

Authority: Planning and Growth Management Committee Item PG23.5, as adopted by City of Toronto Council on November 7, 8 and 9, 2017

## CITY OF TORONTO

### BY-LAW 1463-2017

**To amend City of Toronto Municipal Code Chapter 694, Signs, General, to implement an area-specific amendment with respect to the premises municipally known as 153 Dufferin 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 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 establishing 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 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 Council has decided that, due to the use, and specific nature of the premises municipally known as 153 Dufferin Street, an area specific amendment to permit the erection and display of a specific third party 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 adding Schedule 1 to this by-law as Subsection 2GG to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments.

Enacted and passed on December 8, 2017.

Frances Nunziata,  
Speaker

Ulli S. Watkiss,  
City Clerk

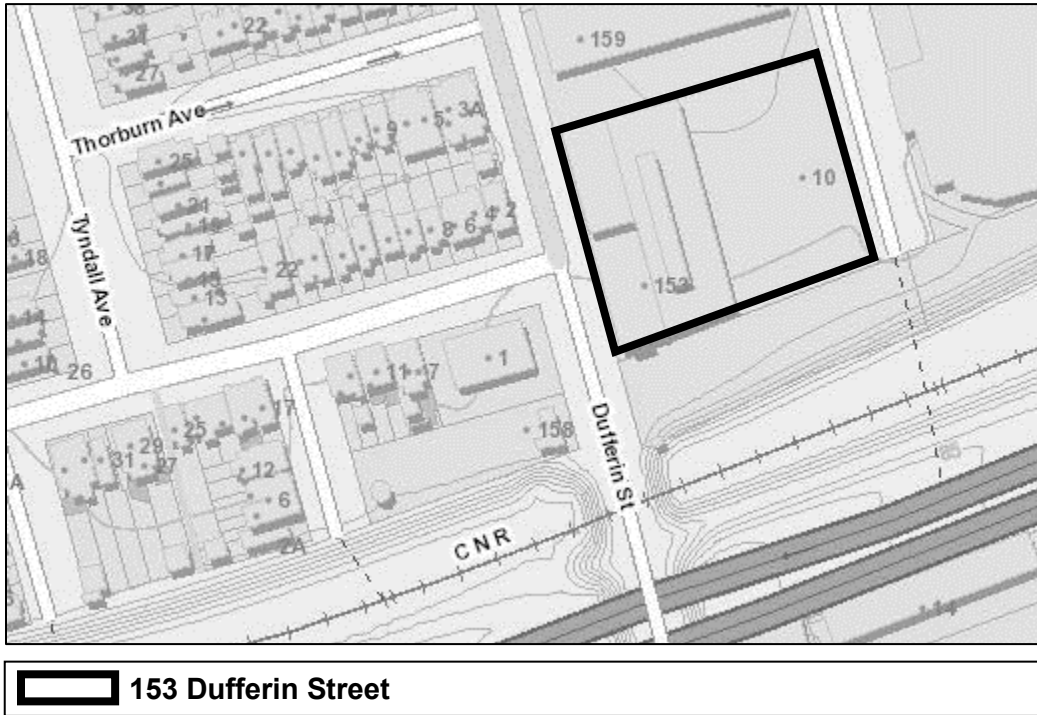
(Seal of the City)

**SCHEDULE 1**

- GG. 153 Dufferin Street – Notwithstanding § 694-22D, but subject to all other provisions of this chapter, the premises municipally known as 153 Dufferin Street may contain, in addition to the first party signs permitted in a Gardiner Gateway Special Sign District, the following third party sign:
- (1) One electronic ground sign provided:
    - (a) The sign shall contain no more than one sign face;
    - (b) The sign face shall be rectangular;
    - (c) The centre line of the sign face shall not exceed 17.1 metres;
    - (d) The bisecting line of the sign face shall not exceed 4.9 metres;
    - (e) The sign face area shall not exceed 83.5 square metres;
    - (f) The sign face shall display electronic static copy only;
    - (g) The height shall not exceed 19.15 metres;
    - (h) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
    - (i) The sign shall be set back not less than 5.4 metres from the easterly property line;
    - (j) The sign shall be set back not less than 3.0 metres from the southerly property line;
    - (k) 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 GG(2) as Area Map 1 – 153 Dufferin Street;
    - (l) No other third party sign is erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection GG(2) as Area Map 1 – 153 Dufferin Street;
    - (m) The sign shall be entirely located within the area indicated by the shaded area bounded by heavy lines on the diagram indicated at Subsection GG(3) as Detail Map 1 – 153 Dufferin Street;
    - (n) No sign permit shall be issued until the third party roof sign located at the premises municipally known as 153 Dufferin Street is removed and all associated permits revoked; and

- (o) Light created through the illumination of the sign or the display of sign copy by the sign shall not project onto any portion of a building containing residential tenancies or occupancies located on premises east or southeast of the premises municipally known as 153 Dufferin Street.

(2) Area Map 1 – 153 Dufferin Street



(3) Detail Map 1 – 153 Dufferin Street

