

Authority: Planning and Growth Management Committee Item 40.11,
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. 1071-2010

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 14 Strachan 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 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 Council has decided that, due to the specific nature of the premises municipally known as 14 Strachan Avenue, an amendment to Chapter 694, Signs, General, for the purpose of allowing the issuance of a sign permit which shall expire on March 31, 2018, and shall not be subject to renewal to permit the erection and display of third party ground sign containing electronic static copy and readograph copy on these premises 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.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. 1071-2010

- B. 14 Strachan Avenue - Notwithstanding § 694-9, § 694-10, § 694-22A and D, § 694-24A(27) and § 694-25B, but subject to all other provisions of this chapter, the premises municipally known as 14 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection B(2) as Area Map 1 - 14 Strachan Avenue, may contain only the following signs:
1. One third party ground sign containing electronic static copy and readograph copy provided:
 - (a) The sign face area shall not exceed 138.10 square metres;
 - (b) Readograph copy on the sign face shall not exceed 23.0 square metres;
 - (c) The height shall not exceed 21.68 metres;
 - (d) The sign shall not be erected within 5.0 metres of the easterly or southerly property lines;
 - (e) The existing roof sign on the premises is removed;
 - (f) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on March 31, 2018, and shall not be subject to renewal;
 - (g) Where the sign permit has expired, the sign owner shall immediately remove the sign from the premises and the sign owner shall also remove the identifier required by Subsection 694-22B of this chapter; and
 - (h) There shall be no more than two sign faces and:
 - [1] One sign face shall be oriented to be displayed in a south-easterly direction; and
 - [2] One sign face shall be oriented to be displayed in a south-westerly direction.

2. Area Map 1 - 14 Strachan Avenue

