

Authority: Planning and Growth Management Committee Item 40.13,
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. 1073-2010

To amend City of Toronto Municipal Code Chapter 694, Signs, General, with respect to signs advertising fundraising events displayed on hospitals.

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 Council has authorized regulations that will facilitate signs to be erected and displayed on a hospital for the purpose of advertising fundraising events related to the hospital; 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 the following as § 694-6A(9):
 - (9) A non-illuminated wall sign on a hospital advertising a fundraising event for that hospital provided:
 - (a) The sign has a maximum sign face area of 100 square metres or 20% of the wall area where the sign is located, whichever is lesser;
 - (b) The sign shall display static copy only;

- (c) The sign shall be erected or displayed for no more than 90 days; and
- (d) Only one such sign shall be erected or displayed per calendar year.

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

DAVID R. MILLER,
Mayor

ULLI S. WATKISS
City Clerk

(Corporate Seal)