

Authority: Planning and Growth Management Committee Item 40.5,  
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. 1069-2010**

**To amend Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, to implement an area specific amendment with respect to the premises municipally known as 279-283 Yonge 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; and

WHEREAS Section 694-31A of Chapter 694, Signs, General, permits a person to obtain an amendment to the provisions of the chapter with respect to specific premises or area; 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 permitting the erection and display of a sign which is expressly prohibited by Section 694-15B; and

WHEREAS Section 694-15B(2) of Chapter 694, Signs, General, expressly prohibits the erection and display of roof signs; and

WHEREAS Council has decided that, due to the specific nature of the premises municipally known as 279-283 Yonge Street, an area specific amendment to permit the erection and display of a roof sign is appropriate; 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 2.A. 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. 1069-2010**

The following are the area specific regulations applicable to the following premises:

- A. 279-283 Yonge Street - Notwithstanding § 694-25C and § 694-25D but subject to all other provisions of this Chapter, the premises municipally known as 279-283 Yonge Street and legally described as PL 22A PT LTS 13 & 14, as delineated with heavy lines on the diagram indicated at Subsection A(5) as Area Map 1 - 279-283 Yonge Street, may contain only the following signs:
- (1) Two (2) first party wall signs each displaying the logo "Hard Rock Café" provided:
    - (a) There shall be no more than one such sign erected on the northerly elevation of the building located on the premises and there shall be no more than one such sign erected on the westerly elevation of the building located on the premises;
    - (b) The sign shall be erected on the second storey;
    - (c) Each sign shall display identical sign copy;
    - (d) The sign face area of each sign shall not exceed 11.0 square metres; and
    - (e) Each sign shall not extend beyond either end of the wall on which it is erected.
  - (2) One first party wall sign displaying the phrase "Love All Serve All" provided:
    - (a) The sign shall be erected on the westerly elevation of the building located on the premises;
    - (b) The sign shall be erected on the first storey;
    - (c) There shall be no more than one sign face;
    - (d) The sign face area of the sign shall not exceed 1.25 square metres; and
    - (e) Each sign shall not extend beyond either end of the wall on which it is erected.
  - (3) One first party wall sign displaying the phrase "All is One" provided:
    - (a) The sign shall be erected on the northerly elevation of the building located on the premises;
    - (b) The sign shall be erected on the first storey;

- (c) There shall be no more than one sign face;
  - (d) The sign face area of the sign shall not exceed 1.25 square metres; and
  - (e) The sign shall not extend beyond either end of the wall on which it is erected.
- (4) One third party roof sign, containing no more than five (5) sign faces and no more than one architectural light column, provided:
- (a) One sign face, containing static copy and facing southerly, shall not exceed a sign face width of 7.72 metres and a sign face height of 11.43 metres, and shall be erected so that height of the sign face does not exceed 26.562 metres from grade;
  - (b) One sign face, containing static copy and facing northerly, shall not exceed a sign face width of 27.03 metres and a sign face height of 7.01 metres, and shall be erected so that the height of the sign face does not exceed 21.44 metres from grade;
  - (c) One sign face, containing static copy displaying the name, logo or corporate symbol of an advertising sponsor and facing northerly, shall not exceed a sign face width of 24.38 metres and a sign face height of 1.34 metres, and shall be erected so that the height of the sign face does not exceed 24.31 metres from grade;
  - (d) One curved sign face, containing electronic moving copy and facing northerly and westerly, shall not exceed a sign face width of 19.05 metres and a sign face height of 11.89, and shall be erected so that the height of the sign face does not exceed 26.13 metres from grade;
  - (e) One curved sign face, containing mechanical copy and facing northerly and westerly, shall not exceed a sign face width of 17.2 metres and a sign face height of 4.27 metres, and shall be erected so that the height of the sign face does not exceed 30.44 metres from grade; and
  - (f) The architectural light column with a 0.3 metre diameter top sphere, containing static copy displaying the logo or corporate symbol of an advertising sponsor, shall be erected so that the height of the architectural light column does not exceed 43.43 metres from grade.

## (5) Area Map 1 - 279-283 Yonge Street

