

Attachment 1: Draft of Proposed Area-Specific Amendment – 440 Front Street West

BY-LAW No. XXX-2018

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 440 Front Street West.

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. 440 Front Street West – Notwithstanding §694-21D, the premises municipally known as 440 Front Street West may contain, subject to all other provisions of this chapter, 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 third storey of a building;
- (b) The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50 percent of the external surface area of that part of the overhanging structure;
- (c) Subsection XX(1)(b) does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
- (d) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than one metre above the overhanging structure; and
- (e) 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 metre;
- (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 wall sign provided:

- (a) The sign shall not be erected above the third storey;
- (b) The height shall not extend above the sill of the lowest window of the storey immediately above the sign on the wall where the sign is erected;
- (c) The total sign face area of all wall signs shall not exceed 20 percent of the area of the wall at the storey on which the signs are erected;
- (d) The sign shall not extend above the wall or parapet wall of a building; and
- (e) The sign shall not extend beyond either end of the wall upon which it is erected.

(4) 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 metre 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 metres; 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.

(5) Along the westerly elevation:

- (a) Notwithstanding §XX(3) above, one wall displaying the logo or corporate symbol of a business located on the premises, at the uppermost storey or parapet wall of the southerly portion of a building contained within the area of premises

municipally known as 440 Front Street West labelled as Zone 'F' as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West;

- [1] Containing only one sign face displaying static copy;
- [2] The sign shall only be erected at the uppermost storey or parapet wall;
- [3] The sign face area shall not exceed 40 percent of the area of the wall at the uppermost storey or parapet wall on which the sign is erected; and
- [4] The sign shall not extend beyond either end of the wall on which it is erected.

(6) Notwithstanding §§ XX(2), (3) & (4) above, along the southerly elevation:

(a) One wall sign at the third storey of the westerly portion of a building contained within the area of premises municipally known as 440 Front Street West labelled as Zone 'D' as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West;

- [1] Containing only one sign face displaying static copy;
- [2] The total sign face area of said wall sign shall not exceed 20 percent of the area of the wall at the third storey on which it is erected;
- [3] The sign shall not extend above the wall or parapet wall of a building; and
- [4] The sign shall not extend beyond either end of the wall upon which it is erected.

(b) One wall sign at the uppermost storey or parapet wall of the westerly portion of a building contained within the area of premises municipally known as 440 Front Street West labelled as Zone 'E' as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West;

- [1] Containing only one sign face displaying static copy;
- [2] The sign shall only be erected at the uppermost storey or parapet wall;
- [3] The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey or parapet wall on which the sign is erected; and
- [4] The sign shall not extend beyond either end of the wall on which it is erected.

(c) One wall sign at the uppermost storey or parapet wall of the central portion of a building contained within the area of premises municipally known as 440 Front Street West labelled as Zone 'F' as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West;

- [1] Containing only one sign face displaying static copy;

- [2] The sign shall only be erected at the uppermost storey or parapet wall;
- [3] The sign face area shall not exceed 40 percent of the area of the wall at the uppermost storey or parapet wall on which the sign is erected; and
- [4] The sign shall not extend beyond either end of the wall on which it is erected.

(d) One wall sign at the fourth storey of the easterly portion of a building contained within the area of premises municipally known as 440 Front Street West labelled as Zone 'G' as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West;

- [1] Containing only one sign face displaying static copy;
- [2] The total sign face area of said wall sign shall not exceed 20 percent of the area of the wall at the fourth storey on which it is erected;
- [3] The sign shall not extend above the wall or parapet wall of a building; and
- [4] The sign shall not extend beyond either end of the wall upon which it is erected.

(e) Two electronic ground signs each located at the westerly portion, between Zone 'D' and 'E' and at the central portion between Zone 'E' and 'F' within the area of premises municipally known as 440 Front Street West as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West, where:

- [1] The sign face area shall not exceed 4.5 square metres;
- [2] The height shall not exceed 3.25 metres;
- [3] The sign shall have no more than two sign faces;
- [4] Where the sign has two sign faces, the sign faces shall be back to back;
- [5] Each sign face shall be perpendicular to Wellington Street West;
- [6] The sign may be erected to the property line along Wellington Street West;
- [7] The sign shall not be erected within 6.0 metres of the intersection of two street lines
- [8] The sign shall contain electronic static copy and static copy only;
- [9] The electronic static copy component of the sign face shall not exceed 4.0 square metres; and
- [10] Notwithstanding §694-20A, the electronic static copy component of the sign face may advertise, promote, or direct attention to goods and services available at the premises where the sign is located.

(f) One projecting sign at the first and second storey of a building contained within Zone 'D', as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West, where:

- [1] The sign shall not be erected above the second storey;
- [2] The sign shall not project more than 2.5 metres from the wall on which the sign is erected;
- [3] The sign shall have no more than two sign faces;
- [4] Where the sign has two sign faces, the sign faces shall be back to back;
- [5] Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
- [6] Each sign face shall be perpendicular to Front Street West;
- [7] The sign face area shall not exceed 7.85 square metres;
- [8] Each sign face shall contain static copy and readograph copy only;
- [9] The readograph copy component of the sign face shall not exceed 2.2 square metres; and
- [10] 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.

(7) Notwithstanding §§ XX(2) & (4) above, along the northerly elevation:

(a) Six projecting signs at the second storey of a building contained within Zones 'A', 'B' & 'C' as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West, where:

- [1] The sign shall not be erected above the second storey;
- [2] The sign shall not project more than 1.85 metres from the wall on which the sign is erected;
- [3] The sign shall have no more than two sign faces;
- [4] Where the sign has two sign faces, the sign faces shall be back to back;
- [5] Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
- [6] Each sign face shall be perpendicular to Wellington Street West;
- [7] The sign face area shall not exceed 11.0 square metre;
- [8] 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; and

[9] There shall be no more than two such signs within each of Zones 'A', 'B' & 'C' as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West.

(b) One projecting sign at the first storey of a building contained within Zone 'A' as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West, where:

- [1] The sign shall not be erected above the first storey;
- [2] The sign shall not project more than 1.25 metres from the wall on which the sign is erected;
- [3] The sign shall have no more than two sign faces;
- [4] Where the sign has two sign faces, the sign faces shall be back to back;
- [5] Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
- [6] Each sign face shall be parallel to Wellington Street West;
- [7] The sign face area shall not exceed 2.0 square metre; and
- [8] 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.

(c) Two electronic ground signs, each located at the central portion between Zone 'A' and 'B' and at the westerly portion between Zone 'B' and 'C' within the area of premises municipally known as 440 Front Street West as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West, where:

- [1] The sign face area shall not exceed 4.5 square metres;
- [2] The height shall not exceed 3.25 metres;
- [3] The sign shall have no more than two sign faces;
- [4] Where the sign has two sign faces, the sign faces shall be back to back;
- [5] Each sign face shall be perpendicular to Wellington Street West;
- [6] The sign may be erected to the property line along Wellington Street West;
- [7] The sign shall not be erected within 6.0 metres of the intersection of two street lines
- [8] The sign shall contain electronic static copy and static copy only;
- [9] The electronic static copy component of the sign face shall not exceed 4.0 square metres; and

[10] Notwithstanding §694-20A, the electronic static copy component of the sign face may advertise, promote, or direct attention to goods and services available at the premises where the sign is located.

(8) Notwithstanding §§ XX(2) & (3) above, along the easterly elevation:

(a) One electronic ground sign located to the east of the southerly portion of Zone 'G' within the area of premises municipally known as 440 Front Street West as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West, where:

- [1] The sign face area shall not exceed 4.5 square metres;
- [2] The height shall not exceed 3.25 metres;
- [3] The sign shall have no more than two sign faces;
- [4] Where the sign has two sign faces, the sign faces shall be back to back;
- [5] The sign shall not be erected within 2.0 metres of any property line;
- [6] The sign shall not be erected within 6.0 metres of the intersection of two street lines;
- [7] The sign shall contain electronic static copy and static copy only;
- [8] The electronic static copy component of the sign face shall not exceed 4.0 square metres; and
- [9] Notwithstanding §694-20A, the electronic static copy component of the sign face may advertise, promote, or direct attention to goods and services available at the premises where the sign is located.

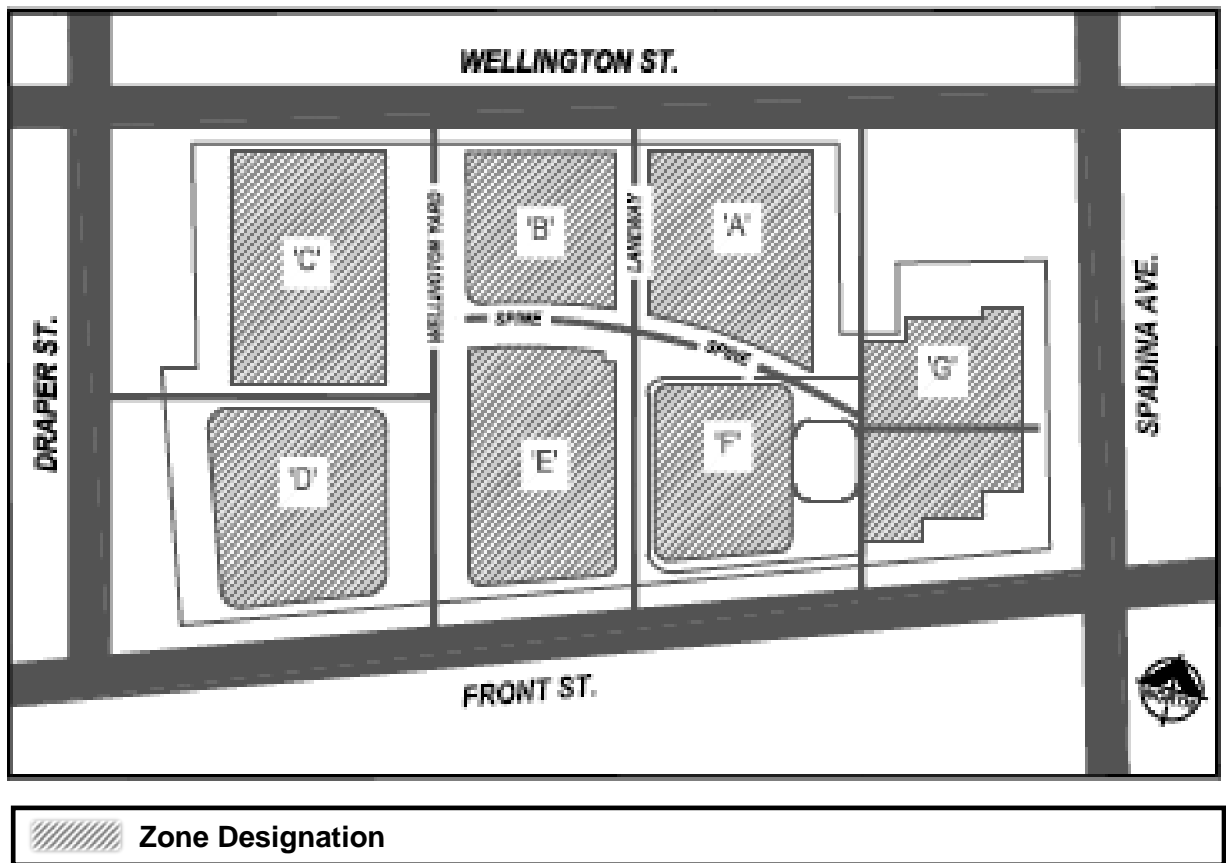
(b) One ground sign located to the east of the central portion of Zone 'G' within the area of premises municipally known as 440 Front Street West as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West, where:

- [1] The sign face area shall not exceed 3.25 square metres;
- [2] The height shall not exceed 3.5 metres;
- [3] The sign shall have no more than two sign faces;
- [4] Where the sign has two sign faces, the sign faces shall be back to back;
- [5] Each sign face shall be perpendicular to Spadina Avenue;
- [6] The sign shall not be erected within 1.0 metres of any property line;
- [7] The sign shall not be erected within 6.0 metres of the intersection of two street lines; and
- [8] The sign shall display static copy only.

(c) Notwithstanding §XX(3) above, one wall displaying the logo or corporate symbol of a business located on the premises, at the uppermost storey or parapet wall of the southerly portion of a building contained within the area of premises municipally known as 440 Front Street West labelled as Zone 'F' as indicated on the diagram at §XX(9) as Zone Map – 440 Front Street West;

- [1] Containing only one sign face displaying static copy;
- [2] The sign shall only be erected at the uppermost storey or parapet wall;
- [3] The sign face area shall not exceed 40 percent of the area of the wall at the uppermost storey or parapet wall on which the sign is erected; and
- [4] The sign shall not extend beyond either end of the wall on which it is erected.

(9) Zone Map – 440 Front Street West



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

XY. 440 Front Street West – Notwithstanding §§ 694-22D & E and 694-24A(3), and subject to all other provisions of this chapter, the premises municipally known as 440 Front Street West may contain, subject to all other provisions of this chapter, the following third party signs:

(1) One electronic projecting sign on the southerly wall of a building contained within the portion of premises municipally known as 440 Front Street West labelled as Zone 'F' as indicated on the diagram at §XY(4) as Zone Map – 440 Front Street West, provided:

- (a) The sign shall not be erected above the third storey;
- (b) The sign shall not project more than 3.8 metres 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 contain static copy and electronic static copy only;
- (f) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
- (g) The sign face area shall not exceed 37.7 square metre;
- (h) The sign face area of the sign displaying electronic sign copy shall not exceed 13.0 metres;
- (i) 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 wall where the sign is erected; and
- (j) Each sign face shall display first party copy for a minimum of 40% of each hour in which the sign is in operation, and shall display a maximum of 60% of third party sign copy for each hour in which the sign is in operation, percentages to be measured in accordance with §XY(5).

(2) One electronic wall sign, located on the southerly and easterly wall of the building in Zone 'G' as indicated on the diagram at §XY(4) as Zone Map – 440 Front Street West, provided:

- (a) The sign shall have no more than one sign face;
- (b) The sign face shall face Front Street West and Spadina Avenue;
- (c) The sign face area shall not exceed 98.8 square metres;
- (d) The height shall not exceed 11.7 metres;
- (e) The sign shall contain electronic static copy or static copy only;
- (f) The sign face shall display first party copy for a minimum of 40% of each hour in which the sign is in operation, and shall display a maximum of 60% of third

party sign copy for each hour in which the sign is in operation, percentages to be measured in accordance with §XY(5); and

(f) The sign shall not extend above the wall or parapet wall of the building on which it is erected.

(3) One electronic wall sign on the easterly facing wall of the building in Zone 'G' as indicated on the diagram at §XY(4) as Zone Map – 440 Front Street West, provided:

(a) The sign shall have no more than one sign face;

(b) The sign face shall face Spadina Avenue;

(c) The sign face area shall not exceed 48.5 square metres;

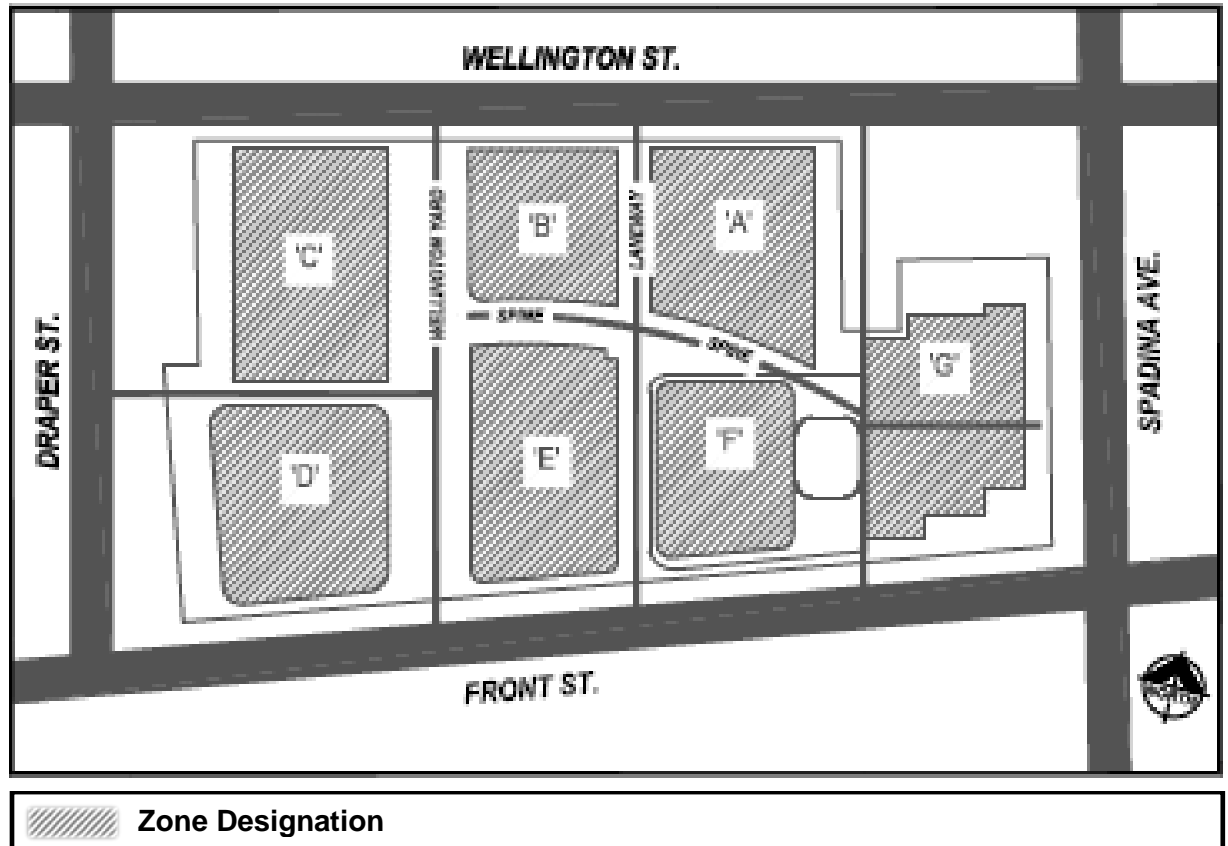
(d) The height shall not exceed 6.9 metres;

(e) The sign shall contain electronic static copy or static copy only;

(f) The sign face shall display first party copy for a minimum of 40% of each hour in which the sign is in operation, and shall display a maximum of 60% of third party sign copy for each hour in which the sign is in operation, percentages to be measured in accordance with §XY(5); and

(g) The sign shall not extend above the wall or parapet wall of the building on which it is erected.

(4) Zone Map – 440 Front Street West



(5) For purposes of this subsection, percentage of sign copy displayed shall be measured as the total message duration of all sign copy of each sign type, divided by the total message duration of all sign copy displayed within any 60 minute period between the hours of 7:00 a.m. and 11:00 p.m. when the sign is in operation.