

Authority: Planning and Growth Management Committee Item 15.1,
as adopted by City of Toronto Council on July 11, 12 and 13, 2012
Enacted by Council: July 13, 2012

CITY OF TORONTO

BY-LAW No. 1060-2012

To amend Schedule B, Signage Master Plans and Area Specific Amendments, to City of Toronto Municipal Code Chapter 694, Signs, General, to implement a Signage Master Plan with respect to the premises municipally known as 933 Dixon Road, and to add additional site specific restrictions concerning third party signs.

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 694-24A of Chapter 694, Signs, General, contains regulations that establish specific areas where certain classes of signs are inappropriate considering the function of certain lands and are incompatible with the surrounding area; and

WHEREAS Council has decided that, due to the specific nature and function of the premises municipally known as 115 Belfield Road and its surrounding area, as well as the specific area within 100 metres of a point located 155 metres from the southerly limit of Bethridge Road and 9.0 metres from the easterly limit of Martin Grove Road, the erection and display of third party signs are inappropriate in these areas, and specific regulations concerning the display thereof should be implemented; 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 sign permit; 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 to establish specific regulations concerning the location, arrangement, type and design of

signs to be erected on specific premises to ensure the signs displayed are appropriate to their function and compatible with the nature of the specific premises upon which the signs are located; and

WHEREAS Council has decided that, due to the specific nature and function of the premises municipally known as 933 Dixon Road, 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:
 - A. Adding Schedule "1" to this by-law as Subsection 1.D. to Schedule B to Chapter 694, Signage Master Plans and Area Specific Amendments;
 - B. Deleting the second instance of the word "and" in § 694-24A(28);
 - C. Deleting the period from § 694-24A(29) and substituting a semicolon therefore;
 - D. Adding the following to § 694-24A as §§ 694-24A(30) and 694-24A(31):
 - (30) the premises municipally known as 115 Belfield Road or on any other premises within 100 metres of any limit of the premises municipally known as 115 Belfield Road; and
 - (31) within 100 metres of a point located 155 metres from the southerly limit of Bethridge Road and 9.0 metres from the easterly limit of Martin Grove Road.

ENACTED AND PASSED this 13th day of July, A.D. 2012.

FRANCES NUNZIATA,
Speaker

ULLI S. WATKISS,
City Clerk

(Corporate Seal)

SCHEDULE "1"

- D. 933 Dixon Road - Notwithstanding §§ 694-21E, 694-22A, 694-24A(17) and 694-25B but subject to all other provisions of this chapter, the premises municipally known as 933 Dixon Road, as delineated with heavy lines on the diagram indicated at Subsection D(7) as Area Map 1 - 933 Dixon Road, may contain only the following signs:
- (1) A first party overhanging structure sign provided:
 - (a) The sign shall only be erected on an overhanging structure located at the first storey;
 - (b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
 - (c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
 - (d) Subsections (1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
 - (e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
 - (f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
 - (2) A first party 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 metres;
 - (b) The height shall not exceed 1.5 metres;
 - (c) The sign shall have no more than two sign faces; and
 - (d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.

- (3) A first party ground sign, other than a sign providing direction permitted by Subsection D(2), provided:
- (a) There shall be no more than one such sign erected at each frontage;
 - (b) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 15.0 square metres;
 - (c) The height shall not exceed 7.5 metres;
 - (d) The sign shall have no more than two sign faces;
 - (e) The sign shall not be erected within 2.0 metres of any property line; and
 - (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- (4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- (a) The sign shall only be erected on an office building containing 10 or more storeys;
 - (b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
 - (c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
 - (d) Each sign shall display identical sign copy;
 - (e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
 - (f) The sign shall not extend beyond either end of the wall on which it is erected.
- (5) A first party wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection D(4), provided:
- (a) The sign shall only be erected at the first storey;
 - (b) The total sign face area for all wall signs erected on a wall shall not exceed 15 percent of the area of the wall at the first storey on which the signs are erected;

- (c) Notwithstanding Subsection (5)(b), the total sign face area of all wall signs erected on an office building shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected;
 - (d) The sign shall not extend above the wall or parapet wall of a building; and
 - (e) The sign shall not extend beyond either end of the wall on which it is erected.
- (6) A third party ground sign, provided:
- (a) The sign shall have no more than one sign face;
 - (b) The sign shall face easterly only;
 - (c) The sign may display electronic static copy;
 - (d) The sign face area shall not exceed 63.0 square metres;
 - (e) The sign face shall not have a horizontal measurement that exceeds 14.65 metres, nor a vertical measurement that exceeds 4.3 metres;
 - (f) The sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected;
 - (g) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
 - (h) The sign shall not be erected within 30.0 metres of any premises located, in whole or in part, in an R, RA, or OS sign district;
 - (i) The sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law;
 - (j) There shall be no more than one ground sign erected on the premises;
 - (k) The height shall not exceed 13.7 metres;
 - (l) The sign shall be not less than 65.0 metres from Highway 427;
 - (m) The existing third party ground sign located on the premises municipally known as 933 Dixon Road is removed and all associated permit are revoked;

- (n) The existing third party ground sign located on the premises municipally known as 115 Belfield Road is removed and all associated permit are revoked;
 - (o) The existing third party roof sign located on the premises municipally known as 115 Belfield Road is removed and all associated permit are revoked;
 - (p) The existing third party ground sign located approximately 155.0 metres from the southerly limit of Bethridge Road and approximately 9.0 metres from the easterly limit of Martin Grove Road, is removed and all associated permit are revoked; and
 - (q) In addition to the requirements of subsection 694-5, no sign permit shall be issued with respect to a third party ground sign located, in whole or in part, on the premises municipally known as 933 Dixon Road, unless the existing signs described in subsections 6(m), 6(n), 6(o) and 6(p) are removed and all associated permits have been revoked.
- (7) Area Map 1 - 933 Dixon Road:

