

ATTACHMENT 3:

Administrative Design – Area-Specific Amendment Concerning the Portion of the Newmarket Subdivision South of Steeles Avenue East and Approximately 200 Metres West of Alness Street

1. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following definitions alphabetically in the appropriate place to §694-1:

COMMUNITY MESSAGE - Sign copy displayed on a sign face for the purpose of community uses active within the City, including but not limited to: events sponsored by charitable, cultural, community organizations, or BIA's; and, special events and functions for special Citywide and Province-wide events.

EMERGENCY MESSAGE - Sign copy displayed on a sign face for the purpose of communicating to the public emergencies, such as AMBER Alerts.

NEWMARKET SUBDIVISION – The area labelled "Newmarket Subdivision" and designated as a U-Utility sign district, as provided for in Schedule A to this chapter, located in the westerly area of the City, running in an northerly and southerly direction and commencing near the intersection of Lansdowne Avenue through to Steeles Avenue West, between Keele Street and Dufferin Street, and shall include the abandoned railway corridor commonly known as "The Beltline Trail."

OAKVILLE SUBDIVISION – The area labelled "Oakville Subdivision" and designated as a U-Utility sign district, as provided for in Schedule A to this chapter, located in the westerly area of the City, running in a easterly and westerly direction, generally parallel with the Lake Ontario Shoreline.

2. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 2J to Schedule B to Chapter 694, Signage Master Plans and Area Specific Amendments:

Notwithstanding §694-9B, §694-18C, §694-22A & D, §694-24A and §694-25C, the portion of Newmarket Subdivision legally described as PART OF W1/2 LT 21-22 CON 3 WYS; PART OF LOTS 23-25 CON 3 WYS, DESCRIBED AS PARTS 1, 2 & 3 ON PLAN 66R24607 AND PARTS 1, 2 & 3 ON PLAN 66R24621. FORMERLY TWP OF YORK SUBJECT TO AN EASEMENT IN FAVOUR OF CANADIAN NATIONAL RAILWAY COMPANY AS IN AT2375460, CITY OF TORONTO, at Mile 12.92, south of the boundary of Steeles Avenue West, approximately 200 metres west of the boundary of Alness Street, as set out in heavy lines in Map SA1, may contain a single sign as follows:

(a) One third party ground sign containing two sign face, each facing easterly and westerly, each displaying electronic static copy, provided:

[1] Each of the two sign faces shall provide that a minimum of 1.5 percent of the daily sign copy displayed shall be a community message;

[2] The sign permit issued for the erection and display of the sign shall expire 15 years from the date of issuance and is null and void on its expiry date;

[3] The sign shall not be illuminated between the hours of 11:00 p.m. and 6:00 a.m.;

[4] The two sign faces shall be separated by an interior angle of 30 degrees;

[5] The width and length of each of the two sign faces shall not exceed 10.67 metres and 3.05 metres, respectively, such that the sign face area shall not exceed 32.52 square metres;

[6] The height of the sign shall not exceed 10.0 metres;

[7] The sign shall not be erected within 2.0 metres of the property line;

[8] The sign shall not be erected within 6.0 metres of the intersection of two street lines;

[9] The sign shall not be erected within 6.0 metres of a street line;

[10] No part of the sign shall be located within 10.0 metres of the travelled portion of Steeles Avenue West;

[11] The sign shall replace the sign as described as Sign No. 1 in Table 1 below, which was as of June 1, 2012, erected or displayed on the premises;

[12] The sign shall not be erected until the third party ground signs, provided for in Table 1 below, are removed and all associated permits revoked;

[13] The sign shall be appropriately located substantially in accordance with the location described in Map SA1; and

[14] The sign shall otherwise comply in all respects with the provisions of this chapter.

Table 1

SIGN #	LOCATION	WARD	SIGN TYPE	# OF SIGN FACES
1	Within the Newmarket Subdivision, Steeles Avenue West; 200 metres west of Alness Street; south side; facing east and facing west	8	Ground Sign	2
2	Within the Newmarket Subdivision, Steeles Avenue West; 1.5 Kilometres east of Keele Street; south side; facing west	8	Ground Sign	1
3	Within the Newmarket Subdivision, Finch Avenue West; 300 metres west of Chesswood Drive; north side; facing east and facing west	8	Ground Sign	2
4	Within the Oakville Subdivision, Kipling Avenue; north of New Toronto Street; west side; facing south	6	Ground Sign	2

Map SA1

