

APPENDIX A

Administrative Design – Proposed amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing an Area Specific Amendment on the premises municipally known as 279-283 Yonge Street in the City of Toronto.

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

A. 279-283 Yonge Street - Notwithstanding § 694-25.C. and § 694-25.D. but subject to all other provisions of this Chapter, the premises municipally known as 279-283 Yonge Street and legally described as PL 22A PT LTS 13 & 14, may contain only the following signs:

- (1) Two (2) first party wall signs each displaying the logo “Hard Rock Café” provided:
 - (a) There shall be no more than one such sign erected on the northerly elevation of the building located on the premises and there shall be no more than one such sign erected on the westerly elevation of the building located on the premises;
 - (b) The sign shall be erected on the second storey;
 - (c) Each sign shall display identical sign copy;
 - (d) The sign face area of each sign shall not exceed 11.0 square metres; and
 - (e) Each sign shall not extend beyond either end of the wall on which it is erected.
- (2) One first party wall sign displaying the phrase “Love All Serve All” provided:
 - (a) The sign shall be erected on the westerly elevation of the building located on the premises;
 - (b) The sign shall be erected on the first storey;
 - (c) There shall be no more than one sign face;

- (d) The sign face area of the sign shall not exceed 1.25 square metres; and
 - (e) Each sign shall not extend beyond either end of the wall on which it is erected.
- (3) One first party wall sign displaying the phrase “All is One” provided:
- (a) The sign shall be erected on the northerly elevation of the building located on the premises;
 - (b) The sign shall be erected on the first storey;
 - (c) There shall be no more than one sign face;
 - (d) The sign face area of the sign shall not exceed 1.25 square metres; and
 - (e) The sign shall not extend beyond either end of the wall on which it is erected.
- (4) One third party roof sign, containing no more than five (5) sign faces and no more than one architectural light column, provided:
- (a) One sign face, containing static copy and facing southerly, shall not exceed a sign face width of 7.72 metres and a sign face height of 11.43 metres, and shall be erected so that height of the sign face does not exceed 26.562 metres from grade;
 - (b) One sign face, containing static copy and facing northerly, shall not exceed a sign face width of 27.03 metres and a sign face height of 7.01 metres, and shall be erected so that the height of the sign face does not exceed 21.44 metres from grade;
 - (c) One sign face, containing static copy displaying the name, logo or corporate symbol of an advertising sponsor and facing northerly, shall not exceed a sign face width of 24.38 metres and a sign face height of 1.34 metres, and shall be erected so that the height of the sign face does not exceed 24.31 metres from grade;
 - (d) One curved sign face, containing electronic moving copy and facing northerly and westerly, shall not exceed a sign face width of 19.05 metres and a sign face height of 11.89, and shall be erected so that the height of the sign face does not exceed 26.13 metres from grade;

- (e) One curved sign face, containing mechanical copy and facing northerly and westerly, shall not exceed a sign face width of 17.2 metres and a sign face height of 4.27 metres, and shall be erected so that the height of the sign face does not exceed 30.44 metres from grade; and
- (f) The architectural light column with a 0.3 metre diameter top sphere, containing static copy displaying the logo or corporate symbol of an advertising sponsor, shall be erected so that the height does not exceed 43.43 metres from grade.