

Authority: Planning and Growth Management Committee Item 34.7,  
as adopted by City of Toronto Council on July 8, 9, 10 and 11, 2014

## **CITY OF TORONTO**

### **BY-LAW No. 976-2014**

**To amend City of Toronto Municipal Code Chapter 694, Signs, General, respecting regulations concerning the Gardiner Gateway Special Sign District and to amend Schedule A, Maps, to replace the Sign District Maps for Wards 14 and 19 to eliminate portions of the GG-SSD - Gardiner Gateway Special Sign District and re-designate certain premises.**

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 authority is given to Council to pass by-laws respecting matters related to Structures, including fences and signs under subsection 8(2) of the Act; 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 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 enacted City of Toronto Municipal Code Chapter 694, Signs, General; and

Whereas Chapter 694, Signs, General, has established sign districts, including the GG-SSD - Gardiner Gateway Special Sign District which establish the appropriate regulations to be applied to specific premises in the City to facilitate the public's ability to utilize signs to express messages while ensuring the signs are appropriate to their function and compatible with the nature of the premises upon which the sign is located; and

Whereas Schedule A, Maps, to Chapter 694, Signs, General, indicates the sign district applicable to each premise in the City; and

Whereas Council has decided that each of the premises municipally known as 32 Atlantic Avenue, 30 Atlantic Avenue, 159 Dufferin Street, 165 Dufferin Street, 165 R Dufferin Street, 219 Dufferin Street, 171 East Liberty Street, 23 Fraser Avenue, 29 Fraser Avenue, 33 Fraser Avenue, 35 Fraser Avenue, 68 Fraser Avenue, 34 Hanna Avenue, 47 Jefferson Avenue, 64 Jefferson Avenue, 22 Mowat Avenue, 2 Pardee Avenue and 4 Pardee Avenue should be established as C-Commercial Sign Districts; each of the premises municipally known as 50 Atlantic Avenue, 58 Atlantic Avenue, 41 Fraser Avenue, 54 Fraser Avenue, 66 Fraser Avenue, 135 Liberty Street, 39 Mowat Avenue and 37 Mowat Avenue should be established as E-Employment Sign Districts; each of the premises municipally known as 30 Fraser Avenue,

42 Fraser Avenue, 30 Hanna Avenue, 1275 Lake Shore Boulevard West, 955 Lake Shore Boulevard West, and part of 2 Strachan Avenue should be established as OS-Open Space Sign Districts; the premises municipally known as 35 Mowat Avenue should be established as U-Utility; each of the premises municipally known as 1A Atlantic Avenue and part of 153 Dufferin Street should be established as premises within the GG-SSD with a "U" designation; and, the premises municipally known as 5 Hanna Avenue should be established as premises within the GG-SSD with an "R" designation due to the function and nature of the premises; 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 enacts:

1. Chapter 694, Signs, General, is amended as follows:

A. By adding the following definitions to the definitions contained in Section 694-1 in alphabetical order:

BISECTING LINE - The distance across a sign face of a continuous straight line spanning the distance between the sign face top and the sign face bottom, which intersects the centre line at the sign face midpoint.

CENTRE LINE - The distance across a sign face of a continuous straight line parallel to grade, spanning the outermost points of the horizontal boundaries of the sign face, and equidistant from the sign face top and sign face bottom.

DISPLAY ZONE - The area located within a semicircle arising from the surface upon which the sign copy is displayed, with the radius established by this chapter, a centre point of the arc being the sign face midpoint, and a baseline parallel to the centre line.

SIGN FACE BOTTOM - The vertical distance between grade and the lowest point of a sign face.

SIGN FACE MIDPOINT - The point of intersection of the bisecting line and centre line which would result in the centre line being divided into two segments with the smallest segment difference.

SIGN FACE TOP - The vertical distance between grade and the highest point of a sign face.

B. By deleting § 694-18C and replacing it with the following:

C. No sign shall be illuminated between the hours of 11:00 p.m. and 7:00 a.m. except where:

- (1) The sign is a first party sign associated with a lawful business which operates during this period and only while the business is actually in operation; or
  - (2) The sign is located in the Downtown Yonge Street Special Sign District or the Dundas Square Special Sign District; or
  - (3) The sign is located on a premises designated as "C", "E" or "U" within the Gardiner Gateway Special Sign District as set out in Schedule A.
- C. By adding the following subsection to § 694-14:
- O. For purposes of § 694-26I(4)(f):
- (1) The term "face" shall be deemed to include the situation where any portion of a premises is contained within the display zone; and
  - (2) The radius for the display zone shall be established as 250 metres plus the measurement in metres of the larger segment of the centre line.
- D. By adding the following subsections to § 694-26I(4):
- (f) Where a sign is located within 250 metres of an R, RA, CR, I or OS Sign District, the sign shall not face any premise in a R, RA, CR, I or OS Sign District; and
  - (g) The sign shall not contain illumination that results in light which projects onto any premises located in an R, RA, CR, I or OS sign district.
2. Schedule A to Chapter 694, Maps, is amended as follows:
- A. Deleting the map titled Ward 14 - Parkdale-High Park from Schedule A to Chapter 694, Maps, and substituting a map substantially in accordance with the map attached as Schedule 1 to this by-law; and
  - B. Deleting Sign District Map titled Ward 19 - Trinity-Spadina from Schedule A to Chapter 694, Maps, and substituting the map attached as Schedule 2 to this by-law.

Enacted and passed on August 28, 2014.

Frances Nunziata,  
Speaker

Ulli S. Watkiss,  
City Clerk

(Seal of the City)

**SCHEDULES 1 and 2 are on file in the City Clerk's Office - 12<sup>th</sup> Floor, West Tower,  
City Hall, 100 Queen Street West, Toronto, Ontario M5H 2N2.**