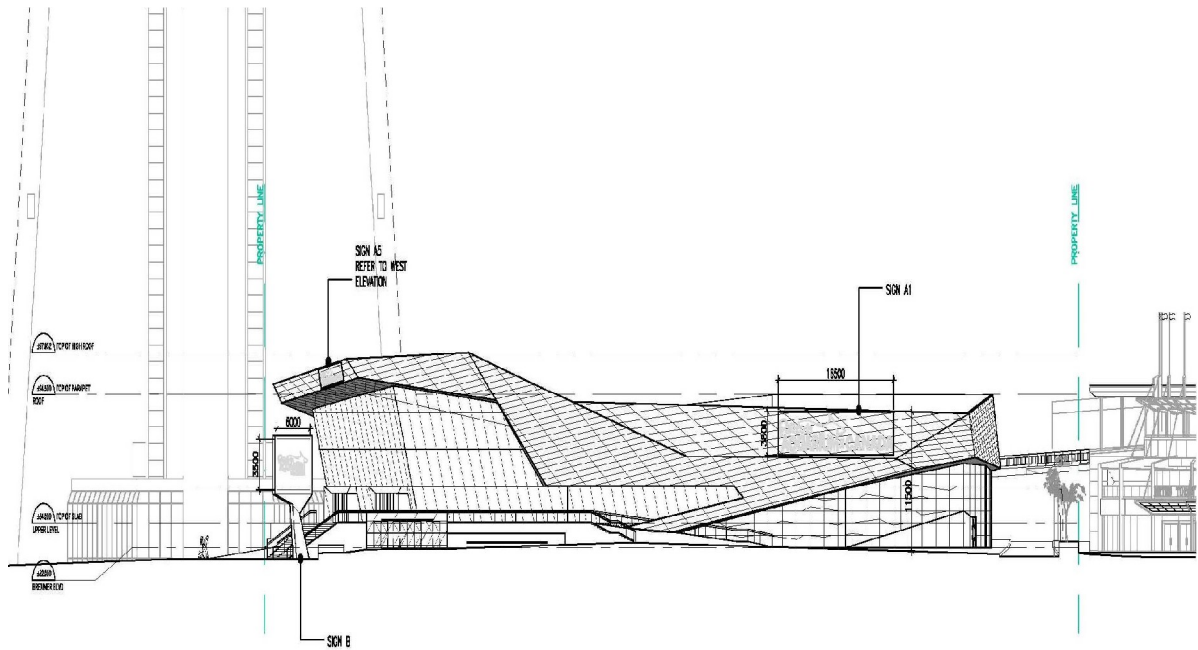
MAP RF2

(21) Map RF3 – 301 Front Street West



MAP RF3

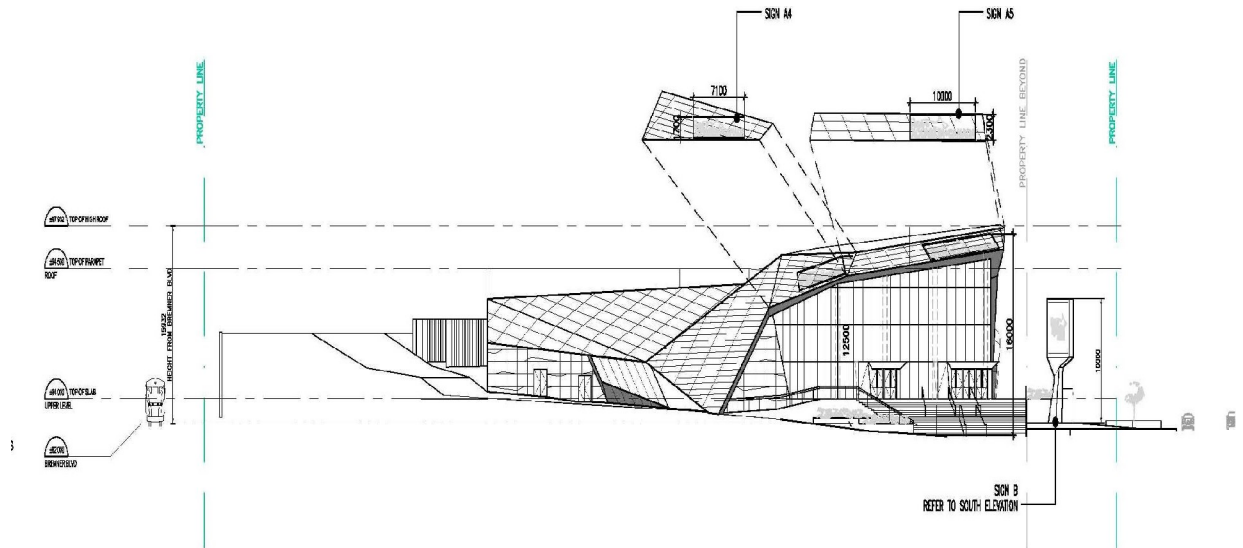
(22) Map RF4 – 301 Front Street West



SOUTH ELEVATION

MAP RF4

(23) Map RF5 – 301 Front Street West



WEST ELEVATION

MAP RF5