

Authority: Planning and Growth Management Committee Item 17.3,  
as adopted by City of Toronto Council on October 2, 3 and 4, 2012  
Enacted by Council: November 29, 2012

## CITY OF TORONTO

### BY-LAW No. 1641-2012

**To amend City of Toronto Municipal Code Chapter 694, Signs, General, Schedule B, Signage Master Plans and Area Specific Amendments, to implement an area specific amendment with respect to the area consisting of the two premises municipally known as 245 Yonge Street and 247 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 694-24A 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 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 with respect to specific premises or an area; and

WHEREAS Council has determined that, due to the specific nature of the area consisting of the two premises municipally known as 245 Yonge Street and 247 Yonge Street that an area specific amendment to permit the erection and display of a certain third party ground 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 2J of Schedule B, Signage Master Plans and Area Specific Amendments;

ENACTED AND PASSED this 29th day of November, A.D. 2012.

FRANCES NUNZIATA,  
Speaker

ULLI S. WATKISS,  
City Clerk

(Corporate Seal)

**SCHEDULE "1"**

- J. 245 Yonge Street and 247 Yonge Street - Notwithstanding § 694-15B and 694-23D but subject to all other provisions of this Chapter, the area consisting of the two premises municipally known as 245 Yonge Street and 247 Yonge Street is permitted to display the following sign, in addition to any other signs permitted by this chapter:
- (1) One third party roof sign provided:
    - (a) The height shall not exceed 15.7 metres;
    - (b) The vertical distance between the average elevation of the surface of the roof of the building upon which the sign is supported and the highest point of the sign shall not exceed not 5.9 metres;
    - (c) The sign shall contain no more and no less than three sign faces;
    - (d) All sign faces are shall be oriented to be displayed in a westerly direction;
    - (e) All sign faces are located no less than 0.3 metres to the east of the elevation of the building upon which the sign is located which faces the Yonge street frontage of the premises;
    - (f) No more than one sign face is located within the boundaries of the premises municipally known as 245 Yonge Street;
    - (g) No more than two sign faces are located within the boundaries of the premises municipally known as 247 Yonge Street;
    - (h) One sign face shall display static or mechanical copy only, and
      - [1] the horizontal measurement of the sign face shall not exceed 7.0 metres; and
      - [2] the vertical measurement of the sign face shall not exceed 3.7 metres;
    - (i) One sign face, shall display static, mechanical or electronic static copy only and
      - [1] the horizontal measurement of the sign face shall not exceed 6.1 metres; and
      - [2] the vertical measurement of the sign face shall not exceed 3.1 metres;

- (j) One sign face shall display static or mechanical copy only, and
- [1] the horizontal measurement of the sign face shall not exceed 7.0 metres; and
  - [2] the vertical measurement of the sign face shall not exceed 3.7 metres.