

SIGNS

Chapter 215

SIGNS

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[HISTORY: Adopted by the Municipal Council of the Corporation of the City of Etobicoke 1993-10-18 by By-Law No. 1993-189.¹ Amendments noted where applicable.]

GENERAL REFERENCES

- Fire route signs — See Ch. 134.
- Numbering of buildings and lots — See Ch. 179.
- Traffic signs — See Ch. 240.
- Zoning — See Zoning Code.

¹ Editor's Note: This by-law also repealed former Ch. 215, Signs, adopted 1987-12-14 as By-Law No. 1987-248, as amended.

Part I
Signs on Private Property

ARTICLE I
Administration

§ 215-1. Scope.

No person shall erect, display, structurally alter or repair any sign or advertising device located wholly or partly upon private property unless a permit has been obtained in compliance with the provisions of this chapter.

§ 215-2. Application for permit; drawings.

The applicant for a permit to erect, display, structurally alter or repair any sign or advertising device located wholly or partly upon private property shall file with the Commissioner of Buildings:

- A. An application for a sign permit, upon the official forms of the Department of the Buildings of the City of Etobicoke.
- B. A block plan, showing the street lines or other boundaries of the property upon which it is proposed to erect such sign or advertising device and the location of the sign or advertising device upon the property in relation to other structures upon such property or upon the premises immediately adjoining thereto. The Commissioner of Buildings may require that the foregoing information or any part thereof be verified by an Ontario land surveyor.
- C. Complete drawings and specifications covering the construction of the sign and its supporting framework and the message to be displayed on the sign or advertising device.

- D. Drawings of, and such other information with respect to, any building upon which it is proposed to locate the sign or advertising device, as may be necessary to determine whether the structure of such building will carry the loads and stresses imposed thereon by the erection of such sign or advertising device without exceeding the stresses specified in the Building Code. Such drawings shall in all cases have marked thereon, in figures, the height of such building.
- E. Drawings shall be in duplicate and drawn to scale.

§ 215-3. Permits and fees.

- A. A permit shall not be issued by the Commissioner of Buildings to erect, display, structurally alter or repair any sign or advertising device located wholly or partly upon private property until such sign or advertising device has been approved by the Commissioner of Buildings as being in conformity with this chapter and all relevant municipal by-laws and provincial regulations.
- B. Fees.
 - (1) (Reserved)¹
 - (2) Expiration of permit. A permit may be revoked by the Building Commissioner if active work is not commenced within a period of six months from the date of its issuance.
- C. Notwithstanding the provisions of Subsection B, no permit will be required for the erection of the following signs:
 - (1) Signs permitted by § 215-5A, B, C, E and F.

¹ Editor's Note: Former Subsection B(1), regarding fees due on application for a permit, as amended, was repealed by the Council of the City of Toronto 2001-12-06 by By-Law No. 997-2001. Current provisions are located in § 441-9, Sign permit fees, of the Code of the City of Toronto.

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- (2) Signs excepted from this chapter by § 215-16A, B, C and E.

(Cont'd on page 21507)

- (3) Any non-illuminated identification or incidental sign not exceeding four-tenths (0.4) square metre in display area.
- D. A change in the message displayed by a sign does not constitute an alteration so as to require a permit, provided that:
- (1) Such sign has been erected under permit and in compliance with the city sign regulations in force at the time of issue; and
 - (2) The message to be displayed is in conformity with the provisions of Articles II and V of this chapter.
 - (3) The message to be changed is in accordance with any condition to a sign variance.

§ 215-4. Classes of signs.

- A. For the purposes of this chapter, all signs and advertising devices shall be classified by content as advertising signs, business identification signs, identification signs, incidental signs or temporary signs, as defined and regulated herein.
- B. If a sign displays a message which combines two (2) or more classes of signs as defined herein, the most restrictive provision of this chapter, as it affects each such class of sign, shall apply.
- C. Signs or portions of signs utilizing changeable letters or similar methods of varying the message shall be considered to be advertising signs for the purposes of this chapter.
- D. Notwithstanding any other provision of this chapter, time and temperature displays may be incorporated into any permitted business identification, identification or advertising sign.
- E. For the purpose of this chapter, all signs and advertising devices shall be classified as fascia signs, ground signs,

roof signs, marquee signs, mobile signs, canopy, awning signs, vertical signs, standardized outdoor advertising signs or portable or relocatable signs as defined and regulated herein.

- F. Signs installed on the interior of a building shall be subject to permit for the purpose of conformity with the Ontario Building Code only and shall be exempt from the zoning and size limitations of the chapter as noted under § 215-16D.

§ 215-5. Temporary signs.

Temporary signs as defined by § 215-11 shall be permitted, subject to the following requirements:

- A. Sale or lease signs. A maximum of one (1) sign for each street frontage, provided that such sign is located on the property being sold or leased and does not exceed six-tenths (0.6) square metre in display area for lots up to thirty (30) metres in frontage, plus one-tenth (0.1) square metre for each additional ten (10) metres in frontage up to a maximum of three (3) square metres.
- B. Signs erected in conformity with a Committee of Adjustment severance, a rezoning or application for a by-law amendment, provided that such signs are located on private property and are required by the Committee of Adjustment or the Planning Department of the City of Etobicoke. **[Amended 1995-08-18 by By-Law No. 1995-160]**
- C. Election signs erected in connection with any announced provincial, federal or municipal election shall be exempt from the provisions of this chapter, provided that:
- (1) Such signs are removed within ten (10) days after the polling day of the election.
 - (2) Such signs are erected on private lands, in a reasonably safe manner so as not to be a hazard to persons or property.

- D. Signs advertising the construction of a subdivision, apartment building, industrial or commercial mall or similar large project, provided that:
- (1) A maximum of one (1) ground fascia sign for each street frontage abutting the project may be erected.
 - (2) The minimum frontage of the project on any abutting street is not less than thirty (30) metres measured at the building line.
 - (3) The maximum display area of any sign shall not exceed ten (10) square metres, plus one (1) square metre of display area for each one and five-tenths (1.5) metres of street frontage over thirty (30) metres, to a maximum of twenty (20) square metres in display area.
 - (4) Such signs shall be removed within ninety (90) days of completion of the project. Registration for condominiums or from the date recorded as to the completion of the building permit files is deemed to be the completion of the project.
 - (5) Such signs are located a minimum of one and five-tenths (1.5) metres from any street or property line.
- E. Signs advertising building renovations, such as painting, roofing, repair, alterations, etc., being done on a private property, provided that:
- (1) The sign must be erected on the property where the work is in progress.
 - (2) A maximum of one (1) such sign not exceeding six-tenths (0.6) square metre in area shall be permitted, provided that it is erected entirely on the private property.
 - (3) Such signs shall be permitted only during the time that work is actively in progress on the site.
- F. **[Amended 1995-08-18 by By-Law No. 1995-160]** Garage and yard sales signs, provided that:

- (1) Such signs relate to occasional sales of domestic items normally surplus to a private residence and are not in the nature of a business or regular commercial enterprise.
 - (2) Not more than six (6) such signs not exceeding, in display area, six-tenths (0.6) square metre each, shall be permitted for each sale location, with a maximum of three (3) such sale occurrences within one (1) calendar year per site.
 - (3) Any such sign(s) shall be removed after three (3) days of its erection.
- G. Temporary banners erected by the City of Etobicoke for the purpose of advertising city-related and sponsored events.
- H. Mobile signs. The following regulations shall apply to the installation or erection of any mobile sign:
- (1) One (1) mobile sign may be allowed for advertising the opening of a new business or for special events such as anniversaries. One (1) mobile sign may be maintained on a property for a maximum of thirty (30) days for each occasion. A maximum of two (2) occasions may be allowed in a calendar year with a lapse of at least four (4) months between occasions.
 - (2) A parking layout may be required to verify that the mobile sign is not located in or interfering with any required parking spaces.
 - (3) The size of the mobile sign shall not exceed a maximum height of two and five-tenths (2.5) metres from grade and a maximum display area of five (5) square metres.
 - (4) Mobile signs shall not be located closer to any street line or other property line than one and five-tenths (1.5) metres. A thirty-metre distance shall be required from the mobile sign to any property line

adjacent to any residential, agricultural or greenbelt zoned properties.

- (5) A mobile sign shall not be illuminated, unless it complies with the requirements of § 215-14. There shall be no flashing or chasing lights or any type of lighting that would imitate any traffic control signal.

I. Inflatable advertising signs. [**Added 1995-08-18 by By-Law No. 1995-160**]

- (1) One (1) inflatable advertising sign may be allowed on a site for advertising the opening of a new business or for special events such as anniversaries. One (1) inflatable advertising sign may be used at the same time and on the same lot as a mobile sign, subject to both signs advertising the same special event.
- (2) Inflatable advertising signs shall be limited to a maximum of four (4) occurrences per calendar year per site, with a minimum of three (3) months between occurrences.
- (3) An inflatable advertising sign shall not be erected for more than ten (10) days. The inflatable advertising sign may be located on the rooftop areas of buildings not exceeding two (2) storeys in height or on grade. Where the inflatable advertising sign is located on grade, it shall not interfere with any pedestrian access, parking area or visibility to egress or ingress the site and shall not be closer to any lot line than one and five-tenths (1.5) metres.
- (4) The supplier of the inflatable advertising sign and/or the business owner shall carry sufficient insurance coverage for all eventualities, and the City of Etobicoke shall be held harmless for any liability for such permit.

- (5) The size of the inflatable advertising sign shall be determined by the proximity of the site on which it is erected to a residential zone as follows:
- (a) For any inflatable advertising sign less than fifty (50) metres from a residential zone, the maximum size of the non-illuminated inflatable advertising sign shall be four and five-tenths (4.5) metres in height, width and length.
 - (b) For any inflatable advertising sign located fifty (50) metres but less than one hundred (100) metres from a residential zone, the maximum size of the inflatable device shall be six and zero-tenths (6.0) metres in height, width and length. The inflatable sign may be illuminated by a timing device between the hours of 4:00 p.m. and 11:00 p.m.
 - (c) For any inflatable advertising sign located one hundred (100) metres or more from a residential zone, the maximum size of the sign shall be seven and five-tenths (7.5) metres in height, width and length, and it may be illuminated.

§ 215-6. Maintenance.

- A. The owner, lessee or agent of the lands or premises upon which any sign or advertising device is located shall maintain or cause such sign or advertising device to be maintained in a proper state of repair, so that such sign or advertising device does not become unsafe, unsightly or dangerous and so that such sign shall be completely operative at all times.
- B. Business identification signs shall pertain to a business currently occupying the premises. When a business has terminated its occupancy of a premises, signs occupying said business shall be removed within ninety (90) days of such termination.

§ 215-7. Dangerous or defective signs.

- A. Where any sign or advertising device is in a dangerous or defective condition or location, the Commissioner of Buildings shall notify the owner, lessee or agent of the premises upon which such sign or advertising device is located to remove at once such sign or advertising device or place the same in a proper state of repair.
- B. Upon receipt of such notice from the Commissioner of Buildings, the owner, lessee or agent of such lands or premises shall at once proceed to repair or remove such sign or advertising device, provided that, if the owner, lessee or agent of such lands or premises fails to repair or remove such signs or advertising device, the Commissioner of Buildings may have such sign or advertising device removed or such repairs made thereto as he deems necessary. The expenses thereof, with costs, shall be recovered by action or distress and, in the case of non-payment, similarly to municipal taxes.

§ 215-8. Signs in conflict with this regulation.

- A. Signs erected without permit.

Any person who has caused a sign or other advertising device to be erected, displayed, altered or repaired without first having obtained a permit to do so shall be required to apply for a building permit. Anyone who has obtained a permit and has caused a sign or advertising device to be erected, displayed, altered or repaired contrary to the approved plans in respect of which the permit was issued shall make such sign or other advertising device comply with the provisions of this chapter and/or remove such sign or advertising device on receipt of written notice of the violation. Any such sign or advertising device shall be removed within the time specified by the written notice of violation.

In addition to any other remedy prescribed by this chapter, the Commissioner of Buildings may authorize pulling down or removal at the expense of the owner of

any sign or advertising device which has not been made to comply or been removed within the time specified by the written notice of violation.

B. Signs predating this regulation.

Any sign or advertising device that was existing on the day this chapter comes into force but that does not comply with this chapter shall be made to comply with this chapter unless the sign was erected under permit in compliance with the effective sign by-law at the time of erection, provided that said sign is not enlarged or structurally altered.

The provisions of this subsection shall not exempt the owner of a nonconforming sign from the requirements of §§ 215-6 and 215-7 of this chapter.

C. Applications for a minor variance.

(1) Applications for a minor variance shall be submitted, in writing, to the Secretary of the Planning and Development Committee of Council.

(a) Every such application shall specify the nature of the variance required and the reasons in support of its being granted.

(b) In addition to the written submission, every application shall be supported by scaled drawings, including a plot plan showing the location of the sign in relation to the street line, property lines and buildings on the site and drawings of the sign sufficiently detailed so as to fully show all aspects of the sign pertinent to the variance being requested.

(2) (Reserved)²

² Editor's Note: Former Subsection C(2), regarding the fee to be paid at the time of application for variance, as amended 2001-07-26 by By-Law No. 636-2001, was repealed by the Council of the City of Toronto 2001-12-06 by By-Law No. 997-2001. Current provisions are located in § 441-10, Sign variance application fee, of the Code of the City of Toronto.

- (3) On receipt of an application and payment of fees in accordance with the foregoing, the Committee Secretary of the Etobicoke York Community Council shall arrange that the application be considered at a regularly scheduled meeting of the Etobicoke York Community Council and shall notify the applicant or any other person expressing an interest in the application of the date and time of the meeting. **[Amended 2004-06-24 by By-Law No. 481-2004]**
- (4) Any person interested in the application may appear in deputation or may direct comments, in writing, to the Committee Secretary prior to the meeting.

§ 215-9. Liability for damages.

The provisions of this chapter shall not be construed as relieving or limiting the responsibility or liability of any person erecting or owning any sign or display for personal injury or property damage resulting from the placing of such sign or resulting from the negligence or willful acts of such person, his agents or employees in the construction, erection, maintenance, repair or removal of any sign erected in accordance with a permit issued hereunder; nor can it be construed as imposing upon the municipality or its officers or employees any responsibility or liability by reason of the approval of any signs, materials or devices under the provisions of this chapter.

§ 215-10. Penalties for offences. [Amended 1995-08-18 by By-Law No. 1995-159]

Any person violating any of the provisions of this chapter is guilty of an offence and, upon conviction thereof, is liable to a fine of not more than \$5,000 pursuant to and recoverable under the Provincial Offences Act, R.S.O. 1990, c. P.33, as amended from time to time.

ARTICLE II

Definitions**§ 215-11. Definitions.**

As used in this chapter, the following terms shall have the meanings indicated:

ADVERTISING DEVICE — Any fancifully designed device or object creating a design and intended to be erected, located or affixed on any property. This shall include flags, banners, pennants, lights or any object intended for advertising purposes and, for the purposes of this chapter, shall be considered to be a “sign.”

ADVERTISING SIGN — One of a class of signs to market, promote or direct attention to goods, services or activities in a general manner and need not be directly related to the primary use, business(s) or service(s) conducted on the premises at which the sign is located, and shall include standardized outdoor advertising signs.

AWNING SIGN — A sign painted or affixed to cloth, plastic or other similar material, mounted on a rigid frame, with or without back lighting and attached to the main wall or canopy of the building, and the displayed message is parallel to the main wall of the building facing a street.

BUILDING CODE — The effective Building Code for the City of Etobicoke, including all amendments and standards as described therein.

BUSINESS IDENTIFICATION SIGN — One of a class of signs which identifies a building, business, ownership and/or the primary activity(ies) or service(s) offered at the premises on which the sign is located. Notwithstanding the foregoing and § 215-4C, a “business identification sign” may use a maximum of 50% of the display area of the sign for general advertising of goods, services or activities available on

the premises and may use all or a portion of said area of fifty per cent (50%) for changeable messages.

CANOPY SIGN — A sign erected, constructed or located upon the roof of a canopy or on the face of a building canopy. The display area of such signs shall be parallel to the street face of the canopy to which the sign is attached.

COMMISSIONER OF BUILDINGS — The Commissioner of Buildings for the City of Etobicoke.

DISPLAY AREA — The area of all surfaces of a sign upon, against or through which the message is displayed or illuminated. In the case of individually installed letters or similar individually mounted logo or like sign components, display surface shall be calculated as being the total surface area within the outermost perimeter bounding the limit of all of the individual components.

FASCIA SIGN — A sign posted flat against the wall of a building to which it is attached and projecting out therefrom not more than six-tenths (0.6) of a metre or structurally incorporated into an architectural treatment of a building such as a cupola, tower structure or parapet wall. The display area of such signs shall be parallel to the wall to which the sign is attached.

GROUND SIGN — A sign (free-standing) in a fixed location, wholly supported by uprights or braces in or upon the ground, and shall include standardized outdoor advertising signs, pole and pylon signs. Display areas need not be contiguous, provided that the area restriction of § 215-12E is not exceeded.

IDENTIFICATION SIGN — One of a class of signs which identifies the building and/or ownership of the premises on which the sign is located.

ILLUMINATED — Includes direct, indirect, internal or external illumination.

INCIDENTAL SIGN — One of a class of signs whose primary function is directional or informative for the control of traffic or designation of areas, such as parking, loading or shipping or similar information pertinent to the functions of the premises at which it is located.

INFLATABLE ADVERTISING SIGN — A temporary sign intended to advertise or promote special events. The sign shall be designed to be inflated with air by mechanical means only and is tethered to the ground, building or other similar structure. **[Added 1995-08-18 by By-Law No. 1995-160]**

MARQUEE SIGN — A sign erected, constructed, located or maintained as a canopy over the entrance to a large building, cinema or theatre, having a fixed non-retractable frame that is covered with a cloth, plastic or similar material. The display area of such signs shall be parallel to the face of the sign structure.

MOBILE SIGN — A type of sign generally known as a “mobile ad sign,” which is mounted on a metal supporting frame and/or bed and is designed to be transported from one site to another.

PORTABLE OR RELOCATABLE SIGN — Any sign which is specifically designed or intended to be readily moved from one location to another and which does not rely on a building or fixed foundation for its structural support, and shall include all signs commonly known as “A-board” signs, but shall not include mobile signs.

REQUIRED YARD — Any open space between a building and property line which is required under the provisions of the Etobicoke Zoning Code.

ROOF SIGN — A sign erected, constructed, located or maintained above the roof of any building, but shall not include a sign incorporated into any architectural roof treatment such as a cupola or parapet wall.

SHOPPING CENTRE — A group of commercial retail establishments located on one (1) property, in an area

designed as CP Local, CP Regional or CP Preferred Zones, so designated under the provisions of the Etobicoke Zoning Code or any site specific by-law enacted by the City of Etobicoke or any of its predecessors prior to amalgamation under the provisions of the Planning Act. Groups of commercial retail establishments allowed under site specific by-law, located in a commercial limited or industrial zone, shall be considered to be a shopping centre where the building(s) on the site has a minimum of two thousand (2,000) square metres of commercial floor area.

SIGN — Includes any surface upon which there is printed, projected or attached any outdoor announcement, declaration, device, demonstration or insignia used for direction, information, identification, advertisement, business promotion or promotion of products, activities or services, and shall include a structure, whether in a fixed location or designed to be portable or relocatable, or part thereof specifically designed for the foregoing uses. Any sign mounted on or fixed to the exterior of a motor vehicle shall be considered to be a "sign" for the purpose of this chapter if the principal function of such sign is primarily related to an activity on the private property on which the vehicle is parked.

SIGN STRUCTURE — The support, uprights, bracing and framework of the sign or outdoor display.

SPECIAL OCCUPANCIES — For purposes of this chapter, the definition for "special occupancies" referred to herein shall be governed by the applicable definition for such business where contained in the city zoning by-laws and amendments thereto.

STANDARDIZED OUTDOOR ADVERTISING SIGN — A class of advertising sign designed to display changeable copy, including signs commonly known as "poster panels," "back-lights," "bulletins" and "superboards."

STREET-AD — One of a class of free-standing ground signs, having more than two (2) sides, used to identify on-site businesses and promote third party advertisements. **[Added 1995-08-18 by By-Law No. 1995-160]**

STREET LINE — The dividing line between a lot and a street.

TEMPORARY SIGN — One of a class of signs designed to identify, for a limited period of time, the sale or lease of buildings and/or property or to identify a subdivision or building under construction, and such signs as may be required to display notice of rezoning or by-law amendment or similar short-time activities, and election signs, but shall not include portable or relocatable business and/or advertising signs.

THIRD PARTY ADVERTISING SIGN — A class of sign, including poster panels, billboards and street-ad type signs, that promotes products, services or items for sale, not directly related to the business or site on which the sign is erected. **[Added 1995-08-18 by By-Law No. 1995-160]**

VERTICAL SIGN — A sign which projects from and is supported by the main front wall of a building above the first storey but no higher than the floor of the storey or roof above the second storey. The display area shall be limited to two (2) planes perpendicular to the wall to which it is attached, and the supporting structure shall be contiguous.

ZONE — Commercial zone, residential zone, industrial zone, agricultural zone, greenbelt zone and utility zone as herein defined:

- A. **COMMERCIAL ZONE** — All areas designated as a Commercial Use District under the provisions of any restricted area by-law enacted by the City of Etobicoke or by any of its predecessors prior to amalgamation under the provisions of the Planning Act, and being in effect from time to time in the City

of Etobicoke, regardless of the specific type of commercial area or district that may be so designated.

- B. **RESIDENTIAL ZONE** — All areas designated as residential or designated as a Residential Use District under the provisions of any restricted area by-law enacted by the City of Etobicoke or any of its predecessors prior to amalgamation under the provisions of the Planning Act, and being in effect from time to time in the City of Etobicoke, regardless of the specific type of residential area or district that may be so designated.
- C. **INDUSTRIAL ZONE** — All areas designated as industrial or designated as an Industrial Use District under the provisions of any restricted area by-law enacted by the City of Etobicoke or by any of its predecessors prior to amalgamation under the provisions of the Planning Act, and being in effect from time to time in the City of Etobicoke, regardless of the specific type of industrial area or district that may be so designated.
- D. **AGRICULTURAL ZONE** — All areas designated as agricultural or designated as an Agricultural Use District under the provisions of any restricted area by-law enacted by the City of Etobicoke or by any of its predecessors prior to amalgamation under the provisions of Section 30 of the Planning Act, and being in effect from time to time in the City of Etobicoke, regardless of the specific type of agricultural area or district that may be so designated.
- E. **GREENBELT ZONE** — All areas designated as a Greenbelt, Private Open Space, Public Open Space, Waterfront, Parks and Playground, Parks District, Institutional, Regional Open Space and Public or Open Space Use District under the provisions of any restricted area by-law enacted by the City of

Etobicoke or by any of its predecessors prior to amalgamation under the provisions of the Planning Act, and being in effect from time to time in the City of Etobicoke.

- F. **UTILITY ZONE** — All areas designated as utility or designated as a Utility or Service Corridor Use District under the provisions of any restricted area by-law enacted by the City of Etobicoke under the provisions of the Planning Act.

ZONING CODE — The effective Zoning Code of the City of Etobicoke, including all amendments and standards contained therein.

ARTICLE III

General Regulations Applying To All Signs

§ 215-12. Height and size limitations.

- A. The height of a ground sign or ground sign structure measured from the average grade level at the base of the sign shall not exceed the lesser of eleven (11) metres or three-tenths (0.3) metre per one and five-tenths (1.5) metres of street frontage, measured at the street line of the lot on the street on which the sign is to be erected.
- B. Awning signs which display business identification or advertising shall be regulated as fascia signs with the following exceptions and special provisions:
- (1) The display area shall be calculated as being the total surface area within the outermost perimeter bounding the limit of all of the individual letters or components of the sign area.
 - (2) The display area of an awning sign shall not be considered as a separate sign, provided that the total display area in combination with any permitted fascia or canopy sign does not exceed the

area otherwise permitted for such signs on that street frontage.

- (3) In any multiple-occupancy commercial or industrial building or buildings in which there is a continuous uniform street facade, no awning sign shall project more than 0.3 metre beyond any existing abutting signs on the same facade.
 - (4) An awning sign shall not project more than 0.6 metre beyond the supporting wall. Where an awning sign is erected on the face or roof of a canopy structure it shall comply with the requirements for canopy signs under §§ 215-12C and 215-20D.
- C. Signs or sign structures located on the face of a canopy shall not extend below the canopy nor more than one-tenth (0.1) metre, measured vertically above the top of the canopy roof, but in no case higher than the adjacent wall of the building.
 - D. Notwithstanding § 215-12A, no standardized outdoor advertising ground sign shall exceed 7.7 metres vertically or 15 metres horizontally or 67.5 square metres in display area, provided that ground signs having a display area on more than one plane or surface perpendicular to the street frontage may have twice the permitted display area herein provided for a single plane sign parallel to the street. **[Amended 1997-10-06 by By-Law No. 1997-193]**
 - E. Except as provided in § 215-12D, for standardized advertising signs no ground sign shall exceed 0.1 square metre in display area for each 0.3 metre of street frontage measured at the street line of the lot on the street on which the sign is to be erected, and shall not include the flankage side of a corner lot. Notwithstanding the foregoing, ground signs having a display area on more than one plane or surface not parallel to the street frontage may have a total of twice

the display area otherwise permitted for a single-plane sign parallel to the street.

- F. Fascia signs on mansard roofs. Notwithstanding the definition of fascia sign and the prohibition of roof signs, a fascia sign may be erected on that portion of a mansard (or simulated mansard) roof which extends below the level of the roof or ceiling joists and covers a portion of a storey on which fascia signs would otherwise be permitted, provided that:
- (1) Any such sign meets with the size, location and numbers permitted for a fascia sign; and
 - (2) Is erected parallel to the first storey wall.
- G. Any sign overhanging a public sidewalk, private walkway, exit way or other defined pedestrian travel route shall maintain a minimum clearance, measured from the bottom of the sign to the top of the travel surface, of 2.4 metres.
- H. Flags, banners and pennants shall be regulated as signs and shall be permitted only where business and identification signs are permitted, provided that:
- (1) They are erected in lieu of a permitted sign and are subject to the same requirements as would apply to the sign they replace.
 - (2) When flags, banners and pennants are erected on the face of a building or building structure in lieu of a permitted fascia or canopy sign, they do not exceed the size, number and location requirements applicable to such signs.
 - (3) When erected on a pole or similar free-standing structure or support, they do not exceed the number, height, size and location requirements for ground signs.
 - (4) They are not permitted to be erected on the roof of a building or structure.

- I. Banners, temporary. Notwithstanding Subsection H above, temporary promotional advertising banners will be allowed for a period of not more than three months where:
- (1) Such advertising devices do not exceed an aggregate area equalling 0.6 metre by the length of the wall facing a street, or 0.3 metre by the length of the wall when not facing a street.
 - (2) Such advertising devices are securely fastened to the building and properly maintained.
 - (3) A sign permit shall be obtained in order to register the intended duration for the advertising device.
- J. Mobile signs. Size and limitations of the signs shall comply with § 215-5H.
- K. Marquee signs. Marquee signs may project up to one metre from the face of the building.
- L. Inflatable advertising signs. Size and limitations of these signs shall comply with § 215-5I. **[Added 1995-08-18 by By-Law No. 1995-160]**
- M. **[Added 1995-08-18 by By-Law No. 1995-160]** Street-ad ground sign. The size and location of this type of sign shall comply with the following:
- (1) In addition to the permitted signage for a site or building (excluding lots containing standard outdoor advertising signs), one street-ad sign shall be permitted on a commercial or industrial zoned property. The site shall have a minimum lot frontage of 30 metres measured along the property line of the principal street frontage as defined in the Zoning Code. A maximum of two such signs may be erected along the principal street if the site has a street frontage of more than 100 metres.
 - (2) A maximum combined display area of identification signage and third party advertising shall not exceed 3.5 square metres per side, up to a maximum

display area for all sides of the street-ad of 14 square metres in total. Notwithstanding the foregoing, the maximum display area per side for third party advertisers shall be two square metres and a total display area of all sides shall be eight square metres.

- (3) The street-ad sign shall have a maximum height of 4.5 metres above the average grade, and each display face shall have a maximum horizontal dimension of 1.2 metres.
- (4) The street-ad sign shall comply with the following minimums: 15 metres from any residential zoned lands, 1.5 metres from any lot line and shall maintain a ten-metre separation from any other ground sign on the same side of the street, within the same block. Placement of the sign shall be in such a manner so as not to obscure bus stops or interfere with the visibility or effectiveness of advertising on transit shelters.
- (5) The location of the street-ad sign shall not interfere with required on-site parking, nor interfere with the visibility for exiting the site and shall be designed in accordance with the Ontario Building Code regulations.

§ 215-13. Location and set-back limitations.

- A. Unless otherwise specified elsewhere in this chapter, no part of any ground sign or sign structure shall be located less than 1.5 metres from any street line or other property line.
- B. Mobile signs shall be located in compliance with § 215-5H.
- C. Inflatable advertising signs shall be located in accordance with § 215-5I. **[Added 1995-08-18 by By-Law No. 1995-160]**

- D. Street-ad ground signs shall be located in accordance with § 215-12M. **[Added 1995-08-18 by By-Law No. 1995-160]**

§ 215-14. Illumination.

Signs may be illuminated, except where specifically prohibited in Article V of this chapter. Such illumination shall not be animated, flashing or have chasing lights, nor shall any type of lighting imitate or interfere with any traffic control signal; provided, however, that intermittent lighting used for temperature displays and electronic message centres shall be permitted.

Mobile and inflatable advertising signs may be illuminated when they have a certificate of approval from the Ontario Hydro affixed to the sign, and are in compliance with § 215-5H and I. **[Amended 1995-08-18 by By-Law No. 1995-160]**

§ 215-15. Prohibitions.

- A. No sign or sign structure attached to the wall or canopy of a building shall extend above the roof or parapet of the building nor extend beyond the ends of a wall of any building to which it is attached; provided, however, that abutting fascia signs on a corner building may overlap to cover the corner.
- B. No fascia sign shall contain copy, symbols or advertising of any description except on the outer surface that is parallel to the wall on which it is attached.
- C. No sign shall be painted on the exterior brick or block or on any cladding of any building, except that lettering or symbols may be painted on an ornamental or decorative veneered surface which is fastened to the exterior wall of a commercial or industrial building.
- D. No portable or relocatable sign shall be erected or displayed in any zone.

- E. External advertising for game establishments located in hotels and shopping malls shall not be permitted, unless operated in conjunction with recreational establishments.
- F. Roof signs are not permitted in any zone unless incorporated into the architectural cupola, tower structure or parapet wall design of the building. Size, number and location of these signs fronting on a street shall comply with the general provisions for business and identification signs as per the zone category they are erected in. For those signs not facing a street, one non-illuminated logo sign may be erected, to a maximum of 10% of the facade area that the sign is erected on.
- G. No inflatable or tethered balloon-type advertising device or sign shall be permitted to be erected and maintained on or above a property within any residential, agricultural, greenbelt or utility zoned lands. **[Amended 1995-08-18 by By-Law No. 1995-160]**
- H. Notwithstanding § 215-15F above, standard outdoor advertising roof signs, as prescribed in § 215-22 C(4), may be allowed. **[Added 1997-10-06 by By-Law No. 1997-193]**

§ 215-16. Exceptions.

The provisions of this chapter shall not be deemed to prohibit the installation of the following signs in any zone:

- A. Signs painted or posted on the interior surface of any window or door glass in any building.
- B. Street-numbering signs not exceeding five-tenths (0.5) square metre in display area.
- C. Non-illuminated trespassing, caution or safety signs not exceeding 0.4 square metre in display area.

- D. Signs installed in the interior of any building which are regulated by the Ontario Building Code shall be regulated by Articles I and II and §§ 215-17 and 215-18A of Article IV of this chapter only.
- E. Non-illuminated entrance canopies, marquees or awnings shall not be regulated as signs, provided that any message is limited to a logo, street number, business name of the premises or telephone number or combination of the same and does not exceed ten per cent (10%) of the facade area of such canopy, marquee or awning.

ARTICLE IV Construction

§ 215-17. Building Code requirements.

Notwithstanding any other provision of this chapter, all signs shall be constructed in accordance with the pertinent provisions of the Ontario Building Code, and amendments thereto.

§ 215-18. General requirements.

- A. Signs erected under §§ 215-5 and 215-16 of this chapter shall be anchored and constructed so as not to create a hazard to person or property.
- B. Except as noted under Subsection A of this section, all signs shall be permanently fixed to a building or supporting structure constructed in compliance with the standards for building in accordance with the Ontario Building Code.
- C. Ground signs shall be supported and anchored to a permanent foundation constructed in accordance with the Ontario Building Code.

ARTICLE V
Zoning Controls

§ 215-19. Construal of provisions.

This section regulates or prohibits the classes or types of signs within a designated zone (defined area) and establishes standards for the size and location of such signs, in addition to and concurrent with the general regulations found elsewhere in this chapter. In the case of conflicts, the most restrictive provisions shall apply.

§ 215-20. Commercial zones.

- A. No class of sign shall be erected, displayed, structurally altered or repaired (notwithstanding the repairs or alterations that may be required under §§ 215-6 and 215-7) in a commercial zone, except as specifically set out in the following regulations.
- B. Business identification and identification fascia, marquee, awning signs: first storey.
- (1) On each commercial building lawfully used under the city zoning by-laws, there may be erected two (2) fascia or awning signs for each occupancy located in the first storey thereof, provided that all such signs shall be located on the street frontage wall of the building. In addition a marquee sign may be erected for those uses listed under the definition of a marquee sign in § 215-11.
 - (2) Any occupant located in the corner unit of the first storey of a building situated on a corner lot may erect fascia signs for each street frontage in accordance with Subsection B(1) and (4), provided that any such sign on the wall of a building flanking a residential street shall not exceed that area of the sign fronting the commercial street, but in no case shall such flanking sign exceed five (5) square

metres in display area when located closer than fifty (50) metres to a residential zone.

- (3) A business with a side wall facing an interior lot may erect one (1) non-illuminated side wall sign. If the wall is set back three (3) metres or more from the lot line the sign may have a display area of four (4) square metres. If less than three (3) metres to the lot line exists, the maximum display area shall be two (2) square metres. Any side wall sign shall not encroach beyond the limits of the property lines.
- (4) The total permitted display area of all signs located on the building face applicable to occupants within the first storey shall not exceed thirty per cent (30%) of the street frontage facade area of the first storey, excluding any signage permitted under § 215-16E.
- (5) The height of the first storey shall be measured from the first floor level to the roof or floor level next above.
- (6) Any sign pertaining to a business occupying space in the first storey of a building shall, in the case of a single-storey building, be located below the underside of the roof or parapet coping. Where a building exceeds one (1) storey, such sign shall be restricted to that portion of the wall under the sill of any window located in the second storey but in no case more than eight-tenths (0.8) metre above the second floor level.
- (7) Notwithstanding § 215-20B(1) and (2) of this section, one (1) non-illuminated fascia sign not exceeding one and five-tenths (1.5) square metres in display area may be erected on the rear wall of a building where such wall abuts a parking area and/or public lane.

C. Business identification and identification signs: second storey.

- (1) Two (2) fascia or awning signs only shall be permitted for each occupant of a building located above the first storey, notwithstanding the number of streets a building has frontage on or the number of storeys occupied by such business. All such signs shall be located on a street frontage wall of the building.
- (2) In lieu of signs permitted in Subsection C(1) above, each occupant of the second storey may erect one (1) non-illuminated vertical sign as defined in § 215-11, provided that it projects no more than a maximum of six-tenths (0.6) metre from the face of the building and does not exceed a maximum display area of one (1) square metre.
- (3) Except as provided in § 215-20L, the total permitted display area of all signs located on the second floor level shall not exceed fifteen per cent (15%) of the street frontage facade area of the second storey.
- (4) Any sign erected on the second storey of a building shall be located within the facade area of the storey in which the business is located.
- (5) Any building exceeding two (2) storeys in height shall be subject to § 215-20L.

D. Business identification and identification signs: canopy.

- (1) Notwithstanding § 215-B(1) and (2) of this section, a business which is located in the first storey of a commercial building may erect a canopy sign in lieu of a fascia sign where a canopy forms part of the first storey of a commercial building.
- (2) Where any canopy sign is erected in lieu of a fascia sign, any such sign shall be uniform as to height and location with respect to any other sign erected thereon where said canopy is common to more than one (1) premises or building.

- E. Mobile signs shall be subject to the regulations of § 215-5H.
- F. Business identification and identification signs: ground. Except as otherwise provided in §§ 215-12M and 215-20J, L and M, no ground signs shall be permitted. **[Amended 1995-08-18 by By-Law No. 1995-160]**
- G. Incidental signs. The following incidental signs only shall be permitted:
- (1) Ground signs for traffic, parking and loading, pedestrian or similar control and/or directional information, provided that each such sign does not exceed one and five-tenths (1.5) square metres in display area.
 - (2) Parking, loading, receiving, shipping and/or similar information signs not exceeding one and five-tenths (1.5) square metres in area, attached to the building. Such signs shall not be illuminated where facing an abutting residential property and shall not be, in combination with any other sign, exceeding thirty per cent (30%) of the street facade as regulated by § 215-20B(4).
 - (3) Incidental signs permitted by § 215-20G(1) and (2) may include the business name of the premises to which they relate, provided that it is relevant and subsidiary to the directional or informational function of the sign.
 - (4) Notwithstanding § 215-13A, ground signs permitted by § 215-20G(1) above shall be located on the property to which they relate and in a fixed location which will not interfere with or impede vehicular or pedestrian traffic.
- H. Advertising signs. Standardized outdoor advertising signs may be erected on a vacant lot, provided that only one (1) such sign is located within sixty-one (61) metres of any other on the same side of the street, but this does not apply to such signs on opposite sides of a grade-

separated railway crossing. Such signs shall also be subject to the following requirements:

- (1) Signs must be located in conformity with the required yard set-backs for buildings as prescribed in the Zoning Code.
- (2) For the purpose of this provision, "vacant lot" shall mean an unoccupied parcel of land having a minimum frontage of fifteen (15) metres and which is a lot as defined by the Zoning Code.
- (3) No standardized outdoor advertising signs shall be erected facing closer than forty (40) metres from a residential zone or backing closer than twenty (20) metres from a residential zone or on any site in a commercial zone where the opposite side of the street on which it fronts is zoned residential.

I. Advertising signs: fascia. No advertising fascia signs may be erected in any commercial zone.

J. Special occupancies. The special occupancies hereinafter listed may erect signs in accordance with the following regulations:

(1) Service stations.

- (a) Fascia sign(s) in accordance with § 215-20B of this section and one (1) business identification ground sign for each street frontage.
- (b) For the purposes of this subsection only, such signs may include the registered brand name of the gasoline sold on the premises, the hours of operation and self-serve or carwash designation, if applicable.
- (c) In addition, signs commonly known as "pump toppers," provided that the total gross display area does not exceed eight-tenths (0.8) square metre per pump island, provided that the total gross display area per pump does not exceed two-tenths (0.2) square metre in area.

- (d) One (1) non-illuminated general advertising sign for the promotion of goods or services permitted to be sold on the premises, as regulated by the Zoning Code, not exceeding one and five-tenths (1.5) square metres in display area may be erected for each street frontage. Such sign may be erected within one and five-tenths (1.5) metres of the street line, and any such sign shall be erected on a foundation in accordance with § 215-18C of this chapter and shall be a permanent installation designed for the display of changeable copy.
 - (e) Non-illuminated incidental fascia signs not exceeding one and five-tenths (1.5) square metres in area may be erected to identify the wash and lubrication entrance, restrooms and a lessee or licensed mechanic. Lane designation signs not exceeding one (1) square metre may be erected on any weather canopy.
 - (f) In addition to the foregoing signs, not more than two (2) business identification signs may be erected on the weather canopy.
 - (g) Notwithstanding the definition of a canopy sign in § 215-11, a sign mounted on the face of a weather canopy may be considered to be a fascia sign and may face in any direction, provided that the number of such signs does not exceed that permitted under § 215-20B(1) and (2) and J(1)(f) above. The display area of any such sign does not exceed thirty per cent (30%) of the facade area of the canopy on which it is erected.
- (2) Public garages.
- (a) Fascia, awning signs in accordance with § 215-20B(1), (2), (3), (4) and (5) of this section.

- (b) One (1) business identification ground sign for each street frontage.
 - (c) For the purpose of this subsection only, business identification signs permitted under § 215-20J(2)(a) and (b) may, in the case of motor vehicle dealerships, include the manufacturer's name and/or automobile brand names.
 - (d) Incidental signs. Fascia signs not exceeding one and five-tenths (1.5) square metres in area identifying service areas provided on the premises.
- (3) Car washes.
- (a) Car washes operating in combination with retail gasoline outlets may erect signs in accordance with § 215-20J(1).
 - (b) Car washes operating without retail outlets may erect signs in accordance with § 215-20J(2).
 - (c) In addition to the signs permitted in the foregoing subsections, a car wash may erect one (1) ground or fascia sign not exceeding three (3) square metres of display area for the display of wash prices and services, provided that such sign is located adjacent to the wash waiting line and is not closer than ten (10) metres to a street line or one and five-tenths (1.5) metres from other lot line.
- (4) Shopping centres. The following signs only may be permitted in conjunction with a shopping centre, as defined under § 215-11, in any CP Local, CP Preferred, CP Regional, Commercial Limited or Industrial Zone:
- (a) One (1) ground business identification sign (which may include a tenant directory) may be erected for the general identification of a

shopping centre. Where a shopping centre abuts a road allowance having a minimum of twenty-six (26) metres in width, one (1) business identification ground sign (including a tenant directory) may be erected for every two hundred (200) metres of street frontage, or part thereof, measured at the street line of the property. A minimum of sixty-one (61) metres shall be required between any two (2) signs erected on the same street frontage.

- (b) Business identification fascia, awning or canopy signs in accordance with § 215-20B and D(1) and (2).
- (c) Business identification fascia signs (upper storeys) in accordance with § 215-20C(1), (2) and (3), conditional upon such signs being uniform as to height and location, provided that no such signs shall be erected above the second storey.
- (d) Incidental signs in accordance with § 215-20G(1), (2) and (3) and/or directory sign(s) indicating tenant identification and location within a shopping centre. Any such directory sign shall not exceed three (3) square metres in display area and shall be located not closer to a property line than any pedestrian walkway which is abutting and parallel to the building.
- (e) Notwithstanding the limitations of § 215-20B(1) of this section, any business establishment located in a shopping centre may erect one (1) business identification fascia or canopy sign, whether or not the frontage of such business abuts a street.
- (f) Where a business provides a customer entrance or display window on both an internal mall or walkway and each frontage facing a street, there may be erected one (1) business

identification sign at each such entrance or display window.

- (g) In addition to § 215-20J(4)(e) and (f), where a canopy forms a covered walkway, there may be erected, for each business establishment having an entrance on to the same, one (1) double-faced business identification sign fastened to the underside of said canopy. Any such sign may be illuminated, but it shall not exceed three-tenths (0.3) square metre in display area for each face.
- (5) Drive-through restaurants. The following signs shall be allowed for drive-through restaurants with pick-up window facilities in addition to those allowed in § 215-20B. A drive-through may erect one (1) ground or fascia sign not exceeding three (3) square metres of display area for the purpose of displaying the items for sale and prices of those items listed, provided that the sign shall be located next to the stacking lane and is a minimum of ten (10) metres from a street line or lot line abutting a residential property and one and five-tenths (1.5) metres from any other lot line.
- (6) Stand-alone banks and drive-through ATM (automated teller machine). **[Added 1995-08-18 by By-Law No. 1995-160]**
- (a) The site and building shall be used for a stand-alone bank or trust company only. The site shall be a separate lot, not included within a shopping centre property, having a minimum of thirty (30) metres of lot frontage abutting a street and may include a drive-through lane for an ATM (automated teller machine).
- (b) A stand-alone bank, in addition to permitted fascia signage under § 215-20B, D, E and G, shall be permitted one (1) business identification ground sign. Notwithstanding § 215-12, the ground sign shall not exceed six

and five-tenths (6.5) metres in height, nor have a display area larger than eight and zero-tenths (8.0) square metres, with a maximum horizontal dimension of the display panel of two (2) metres.

- (c) The business identification ground sign shall maintain a two-and-four-tenths-metre clearance from the average grade to the underside of the sign structure.
- (d) The business identification ground sign shall not interfere with required on-site parking, nor shall it be located closer than one and five-tenths (1.5) metres from any property line or fifteen (15) metres from any property line abutting a residential zone.
- (e) Where a drive-through ATM (automated teller machine) has been approved for installation, the structure may erect canopy signage as follows:
 - [1] A canopy sign band shall be permitted on all four (4) sides of the drive-through ATM's canopy structure, having a maximum display height of six-tenths (0.6) metre by the length of the canopy side. A maximum display area of the front and rear sides of the canopy sign band shall be two and five-tenths (2.5) square metres each and a total display area of all four (4) sides of the canopy sign band of eight and four-tenths (8.4) square metres.
 - [2] Where a drive-through ATM (automated teller machine) is within fifty (50) metres of a residential zone, the sign panel face shall be designed to defuse the background light and only provide illumination for the actual lettering.

- K. Non-commercial building. Any sign erected for the identification of a residential, institutional or public building located in a commercial zone shall conform to the provisions of this chapter as set forth for such buildings located in a residential zone.
- L. Business and professional office buildings exceeding two (2) storeys in height may erect:
- (1) Business and identification fascia, awning, canopy or marquee signs on the first storey only, in accordance with § 215-20B(1), (2), (3) and (4).
 - (2) Incidental signs in accordance with § 215-20G(1), (2), (3) and (4).
 - (3) One (1) ground sign, upper storey fascia, canopy or marquee sign for the general identification of the building may be erected for each street frontage. Such upper storey fascia, awning or canopy sign shall not exceed twenty per cent (20%) of the facade of the storey on which it is erected.
 - (4) One (1) tenant directory, provided that the same is integrated as part of a general identification ground sign.
 - (5) One (1) fascia sign, for the identification of the major tenant of a building exceeding seven (7) storeys in height (including the mechanical penthouse) may be erected on each mechanical penthouse elevation. Such fascia sign shall not exceed twenty per cent (20%) of the facade of the mechanical penthouse elevation on which it is erected. The major tenant would be a tenant which occupies a minimum of twenty-five per cent (25%) of the gross floor area of the building. **[Amended 1995-08-18 by By-Law No. 1995-160]**

M. Hotels.

- (1) Business identification fascia, awning, canopy or marquee signs on the first storey only in accordance with § 215-20B(1), (2), (3) and (4).
 - (2) Incidental signs in accordance with § 215-20G(1), (2), (3) and (4).
 - (3) One (1) ground sign, upper storey fascia, awning or canopy business identification sign for the general identification of the building may be erected for each street frontage. Such upper storey fascia, awning or canopy sign shall not exceed twenty per cent (20%) of the facade of the storey on which it is erected.
 - (4) One (1) fascia business identification sign may be erected on each penthouse elevation on a hotel building exceeding seven (7) storeys in height (including the mechanical penthouse), provided that each sign does not exceed twenty per cent (20%) of facade area of the mechanical penthouse elevation on which it is erected. **[Amended 1995-08-18 by By-Law No. 1995-160]**
- N. Temporary signs shall be permitted in accordance with the provisions of § 215-5.
- O. Inflatable advertising signs shall be subject to the regulations of § 215-5I. **[Added 1995-08-18 by By-Law No. 1995-160]**
- P. Street-ad ground signs shall be subject to the regulations of § 215-12M. **[Added 1995-08-18 by By-Law No. 1995-160]**

§ 215-21. Residential zones.

- A. No class of sign shall be erected, displayed, structurally altered or repaired, notwithstanding the repairs or alterations that may be required under §§ 215-6 and 215-7, in a residential zone except as specifically set out in the following regulations.

B. Business identification signs.

- (1) One (1) ground or fascia sign not exceeding four-tenths (0.4) square metre in display area may be erected for any permitted business use in a residential building in a residential zone. A fascia sign must be erected on a wall fronting a street.
- (2) Fascia, awning or canopy signs in accordance with § 215-20B, C and D may be erected for any commercial use lawfully operating in a residential zone.

C. Identification signs.

- (1) One (1) ground and one (1) fascia, awning or canopy identification sign may be erected in conjunction with an apartment building, provided that any such sign does not exceed four (4) square metres in display area and is located on the lands to which it relates, provided that any such fascia sign must be erected on a wall fronting a street.
- (2) Notwithstanding the definition of an identification sign, apartment buildings may include renting and vacancy information as part of their ground identification sign.
- (3) One (1) ground and one (1) fascia, awning or canopy identification sign may be erected for any institution, school, church or other public building. The foregoing uses listed may erect a ground sign that is perpendicular to the street, provided that it is set back ten (10) metres from any abutting residential property line and one and five-tenths (1.5) metres from a street line. Such ground sign may have up to five (5) square metres in display area and may have a maximum of seventy-five per cent (75%) of display area for changeable messages. In addition, a fascia, awning or canopy sign may be added on the wall facing a street, provided that the total display area of all signs does not exceed ten per

cent (10%) of the facade area of the first storey facing the street frontage.

- D. Advertising signs. No advertising signs shall be erected in a residential zone.
- E. Temporary signs shall be permitted in accordance with § 215-5.
- F. Incidental signs.
 - (1) Ground or fascia signs for traffic, parking and loading, pedestrian or similar control and/or directional information may be erected in conjunction with an apartment, institutional or public building, provided that such signs do not exceed 1.5 square metres in display area.
 - (2) Notwithstanding § 215-13A, ground signs permitted by § 215-21F(1) shall be located on the property to which they relate and in a fixed location which will not interfere with or impede vehicular or pedestrian traffic.

§ 215-22. Industrial zones.

- A. No class of sign shall be erected, displayed, structurally altered or repaired, notwithstanding the repairs or alterations that may be required under §§ 215-6 and 215-7, in an industrial zone except as specifically set out in the following regulations.
- B. Business identification and identification signs: fascia, canopy, ground and vertical.
 - (1) Any business which is the sole occupant of an industrial building may erect two fascia signs or one awning or canopy sign for each street frontage, provided that such sign(s) are erected on a wall or canopy which fronts a street.

- (2) In addition to Subsection B(1) of this section, the sole occupant may erect one ground sign per street frontage, if the site abuts more than one street. A maximum of two ground signs shall be erected on an industrial zoned site that abuts two or more street frontages. A maximum of one standard outdoor advertising ground or roof sign, as regulated under § 215-22C, may be installed in lieu of one identification ground sign permitted herein. **[Amended 1995-08-18 by By-Law No. 1995-160; 1997-10-06 by By-Law No. 1997-193]**
- (3) Each business located in a multi-tenant industrial building may erect two fascia signs or one awning or canopy sign on the facade of the portion of the building they occupy. Should they occupy a portion of the building with frontage on more than one street, such signs shall be permitted on each wall fronting a street.
- (4) On any multi-tenant industrial building, there may be erected one fascia, ground, awning, canopy or vertical sign per street frontage for the general identification of the building, and any such identification ground, fascia or vertical sign will make provisions to include a tenant directory. Notwithstanding the foregoing, a maximum of two such ground signs shall be permitted on a site with two or more street frontages. A permitted vertical sign shall be erected in accordance with § 215-20C(2). A maximum of one standard outdoor advertising ground or roof sign, as regulated under § 215-22C, may be installed in lieu of one identification ground sign permitted herein. **[Amended 1995-08-18 by By-Law No. 1995-160; 1997-10-06 by By-Law No. 1997-193]**
- (5) The total display area of any signs permitted under § 215-22B(1) shall not exceed 20% of the street frontage facade of the building. Signs permitted

under § 215-22B(3) shall not exceed 20% of the facade of the portion of the building they occupy.

- (6) Except for hotels or retail shopping centres, any building not exceeding two storeys in height, designed or legally used for commercial purposes and so situated on the property as to satisfy the industrial requirements of the city zoning by-laws, as amended for front and side yards, may erect signs in accordance with the city sign provisions for industrial buildings. Hotels shall comply with the provisions of § 215-20M. A retail shopping centre shall comply with the provisions of § 215-20J(4). All other commercial buildings shall comply with the sign provisions of this chapter for commercial zones.
 - (7) Side wall signs shall be permitted in accordance with § 215-20B(3), and may be illuminated if located a minimum of 50 metres or greater from a residential zone. **[Amended 1995-08-18 by By-Law No. 1995-160]**
 - (8) Inflatable advertising signs shall be permitted to be erected on industrial sites, in accordance with the regulations under § 215-5I. **[Added 1995-08-18 by By-Law No. 1995-160]**
 - (9) Street-ad signs shall be permitted to be erected on an industrial site, in accordance with the regulations under § 215-12M. **[Added 1995-08-18 by By-Law No. 1995-160]**
 - (10) Signage for a drive-through ATM (automated teller machines) erected on an industrial site, shall be in accordance with § 215-20J(6)(e). **[Added 1995-08-18 by By-Law No. 1995-160]**
- C. Advertising signs. Standardized outdoor advertising signs may be permitted, provided that only one such sign is located within 61 metres of any other sign on the same side of the street, but this does not apply to such signs on

opposite sides of grade-separated railway crossings. Such signs shall also be subject to the following requirements:

- (1) No standardized outdoor advertising sign shall be erected facing closer than 40 metres from a residential zone or backing closer than 20 metres from a residential zone or on any site in an industrial zone where the opposite side of the street on which it fronts is zoned residential.
- (2) One standardized outdoor advertising ground sign may be permitted on any vacant lot, provided that the subject sign meets the yard set-back requirements for a building as prescribed by the city Zoning Code provision. "Vacant lot" shall mean an unoccupied parcel of land having a minimum frontage of 15 metres and which is a lot as defined by the Zoning Code.
- (3) Standardized outdoor advertising ground or fascia signs, including side or rear wall signs, notwithstanding § 215-12D, may be erected on any occupied lot in accordance with the following limitations:
 - (a) No such sign shall exceed seven square metres on lots up to 30 metres in frontage or 19 square metres on lots up to 60 metres in frontage or 28 square metres on lots over 60 metres in frontage.
 - (b) No ground sign shall be erected closer to a property line than the minimum set-back distance for a building as required by the Etobicoke Zoning Code.
 - (c) Notwithstanding § 215-22C(3)(a), no fascia standardized outdoor advertising sign erected on a street elevation shall exceed, in combination with any permitted business identification sign, 20% of the area of the first

storey facade or be erected above the first storey.

- (4) **[Added 1997-10-06 by By-Law No. 1997-193]** Standard outdoor advertising roof sign. Subject to § 225-22B(2) and (4), standard outdoor advertising roof signs may be allowed in accordance with the following:

- (a) A standard outdoor advertising roof sign shall not exceed 7.5 metres in height above the roof of the building on which it is installed and not to exceed a maximum display area of 25 square metres in display area per side.
- (b) The minimum distance between the sites of any two standard outdoor advertising roof signs shall be 230 metres.
- (c) The minimum distance from any residential zone to the site on which the standard outdoor advertising roof sign is elected shall be 61 metres.

D. Incidental signs. The following incidental signs only shall be permitted:

- (1) Ground signs for traffic, parking and loading, pedestrian or similar control and/or directional

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information, provided that each such sign does not exceed 1.5 square metres in display area.

- (2) Parking, loading, receiving, shipping and/or similar information signs not exceeding the following limitations:
 - (a) Up to eight metres from any street line, a maximum display area of 1.5 square metres.
 - (b) Such signs may be increased an additional two-tenths (0.2) square metre in display area for each 1.5 metres of set-back over eight metres from any street line, up to a maximum total display area of three square metres.
 - (c) Such signs shall be attached to the building.
 - (d) Such signs shall not be illuminated where facing an abutting residential property.
 - (e) The total display area of such signs in combination with any other sign shall not exceed 20% of the street facade as regulated by § 215-22B(5).
 - (f) Incidental signs permitted by § 215-22D(1) and (2) may include the business name or logo to which the sign relates, provided that the name is relevant and subsidiary to the directional or informational function for the sign.
 - (3) Notwithstanding § 215-13A, ground signs permitted by § 215-22D(1) and (2) shall be located on the property to which they relate and in a fixed location which will not interfere with or impede vehicular or pedestrian traffic.
- E. Non-commercial or non-industrial buildings. Any sign erected for the identification of a residential, institutional or public building located in an industrial zone shall conform to the provisions of this chapter set forth for such buildings in a residential zone.

- F. Temporary signs shall be permitted in accordance with § 215-5.
- G. Mobile signs shall be permitted in accordance with the requirements under § 215-5H.

§ 215-22.1. Woodbine Race-track. [Added 2000-04-13 by By-Law No. 187-2000]

- A. This section shall apply to those lands outlined with a heavy solid line on the map attached as Schedule D to this chapter.²
- B. Despite § 215-22B(4), two business identification ground signs are permitted on each of the Highway 427 and the Highway 27 street frontages.
- C. The conversion of three double-poled standardized outdoor advertising ground signs to a single-pole format is permitted at the following locations:
 - (1) One sign on the south side of Rexdale Boulevard, approximately 200 metres to the west of the intersection with Humberwood Boulevard;
 - (2) One sign on the south side of Rexdale Boulevard at or near the intersection with Humberwood Boulevard; and
 - (3) One sign on the north side of Rexdale Boulevard on lands contained by a circular road providing access to and from an underpass under Rexdale Boulevard;

and, despite § 215-8B, the conversion at these locations shall not give rise to a requirement that the signs comply with any provisions of this chapter with which the signs were not legally obliged to comply prior to the conversion.

² Editor's Note: Schedule D is included at the end of this chapter.

- D. Section 215-12(D) shall not apply to prevent the addition of a crown element to the top of five standardized outdoor advertising ground signs that existed on January 1, 2000, at the following locations:
- (1) One sign on the south side of Rexdale Boulevard approximately 200 metres west of the intersection with Humberwood Boulevard;
 - (2) One sign on the south side of Rexdale Boulevard at or near the intersection with Humberwood Boulevard;
 - (3) One sign on the south side of Rexdale Boulevard approximately 200 metres east of the intersection with Humberwood Boulevard;
 - (4) One sign on the north side of Rexdale Boulevard on lands contained by a circular road providing access to and from an underpass under Rexdale Boulevard; and
 - (5) One sign on the west side of Highway 27 approximately 40 metres north of the entrance road to the race-track from the southbound lanes of Highway 27, on the condition that the height of each sign, with the addition of the crown element, does not exceed 8.8 metres.
- E. Sections 215-4C, 215-22C and 215-22D(1) shall not apply to prevent the erection or display of two four-and-nineths-metre high double-sided illuminated directional pylon ground signs each having a maximum display area of 6.95 square metres and featuring an L.E.D. display no larger than 1.02 square metres.
- F. Section 215-22D(1) shall not apply to prevent the erection or display of three four-and fifty-eight-hundredths-metre high double-sided illuminated directional pylon ground signs each having a maximum display area of 5.69 square metres.

G. Section 215-22D(1) shall not apply to prevent the erection or display of:

- (1) Ten one-and-seven-hundredths-metre high double-sided non-illuminated directional ground signs each having a maximum display area of 2.52 square metres;
- (2) Eighteen two-and-fourteen-hundredths-metre high double-sided non-illuminated directional ground signs each having a maximum display area of 2.52 square metres; and
- (3) Two two-and-fourteen-hundredths-metre high double-sided illuminated directional ground signs each having a maximum display area of 2.52 square metres.

H. Sections 215-22B, 215-22C and 215-22D(1) shall not apply to prevent the erection or display of or restrict the size of banners attached to light standards located in the parking areas on the condition that:

- (1) Each banner is no larger than 2.44 metres by 0.77 metres and has a maximum display area of 3.76 square metres;
- (2) A maximum of two banners may be displayed on each light standard; and
- (3) The primary purpose of the banners is to provide traffic, parking or directional information, although they may, as a secondary purpose, identify on-site activities.

I. Sections 215-22B and 215-22C shall not apply to prevent the erection or display of 28 trailblazing banners on 14 poles located along the main entrance road running south from Rexdale Boulevard on the condition that:

- (1) Each banner is no larger than 2.44 metres by 0.74 metres and has a maximum display area of 3.62 square metres;

- (2) A maximum of two banners may be displayed on each pole; and
 - (3) The banners shall be used for business identification purposes or to advertise on-site activities only.
- J. Despite the definition of “fascia sign” in § 215-11, a sign attached parallel to the wall of a building and projecting out from the wall by no more than 1.2 metres is a fascia sign for the purposes of this section.
- K. Despite § 215-14, a fascia sign attached to the north wall of the main building may include an L.E.D. display that is no larger than 88.7 square metres in area.
- L. Despite § 215-15A, a fascia sign attached to the north wall of the main building may extend up to 6 metres above the roof of the building.
- M. Section 215-15D shall not apply to prevent the erection or display of one double-sided free-standing relocatable sign featuring the word “Valet” and having a maximum height of 2.14 metres and a maximum display area of 1.0 square metre.
- N. Sections 215-22B and 215-22C shall not apply to prevent the erection or display of a fascia sign having a maximum display area of 253 square metres on the west face of the main building on the condition that the sign is used for business identification purposes or to advertise on-site activities only.
- O. Sections 215-22B and 215-22C shall not apply to prevent the erection or display of a fascia sign having a maximum display area of 251 square metres on the east face of the main building on the condition that the sign is used for business identification purposes or to advertise on-site activities only.

§ 215-23. Agricultural zones.

- A. No class of sign shall be erected, displayed, structurally altered or repaired, notwithstanding the repairs or alterations that may be required under §§ 215-6 and 215-7, in an agricultural zone except as specifically set out in the following regulations.
- B. Business identification and identification signs: fascia, awning, canopy and ground signs.
- (1) For any building designed or legally used as a permitted business within an agricultural zone, one fascia, awning or canopy sign and one ground sign may be erected for each street frontage of the business premises. Signs shall be attached to the building wall fronting a street. The display area of any such signs shall not exceed 20% of the street frontage facade of the building.
 - (2) For any other non-residential building, there may be erected one non-illuminated ground or fascia sign, provided that such sign does not exceed five square metres in display area.
 - (3) Signs erected in conjunction with a residential building shall comply with the provisions of this chapter for residential signs.
- C. Advertising signs. Standardized outdoor advertising signs may be erected on a vacant lot, provided that only one such sign is located within 61 metres of any other on the same side of the street, but this does

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not apply to such signs on opposite sides of a grade-separated railway crossing. Such signs shall also be subject to the following requirements:

- (1) Signs must be located in conformity with the required yard set-backs for buildings as prescribed in the Zoning Code.
- (2) For the purpose of this provision, "vacant lot" shall mean an unoccupied parcel of land having a minimum frontage of fifteen (15) metres and which is a lot as defined by the Zoning Code.
- (3) No standardized outdoor advertising signs shall be erected facing closer than forty (40) metres from a residential zone or backing closer than twenty (20) metres from a residential zone or on any site in an agricultural zone where the opposite side of the street on which it fronts is zoned residential.

D. Temporary signs shall be permitted in accordance with § 215-5.

E. Incidental signs.

- (1) Any business use permitted by the zoning by-laws may erect incidental signs as permitted by § 215-20G.
- (2) Any public or institutional use may erect incidental signs as permitted by § 215-21F.

§ 215-24. Greenbelt zones.

A. No class of sign shall be erected, displayed, structurally altered or repaired, notwithstanding the repairs or alterations that may be required under §§ 215-6 and 215-7, in greenbelt zones except as specifically set out in the following regulations.

B. Business identification signs.

- (1) No business signs will be permitted for any non-residential use.
- (2) Signs erected in conjunction with a residential building shall comply with the provisions of this chapter for residential zones.

C. Advertising signs. No advertising signs will be permitted.

D. Identification signs. One (1) ground or fascia identification sign not exceeding five (5) square metres in display area may be erected for any permitted non-residential use located in a greenbelt zone. Any such sign shall be erected on a wall facing or in a yard abutting the street frontage of the premises.

E. Temporary signs shall be permitted in accordance with § 215-5.

F. Incidental signs.

- (1) Ground signs for the control of traffic, parking and loading and/or directional information, provided that such sign does not exceed one and five-tenths (1.5) square metres in display area.
- (2) Notwithstanding § 215-13A, ground signs permitted by § 215-24F(1) shall be located on the property to which they relate and in a fixed location which will not interfere with or impede vehicular traffic.

§ 215-25. Utility zones.

A. No class of sign shall be erected, displayed, structurally altered or repaired, notwithstanding the repairs or alterations that may be required under §§ 215-6 and 215-7, in a utility zone, except as specifically set out in the following regulations.

B. No business identification sign shall be permitted.

- C. Identification signs. One (1) ground and fascia identification sign shall be permitted for any public building permitted by the Zoning Code. The area of the identification signs, in combination or alone, shall not exceed ten per cent (10%) of the street facade area of the building, and any permitted identification sign shall be erected on a wall facing or in a yard abutting the street frontage of the building.
- D. Advertising signs. Standardized outdoor advertising signs may be permitted, provided that only one (1) such sign is located within sixty-one (61) metres of any other such sign on the same side of the street, but this does not apply to such signs on opposite sides of grade-separated railway crossings. Such signs shall also be subject to the following regulations:
- (1) No such sign shall be erected in a U Zone abutted on both sides by a residential zone and/or greenbelt zone, or both, or where the opposite side of the street is zoned residential and/or greenbelt.
 - (2) Where a U Zone abuts a greenbelt zone or residential zone on one side and an industrial or commercial zone on the other, such signs shall be permitted between the midpoint of the U Zone and the abutting industrial and commercial zone only.
 - (3) Where permitted, such signs shall maintain a minimum set-back from the street line of seven and five-tenths (7.5) metres. When the erection of such signs occurs as described in Subsection D(2), a maximum display area of twenty (20) square metres may be permitted. Any illumination shall be directed away from the residential zones abutting the U Zone.
- E. Temporary signs shall be permitted in accordance with § 215-5.

Part II
Signs on Public Property
[Added 1995-08-18 by By-Law No. 1995-159]

§ 215-26. Scope.

A. In Part II of this chapter:

- (1) "City" means the Corporation of the City of Etobicoke.
- (2) "Public property" means property owned by the Corporation, including realty, buildings and any trees, poles, posts, standards or other objects, including any object used for the purposes of any telephone, telegraph or electrical power company or public utility or any object used for traffic control purposes, situate on or above any highway or property owned by the Corporation, but excluding any property owned by the provincial or federal governments, Metropolitan Toronto, a Crown Corporation, Ontario Hydro, a railway company and any school board, college or university.
- (3) "Works Commissioner" means the Commissioner of Works for the City of Etobicoke.

B. No signs shall be erected or displayed on or be attached to any public property except as provided for in this chapter.

§ 215-27. Signs on public utility poles.

- A. In this section, "public utility" means an entity which provides a municipal or public utility service and includes the city, Bell Canada, Consumers' Gas, the Etobicoke Hydro Electric Commission and Ontario Hydro.
- B. Signs may be attached to public utility poles, provided that the sign complies with the following provisions:

- (1) The sign is no larger in size than eight and one-half by eleven (8½ x 11) inches [twenty-one and five-tenths by twenty-eight (21.5 x 28) centimetres].
 - (2) The sign is made of biodegradable paper or lightweight cardboard material.
 - (3) The sign is attached no higher than seven (7) feet [two and thirteen-hundredths (2.13) metres] above ground level at the sign's highest point.
 - (4) The sign is at all places attached flush to the surface of the public utility pole.
 - (5) The sign is attached to the public utility pole by means only of masking tape, staples or thumb tacks.
 - (6) The sign has printed on it the date of posting and the name and telephone number of the advertiser.
 - (7) The sign does not interfere with any municipal or public utility services.
- C. Notwithstanding Subsection B above, signs advertising commercial services or goods, which are in the nature of an ongoing business or regular commercial enterprise, may be attached only to public utility poles located on those arterial roads set out in Schedule A attached hereto.²
- D. No person, business or organization shall attach more than one (1) sign to a single public utility pole at any one (1) time.
- E. The maximum length of time permitted for a sign to be attached to a public utility pole is fourteen (14) days.
- F. Notwithstanding Subsection E above, where a sign attached to a public utility pole contravenes this chapter or constitutes a safety hazard, the Works Commissioner or his designate, in their absolute discretion, may cause the sign to be removed without notice to the advertiser.

² Editor's Note: Schedule A is included in § 215-35 of this chapter.

G. Public utility poles may be maintained by or on behalf of the city or public utility, and such maintenance may include periodic clearing of all signs attached to the poles without notice to the advertiser.

§ 215-28. Community bulletin boards.

A. In this section:

- (1) "Community bulletin board" means a bulletin board designated by the city as a community bulletin board upon which signs may be displayed by members of the public.
- (2) "Commercial kiosk" means a bulletin board intended for the display of signs advertising goods or services in the nature of an ongoing business or regular commercial enterprise, as well as for some community advertising, and located in such general commercial areas as the Works Commissioner or his designate may, in their absolute discretion, determine.

B. Signs may be posted on the community bulletin boards designated in the attached Schedule B and the commercial kiosks designated in the attached Schedule C,³ provided that:

- (1) The sign indicates the date of posting and the name, address and telephone number of the advertiser.
- (2) No person, business or organization uses more than three (3) square feet [twenty-eight hundredths (0.28) square metres] of the total display area of the community bulletin board or kiosk at any one time.

C. Signs may be posted on a community bulletin board or commercial kiosk for a maximum time period of thirty

³ Editor's Note: Schedules B and C are included in §§ 215-36 and 215-37 of this chapter respectively.

(30) days, after which they are to be removed by the advertiser.

- D. Notwithstanding Subsection C above, community bulletin boards and commercial kiosks shall be maintained by or on behalf of the city, and such maintenance may include periodic clearing of all signs and materials posted thereon without notice to the advertiser.

§ 215-29. Temporary signs.

- A. No temporary signs, including portable or relocatable signs and mobile signs as defined in § 215-11 of this chapter, shall be allowed on public property with the exception of:
- (1) Signs, including mobile signs, erected or displayed by the city for the purpose of advertising city events or providing public service messages.
 - (2) Signs advertising Red Cross blood donor clinics.
 - (3) Real estate open house signs, provided that:
 - (a) The signs do not cause sight visibility problems for motorists or restrict pedestrian movements.
 - (b) The signs are limited in size to four square feet.
 - (c) The signs are portable, sandwich-board type of good quality.
 - (d) No more than five signs are used for each house for sale.
 - (e) The signs are placed on the streets only on Saturdays and/or Sundays.
 - (f) No signs are placed between the sidewalk and the property line, except for the property where the open house is being conducted or where permission has been granted by the abutting property owners.

- (g) No signs are affixed to public utility poles, traffic signposts or trees.

§ 215-30. (Reserved)²

§ 215-31. Applications for a minor variance.

- A. Applications for a minor variance from the provisions of Part II shall be submitted in writing to the Works Commissioner or his designate.
- B. Every application shall specify the nature of the variance required and the reasons in support of its being granted and shall include a sample of the proposed sign.
- C. A fee of \$75 shall be submitted with the application.
- D. On receipt of the application and the fee, the Works Commissioner or his designate shall review the application for a minor variance and shall notify the applicant of his decision and the reasons therefor within 14 days of the receipt of the application.
- E. The Works Commissioner or his designate shall not be required to hold a deputation with respect to an application for a minor variance under this section.

§ 215-32. Liability.

The provisions of Part II shall not be construed as relieving or limiting the responsibility or liability of any person who erects or displays or causes or permits or allows to be erected or displayed any sign on public property for personal injury, including injury resulting in death, or for property damage, including damage to or interference with any other property that is situate on or beneath public property, including, but not

² Editor's Note: Former § 215-30, Election signs, was repealed 2000-06-07 by By-Law No. 316-2000. For current provisions, contact the City Clerk of the City of Toronto.

restricted to, any cables, wires, pipes, conduits or matters of a similar nature, resulting from such sign or from the acts or omissions of such person or his agents, servants, employees, contractors or subcontractors in the construction, erection, maintenance, display, alteration, repair or removal of any sign erected in accordance with the provisions of this section. Likewise, the provisions of this section shall not be construed as imposing on the city, its officers, employees,

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servants and agents any responsibility or liability whatsoever by reason of the provisions of Part II.

§ 215-33. Penalties for offences.

All offences under Part II of this chapter shall be subject to the penalties set out in Part I, § 215-10 of the chapter.

§ 215-34. Administrative fees.

The Works Commissioner may set such administrative fees for the retrieval of signs removed by the city as, in his discretion, are warranted.

§ 215-35. Schedule A: Arterial Roads Where Signs on Poles Are Permitted.

Signs advertising commercial services or goods may be attached to public utility poles on the following roads:

Road Name	From	To
Park Lawn Road	Lake Shore Boulevard	The Queensway
Royal York Road	Lake Shore Boulevard	Dixon Road
Evans Avenue	Royal York Road	The West Mall
Martin Grove Road	Rathburn Road	Steeles Avenue
The East Mall	Evans Avenue	Eglinton Avenue
The West Mall	Evans Avenue	Rathburn Road
Rathburn Road	Islington Avenue	Mill Road
Renforth Drive	Rathburn Road	Carlingview Drive
International Boulevard	Carlingview Drive	Skyway Avenue
Carlingview Drive	Renforth Drive	Disco Road

§ 215-36. Schedule B: Community Bulletin Board Locations.

(To be determined)

§ 215-37

ETOBICOKE CODE

§ 215-37

§ 215-37. Schedule C: Commercial Kiosk Locations.

(To Be determined)

SIGNS

Schedule D: Lands to Which § 215-22.1 Applies



