

Authority: Planning and Growth Management Committee Item 39.6, adopted as amended,
by City of Toronto Council on July 6, 7 and 8, 2010
Enacted by Council: August 27, 2010

CITY OF TORONTO

BY-LAW No. 1068-2010

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 3250 Midland Avenue.

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 3250 Midland Avenue, 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.B. 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. 1068-2010

- B. 3250 Midland Avenue - Notwithstanding Subsections 694-20B, C, 694-21E, and 694-25B but subject to all other provisions of this chapter, the premises municipally known as 3250 Midland Avenue, as delineated with heavy lines on the diagram indicated at Subsection B(14) as Area Map 1 - 3250 Midland Avenue, may contain only the following first party signs:
- (1) A ground sign providing direction erected at a point of vehicular ingress and egress to a premises provided:
 - (a) The sign face area shall not exceed 0.5 square metre;
 - (b) The height shall not exceed 1.5 metres;
 - (c) The sign shall have no more than two sign faces;
 - (d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises; and
 - (e) The sign shall only display static copy.
 - (2) A ground sign other than signs permitted by Subsection B(1), provided:
 - (a) The sign shall be erected at the Midland Avenue frontage of the premises;
 - (b) The sign shall have no more than four sign faces;
 - (c) The total sign face area of all sign faces shall not exceed 46.1 square metres;
 - (d) No sign face shall have a sign face area that exceeds 11.53 square metres;
 - (e) The sign shall not be erected within 2.0 metres of any property line;
 - (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
 - (g) The height shall not exceed 7.5 metres; and
 - (h) Notwithstanding § 694-14.C, the sign may rotate in one direction within a maximum radius of 1.5 metres.
 - (3) A ground sign other than signs permitted by Subsections B(1),(2) provided:
 - (a) There shall be no more than forty (40) such signs erected at the premises;

- (b) The sign shall only display static copy;
 - (c) The sign shall have no more than two sign faces;
 - (d) The sign faces shall be made of rigid material;
 - (e) The sign shall not be erected within 5.0 metres of the Midland Avenue frontage;
 - (f) The sign shall be erected only within the parking areas and drive aisles of the premises municipally known as 3250 Midland Avenue;
 - (g) The sign shall not be erected within a parking space;
 - (h) The height shall not exceed 6.2 metres; and
 - (i) The sign face area shall not exceed 4.4 square metres.
- (4) A wall sign, displayed upon the portion of the premises bearing the sign allocation 'A' in Column 2: Sign Allocation of Table 1 - 3250 Midland Avenue - Unit Numbers and Sign Allocation as indicated in Subsection B(13), and bearing the corresponding unit number in Unit Designation Map - 3250 Midland Avenue as indicated in Subsection B(15), provided:
- (a) There shall be no more than one such sign;
 - (b) The sign shall not be erected below any overhanging structure;
 - (c) The height shall not be less than 2.6 metres above grade;
 - (d) The sign shall have no more than one sign face;
 - (e) The sign face area shall not exceed 20 percent of the area of the wall of the portion of the premises bearing the abovementioned sign allocation on which the sign is displayed;
 - (f) Up to 30% of the sign face area may contain readograph copy to a maximum of 5.0 square metres and such copy shall be in conformance with the following requirements:
 - [1] The message duration shall not be less than 10 seconds;
 - [2] The message transition shall not exceed 1.0 second; and

- [3] During the message transition, the sign shall not display any visible effects, including but not limited to action, motion, fading, dissolving, blinking, intermittent, or flashing light or the illusion of such effects.
 - (g) The sign shall not extend above the wall or parapet wall of the portion of the premises bearing the abovementioned sign allocation on which it is erected;
 - (h) The sign shall not extend above the wall or parapet wall of the portion of the premises bearing the abovementioned sign allocation upon which it is erected; and
 - (i) The sign shall not extend beyond either end of the wall of the portion of the premises bearing the abovementioned sign allocation upon which it is erected.
- (5) A wall sign, displayed upon the portion of the premises bearing the sign allocation 'B' in Column 2: Sign Allocation of Table 1 - 3250 Midland Avenue - Unit Numbers and Sign Allocation as indicated in Subsection B(13), and bearing the corresponding unit number in Unit Designation Map - 3250 Midland Avenue as indicated in Subsection B(15), provided:
- (a) There shall be no more than one such sign;
 - (b) The height shall not be less than 2.6 metres above grade;
 - (c) The sign shall have no more than one sign face;
 - (d) The sign face area shall not exceed 20 percent of the area of the wall of the portion of the premises bearing the abovementioned sign allocation on which the sign is displayed;
 - (e) Up to 30% of the sign face area may contain readograph copy to a maximum of 5.0 square metres and such copy shall be in conformance with the following requirements:
 - [1] The message duration shall not be less than 10 seconds;
 - [2] The message transition shall not exceed 1.0 second; and
 - [3] During the message transition, the sign shall not display any visible effects, including but not limited to action, motion, fading, dissolving, blinking, intermittent, or flashing light or the illusion of such effects.

- (f) The sign shall not extend above the wall or parapet wall of the portion of the premises bearing the abovementioned sign allocation on which it is erected;
 - (g) The sign shall not extend above the wall or parapet wall of the portion of the premises bearing the abovementioned sign allocation upon which it is erected; and
 - (h) The sign shall not extend beyond either end of the wall of the portion of the premises bearing the abovementioned sign allocation upon which it is erected.
- (6) A wall sign, displayed upon the portion of the premises bearing the sign allocation 'C' in Column 2: Sign Allocation of Table 1 - 3250 Midland Avenue - Unit Numbers and Sign Allocation as indicated in Subsection B(13), and bearing the corresponding unit number in Unit Designation Map - 3250 Midland Avenue as indicated in Subsection B(15), provided:
- (a) There shall be no more than one such sign;
 - (b) The height shall not be less than 2.6 metres above grade;
 - (c) The sign shall have no more than one sign face;
 - (d) The sign face area shall not exceed 20 percent of the area of the wall of the portion of the premises bearing the abovementioned sign allocation on which the sign is displayed;
 - (e) Up to 30% of the sign face area may contain readograph copy to a maximum of 5.0 square metres and such copy shall be in conformance with the following requirements:
 - 1. The message duration shall not be less than 10 seconds;
 - 2. The message transition shall not exceed 1.0 second; and
 - 3. During the message transition, the sign shall not display any visible effects, including but not limited to action, motion, fading, dissolving, blinking, intermittent, or flashing light or the illusion of such effects.
 - (f) The sign shall not extend above the wall or parapet wall of the portion of the premises bearing the abovementioned sign allocation on which it is erected;

- (g) The sign shall not extend above the wall or parapet wall of the portion of the premises bearing the abovementioned sign allocation upon which it is erected; and
 - (h) The sign shall not extend beyond either end of the wall of the portion of the premises bearing the abovementioned sign allocation upon which it is erected.
- (7) A projecting sign, displayed upon the portion of the premises bearing the sign allocation 'C' in Column 2: Sign Allocation of Table 1 - 3250 Midland Avenue - Unit Numbers and Sign Allocation as indicated in Subsection B(13), and bearing the corresponding unit number in Unit Designation Map - 3250 Midland Avenue as indicated in Subsection B(15), provided:
 - (a) The sign shall not project more than 1.2 m from the wall on which the sign is erected;
 - (b) The sign shall have no more than two sign faces;
 - (c) Where the sign has two sign faces, the sign faces shall be back to back;
 - (d) Each sign face shall be perpendicular to the wall of the portion of the premises bearing the abovementioned sign allocation on which the sign is erected;
 - (e) The sign face area shall not exceed 2.0 square metres;
 - (f) There shall be a minimum vertical clearance of 2.6 metres from the ground, sidewalk, or walkway to the lowest point of the projecting sign;
 - (g) The sign shall not extend above the wall or parapet wall of the portion of the premises bearing the abovementioned sign allocation on which it is erected; and
 - (h) There shall be no more than one such sign erected at the portion of the premises bearing the abovementioned sign allocation.
- (8) A window sign, displayed upon the portion of the premises bearing the sign allocation 'D' in Column 2: Sign Allocation of Table 1 - 3250 Midland Avenue - Unit Numbers and Sign Allocation as indicated in Subsection B(13), and bearing the corresponding unit number in Unit Designation Map - 3250 Midland Avenue as indicated in Subsection B(15), provided:
 - (a) The sign face area shall not exceed 25 percent of the area of the window upon which the sign is displayed excluding its frame;
 - (b) The sign shall not be located above the second storey of a building; and

- (c) There shall be no more than one such sign erected at the Unit.
- (9) A wall sign, displayed upon the portion of the premises bearing the sign allocation 'E' in Column 2: Sign Allocation of Table 1 - 3250 Midland Avenue - Unit Numbers and Sign Allocation as indicated in Subsection B(13), and bearing the corresponding unit number in Unit Designation Map - 3250 Midland Avenue as indicated in Subsection B(15), provided:
- (a) There shall be no more than two such signs;
 - (b) The sign shall not be erected below any overhanging structure;
 - (c) The height shall not be less than 2.6 metres above grade;
 - (d) The sign shall have no more than one sign face;
 - (e) The sign face area shall not exceed 20 percent of the area of the wall of the portion of the premises bearing the abovementioned sign allocation on which the sign is displayed;
 - (f) Up to 30% of the sign face area may contain readograph copy to a maximum of 5.0 square metres and such copy shall be in conformance with the following requirements:
 - [1] The message duration shall not be less than 10 seconds;
 - [2] The message transition shall not exceed 1.0 second; and
 - [3] During the message transition, the sign shall not display any visible effects, including but not limited to action, motion, fading, dissolving, blinking, intermittent, or flashing light or the illusion of such effects.
 - (g) The sign shall not extend above the wall or parapet wall of the portion of the premises bearing the abovementioned sign allocation on which it is erected;
 - (h) The sign shall not extend above the wall or parapet wall of the portion of the premises bearing the abovementioned sign allocation upon which it is erected;
 - (i) The sign shall not extend beyond either end of the wall of the portion of the premises bearing the abovementioned sign allocation upon which it is erected;
 - (h) No more than one such sign may be erected on a wall of the portion of the premises bearing the abovementioned sign allocation; and

- (j) The sign shall only be displayed on:
 - [1] The exterior wall containing the main pedestrian entrance to the portion of the premises bearing the abovementioned sign allocation; or
 - [2] An exterior wall perpendicular to the exterior wall containing the main pedestrian entrance to the portion of the premises bearing the abovementioned sign allocation.
- (10) A wall sign, displayed upon the portion of the premises bearing the sign allocation 'F' in Column 2: Sign Allocation of Table 1 - 3250 Midland Avenue - Unit Numbers and Sign Allocation as indicated in Subsection B(13), and bearing the corresponding unit number in Unit Designation Map - 3250 Midland Avenue as indicated in Subsection B(15), provided:
 - (a) There shall be no more than one such sign;
 - (b) The sign shall not be erected below any overhanging structure;
 - (c) The height shall not be less than 2.6 metres above grade;
 - (d) The sign shall have no more than one sign face;
 - (e) The sign face area shall not exceed 20 percent of the area of the wall of the portion of the premises bearing the abovementioned sign allocation on which the sign is displayed;
 - (f) Up to 30% of the sign face area may contain readograph copy to a maximum of 5.0 square metres and such copy shall be in conformance with the following requirements:
 - [1] The message duration shall not be less than 10 seconds;
 - [2] The message transition shall not exceed 1.0 second; and
 - [3] During the message transition, the sign shall not display any visible effects, including but not limited to action, motion, fading, dissolving, blinking, intermittent, or flashing light or the illusion of such effects.
 - (g) The sign shall not extend above the wall or parapet wall of the portion of the premises bearing the abovementioned sign allocation on which it is erected;

- (h) The sign shall not extend above the wall or parapet wall of the portion of the premises bearing the abovementioned sign allocation upon which it is erected;
 - (i) The sign shall not extend beyond either end of the wall of the portion of the premises bearing the abovementioned sign allocation upon which it is erected; and
 - (h) The sign shall only be displayed on the exterior wall perpendicular to the exterior wall containing the main pedestrian entrance to the portion of the premises bearing the abovementioned sign allocation
- (11) A window sign, displayed upon the portion of the premises bearing the sign allocation 'F' in Column 2: Sign Allocation of Table 1 - 3250 Midland Avenue - Unit Numbers and Sign Allocation as indicated in Subsection B(13), and bearing the corresponding unit number in Unit Designation Map - 3250 Midland Avenue as indicated in Subsection B(15), provided:
 - (a) The sign face area shall not exceed 25 percent of the area of the window upon which the sign is displayed excluding its frame;
 - (b) The sign shall not be located above the second storey of the portion of the premises bearing the abovementioned sign allocation; and
 - (c) There shall be no more than one such sign erected at the portion of the premises bearing the abovementioned sign allocation.

(12) Table 1 - 3250 Midland Avenue - Unit Numbers and Sign Allocation

Column 1: Unit Number	Column 2: Sign Allocation
Building B	
B-101	E
B-102	A
B-103	C
B-105	B
B-106	C
B-107	A
B-108	A
B-109	C
B-110	B
B-111	C
B-112	A
B-113	A
B-115	D
B-116	A
B-117	C
B-118	B
B-119	C
B-120	A
B-121	A
B-122	C
B-123	B
B-125	C
B-126	B
B-127	A
B-128	A
B-129	D
Building C:	
C-101	E
C-102	A
C-103	C
C-105	C
C-106	B
C-107	A
C-108	A
C-109	C
C-110	C
C-111	B
C-112	A
C-113	D
C-115	C
C-116	B

C-117	C
C-118	A
C-119	A
C-120	C
C-121	A
C-122	B
C-123	C
C-125	A
C-126	D

Building D:

D-101	D
D-102	A
D-103	A
D-105	A
D-106	B
D-107	C
D-108	C
D-109	C
D-110	A
D-111	A
D-112	B
D-113	C
D-115	C
D-116	C
D-117	A
D-118	A
D-119	C
D-120	C
D-121	C
D-122	C
D-123	A
D-125	F

Building E:

E-101	D
E-102	C
E-103	B
E-105	C
E-106	A
E-107	A
E-108	C
E-109	B
E-110	C
E-111	B
E-112	A
E-113	A
E-115	D

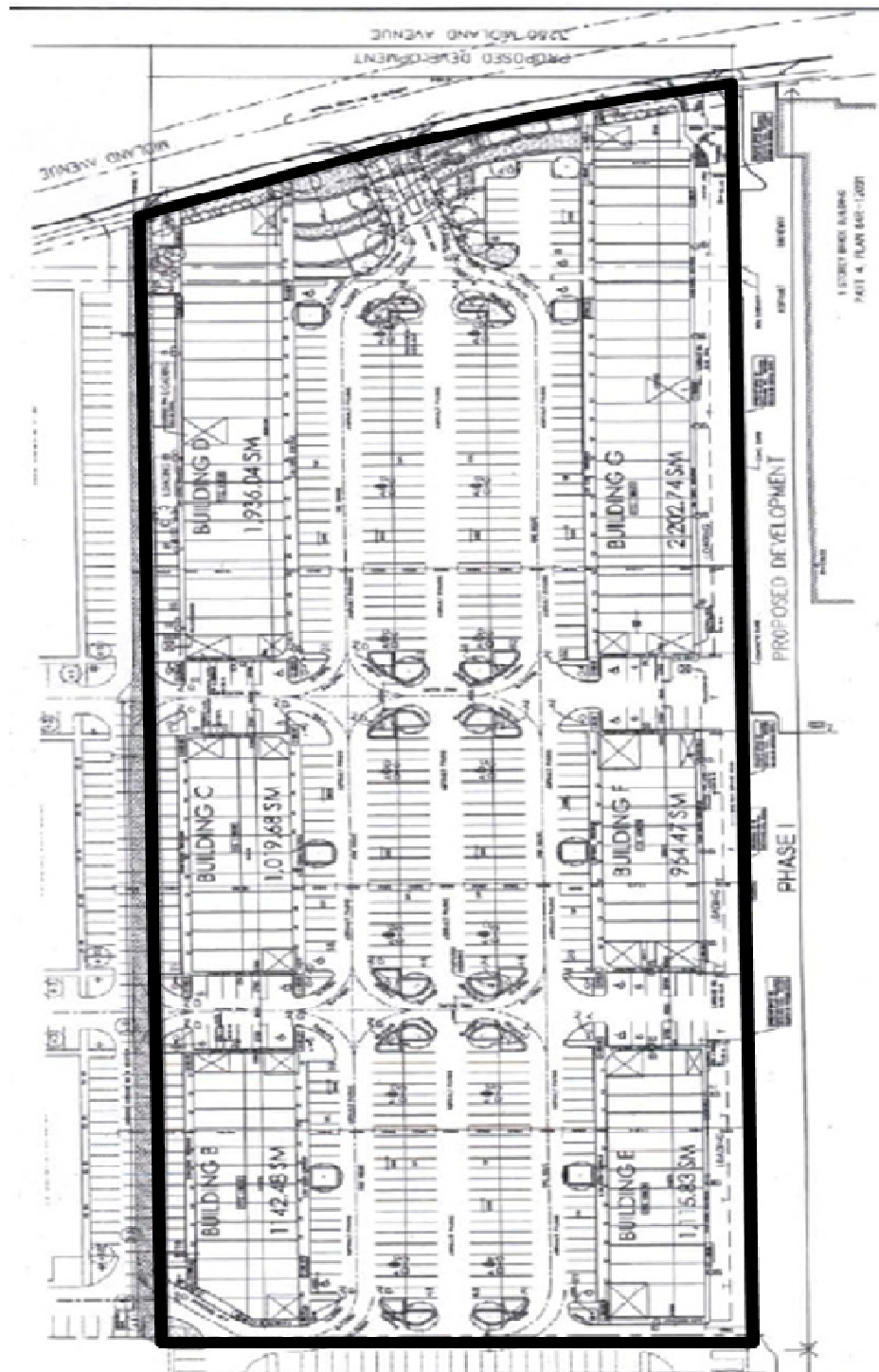
Building F:

F-101	D
F-102	C
F-103	B
F-105	C
F-106	A
F-107	A
F-108	C
F-109	B
F-110	C
F-111	A
F-112	D

Building G:

G-101	D
G-102	C
G-103	A
G-105	A
G-106	C
G-107	C
G-108	C
G-109	A
G-110	A
G-111	C
G-112	C
G-113	C
G-115	A
G-116	A
G-117	C
G-118	C
G-119	B
G-120	A
G-121	A
G-122	C
G-123	C
G-125	C
G-126	A
G-127	A
G-128	A
G-129	B
G-130	F

(13) Area Map 1 - 3250 Midland Avenue



(14) Unit Designation Map - 3250 Midland Avenue

