

Authority: Planning and Growth Management Committee Item PG21.9, adopted as amended, by City of Toronto Council on July 4, 5, 6 and 7, 2017

## CITY OF TORONTO

### BY-LAW 1058-2017

**To amend City of Toronto Municipal Code Chapter 694, Signs, General, to further modify the area specific amendment implemented with respect to a portion of the premises municipally known as 2 Strachan Avenue.**

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 by adoption of By-law 196-2010, enacted Municipal Code Chapter 694, Signs, General; 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; and

Whereas at its meeting of November 27, 28 and 29, 2012, City Council by adoption of By-law 1640-2012, enacted an area specific amendment to Municipal Code Chapter 694, Signs, General, with respect to a specific portion of the premises municipally known as 2 Strachan Avenue to permit the erection and display of a specific form of an electronic ground sign which contained modifications from the permissions previously provided under the applicable provisions of Chapter 297, Signs, of the Municipal Code of the former City of Toronto and By-law 211-79 of the former Municipality of Metropolitan Toronto, as amended by By-law 243-1999 as they applied, on the day before Chapter 694 came into effect with respect to the three sign faces on the east side of the sign and maintained the historic permissions with respect to the sign faces contained on the west side of the existing sign located on a portion of the premises municipally known as 2 Strachan Avenue; and

Whereas at its meeting of July 16, 17, 18 and 19, 2013, City Council by adoption of By-law 1087-2013, enacted an amendment to the previously enacted area specific amendment with respect to the specified portion of the premises known as 2 Strachan Avenue to modify the provisions regulating the sign faces on the west side of the electronic ground sign allowed to be

erected and displayed in accordance with the previously adopted area specific amendment regulating the specified portion of the premises municipally known as 2 Strachan Avenue; and

Whereas Council has determined that, due to the specific nature, and historic uses of a portion of the premises municipally known as 2 Strachan Avenue, a further amendment to the area specific amendment to the provisions of Chapter 694 to permit the erection and display of a specific form of an electronic 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 enacts:

1. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by deleting the phrase "may contain only the following sign" from Subsection 2K to Schedule B to Chapter 694, Signage Master Plans and Area-Specific Amendments, and replacing it with the phrase "may contain only one of the following signs" so that Subsection 2K reads as follows:
  - K 2 Strachan Avenue - Notwithstanding §§ 694-9, 694-18E(5), 694-22C, 694-24A(3), and 694A(27) but subject to all other provisions of this chapter, the area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection K(2) as Area Map 1 - Part of 2 Strachan Avenue, may contain only one of the following signs:
2. Chapter 694, Signs, General, of The City of Toronto Municipal Code is amended by adding Schedule 1 to this by-law to Subsection 2K to Schedule B to Chapter 694, Signage Master Plans and Area-Specific Amendments, as subsections 2K(3) and 2K(4).

Enacted and passed on October 4, 2017.

Frances Nunziata,  
Speaker

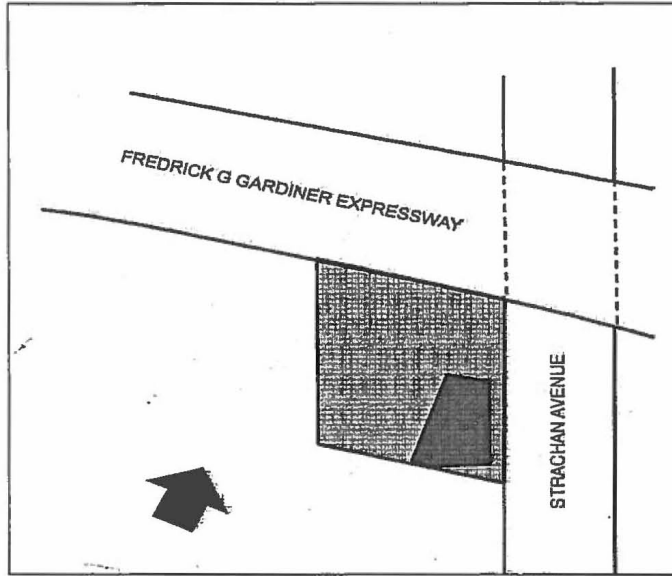
Ulli S. Watkiss,  
City Clerk



(Seal of the City)

**SCHEDULE 1**

- (3) One third party electronic ground sign provided:
- (a) The sign shall contain no more than two sign faces;
  - (b) The sign faces shall be rectangular;
  - (c) The centre line of each sign face shall not exceed 17.1 metres;
  - (d) The bisecting line of each sign face shall not exceed 8.6 metres;
  - (e) The sign face area shall not exceed 145.67 square metres;
  - (f) The sign faces shall display electronic static copy only;
  - (g) The sign shall only display sign copy that:
    - [1] Identifies the location of the National Trade Centre and Exhibition Place;
    - [2] Informs the public of the events occurring in the National Trade Centre and at Exhibition Place; or
    - [3] Advertises, promotes, or directs attention to businesses, goods, services, matters, or activities that are not available at or related to the premises where the sign is located;
  - (h) The height shall not exceed 34.6 metres;
  - (i) The sign shall be erected and displayed entirely within the boundaries of the specific location labeled as Sign Location on the diagram at Subsection K(4) titled Area Map 2 - Part of 2 Strachan Avenue;
  - (j) The illumination shall not exceed 150 nits during the period between sunset and sunrise; and
  - (k) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on December 31, 2025, and shall not be subject to renewal.

(4) Area Map 2 – Part of 2 Strachan Avenue



 Area of the Premises to which Subsection K(3) applies  
 Sign Location

Scale 1:750