

# **Attachment 1: Draft of Proposed Area-Specific Amendment – 153 Dufferin Street**

BY-LAW No. XXX-2017

**To amend Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, to implement an area-specific amendment with respect to the premises municipally known as 153 Dufferin Street.**

The Council of the City of Toronto HEREBY ENACTS as follows:

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


XX. 153 Dufferin Street – Notwithstanding §694-22D, the premises municipally known as 153 Dufferin Street may contain, subject to all other provisions of this chapter, the following third party sign:

- (1) One electronic ground sign provided:
  - (a) The sign shall contain no more than one sign face;
  - (b) The sign face shall be rectangular;
  - (c) The centre line of the sign face shall not exceed 17.1 metres;
  - (d) The bisecting line of the sign face shall not exceed 4.9 metres;
  - (e) The sign face area shall not exceed 83.0 square metres;
  - (f) The sign face shall display electronic static copy only;
  - (g) The height shall not exceed 19.2 metres;
  - (h) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
  - (i) The sign shall be set back not less than 5.4 metres from the easterly property line;
  - (j) The sign shall be set back not less than 3.0 metres from the southerly property line;
  - (k) The sign shall replace all third party signs currently erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection XX(2) as Area Map 1 – 153 Dufferin Street;

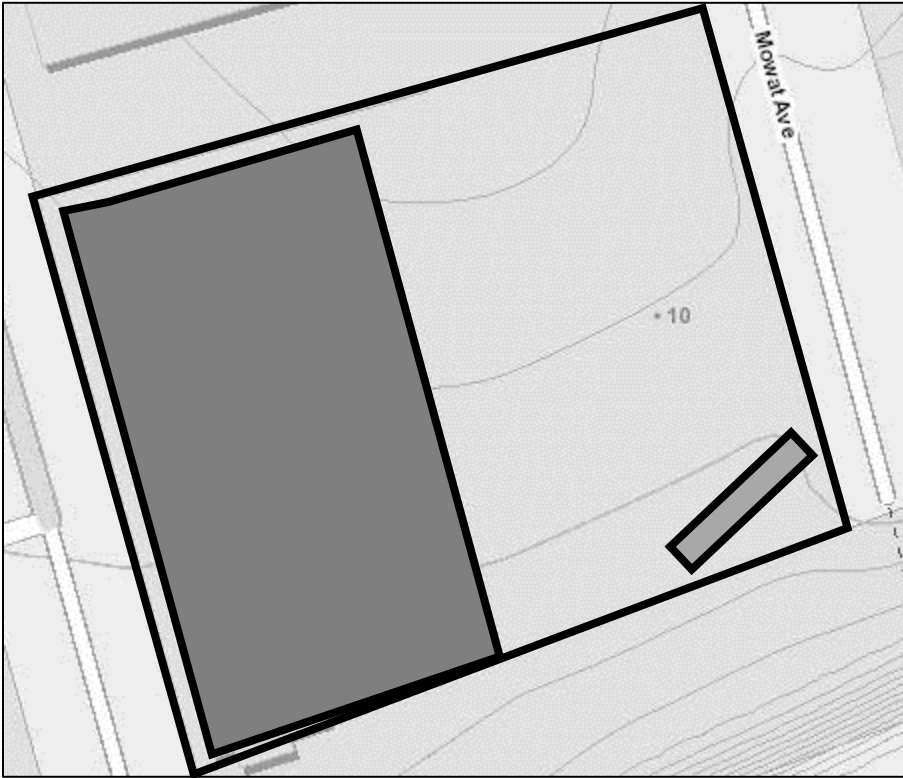
- (l) No other third party sign is erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection XX(2) as Area Map 1 – 153 Dufferin Street;
- (m) The sign shall be entirely located within the area indicated by the shaded area bounded by heavy lines on the diagram indicated at Subsection XX(3) as Detail Map 1 – 153 Dufferin Street;
- (p) No sign permit shall be issued until the third party roof sign located at the premises municipally known as 153 Dufferin Street is removed and all associated permits revoked;
- (q) Light created through the illumination of the sign or the display of sign copy by the sign shall not project onto any portion of a building containing residential tenancies or occupancies located east and southeast of the premises municipally known as 153 Dufferin Street;



(2) Area Map 1 – 153 Dufferin Street



 153 Dufferin Street

(3) Detail Map 1 – 153 Dufferin Street



-  Sign Location
-  Existing Building