

Authority: Planning and Growth Management Committee Item 10.4,
as adopted by City of Toronto Council on February 6 and 7, 2012
Enacted by Council: April 11, 2012

CITY OF TORONTO

BY-LAW No. 529-2012

To amend City of Toronto Municipal Code Chapter 694, Signs, General, to implement an area specific amendment with respect to the premises municipally known as 2787 Eglinton Avenue East.

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 2787 Eglinton Avenue East, 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.D. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments.

ENACTED AND PASSED this 11th day of April, A.D. 2012.

FRANCES NUNZIATA,
Speaker

ULLI S. WATKISS,
City Clerk

(Corporate Seal)

SCHEDULE "1"

- D. 2787 Eglinton Avenue East - The premises municipally known as 2787 Eglinton Avenue East, may contain in addition to any other third party signs permitted by § 694-25A, subject to all other provisions of this Chapter, including but not limited to §§ 694-9, 694-10 and 694-18, the following third party sign:
- (1) One third party roof sign containing electronic static copy provided:
 - (a) The sign contains no more than two sign faces;
 - (b) The sign face area for each sign face shall not exceed 12.0 square metres;
 - (c) Each of the two sign faces shall display electronic static copy only;
 - (d) The height shall not exceed 12.0 metres;
 - (e) The sign shall be erected on and entirely supported by the roof of the building upon which it is erected or displayed;
 - (f) The sign shall replace the existing first party roof sign previously erected and displayed on the premises; and
 - (g) The two existing third party ground signs located on the premises must be removed and the associated permits revoked, prior to the issuance of any permit for the sign.