

## **APPENDIX 1 – DRAFT BY LAW:**

**To amend City of Toronto Municipal Code Chapter 694, Signs, General, Schedule A, Maps to replace the Sign District Maps for Wards 14 and 19 for purposes of eliminating portions of the GG-SSD - Gardiner Gateway Special Sign District and redesignating certain premises as a C-Commercial Sign District, an E-Employment Sign District, an OS-Open Space Sign District, or a U-Utility Sign District; as well as amending Chapter 694, Signs, General, respecting regulations concerning the Gardiner Gateway Special Sign District.**

WHEREAS under sections 7 and 8 of the *City of Toronto Act, 2006* (the "Act"), the City may pass by-laws in respect of the health, safety and well-being of persons and the economic, social and environmental well-being of the City; and

WHEREAS subsection 8(1) of the Act, provides the City with broad authority to provide any service or thing the City considers necessary or desirable for the public; and

WHEREAS the City has the authority to pass by-laws respecting matters related to Structures, including fences and signs under subsection 8(2) of the Act; and

WHEREAS the City provides the regulation of signs to the citizens of Toronto as a necessary and desirable service; and

WHEREAS at its meeting of February 22 and 23, 2010, City Council adopted By-law No. 196-2010, which by-law enacted Chapter 694, Signs, General, to the City of Toronto's Municipal Code; and

WHEREAS Chapter 694, Signs, General, has established sign districts, including the GG-SSD - Gardiner Gateway Special Sign District which establish the appropriate regulations to be applied to specific premises in the City to facilitate the public's ability to utilize signs to express messages while ensuring the signs are appropriate to their function and compatible with the nature of the premises upon which the sign is located; and

WHEREAS Schedule A, Maps, to Chapter 694, Signs, General, indicates the sign district applicable to each premise in the City; and

WHEREAS Council has decided that each of the premises municipally known as 32 Atlantic Avenue, 30 Atlantic Avenue, 159 Dufferin Street, 165 Dufferin Street, 165 R Dufferin Street, 219 Dufferin Street, 171 East Liberty Street, 23 Fraser Avenue, 29 Fraser Avenue, 33 Fraser Avenue, 35 Fraser Avenue, 68 Fraser Avenue, 34 Hanna Avenue, 47 Jefferson Avenue, 64 Jefferson Avenue, 22 Mowat Avenue, 2 Pardee Avenue and 4 Pardee Avenue should be established as C-Commercial Sign Districts; each of the premises municipally known as 50 Atlantic Avenue, 58 Atlantic Avenue, 41 Fraser Avenue, 54 Fraser Avenue, 66 Fraser Avenue, 135 Liberty Street, 39 Mowat Avenue and 37 Mowat Avenue should be established as E-Employment Sign Districts; each of the premises municipally known as 30 Fraser Avenue, 42 Fraser Avenue, 30 Hanna Avenue,

1275 Lake Shore Boulevard West, 955 Lake Shore Boulevard West, and part of 2 Strachan Avenue should be established as OS-Open Space Sign Districts; the premises municipally known as 35 Mowat Avenue should be established as U-Utility; each of the premises municipally known as 1A Atlantic Avenue and part of 153 Dufferin Street should be established as premises within the GG-SSD with a "U" designation; and, the premises municipally known as 5 Hanna Avenue be established as premises within the GG-SSD with an "R" designation due to the function and nature of the premises;

WHEREAS notice of the intention to enact this by-law has been provided in accordance with the *Act* and its regulations;

The Council of the City of Toronto enacts as follows:

1. Chapter 694, Signs, General, of The City of Toronto Municipal Code is amended as follows:
  - A. Deleting the map titled Ward 14 - Parkdale-High Park from Schedule A to Chapter 694, Maps, and substituting a map substantially in accordance with the map attached as Schedule 1 to this by-law;
  - B. Deleting Sign District Map titled Ward 19 – Trinity-Spadina from Schedule A to Chapter 694, Maps, and substituting the map attached as Schedule 2 to this by-law;
  - C. By adding the following definitions in the appropriate locations to Section 694-1:

**BISECTING LINE** - The distance across a sign face of a continuous straight line spanning the distance between the sign face top and the sign face bottom, which intersects the centre line at the sign face midpoint;

**CENTRE LINE** - The distance across a sign face of a continuous straight line parallel to grade, spanning the outermost points of the horizontal boundaries of the sign face, and equidistant from the sign face top and sign face bottom;

**DISPLAY ZONE** – The area located within a semicircle arising from the surface upon which the sign copy is displayed, with the radius established by this chapter, a centre point of the arc being the sign face midpoint, and a baseline parallel to the center line;

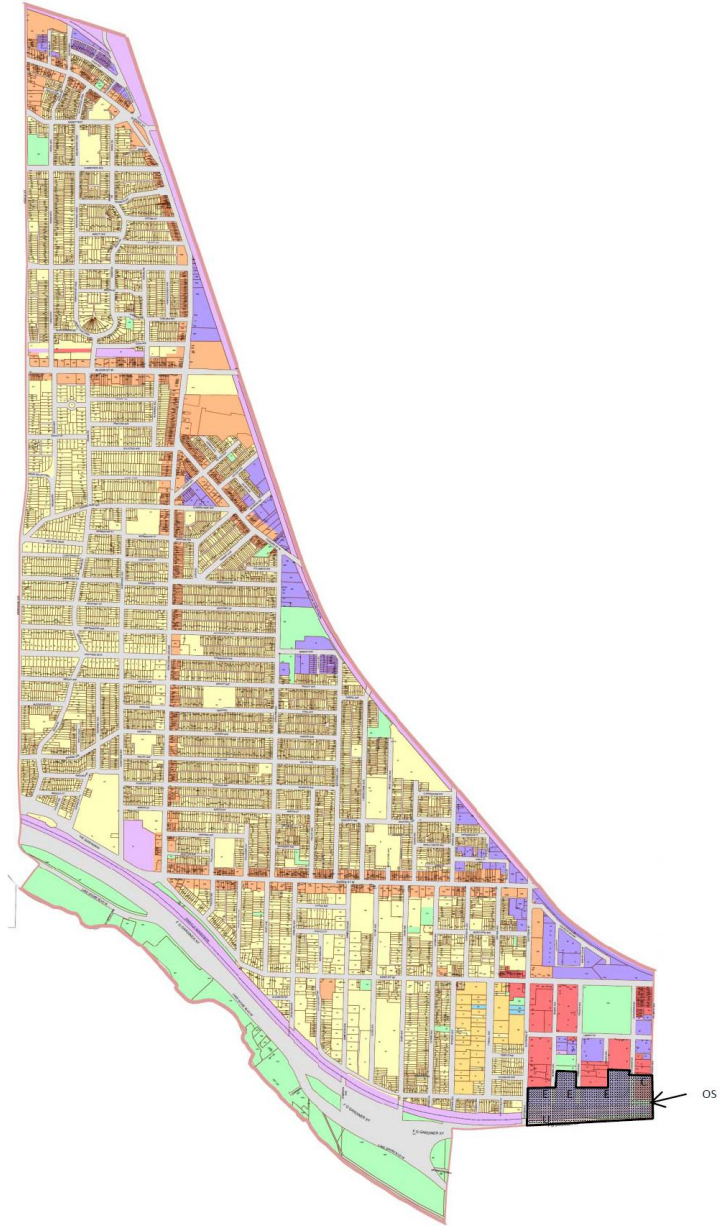
**SIGN FACE BOTTOM** – The vertical distance between grade and the lowest point of a sign face;

**SIGN FACE MIDPOINT** - The point of intersection of the bisecting line and center line which would result in the center line being divided into two segments with the smallest segment difference;

**SIGN FACE TOP** – The vertical distance between grade and the highest point of a sign face;

- D. Delete the phrase "or the Gardiner Gateway Special Sign District." From 694-18C(2) and replace it with the following "; or":
- E. Add the following as 694-18C(3):
  - (3) The sign is located on a premises designated as "C", "E", or "U" within the GG-SSD as set out in Schedule A.
- F. By adding the following as § 694-14O:
- O. For purposes of subsections 694-26I(4)(f):
  - (1) the term "face" shall be deemed to include the situation where any portion of a premises are contained within the display zone: and
  - (2) the radius for the display zone shall be established as 250 metres plus the measurement in metres of the larger segment of the centre line.
- G. By adding the following provisions to § 694-26I(4) as §§ 694-26I(4)(f), (g), and (h):
  - (f) Where a sign is located within 250 metres of an R, RA, CR, I, or OS Sign District, the sign shall not face any premise in a R, RA, CR, I or OS Sign District; and,
  - (g) The sign shall not contain illumination which results in light which projects onto any premises located in an R, RA, CR, I, or OS sign district.

SCHEDULE 1 – WARD 14 – PARKDALE-HIGH PARK



Ward 14:  
Parkdale-High Park

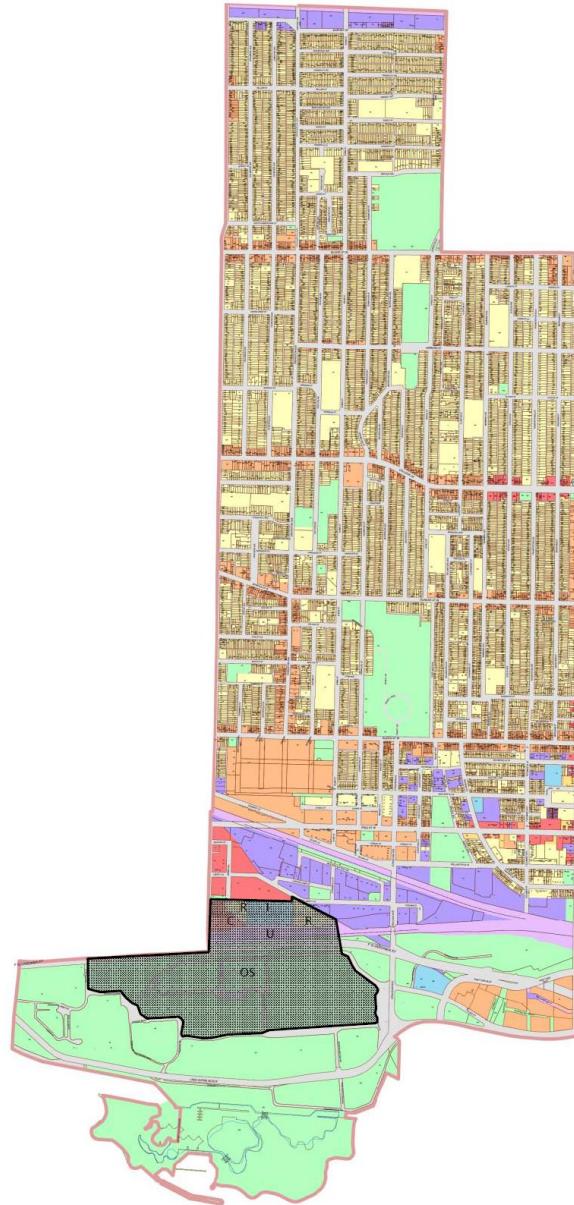
Key Map



Legend:

- |   |                                       |  |   |
|---|---------------------------------------|--|---|
|  | Residential District                  |  | Utility District  |
|  | Residential Apartment District        |  | Gardiner Gateway Special Sign District                        |
|  | Commercial District                   |  | Chinatown Special Sign District                               |
|  | Commercial Residential District       |  | Downtown Yonge Special Sign District                          |
|  | Employment Industrial District        |  | Dundas Square Special Sign District                           |
|  | Employment Industrial Office District |  | University Avenue Special Sign District                       |
|  | Institutional District                |  | City Hall and Nathan Phillips Square<br>Special Sign District |
|  | Open Space District                   |  |   |
















SCHEDULE 2 – WARD 19 – TRINITY-SPADINA



Ward 19:  
Trinity-Spadina  
Key Map



Legend:

- |   |                                       |  |  |
|---|---------------------------------------|--|--|
|  | Residential District                  |  | Utility District   |
|  | Residential Apartment District        |  | Gardiner Gateway Special Sign District                     |
|  | Commercial District                   |  | Chinatown Special Sign District                            |
|  | Commercial Residential District       |  | Downtown Yonge Special Sign District                       |
|  | Employment Industrial District        |  | Dundas Square Special Sign District                        |
|  | Employment Industrial Office District |  | University Avenue Special Sign District                    |
|  | Institutional District                |  | City Hall and Nathan Phillips Square Special Sign District |
|  | Open Space District                   |  |  |