

## APPENDIX A

**Administrative Design - Proposed Amendment to Chapter 694, Signs, General of the Toronto Municipal Code with respect to implementing a Signage Master Plan on the premises municipally known as 3250 Midland Avenue in the City of Toronto.**

**1. Amend 694 by adding the following to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments.**

A. **3250 Midland Avenue** - Notwithstanding Subsections 694-20. B, C, 694-21.E, and 694-25.B. but subject to all other provisions of this Chapter, the premises municipally known as 3250 Midland Avenue, as delineated with heavy lines on the diagram attached as Area Map - 3250 Midland Avenue, may contain only the following first party signs:

- (1) A ground sign providing direction erected at a point of vehicular ingress and egress to a premises provided:
  - (a) The sign face area shall not exceed 0.5 square metre;
  - (b) The height shall not exceed 1.5 metres;
  - (c) The sign shall have no more than two sign faces;
  - (d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises; and,
  - (e) The sign shall only display static copy.
- (2) A ground sign for other than signs permitted by Subsection A(1), provided:
  - (a) The sign shall be erected at the Midland Avenue frontage of the premises;
  - (b) The sign shall have no more than four sign faces;
  - (c) The total sign face area of all sign faces shall not exceed 46.1 square metres;
  - (d) No sign face shall have a sign face area that exceeds 11.53 square metres;

- (e) The sign shall not be erected within 2.0 metres of any property line;
  - (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
  - (g) The height shall not exceed 7.5 metres; and,
  - (h) Notwithstanding § 694-14.C, the sign may rotate in one direction within a maximum radius of 1.5 metres.
- (3) A ground sign for other than signs permitted by Subsections A(1),(2) provided:
- (a) There shall be no more than forty (40) such signs erected at the premises;
  - (b) The sign shall only display static copy;
  - (c) The sign shall have no more than two sign faces;
  - (d) The sign faces shall be made of rigid material suspended from rigid supports;
  - (e) The sign shall not be erected within 5.0 metres of the Midland Avenue frontage;
  - (f) The sign shall be erected only within the areas indicated as parking and drive aisles on Area Map - 3250 Midland Avenue;
  - (g) The sign shall not be erected within a parking space;
  - (h) The height shall not exceed 6.2 metres; and,
  - (i) The sign face area shall not exceed 4.4 square metres.
- (4) A wall sign, displaying on a Unit bearing logo or corporate symbol permitted by Subsection D(4), provided:
- (a) The sign shall not be erected above the second storey;
  - (b) Where erected at the first storey, the height shall not exceed the lesser of 4.5 metres or the sill of the lowest window at the second storey;
  - (c) The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected;

- (5) A wall sign, displayed upon a Unit identified as 'A' in Column 2: Sign Allocation of Table 1, provided:
- (a) There shall be no more than one such sign;
  - (b) The sign shall not be erected below any overhanging structure;
  - (c) The height shall not be less than 2.6 metres above grade;
  - (d) The sign shall have no more than one sign face;
  - (e) The sign face area shall not exceed 20 percent of the area of the wall of the Unit on which the sign is displayed;
  - (f) Up to 30% of the sign face area may contain readograph copy to a maximum of 5.0 square metres and such copy shall be in conformance with the following requirements:
    - 1. The message duration shall not be less than 10 seconds;
    - 2. The message transition shall not exceed 1.0 second; and
    - 3. During the message transition, the sign shall not display any visible effects, including but not limited to action, motion, fading, dissolving, blinking, intermittent, or flashing light or the illusion of such effects.
  - (g) The sign shall not extend above the wall or parapet wall of the Unit on which it is erected;
  - (h) The sign shall not extend above the wall or parapet wall of the Unit upon which it is erected; and
  - (i) The sign shall not extend beyond either end of the wall of the Unit upon which it is erected.
- (6) A wall sign, displayed upon a Unit identified as 'B' in Column 2: Sign Allocation of Table 1, provided:
- (a) There shall be no more than one such sign;
  - (b) The height shall not be less than 2.6 metres above grade;
  - (c) The sign shall have no more than one sign face;
  - (d) The sign face area shall not exceed 20 percent of the area of the wall of the Unit on which the sign is displayed;

- (e) Up to 30% of the sign face area may contain readograph copy to a maximum of 5.0 square metres and such copy shall be in conformance with the following requirements:
    - 1. The message duration shall not be less than 10 seconds;
    - 2. The message transition shall not exceed 1.0 second; and
    - 3. During the message transition, the sign shall not display any visible effects, including but not limited to action, motion, fading, dissolving, blinking, intermittent, or flashing light or the illusion of such effects.
  - (f) The sign shall not extend above the wall or parapet wall of the Unit on which it is erected;
  - (g) The sign shall not extend above the wall or parapet wall of the Unit upon which it is erected; and
  - (h) The sign shall not extend beyond either end of the wall of the Unit upon which it is erected.
- (7) A wall sign, displayed upon a Unit identified as 'C' in Column 2: Sign Allocation of Table 1, provided:
- (a) There shall be no more than one such sign;
  - (b) The height shall not be less than 2.6 metres above grade;
  - (c) The sign shall have no more than one sign face;
  - (d) The sign face area shall not exceed 20 percent of the area of the wall of the Unit on which the sign is displayed;
  - (e) Up to 30% of the sign face area may contain readograph copy to a maximum of 5.0 square metres and such copy shall be in conformance with the following requirements:
    - 1. The message duration shall not be less than 10 seconds;
    - 2. The message transition shall not exceed 1.0 second; and
    - 3. During the message transition, the sign shall not display any visible effects, including but not limited to action, motion, fading, dissolving, blinking, intermittent, or flashing light or the illusion of such effects.
  - (f) The sign shall not extend above the wall or parapet wall of the Unit on which it is erected;

- (g) The sign shall not extend above the wall or parapet wall of the Unit upon which it is erected; and
  - (h) The sign shall not extend beyond either end of the wall of the Unit upon which it is erected.
- (8) A projecting sign, displayed on a Unit identified as 'C' in Column 2: Sign Allocation of Table 1, provided:
- (a) The sign shall not project more than 1.2 m from the wall on which the sign is erected;
  - (b) The sign shall have no more than two sign faces;
  - (c) Where the sign has two sign faces, the sign faces shall be back to back;
  - (d) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - (e) The sign face area shall not exceed 2.0 square metres;
  - (f) There shall be a minimum vertical clearance of 2.6 metres from the ground, sidewalk, or walkway to the lowest point of the projecting sign;
  - (g) The sign shall not extend above the wall or parapet wall of the building on which it is erected; and,
  - (h) There shall be no more than one such sign erected at the unit.
- (1) A window sign, displayed on a Unit identified as 'D' in Column 2: Sign Allocation of Table 1, provided:
- (a) The sign face area shall not exceed 25 percent of the area of the window upon which the sign is displayed excluding its frame;
  - (b) The sign shall not be located above the second storey of a building; and
  - (c) There shall be no more than one such sign erected at the Unit.

B. Table 1 - 3250 Midland Avenue -Unit Numbers and Sign Allocation

Column 1: Unit Number	Column 2: Sign Allocation
Building B	
B-101	A
B-102	A
B-103	C
B-105	B
B-106	C
B-107	A
B-108	A
B-109	C
B-110	B
B-111	C
B-112	A
B-113	A
B-115	D
B-116	A
B-117	C
B-118	B
B-119	C
B-120	A
B-121	A
B-122	C
B-123	B
B-125	C
B-126	B
B-127	A
B-128	A
B-129	D
Building C:	
C-101	A
C-102	A
C-103	C
C-105	C
C-106	B
C-107	A
C-108	A
C-109	C
C-110	C
C-111	B
C-112	A
C-113	D
C-115	C
C-116	B
C-117	C
C-118	A
C-119	A
C-120	C
C-121	A

C-122	B
C-123	C
C-125	A
C-126	D
Building D:	
D-101	D
D-102	A
D-103	A
D-105	A
D-106	B
D-107	C
D-108	C
D-109	C
D-110	A
D-111	A
D-112	B
D-113	C
D-115	C
D-116	C
D-117	A
D-118	A
D-119	C
D-120	C
D-121	C
D-122	C
D-123	A
D-125	D
Building E:	
E-101	D
E-102	C
E-103	B
E-105	C
E-106	A
E-107	A
E-108	C
E-109	B
E-110	C
E-111	B
E-112	A
E-113	A
E-115	D
Building F:	
F-101	D
F-102	C
F-103	B
F-105	C
F-106	A
F-107	A
F-108	C
F-109	B
F-110	C

F-111	A
F-112	D
Building G:	
G-101	D
G-102	C
G-103	A
G-105	A
G-106	C
G-107	C
G-108	C
G-109	A
G-110	A
G-111	C
G-112	C
G-113	C
G-115	A
G-116	A
G-117	C
G-118	C
G-119	B
G-120	A
G-121	A
G-122	C
G-123	C
G-125	C
G-126	A
G-127	A
G-128	A
G-129	B
G-130	D



Figure 1: Schematic diagram of the experimental setup. (a) shows a side view of a vertical column with a horizontal beam at the top, labeled 'Beam' and 'Column'. (b) shows a top-down view of the beam and column assembly, with labels for 'Beam', 'Column', and 'Support'. A scale bar is provided at the bottom right of the diagram.

2 KEY PLAN N.T.S.

3 CURB DETAIL M.T.S.

