

## **APPENDIX A: ADMINISTRATIVE DESIGN – SIGNAGE MASTER PLAN FOR STRATEGIC MEDIA**

### **1. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 1678 Bloor Street West.**

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

- A) The premises municipally known as 1678 Bloor Street West may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;

- b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
  - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;
  - d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;

- d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 6) A projecting sign provided:
  - a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.
- B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 1678 Bloor Street West may contain one third party sign as follows:
  - 1) A wall sign, provided:
    - a) The sign shall have no more than one sign face;
    - b) The sign shall display static copy only;
    - c) The sign shall be located on the West elevation only;
    - d) The width and length of each sign face shall not exceed 12.20 metres and 9.14 metres, respectively, such that the sign face area shall not exceed 111.5 square metres;
    - e) The height of the sign shall not exceed 18.0 metres; and
    - f) The sign shall not be erected facing a street.

**2. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 869/871 Queen Street West.**

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

- A) The premises municipally known as 869/871 Queen Street West may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 869/871 Queen Street West may contain one third party sign as follows:

- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the West elevation only;
  - d) The width and length of each sign face shall not exceed 12.10 metres and 3.70 metres, respectively, such that the sign face area shall not exceed 44.77 square metres;
  - e) The height of the sign shall not exceed 6.80 metres; and
  - f) The sign shall not be erected facing a street.

**3. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 940 Queen Street West.**

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

- A) The premises municipally known as 940 Queen Street West may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.



- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.
- B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 940 Queen Street West may contain one third party sign as follows:
- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the East elevation only;
  - d) The width and length of each sign face shall not exceed 4.5 metres and 4.5 metres, respectively, such that the sign face area shall not exceed 20.25 square metres;
  - e) The height of the sign shall not exceed 9.10 metres; and
  - f) The sign shall not be erected facing a street.

**4. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 352 Adelaide Street West.**

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

- A) The premises municipally known as 352 Adelaide Street West may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 352 Adelaide Street West may contain one third party sign as follows:

- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the West elevation only;
  - d) The width and length of each sign face shall not exceed 7.30 metres and 6.0 metres, respectively, such that the sign face area shall not exceed 43.80 square metres;
  - e) The height of the sign shall not exceed 9.40 metres; and
  - f) The sign shall not be erected facing a street.

**5. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 118 Peter Street.**

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

- A) The premises municipally known as 118 Peter Street may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 118 Peter Street may contain one third party sign as follows:

- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the North elevation only;
  - d) The width and length of each sign face shall not exceed 7.30 metres and 6.0 metres, respectively, such that the sign face area shall not exceed 43.80 square metres;
  - e) The height of the sign shall not exceed 10.5 metres; and
  - f) The sign shall not be erected facing a street.

**6. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 452 Richmond Street West.**

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

- A) The premises municipally known as 452 Richmond Street West may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;



- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 452 Richmond Street West may contain one third party sign as follows:

- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the East elevation only;
  - d) The width and length of each sign face shall not exceed 7.30 metres and 6.10 metres, respectively, such that the sign face area shall not exceed 44.5 square metres;
  - e) The height of the sign shall not exceed 9.30 metres; and
  - f) The sign shall not be erected facing a street.

**7. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 101 Spadina Avenue.**

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

- A) The premises municipally known as 101 Spadina Avenue may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 101 Spadina Avenue may contain one third party sign as follows:

- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the North elevation only;
  - d) The width and length of each sign face shall not exceed 9.10 metres and 4.50 metres, respectively, such that the sign face area shall not exceed 41.0 square metres;
  - e) The height of the sign shall not exceed 7.20 metres; and
  - f) The sign shall not be erected facing a street.

**8. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 185 Spadina Avenue.**

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

- A) The premises municipally known as 185 Spadina Avenue may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 185 Spadina Avenue may contain one third party sign as follows:

- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the North elevation only;
  - d) The width and length of each sign face shall not exceed 10.70 metres and 6.10 metres, respectively, such that the sign face area shall not exceed 65.27 square metres;
  - e) The height of the sign shall not exceed 22.40 metres; and
  - f) The sign shall not be erected facing a street.



**9. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 1944 Yonge Street.**

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

- A) The premises municipally known as 1944 Yonge Street may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.
- B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 1944 Yonge Street may contain one third party sign as follows:
- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the North elevation only;
  - d) The width and length of each sign face shall not exceed 7.60 metres and 9.10 metres, respectively, such that the sign face area shall not exceed 69.16 square metres;
  - e) The height of the sign shall not exceed 21.5 metres; and
  - f) The sign shall not be erected facing a street.

**10. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 18 Wanless Avenue.**

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

- A) The premises municipally known as 18 Wanless Avenue may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 18 Wanless Avenue may contain one third party sign as follows:

- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the North elevation only;
  - d) The width and length of each sign face shall not exceed 10.6 metres and 7.30 metres, respectively, such that the sign face area shall not exceed 77.38 square metres;
  - e) The height of the sign shall not exceed 19.30 metres; and
  - f) The sign shall not be erected facing a street.

**11. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 568 Church Street.**

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

- A) The premises municipally known as 568 Church Street may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.



- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 568 Church Street may contain one third party sign as follows:

- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the North elevation only;
  - d) The width and length of each sign face shall not exceed 12.0 metres and 5.0 metres, respectively, such that the sign face area shall not exceed 60.0 square metres;
  - e) The height of the sign shall not exceed 6.49 metres; and
  - f) The sign shall not be erected facing a street.

**12. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 71/73 King Street East.**

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

- A) The premises municipally known as 71/73 King Street East may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 71/73 King Street East may contain one third party sign as follows:

- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the West elevation only;
  - d) The width and length of each sign face shall not exceed 5.20 metres and 8.50 metres, respectively, such that the sign face area shall not exceed 44.20 square metres;
  - e) The height of the sign shall not exceed 12.80 metres; and
  - f) The sign shall not be erected facing a street.

**13. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 22 (14) Sheppard Street.**

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

- A) The premises municipally known as 22 (14) Sheppard Street may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.
- B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 22 (14) Sheppard Street may contain one third party sign as follows:
- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the South elevation only;
  - d) The width and length of each sign face shall not exceed 7.60 metres and 9.10 metres, respectively, such that the sign face area shall not exceed 69.16 square metres;
  - e) The height of the sign shall not exceed 16.90 metres; and
  - f) The sign shall not be erected facing a street.

**14. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 323 Richmond Street East.**

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

- A) The premises municipally known as 323 Richmond Street East may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;



- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 323 Richmond Street East may contain one third party sign as follows:

- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the East elevation only;
  - d) The width and length of each sign face shall not exceed 10.60 metres and 7.30 metres, respectively, such that the sign face area shall not exceed 77.38 square metres;
  - e) The height of the sign shall not exceed 25.10 metres; and
  - f) The sign shall not be erected facing a street.

**15. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 1577 Danforth Avenue (695 Coxwell).**

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

- A) The premises municipally known as 1577 Danforth Avenue (695 Coxwell) may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 1577 Danforth Avenue (695 Coxwell) may contain one third party sign as follows:

- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the East elevation only;
  - d) The width and length of each sign face shall not exceed 10.60 metres and 7.30 metres, respectively, such that the sign face area shall not exceed 77.38 square metres;
  - e) The height of the sign shall not exceed 17.30 metres; and
  - f) The sign shall not be erected facing a street.

**16. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 174 Spadina Avenue.**

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

- A) The premises municipally known as 174 Spadina Avenue may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
    - c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 174 Spadina Avenue may contain a two third party signs as follows:

1) One wall sign located on the south elevation, provided:

- a) The sign shall have no more than one sign face;
- b) The sign shall display static copy only;
- c) The width and length of each sign face shall not exceed 12.20 metres and 9.14 metres, respectively, such that the sign face area shall not exceed 111.50 square metres;
- d) The height of the sign shall not exceed 22.0 metres; and
- e) The sign shall not be erected facing a street.

2) One wall sign located on the north elevation, provided:

- a) The sign shall have no more than one sign face;
- b) The sign shall display static copy only;
- c) The width and length of each sign face shall not exceed 5.10 metres and 10.60 metres, respectively, such that the sign face area shall not exceed 111.50 square metres;
- d) The height of the sign shall not exceed 22.0 metres; and
- e) The sign shall not be erected facing a street.



**17. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 235 Danforth Avenue.**

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

- A) The premises municipally known as 235 Danforth shall may contain the following first party signs:
- 7) An overhanging structure sign provided:
- a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
  - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
  - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
  - d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
  - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
  - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
- 8) 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 metres;
  - b) The height shall not exceed 1.5 metres;
  - c) The sign shall have no more than two sign faces; and
  - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
- 9) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
- a) There shall be no more than one such sign erected at each frontage;
  - b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;

- c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;
  - d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 10) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 11) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

12) A projecting sign provided:

- a) The sign shall not be erected above the second storey;
- b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
- c) The sign shall have no more than two sign faces;
- d) Where the sign has two sign faces, the sign faces shall be back to back;
- e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
- f) The sign face area shall not exceed 1.0 square metre; and
- g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 235 Danforth Avenue may contain one third party sign as follows:

1) A wall sign, provided:

- a) The sign shall have no more than one sign face;
- b) The sign shall display static copy only;
- c) The sign shall be located on the west elevation only;
- d) The sign shall not be illuminated;
- e) The width and length of each sign face shall not exceed 7.30 metres and 6.10 metres, respectively, such that the sign face area shall not exceed 44.53 square metres;
- f) The height of the sign shall not exceed 15.70 metres; and
- g) The sign shall not be erected facing a street.

**18. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 985 College Street.**

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

A) The premises municipally known as 985 College Street may contain the following first party signs:

13) An overhanging structure sign provided:

- a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
- b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
- c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
- d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
- e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
- f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.

14) 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 metres;
- b) The height shall not exceed 1.5 metres;
- c) The sign shall have no more than two sign faces; and
- d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.

15) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:

- a) There shall be no more than one such sign erected at each frontage;
- b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
- c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
  - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
  - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
  - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
  - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
  - (5) .0 metres when erected at a frontage more than 60 metres;
- e) The sign shall have no more than two sign faces;
- f) The sign shall not be erected within 2.0 metres of any property line; and
- g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.

16) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:

- a) The sign shall only be erected on an office building containing 10 or more storeys;
- b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
- c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
- d) Each sign shall display identical sign copy;
- e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
- f) The sign shall not extend beyond either end of the wall on which it is erected.

17) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
- 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;
- d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
- e) The sign shall not extend above the wall or parapet wall of a building; and
- f) The sign shall not extend beyond either end of the wall on which it is erected.

18) A projecting sign provided:

- a) The sign shall not be erected above the second storey;
- b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
- c) The sign shall have no more than two sign faces;
- d) Where the sign has two sign faces, the sign faces shall be back to back;
- e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
- f) The sign face area shall not exceed 1.0 square metre; and
- g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 985 College Street may contain one third party sign as follows:

1) A wall sign, provided:

- a) The sign shall have no more than one sign face;
- b) The sign shall display static copy only;
- c) The sign shall be located on the west elevation only;
- d) The sign shall not be illuminated;
- e) The width and length of each sign face shall not exceed 6.0 metres and 4.60 metres, respectively, such that the sign face area shall not exceed 27.60 square metres;
- f) The height of the sign shall not exceed 6.90 metres; and
- g) The sign shall not be erected facing a street.

**19. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan for 450 Bathurst Street.**

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

A) The premises municipally known as 450 Bathurst Street may contain the following first party signs:

19) An overhanging structure sign provided:

- a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
- b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
- c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
- d) Subsections A(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
- e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
- f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.

20) 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 metres;
- b) The height shall not exceed 1.5 metres;
- c) The sign shall have no more than two sign faces; and
- d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.

21) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:

- a) There shall be no more than one such sign erected at each frontage;
- b) Notwithstanding Subsection A(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
- c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;

- d) The height shall not exceed:
  - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
  - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
  - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
  - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
  - (5) .0 metres when erected at a frontage more than 60 metres;
- e) The sign shall have no more than two sign faces;
- f) The sign shall not be erected within 2.0 metres of any property line; and
- g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.

22) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:

- a) The sign shall only be erected on an office building containing 10 or more storeys;
- b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
- c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
- d) Each sign shall display identical sign copy;
- e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
- f) The sign shall not extend beyond either end of the wall on which it is erected.

23) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection A(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 of the wall on which the sign is erected;
- 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;
- d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
- e) The sign shall not extend above the wall or parapet wall of a building; and
- f) The sign shall not extend beyond either end of the wall on which it is erected.



24) A projecting sign provided:

- a) The sign shall not be erected above the second storey;
- b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
- c) The sign shall have no more than two sign faces;
- d) Where the sign has two sign faces, the sign faces shall be back to back;
- e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
- f) The sign face area shall not exceed 1.0 square metre; and
- g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 450 Bathurst Street may contain a single third party sign as follows:

1) A wall sign, provided:

- a) The sign shall have no more than one sign face;
- b) The sign shall display static copy only;
- c) The sign shall be located on the west elevation only;
- d) The sign shall not be illuminated;
- e) The width and length of each sign face shall not exceed 6.70 metres and 6.70 metres, respectively, such that the sign face area shall not exceed 44.89 square metres;
- f) The height of the sign shall not exceed 10.0 metres; and
- g) The sign shall not be erected facing a street.

**20. Administrative Design – Proposed Amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing a Signage Master Plan at 805 Bloor Street West.**

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

- A) The premises municipally known as 805 Bloor Street West may contain the following first party signs:
- 1) An overhanging structure sign provided:
    - a) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - b) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
    - c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
    - d) Subsections C(1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
    - f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
  - 2) 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 metres;
    - b) The height shall not exceed 1.5 metres;
    - c) The sign shall have no more than two sign faces; and
    - d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
  - 3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
    - a) There shall be no more than one such sign erected at each frontage;
    - b) Notwithstanding Subsection C(3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;

- c) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;
  - d) The height shall not exceed:
    - (1) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (2) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (3) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (4) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (5) .0 metres when erected at a frontage more than 60 metres;
  - e) The sign shall have no more than two sign faces;
  - f) The sign shall not be erected within 2.0 metres of any property line; and
  - g) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- 4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- a) The sign shall only be erected on an office building containing 10 or more storeys;
  - b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
  - c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - d) Each sign shall display identical sign copy;
  - e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.
- 5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection C(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 of the wall on which the sign is erected;
  - 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;
  - d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - e) The sign shall not extend above the wall or parapet wall of a building; and
  - f) The sign shall not extend beyond either end of the wall on which it is erected.

- 6) A projecting sign provided:
- a) The sign shall not be erected above the second storey;
  - b) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
  - c) The sign shall have no more than two sign faces;
  - d) Where the sign has two sign faces, the sign faces shall be back to back;
  - e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - f) The sign face area shall not exceed 1.0 square metre; and
  - g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.

B) Notwithstanding §694-22 A, C & D, §694-24 A and §694-25 A, and subject to all other provisions of this Chapter, the property municipally known as 805 Bloor Street West may contain one third party sign as follows:

- 1) A wall sign, provided:
- a) The sign shall have no more than one sign face;
  - b) The sign shall display static copy only;
  - c) The sign shall be located on the west elevation only;
  - d) The sign shall not be illuminated;
  - e) The width and length of each sign face shall not exceed 6.10 metres and 7.30 metres, respectively, such that the sign face area shall not exceed 44.53 square metres;
  - f) The height of the sign shall not exceed 14.0 metres; and
  - g) The sign shall not be erected facing a street.