

Authority: Planning and Housing Committee Item PH18.1,
as adopted by City of Toronto Council on November 25
and 26, 2020
City Council voted in favour of this by-law on December
17, 2025
Written approval of this by-law was given by Mayoral
Decision 16-2025 dated December 17, 2025

CITY OF TORONTO

BY-LAW 1516-2025

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 premise municipally known as 322 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 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 a third party electronic roof sign on the premises municipally known as 322 Yonge Street; and

Whereas Council has decided that, due to the specific nature of the area consisting of the premises municipally known as 322 Yonge Street that an area specific amendment to permit the erection and display of a specific form of a third party electronic 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. City of Toronto Municipal Code Chapter 694, Signs, General, is amended by adding Schedule 1 to this by-law as Subsection 2.NN. to Schedule B, Signage Master Plans and Area Specific Amendments.

Enacted and passed on December 17, 2025.

Frances Nunziata,
Speaker

John D. Elvidge,
City Clerk

(Seal of the City)

SCHEDULE 1

NN. 322 Yonge Street - Notwithstanding section 694-26(B), but subject to all other provisions of this Chapter, the property municipally known as 322 Yonge Street is subject to the following requirements:

- (1) 322 Yonge Street may contain a third party electronic roof sign, provided:
 - (a) The sign is erected and displayed on the roof of the building located within the premises municipally known as 322 Yonge Street, as of the date of adoption of this amendment to Municipal Code Chapter 694, Signs, General;
 - (b) The sign shall contain no more than one sign face;
 - (c) The sign face area shall not exceed 177.0 square metres;
 - (d) The centre line of the sign face shall not exceed 27.7 metres;
 - (e) The bisecting line of the sign face shall not exceed 6.5 metres;
 - (f) The sign face shall display only electronic static copy;
 - (g) The sign face shall face either:
 - [1] entirely an easterly direction; or an entirely southerly direction; or
 - [2] both an easterly direction and a southerly direction;
 - (h) All portions of the sign face directed easterly shall be parallel to the easterly facing wall of the building located within premises municipally known as 322 Yonge Street with the exception of curved portions of the sign face which comply with the requirements of subsection 1(j);
 - (i) All portions of the sign face sign face directed southerly shall be parallel to the southerly facing wall of the building located within premises municipally known as 322 Yonge Street exception of curved portions of the sign face which comply with the requirements of subsection 1(j);
 - (j) The sign face may contain portion of the sign face that may be curved, provided the total area of portion of the sign face which is curved does not exceed 20% of the total area of the sign face of the sign erected and displayed;
 - (k) The sign face bottom shall not be more than 0.25 metres above the roof of the building located within property municipally known as 322 Yonge Street;
 - (l) The height of the sign shall not exceed 15.0 metres;

- (m) The sign shall not project past the wall of the building located within property municipally known as 322 Yonge Street;
 - (n) The sign shall not be erected or displayed until all signs erected or displayed on the roof of the building located within the premises municipally known as 322 Yonge Street as of the date of adoption of this amendment to Municipal Code Chapter 694, Signs, General, are removed and all associated permits are revoked; and,
 - (o) The sign shall be erected and displayed entirely within the area indicated by the shaded area bounded by heavy lines in the diagram indicated at Subsection NN.(4), titled Area Map 1 – 322 Yonge Street;
- (2) 322 Yonge Street may contain first party signs, provided the signs comply with all provisions of this Chapter, and are permitted by section 694-26(A);
 - (3) Except as otherwise provided herein, the provisions of Chapter 694, Signs, General, of the City of Toronto Municipal Code, shall continue to apply to 322 Yonge Street.
- (4): Area Map 1 – 322 Yonge Street

