

Authority: Executive Committee Item EX21.8, as adopted by City of Toronto Council on January 31, 2017

## CITY OF TORONTO

### BY-LAW 251-2017

**To amend City of Toronto Municipal Code Chapter 694, Signs, General, respecting the premises municipally known as 1 Dundas Street East and commonly known as Yonge-Dundas Square.**

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 July 12, 13, 14 and 15, 2015, City Council enacted By-law 767-2016, which by-law amended Chapter 694, with respect to numerous subjects including modifications to the provisions concerning signs applicable to specific premises in the City subject to the sign district designation as a Dundas Square Special Sign District, and added Schedule C, Additional Special Sign District Regulations to Chapter 694; and

Whereas Council has decided that, due to the use, and unique nature of the premises municipally known as 1 Dundas Street East and commonly known as Yonge-Dundas Square, that amendments to Schedule C, Additional Special Sign District Regulations to permit the erection and display specific third party electronic signs on these premises are 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 4G to Schedule C to Chapter 694, Additional Special Sign District Regulations.

Enacted and passed on March 9, 2017.

Frances Nunziata,  
Speaker

Ulli S. Watkiss,  
City Clerk

(Seal of the City)

**SCHEDULE 1**

- G. Notwithstanding Subsections 4A and B, but subject to all other provisions of this Chapter, part of the lands municipally known in the year 2016 as 1 Dundas Street East on the diagram indicated in Subsection G (8) as Map 1 – 1 Dundas Street East, may contain the following third party signs:
- (1) One electronic ground sign located in the location identified by the designation 'Sign A', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8), provided:
    - (a) The height shall not exceed 15.2 metres; and
    - (b) The sign shall contain the six sign faces referred to below as Sign-Face 1, Sign-Face 2, Sign-Face 3, Sign-Face 4, Sign-Face 5, and Sign-Face 6.
    - (c) Sign-Face 1 sign shall:
      - [1] be rectangular in shape;
      - [2] have a maximum centre line that does not exceed 4.8 metres;
      - [3] have a maximum bisecting line that does not exceed 6.4 metres;
      - [4] display only electronic static copy or electronic moving copy;
      - [5] have a maximum sign face top of 13.9 metres; and
      - [6] be oriented in a westerly direction.
    - (d) Sign-Face 2 sign shall:
      - [1] be rectangular in shape;
      - [2] have a maximum centre line that does not exceed 4.8 metres;
      - [3] have a maximum bisecting line that does not exceed 6.4 metres;
      - [4] display only electronic static copy or electronic moving copy;
      - [5] have a maximum sign face top of 13.9 metres; and
      - [6] be oriented in an easterly direction.
    - (e) Sign-Face 3 sign shall:
      - [1] be rectangular in shape;

- [2] have a maximum centre line that does not exceed 4.8 metres;
- [3] have a maximum bisecting line that does not exceed 6.4 metres;
- [4] display only electronic static copy or electronic moving copy;
- [5] have a maximum sign face top of 13.9 metres; and
- [6] be oriented in a northerly direction.

(f) Sign-Face 4 sign shall:

- [1] be rectangular in shape;
- [2] have a maximum centre line that does not exceed 4.8 metres;
- [3] have a maximum bisecting line that does not exceed 6.4 metres;
- [4] display only electronic static copy or electronic moving copy;
- [5] have a maximum sign face top of 13.9 metres; and
- [6] be oriented in a southerly direction.

(g) Sign-Face 5 sign shall:

- [1] be rectangular in shape;
- [2] have a maximum centre line that does not exceed 15.2 metres;
- [3] have a maximum bisecting line that does not exceed 1.3 metres;
- [4] display only static copy;
- [5] only display sign copy that consists of the phrase "Yonge-Dundas Square" or logos or marks identifying Yonge-Dundas Square;
- [6] have a maximum sign face top of 15.2 metres; and
- [7] be oriented in a north-westerly direction.

(h) Sign-Face 6 sign shall:

- [1] be rectangular in shape;
- [2] have a maximum centre line that does not exceed 15.2 metres;
- [3] have a maximum bisecting line that does not exceed 1.3 metres;

- [4] display only static copy;
  - [5] only display sign copy that consists of the phrase "Yonge-Dundas Square" or logos or marks identifying Yonge-Dundas Square;
  - [6] have a maximum sign face top of 15.2 metres; and
  - [7] be oriented in a north-easterly direction.
- (i) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign A', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8);
  - (j) The existing ground sign located on the premises at approximately at the location indicated by the designation 'Sign A', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8), is removed and all associated permits are revoked; and
  - (k) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.
- (2) One electronic roof sign located in the location identified by the designation 'Sign B', as indicated on the diagram Map 1 – 1 Dundas Street East indicated at Subsection G(8), provided:
- (a) The height shall not exceed 10.7 metres;
  - (b) The sign shall be illuminated in accordance with Subsection G(9);
  - (c) The sign contains no more than one sign face;
  - (d) The bisecting line shall not exceed 3.0 metres;
  - (e) The centre line shall not exceed 6.0 metres;
  - (f) The sign face shall be rectangular in shape;
  - (g) The Sign face shall display electronic static copy and electronic moving copy only;
  - (h) The sign face top shall not exceed 10.7 metres;
  - (i) The sign face shall be oriented in a south-westerly direction; and
  - (j) The Sign face shall only display sign copy that:
    - [1] identifies the location of the Yonge-Dundas Square;

- [2] informs the public of the events occurring in Yonge-Dundas Square;
  - [3] displays events occurring in Yonge-Dundas Square;
  - [4] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors related to Yonge-Dundas Square;
  - [5] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors of events occurring at Yonge-Dundas Square; or
  - [6] consists of non-commercial messaging.
- (k) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign B', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8); and
- (l) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.
- (3) One electronic roof sign located in the location identified by the designation 'Sign C', as indicated on the diagram Map 1 – 1 Dundas Street East indicated at Subsection G(8), provided:
- (a) The height shall not exceed 10.9 metres;
  - (b) The sign shall contain the two sign faces referred to below as Sign-Face 1 and Sign-Face 2;
  - (c) Sign-Face 1 sign shall:
    - [1] be rectangular in shape;
    - [2] have a maximum centre line that does not exceed 3.1 metres;
    - [3] have a maximum bisecting line that does not exceed 4.9 metres;
    - [4] display only electronic static copy or electronic moving copy;
    - [5] have a maximum sign face top of 10.0 metres; and
    - [6] be oriented in an easterly direction.

- (d) Sign-Face 2 sign shall:
  - [1] be rectangular in shape;
  - [2] have a maximum centre line that does not exceed 8.8 metres;
  - [3] have a maximum bisecting line that does not exceed 0.7 metre;
  - [4] display only static copy;
  - [5] only display sign copy that consists of the phrase "Yonge-Dundas Square" or logos or marks identifying Yonge-Dundas Square;
  - [6] have a maximum sign face top of 10.9 metres; and
  - [7] be oriented in an easterly direction.
- (e) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign C', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8); and
- (f) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.
- (4) One electronic ground sign located in the location identified by the designation 'Sign D', as indicated on the diagram Map 1 – 1 Dundas Street East indicated at Subsection G(8), provided:
  - (a) The height shall not exceed 18.3 metres;
  - (b) The sign shall be illuminated in accordance with Subsection G(9);
  - (c) The sign contains no more than one sign face;
  - (d) The bisecting line shall not exceed 4.3 metres;
  - (e) The centre line shall not exceed 2.5 metres;
  - (f) The sign face shall be rectangular in shape;
  - (g) The Sign face shall display electronic static copy and electronic moving copy only;
  - (h) The sign face top shall not exceed 11.0 metres;
  - (i) The sign face shall be oriented in a north-easterly direction; and

- (j) The Sign face shall only display sign copy that:
    - [1] identifies the location of the Yonge-Dundas Square;
    - [2] informs the public of the events occurring in Yonge-Dundas Square;
    - [3] displays events occurring in Yonge-Dundas Square;
    - [4] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors related to Yonge-Dundas Square;
    - [5] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors of events occurring at Yonge-Dundas Square; or
    - [6] consists of non-commercial messaging.
  - (k) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign D', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8);
  - (l) The existing ground sign located on the premises at approximately at the location indicated by the designation 'Sign D', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8), is removed and all associated permits are revoked; and
  - (m) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.
- (5) One electronic ground sign located in the location identified by the designation 'Sign E', as indicated on the diagram Map 1 – 1 Dundas Street East indicated at Subsection G(8), provided:
- (a) The height shall not exceed 10.4 metres;
  - (b) The sign shall be illuminated in accordance with Subsection G(9);
  - (c) The sign contains no more than one sign face;
  - (d) The bisecting line shall not exceed 3.0 metres;
  - (e) The centre line shall not exceed 6.0 metres;
  - (f) The sign face shall be rectangular in shape;

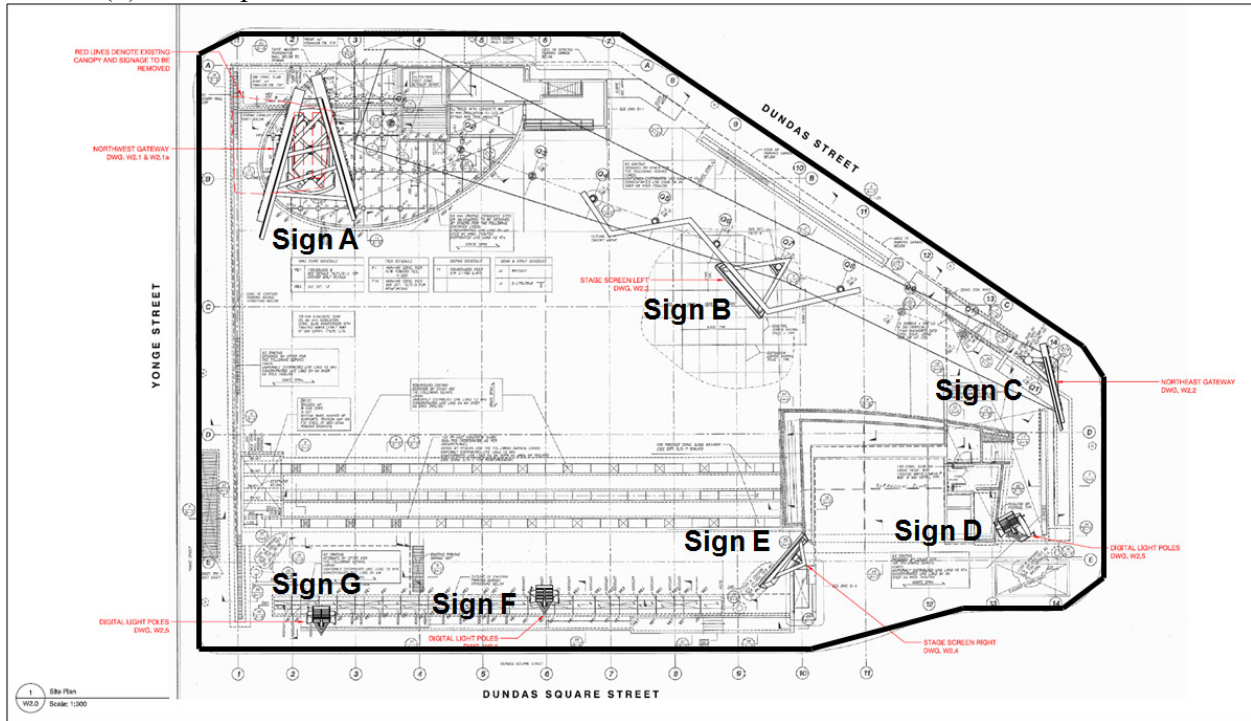
- (g) The Sign face shall display electronic static copy and electronic moving copy only;
  - (h) The sign face top shall not exceed 10.4 metres;
  - (i) The sign face shall be oriented in north-westerly direction; and
  - (j) The Sign face shall only display sign copy that:
    - [1] identifies the location of the Yonge-Dundas Square;
    - [2] informs the public of the events occurring in Yonge-Dundas Square;
    - [3] displays events occurring in Yonge-Dundas Square;
    - [4] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors related to Yonge-Dundas Square;
    - [5] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors of events occurring at Yonge-Dundas Square; or
    - [6] consists of non-commercial messaging.
  - (k) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign E', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8);
  - (l) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.
- (6) One electronic ground sign located in the location identified by the designation 'Sign F', as indicated on the diagram Map 1 – 1 Dundas Street East indicated at Subsection G(8), provided:
- (a) The height shall not exceed 18.3 metres;
  - (b) The sign shall be illuminated in accordance with Subsection G(9);
  - (c) The sign contains no more than one sign face;
  - (d) The bisecting line shall not exceed 4.3 metres;
  - (e) The centre line shall not exceed 2.5 metres;
  - (f) The sign face shall be rectangular in shape;



- (g) The Sign face shall display electronic static copy and electronic moving copy only;
  - (h) The sign face top shall not exceed 11.0 metres;
  - (i) The sign face shall be oriented in a northerly direction; and
  - (j) The Sign face shall only display sign copy that:
    - [1] identifies the location of the Yonge-Dundas Square;
    - [2] informs the public of the events occurring in Yonge-Dundas Square;
    - [3] displays events occurring in Yonge-Dundas Square;
    - [4] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors related to Yonge-Dundas Square;
    - [5] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors of events occurring at Yonge-Dundas Square; or
    - [6] consists of non-commercial messaging.
  - (k) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign F', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8);
  - (l) The existing ground sign located on the premises at approximately at the location indicated by the designation 'Sign F', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8), is removed and all associated permits are revoked; and
  - (m) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.
- (7) One electronic ground sign located in the location identified by the designation 'Sign G', as indicated on the diagram Map 1 – 1 Dundas Street East indicated at Subsection G(8), provided:
- (a) The height shall not exceed 18.3 metres;
  - (b) The sign shall be illuminated in accordance with Subsection G(9);
  - (c) The sign contains no more than one sign face;

- (d) The bisecting line shall not exceed 4.3 metres;
- (e) The centre line shall not exceed 2.5 metres;
- (f) The sign face shall be rectangular in shape;
- (g) The Sign face shall display electronic static copy and electronic moving copy only;
- (h) The sign face top shall not exceed 11.0 metres;
- (i) The sign face shall be oriented in a northerly direction;
- (j) The Sign face shall only display sign copy that:
  - [1] identifies the location of the Yonge-Dundas Square;
  - [2] informs the public of the events occurring in Yonge-Dundas Square;
  - [3] displays events occurring in Yonge-Dundas Square;
  - [4] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors related to Yonge-Dundas Square;
  - [5] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors of events occurring at Yonge-Dundas Square; or
  - [6] consists of non-commercial messaging.
- (k) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign G', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8);
- (l) The existing ground sign located on the premises at approximately at the location indicated by the designation 'Sign G', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8), is removed and all associated permits are revoked; and
- (m) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.

(8) Map 1 – 1 Dundas Street East



- (9) If subject to these illumination provisions, the sign shall not be illuminated during the period between the hours of 12:00 a.m. and 6:00 a.m. except where the sign is displaying sign copy consisting of an event occurring at Yonge-Dundas Square during this period, sign copy related to sponsors of Yonge-Dundas Square, or sign copy related to sponsors of events occurring at Yonge-Dundas Square, and only while an event is actually occurring.