

Authority: Planning and Housing Committee  
Item PH34.15, as adopted by City of Toronto  
Council on July 19, 20, 21 and 22, 2022

## CITY OF TORONTO

### BY-LAW 1086-2022

**To amend Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, to implement an area specific amendment with respect to the area consisting of the premises municipally known as 55 Beverly Hills Drive.**

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 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 has the authority to pass by-laws respecting matters related to Structures, including fences and signs under Subsection 8(2) of the Act; 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 196-2010, which by-law enacted Chapter 694, Signs, General, to the City of Toronto Municipal Code; and

Whereas Section 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 of a permit; and

Whereas Section 694-31A of Chapter 694, Signs, General, permits a person to apply for an amendment to the provisions of the chapter for the purpose of permitting a proposed sign of a sign class or a sign type that is not permitted in the sign district where the sign is proposed to be erected; and

Whereas Chapter 694, Signs, General, contains regulations which do not permit any third party sign on the premises municipally known as 55 Beverly Hills Drive; and

Whereas Council has decided that, due to the specific nature of the area consisting of the premises municipally known as 55 Beverly Hills Drive that an area specific amendment to permit the erection and display of a 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. City of Toronto Municipal Code Chapter 694, Signs, General, is amended by adding Schedule 1 to this by-law as Subsection 2KK to Schedule B, Signage Master Plans and Area Specific Amendments.

Enacted and passed on July 22, 2022.

Frances Nunziata,  
Speaker

John D. Elvidge,  
City Clerk

(Seal of the City)

**SCHEDULE 1**

KK. 55 Beverly Hills Drive - Notwithstanding §§ 694-9B, 694-18E(2), 694-24A(14) and 694-25C but subject to all other provisions of this chapter, the premises municipally known as 55 Beverly Hills Drive may contain, in addition to those first party signs permitted in an E-Employment sign district provided for in § 694-21I, only the following third party sign:

- (1) One electronic ground sign provided:
  - (a) The sign shall contain no more than two sign faces;
  - (b) The sign faces shall be in a "v-shaped" configuration;
  - (c) The sign face shall be oriented in an easterly and westerly direction;
  - (d) The sign face shall be rectangular;
  - (e) The centre line of the sign shall not exceed 14.7 metres;
  - (f) The bisecting line of the sign face shall not exceed 4.3 metres;
  - (g) The sign face area of the sign face shall not exceed 62.5 metres;
  - (h) The sign face shall display electronic static copy only;
  - (i) The sign height shall not exceed 13.8 metres;
  - (j) The sign shall be no closer than 2.0 metres from the limits of the area labelled 401 C W Weston Rd Ramp on the diagram indicated at Subsection JJ(2) as Detail Map 1 - 2025 Wilson Avenue;
  - (k) The sign shall be no closer than 4.5 metres from the easterly property line;
  - (l) The sign shall be no closer than 4.5 metres from the westerly property line;
  - (m) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
  - (n) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, or I sign district;
  - (o) The sign shall not be erected within 45.0 metres of any premise located, in whole or in part, in a CR sign district;
  - (p) The sign shall not be erected within 50.0 metres of any premise located, in whole or in part, in an OS sign district;

- (q) The sign shall not be erected within 150.0 metres of any other lawful third party sign whether erected or not;
- (r) The sign shall be located a minimum of 1.5 kilometres from any other third party electronic sign located on:
- [1] The same street; or
  - [2] on a street which forms an intersection with the street on which the sign is located;
- (s) The sign shall be entirely located within the area indicated by the shaded area bounded by heavy lines on the diagram indicated at Subsection KK(2) as Detail Map 1 - 55 Beverly Hills Drive;
- (t) There shall be no more than one third party ground sign or third party electronic ground sign erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection KK(2) as Detail Map 1 - 55 Beverly Hills Drive;
- (u) The sign permit issued for the erection and display of the sign shall expire ten years from the date of issuance, and is null and void on its expiry date; and
- (v) For greater clarity, any and all other permits issued by the Chief Building Official for the sign shall expire in accordance with §§ 694-9 and 694-10; and prior to the expiry of the sign permit issued for the erection and display of the sign issued in accordance with Subsection KK(1)(r), an application may be submitted to the Chief Building Official to renew the sign permit for a further period of five years, provided no modifications or restorations are proposed to the sign.

(2) Detail Map 1 – 55 Beverly Hills Drive

