

Appendix 2 – Descriptions of the Signs Reviewed as Part of This Study

Illuminated Signs

- Represent the majority of signs in Toronto
- Can be for most purposes
 - identification, advertising, direction
- Often located close to residential or open space land uses
- Permitted throughout the city
- Requirements around brightness and time-of-day have been incorporated into Sign Bylaw



Readograph Signs

- Commonly found as part of a larger sign structure
- Common with institutional uses
 - Schools, churches, community centres
- Sign Bylaw limits them to displaying alphanumeric copy only
- Generally limited to 50% of sign face area
- Sign Bylaw has controls for brightness, message transition, dwell time, and hours of operation



Electronic Static Signs

- Often found as stand-alone sign types but can be integrated with other signs
- High demand for use as a sign type
- Sign Bylaw restricts this sign type to two areas of the city
- In addition to controls on brightness and illumination, the Sign Bylaw regulates the message transition, dwell time, and hours of operation



Electronic Moving Signs

- Generally found as stand-alone sign types but can be integrated with other signs
- Often contribute to ‘place-making’
- Less demand for use as a sign type
- Sign Bylaw has strict location requirements for these sign types limited to Dundas Square
- Sign Bylaw has controls for brightness and hours of operation for these sign types



Projected Image Signs

- Can be used as an advertising or identification sign
- Used as art installations or for special events
 - Sponsorship often incorporated into the art piece
- Currently not permitted by Sign Bylaw (except when associated with special events)

