

Authority: Planning and Growth Management Committee Item 34.5, adopted as amended, by City of Toronto Council on July 8, 9, 10 and 11, 2014

## **CITY OF TORONTO**

### **BY-LAW No. 977-2014**

#### **To amend City of Toronto Municipal Code Chapter 694, Signs, General, Schedule B, to implement an area-specific amendment with respect to the premises municipally known as 277 Victoria 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 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 by-law enacted Chapter 694, Signs, General, to the City of Toronto Municipal Code; and

Whereas § 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 § 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 § 694-15B; and

Whereas § 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 277 Victoria Street, an area specific amendment to permit the erection and display of a roof sign and a projecting sign which projects above the roofline of the building on the premises 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 enacts:

1. Municipal Code Chapter 694, Signs, General, is amended by adding Schedule "1" to this by-law as Subsection 2S to Schedule B, Signage Master Plans and Area Specific Amendments.

Enacted and passed on August 28, 2014.

Frances Nunziata,  
Speaker

Ulli S. Watkiss,  
City Clerk

(Seal of the City)

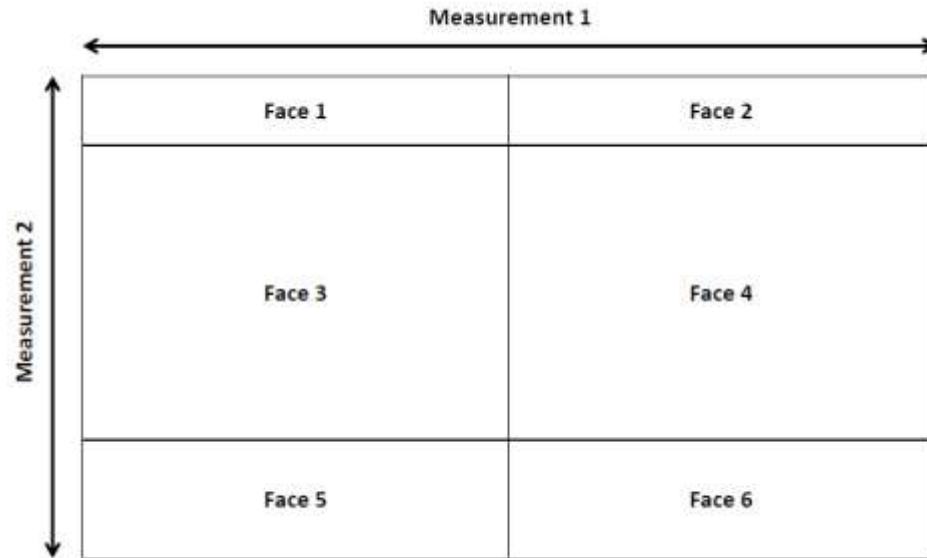
**SCHEDULE "1"**

S. 277 Victoria Street - Despite §§ 694-15B, 694-17A(3), 694-22C, 694-22D and 694-26B but subject to all other provisions of this chapter, in addition to any other sign(s) permitted by this chapter, the following signs are permitted on the premises municipally known as 277 Victoria Street:

- (1) One roof sign, provided:
  - (a) There shall be no more than one such sign on the premises;
  - (b) The sign shall be located on the roof of the building currently located on the premises municipally known as 277 Victoria Street;
  - (c) The highest point of the sign shall be no higher than 15.0 metres of the roof of the building currently located on the premises municipally known as 277 Victoria Street;
  - (d) The sign shall be oriented so that all sign faces are displayed in a westerly facing direction;
  - (e) The sign face area shall not exceed 180.0 square metres;
  - (f) The sign shall have exactly six sign faces, displayed in accordance with the diagram provided at Subsection S(1)(i) and entitled "Sign Overview", provided:
    - [1] One sign face shall be oriented to be displayed in the location indicated as Face 1 in the diagram provided at Subsection S(1)(i), and:
      - [a] Shall consist entirely of channel letters; and
      - [b] Shall only display sign copy consisting of "SAM";
    - [2] One sign face shall be oriented to be displayed in the location indicated as Face 2 in the diagram provided at Subsection S(1)(i), and:
      - [a] Shall consist entirely of channel letters; and
      - [b] Shall only display sign copy consisting of "SAM";
    - [3] One sign face shall be oriented to be displayed in the location indicated as Face 3 in the diagram provided at Subsection S(1)(i), and:
      - [a] Shall contain illumination elements to display sign copy;

- [b] Shall only display sign copy consisting of "that's entertainment" and graphic representation of records; and
  - [c] May display any visible effects, including but not limited to action, motion, fading, dissolving, blinking, intermittent, or flashing light or the illusion of such effects;
- [4] One sign face shall be oriented to be displayed in the location indicated as Face 4 in the diagram provided at Subsection S(1)(i), and:
- [a] Shall contain illumination elements to display sign copy;
  - [b] Shall only display sign copy consisting of "that's entertainment" and graphic representation of records; and
  - [c] May display any visible effects, including but not limited to action, motion, fading, dissolving, blinking, intermittent, or flashing light or the illusion of such effects;
- [5] One sign face shall be oriented to be displayed in the location indicated as Face 5 in the diagram provided at Subsection S(1)(i), and:
- [a] Shall only display static copy consisting of "Sam the Record Man";
- [6] One sign face shall be oriented to be displayed in the location indicated as Face 6 in the diagram provided at Subsection S(1)(i), and:
- [a] Shall only display static copy consisting of "Sam the Record Man";
- (g) The sign faces shall be orientated so that the horizontal dimension labelled as Measurement 1 in the diagram provided at Subsection S(1)(i) does not exceed 16.0 metres; and
- (h) The sign faces shall be orientated so that the vertical dimension labelled as Measurement 2 in the diagram provided at Subsection S(1)(i) does not exceed 11.0 metres.

## (i) Sign Overview



## (2) A projecting sign, provided:

- (a) The sign shall not be erected so that any part of the sign projects more than 17.0 metres above the roof of the building currently located on the premises municipally known as 277 Victoria Street;
- (b) The sign shall not project more than 2.0 metres from the wall on which the sign is erected;
- (c) The sign shall have no more than two sign faces;
- (d) Where the sign has two sign faces, the sign faces shall be back to back;
- (e) The sign shall only be erected on the southerly facing wall of the building currently located on the premises municipally known as 277 Victoria Street;
- (f) Each sign face shall be perpendicular to the southerly wall of the building on which the sign is erected;
- (g) The sign face area shall not exceed 80.0 square metres;
- (h) The sign face shall not have a vertical dimension which exceeds 38.0 metres;
- (i) The sign face shall not have a horizontal dimension which exceeds 2.0 metres;
- (j) The sign shall only display static sign copy consisting of "Toronto Music City"; and

- (k) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.