

APPENDIX B

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 15 York Street 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. 15 York Street - Notwithstanding Subsections 694-20. A, C, D and 694-21.H. but subject to all other provisions of this Chapter, the premises municipally known as 15 York Street and commonly known as Maple Leaf Square, as delineated with heavy lines on the diagram attached as Map 1, may contain only the following first party signs:

- (1) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
 - (a) There shall be no more than one sign erected on each wall of the mechanical penthouse(s) on the premises to a maximum of six signs;
 - (b) The sign face area of each sign shall not exceed 31.5 square metres; and
 - (c) The sign shall not extend beyond either end of the wall on which it is erected.
- (2) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A.(1), provided:
 - (a) There shall be no more than two such signs erected on the easterly wall of the building, no more than three such signs erected on each of the northerly and southerly walls of the building and no more than five such signs on the westerly wall of the building located on the premises to a maximum of thirteen (13) signs;
 - (b) One such sign may be erected at the third storey of the northerly wall of the building located on the premises, and where the sign is erected at the third storey of the northerly wall of the building the sign face area shall not exceed 3.5 square metres;
 - (c) One such sign may be erected at the first storey of the northerly wall of the building located on the premises, provided the sign face area of the sign shall not exceed 0.3 square metres

- (d) One such sign may be erected at the first storey of the northerly wall of the building located on the premises, provided the sign face area of the sign shall not exceed 3.0 square metres;
- (e) One such sign may be erected at the eighth storey of the southerly wall of the building located on the premises, and where the sign is erected at the eighth storey of the southerly wall of the building the sign face area shall not exceed 25.0 square metres;
- (f) One such sign may be erected at the second storey of the southerly wall of the building located on the premises, and where the sign is erected at the second storey of the southerly wall of the building the sign face area shall not exceed 12.5 square metres;
- (g) One such sign may be erected at the first storey of the southerly wall of the building located on the premises, and where the sign is erected at the first storey of the southerly wall of the building the sign face area shall not exceed 3.5 square metres;
- (h) One such sign may be erected at the ninth storey of the easterly wall of the building located on the premises, and where the sign is erected at the ninth storey of the easterly wall of the building the sign face area shall not exceed 25.0 square metres;
- (i) One such sign may be erected at the second storey of the easterly wall of the building located on the premises, and where the sign is erected at the second storey of the easterly wall of the building the sign face area shall not exceed 6.0 square metres;
- (j) One such sign may be erected at the ninth storey of the westerly wall of the building located on the premises, and where the sign is erected at the ninth storey of the westerly wall of the building the sign face area shall not exceed 25.0 square metres;
- (k) One such sign may be erected at the third storey of the westerly wall of the building located on the premises, and where the sign is erected at the third storey of the westerly wall of the building the sign face area shall not exceed 3.5 square metres;
- (l) three such signs may be erected at the first storey of the westerly wall of the building located on the premises, and where the sign is erected at the first storey of the westerly wall of the building the sign face area shall not exceed 3.0 square metres;

- (m) The sign shall not extend above the wall or parapet wall of a building; and
- (n) The sign shall not extend beyond either end of the wall on which it is erected.

(3) A ground sign provided:

- (a) There shall be no more than one such sign erected along each property line of the premises;
- (b) Notwithstanding Subsection A(3)(a), two signs may be erected at the westerly frontage of the premises provided they are separated by a distance of 2.5 metres;
- (c) The sign face area shall not exceed 2.0 square metres;
- (d) The height shall not exceed 2.0 metres;
- (e) The sign shall have no more than two sign faces;
- (f) Where the sign has two faces, the sign faces shall be back to back;
- (g) The sign shall not be erected within 0.6 metres of any property line;
- (h) The sign shall not be erected within 20.0 metres of the intersection of two street lines; and,
- (i) There shall be no more than four such signs erected at the premises.

(4) A projecting sign provided:

- (a) There shall be no more than four such signs erected at the premises.
- (b) The sign is erected on the southerly wall or the westerly wall of the building located on the premises;
- (c) There shall be no more than one sign erected on the westerly wall of the building located on the premises;
- (d) There shall be no more than three signs erected on southerly wall of the building located on the premises;

- (e) Where the sign is erected on the southerly wall of the building:
1. the sign shall not be erected above the above the eighth storey of the southerly wall;
 2. the sign shall not project more than 4.2 metres from the wall on which it is erected;
 3. sign face area of the sign shall not exceed 112 square metres;
 4. the sign shall have no more than two sign faces
 5. each sign face shall be no more than 113° from perpendicular (90°) or 67° from perpendicular (90°) to the wall of the building on which the sign is erected; and,
 6. the sign shall not be erected closer than 12.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises;

- (f) Where the sign is erected on the westerly wall of the building:
1. the sign shall not be erected above the above the sixth storey of the westerly wall;
 2. the sign shall not project more than 5.0 metres from the wall on which it is erected;
 3. the sign shall not extend past the property line of the premises;
 4. sign face area of the sign shall not exceed 22.5 square metres;
 5. the sign shall have no more than two sign faces
 6. each sign face shall be perpendicular to the wall of the building on which the sign is erected; and,

(5) An overhanging structure sign provided:

- (a) No sign shall be erected on an overhanging structure located above the second storey of the building;
- (b) There shall be no more than five such signs erected at the premises;
- (c) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1.0 metres above the overhanging structure;
- (d) Where the sign is displayed in whole or in part below the overhanging structure, it shall not extend more than 1.1 metres below the overhanging structure;
- (e) The sign shall not extend beyond either end of the wall from which the overhanging structure projects;

(f) Where the sign is erected on a overhanging structure projecting from the northerly wall of the building on the premises:

- a. The sign shall be erected on an overhanging structure located at the first storey of the northerly wall of the building;
- b. There shall be no more than two such signs;
- c. The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25 percent of the external surface area of that part of the overhanging structure;
- d. Subsection A(5)(f)c. does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure, where the sign is:
 - i. displayed in whole or in part above the overhanging structure, the maximum sign face area shall not exceed 7.5 square metres;
 - ii. displayed in whole or in part below the overhanging structure the maximum sign face area shall not exceed 6.7 square metres; and,
 - iii. otherwise extending beyond the overhanging structure, the maximum sign face area shall not exceed 0.1 square metres.

(g) Where the sign is erected on a overhanging structure projecting from the southerly wall of the building on the premises:

- a. The sign shall be erected on an overhanging structure located at the first storey of the southerly wall of the building;
- b. There shall be no more than one such sign;
- c. The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25 percent of the external surface area of that part of the overhanging structure;
- d. Subsection A(5)(g)c. does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure, where the sign is:
 - i. displayed in whole or in part above the overhanging structure, the maximum sign face area shall not exceed 15.3 square metres;
 - ii. displayed in whole or in part below the overhanging structure the maximum sign face area shall not exceed 0.1 square metres; and,

- iii. otherwise extending beyond the overhanging structure, the maximum sign face area shall not exceed 0.1 square metres.

(h) Where the sign is erected on a overhanging structure projecting from the easterly wall of the building on the premises:

- a. The sign shall be erected on an overhanging structure located at the first storey of the easterly wall of the building;
- b. There shall be no more than two such sign;
- c. The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25 percent of the external surface area of that part of the overhanging structure;
- d. Subsection A(5)(g)c. does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure, where the sign is:
 - i. displayed in whole or in part above the overhanging structure, the maximum sign face area shall not exceed 0.1 square metres;
 - ii. displayed in whole or in part below the overhanging structure the maximum sign face area shall not exceed 13.6 square metres; and,
 - iii. otherwise extending beyond the overhanging structure, the maximum sign face area shall not exceed 0.1 square metres.

(i) Where the sign is erected on a overhanging structure projecting from the westerly wall of the building on the premises:

- a. The sign shall be erected on an overhanging structure located at the first storey of the easterly wall of the building;
- b. There shall be no more than two such signs;
- c. The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25 percent of the external surface area of that part of the overhanging structure;
- d. Subsection A(5)(g)c. does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure, where the sign is:
 - i. displayed in whole or in part above the overhanging structure, the maximum sign face area shall not exceed 8.8 square metres;
 - ii. displayed in whole or in part below the overhanging structure the maximum sign face area shall not exceed 2.9 square metres; and,

- iii. otherwise extending beyond the overhanging structure, the maximum sign face area shall not exceed 0.1 square metres.
- (6) Notwithstanding § 694-14.H and subsection A.(5), an overhanging structure sign providing direction and instruction in association with a vehicular parking facility located on the premises provided:
- (a) There shall only be one such sign erected on the premises;
 - (b) The sign shall only be erected on the northerly frontage of the premises;
 - (c) The sign face area shall not exceed 10.7 square metres (inclusive of the safety clearance bar);
 - (d) The sign (inclusive of the safety clearance bar) shall not extend more than 1.0 metres below the overhanging structure.

B. AREA MAP - 15 York Street:

