

Authority: Planning and Growth Management Committee Item PG13.6, adopted as amended, by City of Toronto Council on July 12, 13, 14 and 15, 2016

CITY OF TORONTO

BY-LAW No. 1273-2016

To amend City of Toronto Municipal Code Chapter 694, Signs, General, Schedule B, Signage Master Plans and Area Specific Amendments, respecting the premises municipally known as 3442 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 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 196-2010, which By-law enacted Chapter 694, Signs, General, ("Chapter 694") to the City of Toronto's Municipal Code; and

Whereas at its meeting of September 30, October 1, and 2, 2015, City Council enacted By-law 1041-2015, which By-law amended Chapter 694, with respect to numerous subjects including the Sign Types as defined in Chapter 694; 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 to establish specific regulations concerning the location, arrangement, type and design of signs to be erected within specific locations 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 at its meeting of November 10, 2009, North York Community Council, granted a variance to the regulations applicable to the premises municipally known as 3442 Yonge Street at the time, to allow for the issuance of a sign permit for the display of a specific form of roof sign on those premises; and

Whereas Council has decided that, due to the nature of that historic use of the premises municipally known as 3442 Yonge Street, with respect to the display of signs, an area specific amendment to permit the erection and display of a specific third party 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 enacts:

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

Enacted and passed on December 15, 2016.

Frances Nunziata,
Speaker

Ulli S. Watkiss,
City Clerk

(Seal of the City)

SCHEDULE "1"

- EE. 3442 Yonge Street - Notwithstanding §§ 694-15B(2), 694-22D and 694-25B the premises municipally known as 3442 Yonge Street, may contain, subject to all other provisions of this chapter, in addition to the other signs permitted by this chapter, the following third party sign:
- (1) A third party roof sign, provided:
 - (a) The sign shall contain two sign faces;
 - (b) The sign faces shall be configured in a "v-shaped" formation;
 - (c) The sign faces shall be configured so that the apex of the "v-shaped" formation fronts Yonge Street;
 - (d) The sign faces shall be configured so that the apex of the "v-shaped" formation shall be at the mid-point of the horizontal measurement of the face of the building located on the premises which is approximately parallel to the street line of the premises separating the premises from Yonge Street;
 - (c) The sign shall contain sign faces that that comply with all of the following:
 - [1] The sign face shall be rectangular;
 - [2] The sign face shall have a maximum horizontal measurement not exceeding 6.10 metres;
 - [3] The sign face shall have a maximum vertical measurement not exceeding 3.05 metres;
 - [4] The sign face displays static copy only;
 - (d) The height shall not exceed 14.63 metres;
 - (e) The sign shall not be erected within 30.0 metres of any premises located, in whole or in part, in an RA or OS sign district;
 - (f) The sign shall not be erected within 25.0 metres of any premises located, in whole or in part, in an R sign district;
 - (g) The sign shall not be erected within 60 metres of any other lawful third party sign, whether erected or not;

- (h) The sign shall replace all third party signs currently erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection EE(2) as Area Map 1 - 3442 Yonge Street;
- (i) The sign shall contain as a border for the sign faces, the existing artistic border composed of a number of sculptures, 1.2 metres in vertical length, located on the third party roof sign erected or displayed as of May 20, 2016, at the premises municipally known as 3442 Yonge Street;
- (j) No other third party sign is erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection EE(2) as Area Map 1 - 3442 Yonge Street; and
- (k) No sign permit shall be issued for the sign until the third party roof sign located as of May 20, 2016 at the premises municipally known as 3442 Yonge Street is removed and all associated permits revoked.

(2) Area Map 1 - 3442 Yonge Street

