

TORONTO MUNICIPAL CODE  
CHAPTER 694, SIGNS, GENERAL  
SCHEDULE C, ADDITIONAL SPECIAL SIGN DISTRICT REGULATIONS

**SCHEDULE C,  
ADDITIONAL SPECIAL SIGN DISTRICT REGULATIONS  
[Added 2016-07-15 by By-law 767-2016]**

1. The Entertainment District Special Sign District - ES-SSD - may contain the following first party signs:
  - A. An overhanging structure sign provided:
    - (1) The sign shall not be erected on an overhanging structure located above the first storey of a building;
    - (2) The sign face area of all signs erected on any part of the overhanging structure shall not exceed 1.0 square metre;
    - (3) Subsection A(2) does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
    - (4) 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;
    - (5) The sign shall not extend beyond either end of the wall from which the overhanging structure projects; and
    - (6) The premises is located within the area labelled as Area A, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.
  - B. A ground sign providing direction erected at a point of vehicular ingress and egress to a premises provided:
    - (1) The sign face area shall not exceed 0.5 square metre;
    - (2) The height shall not exceed 1.5 metres;
    - (3) The sign shall have no more than two sign faces;
    - (4) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises; and
    - (5) The premises is located within the area labelled as Area A, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.

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- C. A ground sign, other than a sign providing direction permitted by Subsection 1B, provided:
- (1) There shall be no more than one such sign erected at each frontage;
  - (2) The sign face area shall not exceed 0.5 square metre;
  - (3) The height shall not exceed 1.5 metres;
  - (4) The sign shall have no more than two sign faces;
  - (5) The sign shall not be erected within 6.0 metres of the intersection of two street lines; and
  - (6) The premises is located within the area labelled as Area A, within the map titled Sign District Map Ward 20 Trinity -Spadina contained in Schedule A, Maps.
- D. A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- (1) The sign shall only be erected on an office building containing 10 or more storeys;
  - (2) There shall be no more than one sign erected on each wall of a building to a maximum of two signs;
  - (3) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - (4) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected;
  - (5) The sign shall not extend beyond either end of the wall on which it is erected; and
  - (6) The premises is located within the area labelled as Area A, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.
- E. A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection 1D, provided:
- (1) The sign is located at the first storey;

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- (2) The height shall not exceed the top boundary of the first storey of the building wall upon which the sign is located;
  - (3) The maximum sign face area shall not exceed 1.0 square metres;
  - (4) The sign shall not extend above the wall or parapet wall of a building;
  - (5) The sign shall not extend beyond either end of the wall upon which it is erected; and
  - (6) The premises is located within the area labelled as Area A, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.
- F. A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection 1D, or wall sign permitted by Subsection 1E provided:
- (1) The sign is located above the first storey;
  - (2) The sign shall only be erected on a building containing between 5 and 10 storeys;
  - (3) The sign shall be displayed between the fifth and the tenth storeys only;
  - (4) The sign shall only be erected on the two uppermost storeys of a building;
  - (5) The total sign face area of all wall signs erected at the two uppermost storeys shall not exceed 20 percent of the area of the wall at the two uppermost storeys on which it is erected;
  - (6) There shall be no more than one sign erected on each wall of a building to a maximum of two signs;
  - (7) The sign shall not extend beyond either end of the wall on which it is erected;
  - (8) The sign shall not be illuminated;
  - (9) The sign shall display alpha-numeric sign copy only; and
  - (10) The premises is located within the area labelled as Area A, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.
- G. A projecting sign provided:

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- (1) The sign shall not be erected above the first storey;
- (2) The sign shall not project more than 1.0 metre 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) The sign face area shall not exceed 1.0 square metre;
- (7) 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
- (8) The premises is located within the area labelled as Area A, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.

H. An overhanging structure sign provided:

- (1) The sign shall not be erected on an overhanging structure located above the fourth storey of a building;
- (2) The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 20 percent of the wall area on which it is erected;
- (3) Subsection H(2) does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
- (4) 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;
- (5) The sign shall not extend beyond either end of the wall from which the overhanging structure projects; and
- (6) The premises is located within the area labelled as Area B, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.

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- I. A ground sign providing direction erected at a point of vehicular ingress and egress to a premises provided:
- (1) The sign face area shall not exceed 0.5 square metre;
  - (2) The height shall not exceed 1.5 metres;
  - (3) The sign shall have no more than two sign faces;
  - (4) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises; and
  - (5) The premises is located within the area labelled as Area B, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.
- J. A wall sign provided:
- (1) The sign may display static copy or electronic static copy;
  - (2) The sign shall not be erected above the first storey;
  - (3) The sign face area shall not exceed 2.5 square metres;
  - (4) The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall;
  - (5) The sign shall not extend above the wall or parapet wall of a building;
  - (6) The sign shall not extend beyond either end of the wall upon which it is erected; and
  - (7) The premises is located within the area labelled as Area B, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.
- K. An electronic wall sign provided:
- (1) The sign may display electronic static copy or electronic static copy and static copy or mechanical copy;
  - (2) The sign shall not be erected above the first storey;
  - (3) The sign face area shall not exceed 2.5 square metres;

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- (4) The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall;
- (5) The sign shall not extend above the wall or parapet wall of a building;
- (6) The sign shall not extend beyond either end of the wall upon which it is erected; and
- (7) The premises is located within the area labelled as Area B, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.

L. A projecting sign provided:

- (1) The sign shall not be erected above the fourth storey;
- (2) The sign shall not project more than 1.5 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) The sign face area shall not exceed 2.5 square metres;
- (7) 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
- (8) The premises is located within the area labelled as Area B, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.

M. An overhanging structure sign provided:

- (1) The sign shall not be erected on an overhanging structure located above the third storey of a building;
- (2) The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 2.5 square metres;

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- (3) Subsection M(2) does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
  - (4) 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;
  - (5) The sign shall not extend beyond either end of the wall from which the overhanging structure projects; and
  - (6) The premises is located within the area labelled as Area C, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.
- N. A ground sign providing direction erected at a point of vehicular ingress and egress to a premises provided:
- (1) The sign face area shall not exceed 0.5 square metre;
  - (2) The height shall not exceed 1.5 metres;
  - (3) The sign shall have no more than two sign faces;
  - (4) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises; and
  - (5) The premises is located within the area labelled as Area C, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.
- O. A ground sign, other than a sign providing direction permitted by Subsection N, provided:
- (1) There shall be no more than one such sign erected at each frontage;
  - (2) The sign face area shall not exceed 0.5 square metre;
  - (3) The height shall not exceed 1.5 metres;
  - (4) The sign shall have no more than two sign faces;
  - (5) The sign shall not be erected within 6.0 metres of the intersection of two street lines; and

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- (6) The premises is located within the area labelled as Area C, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.

P. A wall sign provided:

- (1) The sign shall not be erected above the second storey;
- (2) Where erected at the first storey, the height shall not exceed 1.5 times the vertical distance between grade and the top boundary of the first storey of the building wall upon which the sign is located, and the sign shall not extend above the sill of the lowest window at the second storey of the wall on which the sign is erected;
- (3) The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- (4) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- (5) The sign shall not extend above the wall or parapet wall of a building;
- (6) The sign shall not extend beyond either end of the wall upon which it is erected; and
- (7) The premises is located within the area labelled as Area C, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.

Q. A projecting sign provided:

- (1) The sign shall not be erected above the third storey;
- (2) The sign shall not project more than 1.5 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;



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- (5) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - (6) The sign face area shall not exceed 2.5 square metres; and
  - (7) The premises is located within the area labelled as Area C, within the map titled Sign District Map Ward 20 Trinity - Spadina contained in Schedule A, Maps.
- 2. The Entertainment District Special Sign District - ES-SSD - may contain the following third party signs:
  - A. A wall sign or a topiary wall sign provided:
    - (1) The sign face area shall not exceed 3.0 square metres;
    - (2) The height shall not exceed 3.0 metres;
    - (3) The sign shall not be erected facing a street;
    - (4) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
    - (5) The sign shall not be erected within 30.0 metres of any premises located, in whole or in part, in an R, RA, I or OS sign district;
    - (6) The sign shall not extend beyond either end of the wall on which it is erected;
    - (7) The sign shall have no more than one sign face; and
    - (8) The sign shall not extend above the wall or parapet wall of the building on which it is erected.
- 3. The Dundas Square Special Sign District - DS-SSD - may contain the following first party signs:
  - A. An overhanging structure sign provided:
    - (1) The sign shall not be erected on an overhanging structure located above the second storey of a building;
    - (2) Where the overhanging structure is located at the first storey of a building, the total sign face area of all signs erected on any part of the overhanging

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structure shall not exceed 50 percent of the external surface area of that part of the overhanging structure;

- (3) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25 percent of the external surface area of that part of the overhanging structure;
- (4) Subsections A(2) and A(3) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
- (5) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1.0 metre above the overhanging structure; and
- (6) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.

B. A ground sign providing direction erected at a point of vehicular ingress and egress to a premises provided:

- (1) The sign face area shall not exceed 0.5 square metre;
- (2) The height shall not exceed 1.5 metres;
- (3) The sign shall have no more than two sign faces; and
- (4) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.

C. A ground sign, other than a sign providing direction permitted by Subsection C, provided:

- (1) There shall be no more than one such sign erected at each frontage;
- (2) Notwithstanding Subsection C(1), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
- (3) The sign face area shall not exceed 0.3 square metre for each 1.0 metre (or part thereof) of frontage at which the sign is erected to a maximum of 20.0 square metres;
- (4) The height shall not exceed:

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- (a) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (b) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (c) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (d) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (e) 10.0 metres when erected at a frontage more than 60 metres.
  - (5) The sign shall have no more than two sign faces;
  - (6) The sign shall not be erected within 2.0 metres of any property line; and
  - (7) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- D. A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- (1) The sign shall only be erected on an office building containing 10 or more storeys;
  - (2) There shall be no more than one sign erected on each wall of a building to a maximum of two signs;
  - (3) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - (4) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected;
  - (5) The sign shall not extend beyond either end of the wall on which it is erected; and
  - (6) The sign shall not extend beyond either end of the wall on which it is erected.

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- E. A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection D above, provided:
- (1) The sign shall not be erected above the second storey;
  - (2) Where erected at the first storey, the height shall not exceed 1.5 times the vertical distance between grade and the top boundary of the first storey of the building wall upon which the sign is located, and the sign shall not extend above the sill of the lowest window at the second storey of the wall on which the sign is erected;
  - (3) The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
  - (4) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
  - (5) The sign shall not extend above the wall or parapet wall of a building; and
  - (6) The sign shall not extend beyond either end of the wall upon which it is erected.
- F. A projecting sign provided:
- (1) The sign shall not be erected above the second storey;
  - (2) The sign shall not project more than 1.0 metre 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) The sign face area shall not exceed 1.0 square metre; and
  - (7) 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.

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- G. The premises municipally known in the year 2016 as 10 Dundas Street East may contain, in addition to the signs permitted by Subsections 3A, B, C, D, E and F above, the following first party signs:
- (1) A wall sign provided:
    - (a) The sign shall display static copy only;
    - (b) The sign face area and dimensions of the sign face shall not exceed the hatched areas as delineated on the diagrams indicated at Subsections G(4), (5), (6), and (7) as Maps 1, 2, 3 and 4 - 10 Dundas Street East;
    - (c) The sign shall be located in one of the Fifty-nine (59) locations identified by the letters Al, AA, AF, AG, AH, AJ, AK, AM, AN, AN2, AP, AQ, AR, AS, AT, AU, AW, AX, AY, AZ, B1, BA, BB, BC, BD, BE, BF, BG, BH, BK, BL, BM, BN, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CX, DA, DB, DC, DD, DE, DF, DG, DH and G on the diagrams indicated at Subsections G(4), (5), (6) and (7) as Maps 1, 2, 3 and 4 - 10 Dundas Street East;
    - (d) Where illuminated, the sign shall be internally illuminated only;
    - (e) Notwithstanding Subsection G(1)(c) above, a wall signs located in the location identified by the letters BQ, BR, BS, BT, CD and CE on the diagrams indicated at Subsections G(4), (5), (6) and (7) as Maps 1, 2, 3 and 4 - 10 Dundas Street East may be externally illuminated provided the sign shall not be up-lit;
    - (f) If the wall sign contains channel letters, the sign shall be vertically centered and attached to a sign raceway;
    - (g) A sign located in the location identified by the letters CX indicated at Subsections G(4), (5), (6) and (7) as Maps 1, 2, 3 and 4 - 10 Dundas Street East requires the prior written approval from the Chief Planner and Executive Director, City Planning, or designate; and
    - (h) No more than Fifty-nine (59) wall signs shall be located on the premises.
  - (2) A projecting sign provided:
    - (a) The sign shall display static copy only;

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- (b) The sign shall be located in one of the ten (10) locations identified by the letters CF, CJ, CK, CL, CM, CN, CO, CP, K1 and K4 on the diagrams indicated at Subsections G(4), (5), (6) and (7) as Maps 1, 2, 3 and 4 - 10 Dundas Street East;
- (c) Notwithstanding Subsection G(2)(a) above, a projecting sign located in the location identified by the letters K4 may display electronic static copy;
- (d) The sign shall not project more than 0.45 metres from the wall on which the sign is erected;
- (e) Notwithstanding Subsection G(2)(d) above, a projecting sign located in the location identified by the letters CF may project more than 0.45 metres but shall not project more than 0.75 metres from the wall on which the sign is erected;
- (f) Notwithstanding Subsection G(2)(d) above, a projecting sign located in one of the two locations identified by the letters K1 and K4 may project more than 0.45 metres but shall not project more than 0.6 metres from the wall on which the sign is erected;
- (g) The sign shall have no more than two sign faces;
- (h) Where the sign has two sign faces, the sign faces shall be back to back;
- (i) Notwithstanding Subsection G(2)(h) above, a projecting sign located in one of the two locations identified by the letters CF and K4 may have two sign faces which are not back to back;
- (j) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
- (k) Notwithstanding Subsection G(2)(j) above, a projecting sign located in one of the two locations identified by the letters CF and K4 may have sign faces which are not perpendicular to the wall of the building on which the sign is erected;
- (l) Where illuminated, the sign shall be internally illuminated only;
- (m) A sign located in the location identified by the letters CF, K1, and K4 indicated at Subsections G(4), (5), (6) and (7) as Maps 1, 2, 3 and 4 - 10 Dundas Street East requires the prior written approval

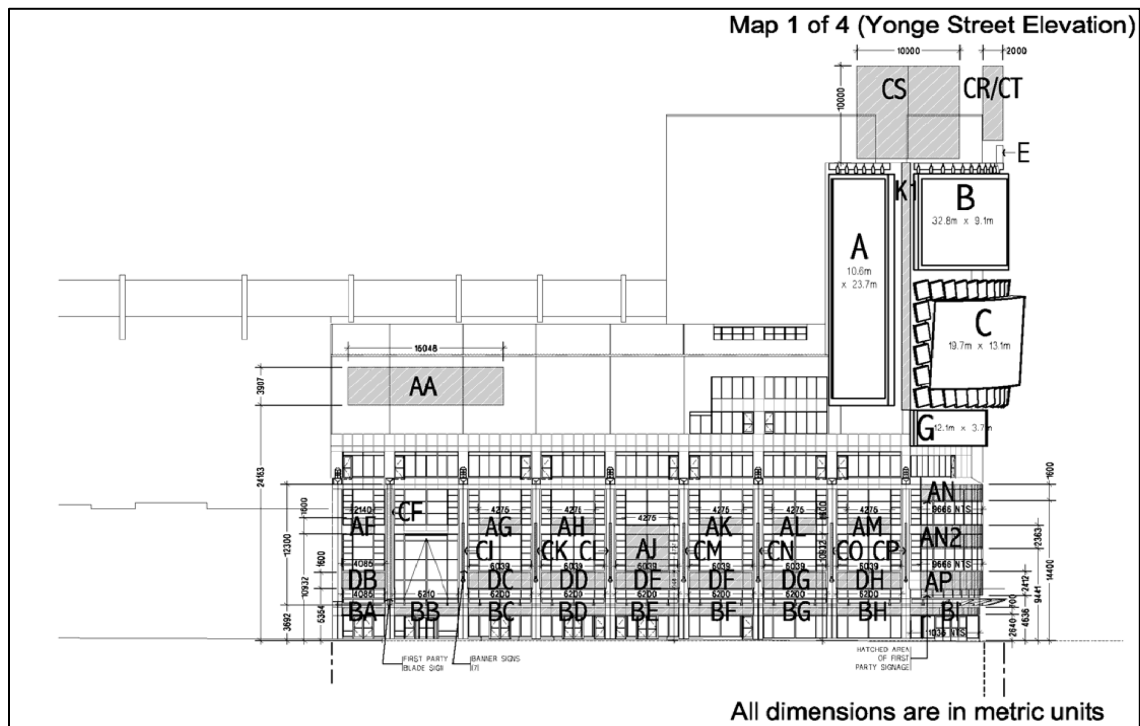
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from the Chief Planner and Executive Director, City Planning, or designate; and

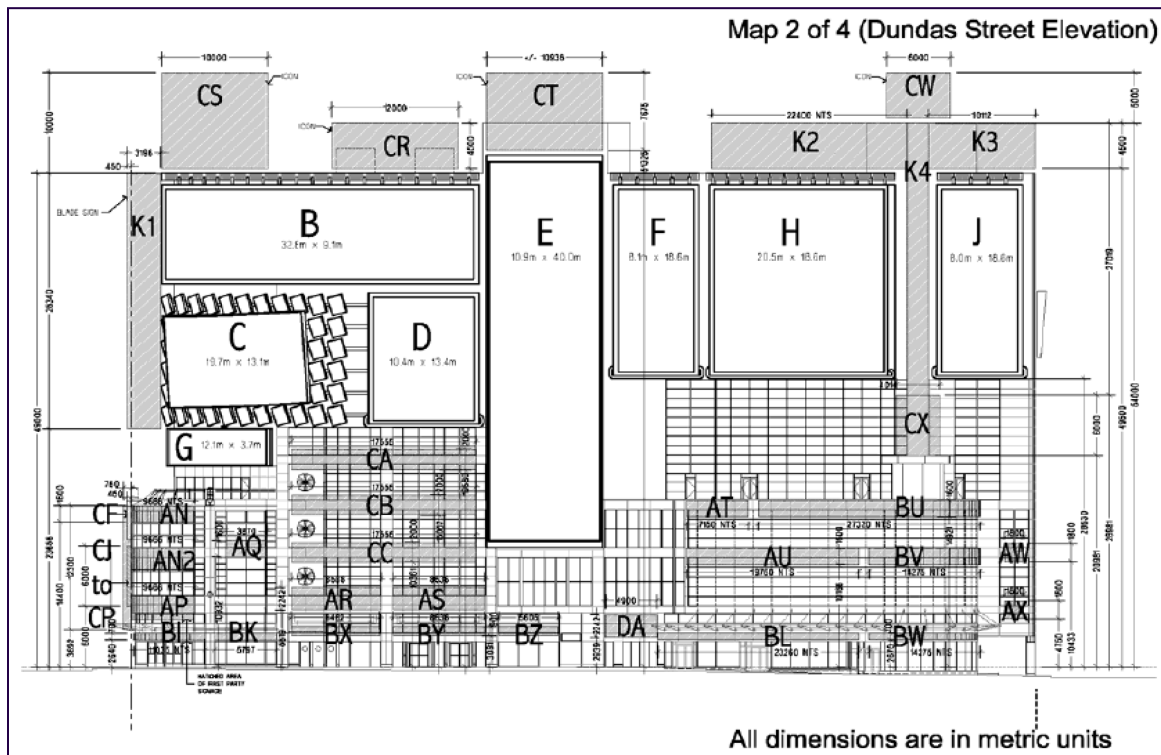
- (n) No more than ten (10) projecting signs shall be located on the premises.
- (3) A roof sign or electronic roof sign provided:
- (a) The sign may display static copy, mechanical copy, or electronic static copy;
  - (b) The sign face area and all other dimensions of the sign face shall not exceed the hatched areas as delineated on the diagrams indicated at Subsection G(4), (5), (6) and (7) as Maps 1, 2, 3 and 4 - 10 Dundas Street East;
  - (c) The sign shall be located in one of the six (6) locations identified by the letters CR, CS, CT, CW, K2 and K3, on the diagrams indicated at Subsection G(4), (5), (6) and (7) as Maps 1, 2, 3 and 4 - 10 Dundas Street East;
  - (d) Where illuminated, the sign shall be internally illuminated only;
  - (e) A sign located in the location identified by the letters CR, CS, CT, CW, K2 and K3 indicated at Subsection G(4), (5), (6) and (7) as Maps 1, 2, 3 and 4 - 10 Dundas Street East requires the prior written approval from the Chief Planner and Executive Director, City Planning, or designate; and
  - (f) No more than six (6) roof signs and electronic roof signs shall be located on the premises.

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(4) Map 1- 10 Dundas Street East



(5) Map 2 - 10 Dundas Street East







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H. The premises municipally known in the year 2016 as 279-283 Yonge Street and legally described as PL 22A PT LTS 13 & 14 as delineated with heavy lines on the diagram indicated at Subsection H(5) as Area Map 1 - 279-283 Yonge Street may contain, in addition to the signs permitted by Subsections 3A, B, C, D, E and F above, the following first party signs:

(1) A wall sign provided:

- (a) The sign shall contain static copy only;
- (b) The sign shall contain sign copy displaying the logo "Hard Rock Café" only;
- (c) There shall be no more than two such signs on the premises;
- (d) There shall be no more than one such sign erected on the northerly elevation of the building located on the premises and there shall be no more than one such sign erected on the westerly elevation of the building located on the premises;
- (e) The sign shall only be erected at the second storey;
- (f) If more than one sign is erected on the premises each sign shall display identical sign copy;
- (g) The sign face area shall not exceed 11.0 square metres;
- (h) The sign shall not extend beyond either end of the wall on which it is erected; and
- (i) Prior to the issuance of any sign permit related to signs located at 279-283 Yonge Street, including a permit for the demolition/removal of existing signs and erection of new signs, the owner has complied with the requirements of Subsection H(4).

(2) A wall sign, other than a wall sign permitted by subsection H(1) provided:

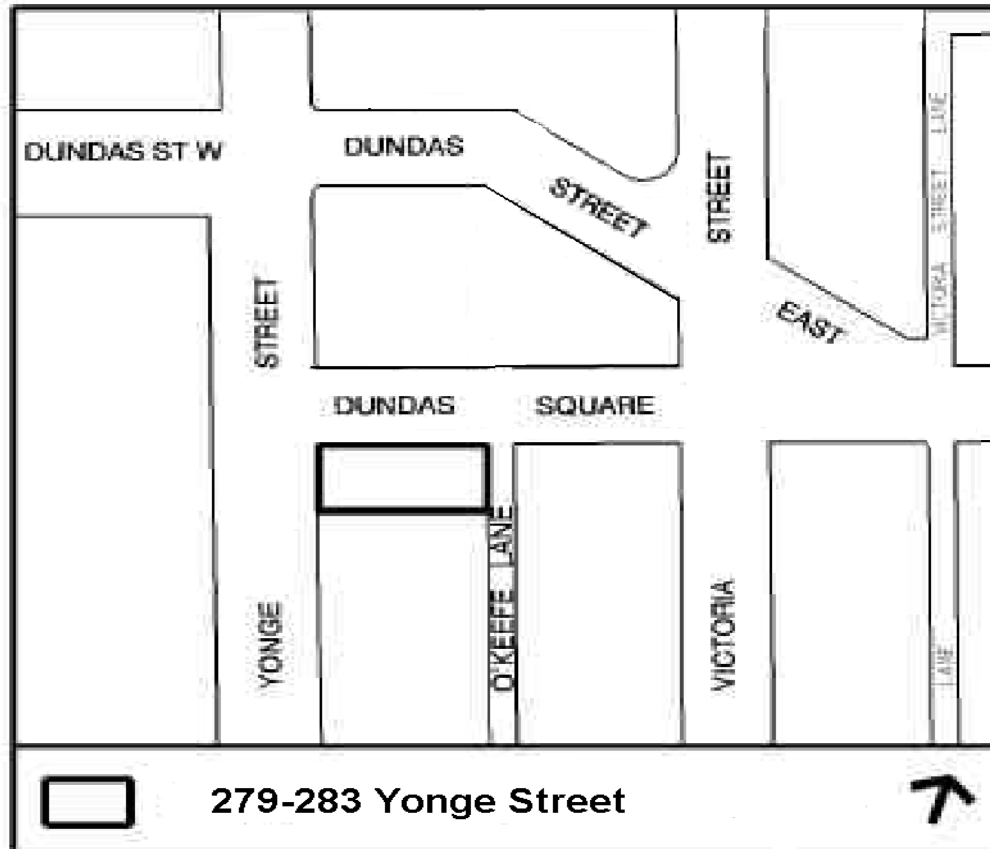
- (a) The sign shall contain static copy only;
- (b) The sign shall contain sign copy displaying the phrase "Love All Serve All" only;
- (c) There shall be no more than one such sign on the premises;

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- (d) The sign shall be erected on the westerly elevation of the building located on the premises;
  - (e) The sign shall only be erected on the first storey;
  - (f) The sign shall have no more than one sign face;
  - (g) The sign face area shall not exceed 1.25 square metres;
  - (h) The sign shall not extend beyond either end of the wall on which it is erected; and
  - (i) Prior to the issuance of any sign permit related to signs located at 279-283 Yonge Street, including a permit for the demolition/removal of existing signs and erection of new signs, the owner has complied with the requirements of Subsection H(4).
- (3) A wall sign, other than a wall sign permitted by Subsection H(1) or (2) provided:
- (a) The sign shall contain static copy only;
  - (b) The sign shall contain sign copy displaying the phrase "All is One" only;
  - (c) There shall be no more than one such sign on the premises;
  - (d) The sign shall be erected on the westerly elevation of the building located on the premises;
  - (e) The sign shall only be erected on the first storey;
  - (f) The sign shall have no more than one sign face;
  - (g) The sign face area shall not exceed 1.25 square metres;
  - (h) The sign shall not extend beyond either end of the wall on which it is erected; and
  - (i) Prior to the issuance of any sign permit related to signs located at 279-283 Yonge Street, including a permit for the demolition/removal of existing signs and erection of new signs, the owner has complied with the requirements of Subsection H(4).

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- (4) Prior to the issuance of any sign permit for the heritage property located at 279-283 Yonge Street, including a permit for the demolition/removal of existing signs and erection of new signs, the owner shall provide the following to the satisfaction of the Manager, Heritage Preservation Services:
- (a) Sign permit construction drawings;
  - (b) Final signage plan, heritage interpretation plan and lighting plan for the exterior of the heritage building;
  - (c) Heritage conservation drawings and specifications for heritage conservation work to implement the conservation plan referenced in the Heritage Impact Assessment, to be prepared by a qualified heritage consultant; and
  - (d) A Letter of Credit, in a form and an amount satisfactory to the Chief Planner and Executive Director, City Planning, to secure all work included in the Heritage Impact Assessment.
- (5) Area Map 1 - 279-283 Yonge Street



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- I. The premises municipally known in the year 2016 as 33 Dundas Street East and conveniently known as 35 Dundas Street East, 37 Dundas Street East and 259 Victoria Street and legally described as PLAN 22A LOT 68 PT LOT 69 PT DUNDAS ST E E/S VICTORIA ST RP 64R15467 PART 1 RP 64R16753 PARTS 1 2 5 TO 7 RP 66R23661 PARTS 10 AND 13, as delineated with heavy lines on the diagram indicated at Subsection I(10) as Area Map 1 - 259 Victoria Street (37 Dundas Street East), may contain, in addition to the signs permitted by Subsections 3A, B, C, D, E and F above, the following first party signs:
- (1) A wall sign provided:
- (a) The sign shall display static copy only;
  - (b) The sign shall be located in the location identified by the designation A1, as indicated on the diagram indicated at Subsection II(12) as West Elevation - 259 Victoria Street;
  - (c) The sign face area shall not exceed 120.0 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 7.5 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 15.9 metres;
  - (g) No more than one such wall sign shall be located on the premises.
- (2) A wall sign provided:
- (a) The sign shall display static copy only;
  - (b) The sign shall be located in the location identified by the designation A2, as indicated on the diagram indicated at Subsection I(12) West Elevation - 259 Victoria Street;
  - (c) The sign face area shall not exceed 49.0 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 10.4 metres;

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- (f) The sign face shall not have a vertical measurement that exceeds 4.7 metres;
  - (g) No more than one such wall sign shall be located on the premises.
- (3) A wall sign provided:
  - (a) The sign shall display static copy only;
  - (b) The sign shall be located in the location identified by the designation B1, as indicated on the diagrams indicated at Subsection I(11) as North Elevation - 259 Victoria Street and Subsection I(12) as West Elevation - 259 Victoria Street;
  - (c) The sign face area shall not exceed 19.0 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 31.0 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 0.6 metres;
  - (g) No more than one such wall sign shall be located on the premises.
- (4) A wall sign provided:
  - (a) The sign shall display only static copy, and readograph copy;
  - (b) The sign shall be located in the location identified by the designation B2, as indicated on the diagrams indicated at Subsection I(11) as North Elevation - 259 Victoria Street and Subsection I(12) as West Elevation - 259 Victoria Street;
  - (c) The sign face area shall not exceed 48.0 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 26.5 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 1.8 metres;

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- (g) Notwithstanding § 694-14J readograph copy may be displayed in a method to give the illusion of action or motion, where such display method is utilized the only method of action or motion able to be displayed is a display in a scrolling or "ticker-tape" fashion; and
  - (h) No more than one such wall sign shall be located on the premises.
- (5) A wall sign provided:
  - (a) The sign shall display static copy only;
  - (b) The sign shall be located in the location identified by the designation C, as indicated on the diagram on the diagrams indicated at Subsection I(11) as North Elevation - 259 Victoria Street;
  - (c) The sign face area shall not exceed 134.0 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 8.4 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 15.9 metres; and
  - (g) No more than one such wall sign shall be located on the premises.
- (6) A wall sign provided:
  - (a) The sign shall display only static copy, and readograph copy;
  - (b) The sign shall be located in the location identified by the designation G, as indicated on the diagram indicated at I(12) as West Elevation - 259 Victoria Street;
  - (c) The sign face area shall not exceed 15.0 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 17.7 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 0.8 metres;

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- (g) Notwithstanding § 694-14J readograph copy may be displayed in a method to give the illusion of action or motion, where such display method is utilized the only method of action or motion able to be displayed is a display in a scrolling or "ticker-tape" fashion; and
  - (h) No more than one such wall sign shall be located on the premises.
- (7) A wall sign provided:
  - (a) The sign shall display static copy only;
  - (b) The sign shall be located in the location identified by the designation I, as indicated on the diagram indicated at Subsection I(12) as West Elevation - 259 Victoria Street;
  - (c) The sign face area shall not exceed 15.0 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 17.7 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 0.8 metres; and
  - (g) No more than one such wall sign shall be located on the premises.
- (8) An electronic roof sign provided:
  - (a) The sign shall display electronic moving copy or electronic static copy;
  - (b) The sign shall be located in the location identified by the designation B3, as indicated on the diagram indicated at Subsection I(12) as West Elevation - 259 Victoria Street;
  - (c) The sign face area shall not exceed 64.0 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 8.0 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 8.0 metres; and



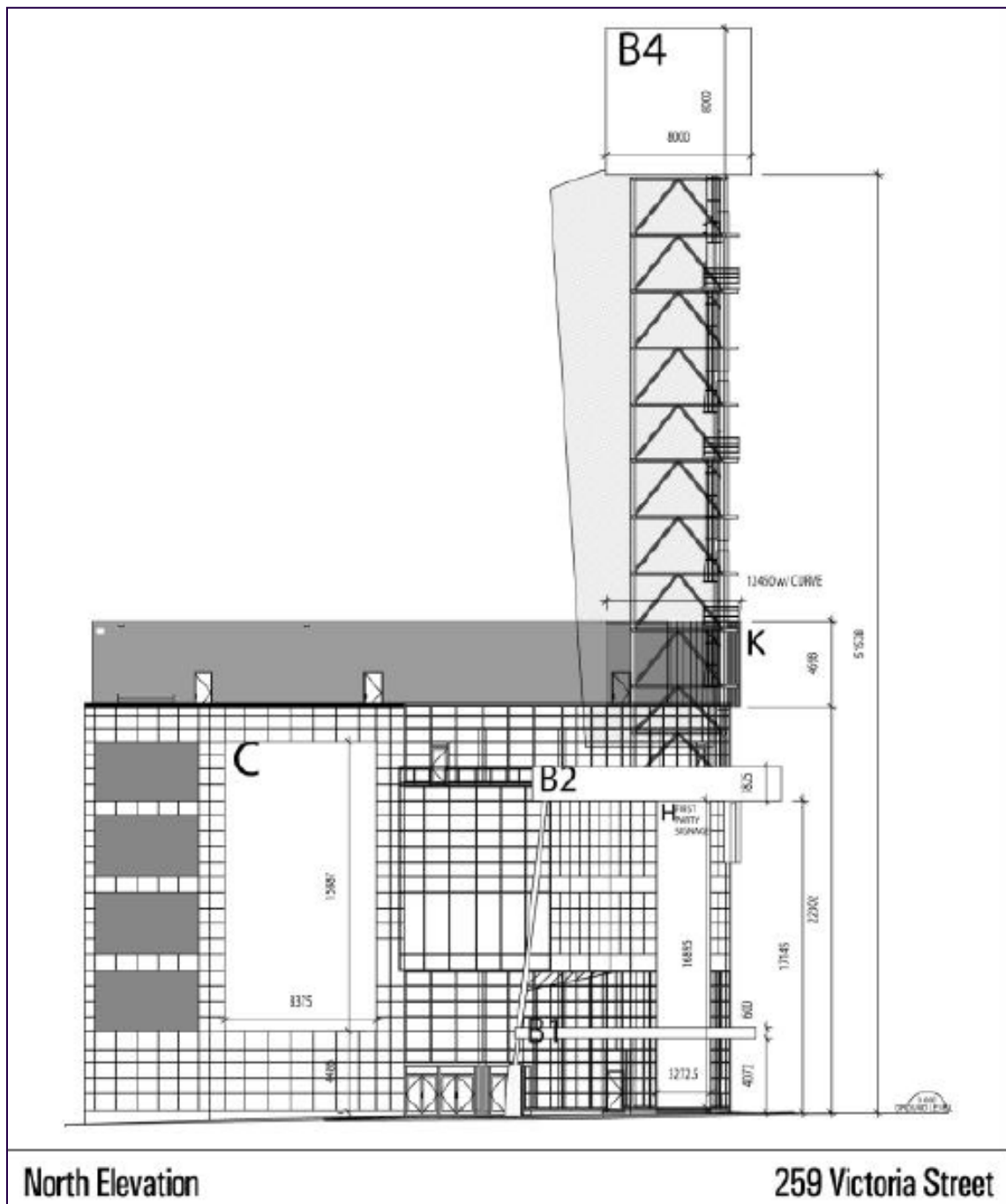
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- (g) No more than one such electronic roof sign shall be located on the premises.
- (9) A roof sign provided:
  - (a) The sign shall display static copy only;
  - (b) The sign shall be located in the location identified by the designation B4, as indicated on the diagrams indicated at Subsection I(11) as North Elevation - 259 Victoria Street and Subsection I(12) as West Elevation - 259 Victoria Street;
  - (c) The sign face area shall not exceed 288.0 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 26.4 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 10.9 metres; and
  - (g) No more than one such roof sign shall located on the premises.
- (10) Area Map 1 - 259 Victoria Street (37 Dundas Street East)



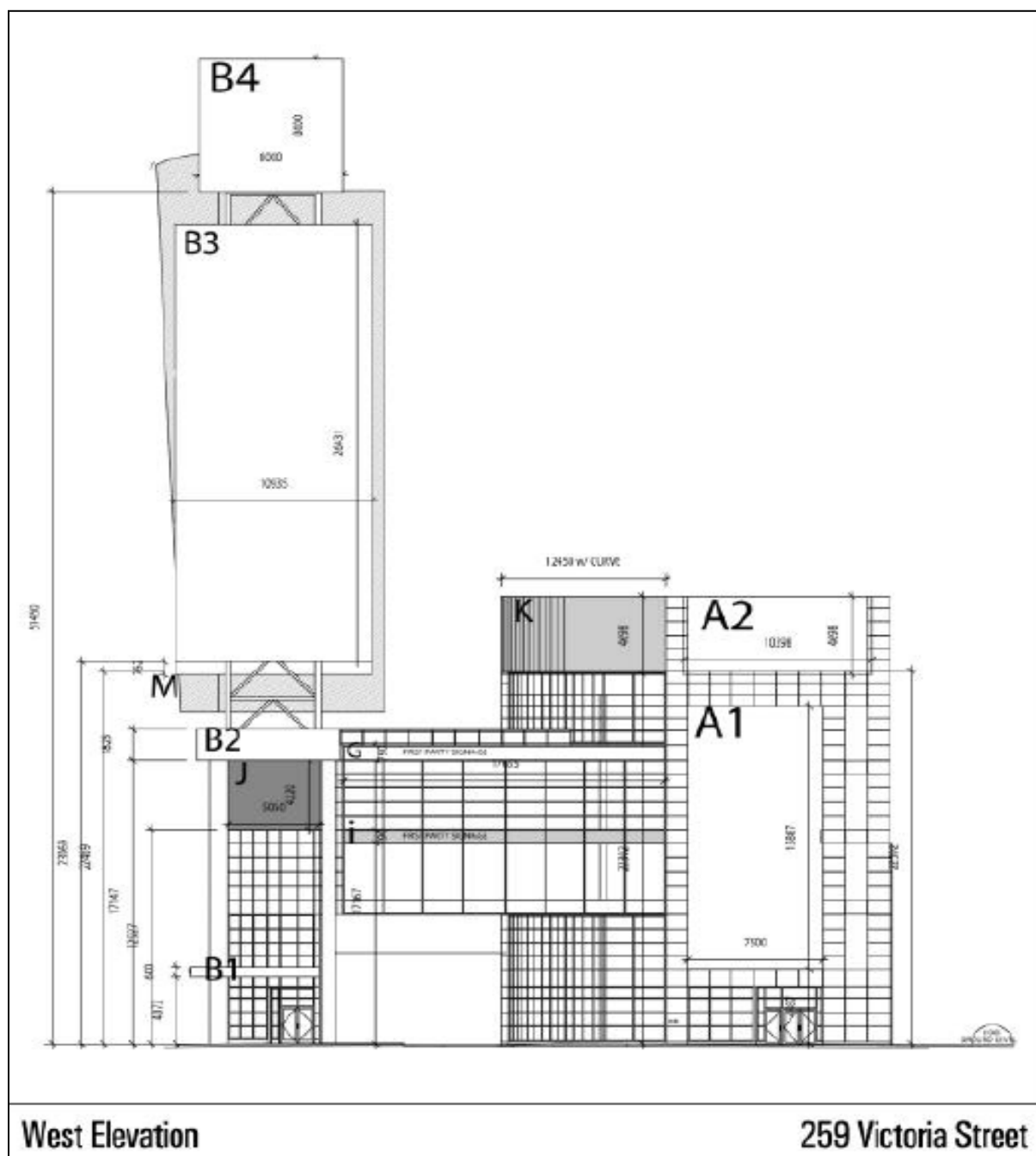
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(11) North Elevation - 259 Victoria Street



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(12) West Elevation - 259 Victoria Street



- J. The premises municipally known in the year 2016 as 1 Dundas Street West and commonly known as "The Eaton Centre"), may contain, in addition to the signs permitted by Subsections 3A, B, C, D, E and F above, the following first party signs:

- (1) A wall sign provided:

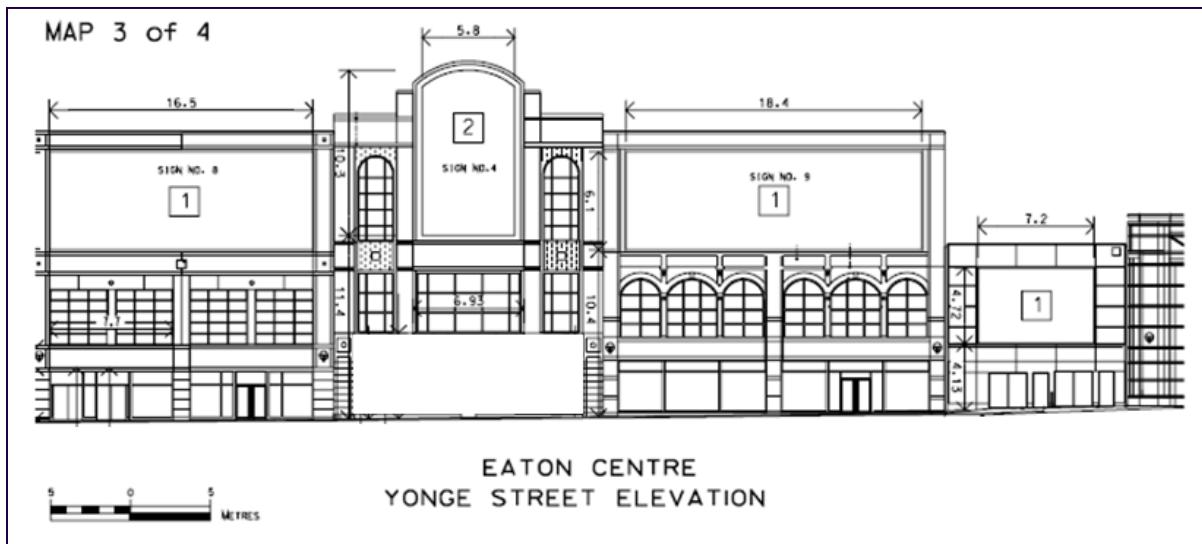
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- (a) The sign shall display static copy only;
  - (b) The sign shall be located in one of the thirteen (13) locations identified by the number 1 or 2 on the diagrams indicated at Subsection J(3), (4), (5), and (6) as Maps 1, 2, 3, and 4 - 1 Dundas Street West;
  - (c) The sign face area and dimensions of the sign face shall not exceed the areas labelled by the number 1 or 2 upon which the sign is located as delineated on the diagrams indicated at Subsection J(3), (4) and (5) as Maps 1, 2 and 3 - 1 Dundas Street West;
  - (d) Where illuminated, the sign shall be internally illuminated only;
  - (e) Notwithstanding § 694-20A(1), the sign copy may advertise, promote, or direct attention to goods available at the premises and such portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises may equal 100 percent of the total sign face area; and
  - (f) No more than thirteen (13) wall signs shall be located on the premises.
- (2) A roof sign provided:
- (a) The sign shall display static copy only;
  - (b) The sign face area and dimensions of the sign face shall not exceed the areas as delineated on the diagrams identified by the number 4 indicated at Subsection J(3), (4), (5) and (6) as Maps 1, 2, 3 and 4 - 1 Dundas Street West;
  - (c) The sign shall be located in one of the location identified by the number 4 on the diagrams indicated at Subsections J(3), (4), (5) and (6) as Maps 1, 2, 3 and 4 - 1 Dundas Street West;
  - (d) Where illuminated, the sign shall be internally illuminated only;
  - (e) Notwithstanding § 694-20A(1), the sign copy may advertise, promote, or direct attention to goods available at the premises and such portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises may equal 100 percent of the total sign face area;
  - (f) The sign shall contain more than two sign faces; and

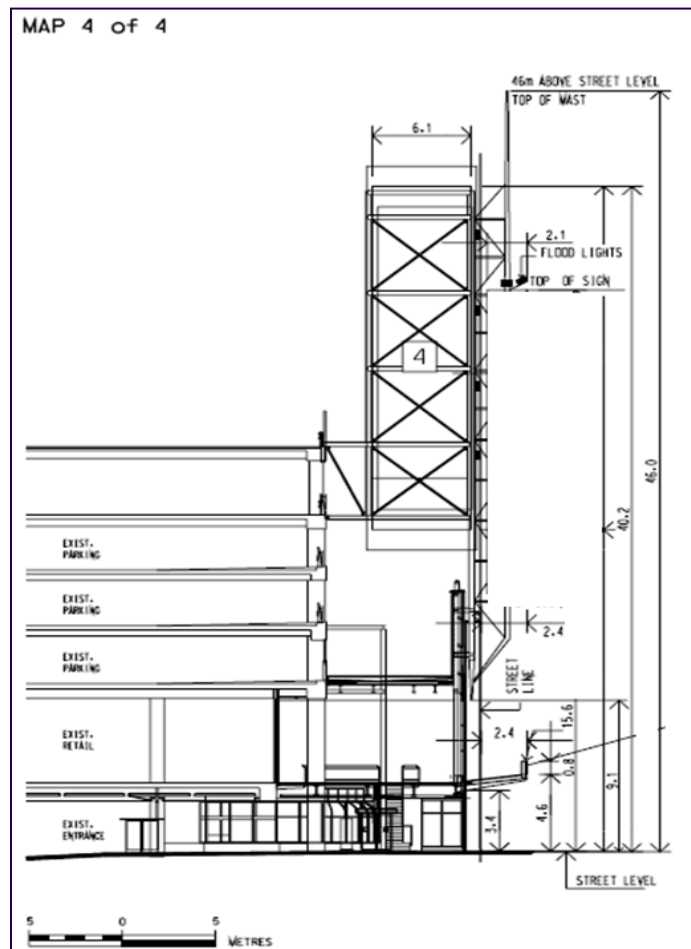


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(5) Map 3 - 1 Dundas Street West



(6) Map 4 - 1 Dundas Street West



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4. The Dundas Square Special Sign District - DS-SSD - may contain the following third party signs:
- A. A wall sign, electronic wall sign or a topiary wall sign provided:
- (1) The sign face area shall not exceed 20.0 square metres;
  - (2) The height shall not exceed 15.0 metres;
  - (3) The sign shall not be erected facing a street;
  - (4) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
  - (5) The sign shall not be erected within 30.0 metres of any premises located, in whole or in part, in an R, RA or OS sign district;
  - (6) The sign shall not extend beyond either end of the wall on which it is erected;
  - (7) The sign shall have no more than one sign face; and
  - (8) The sign shall not extend above the wall or parapet wall of the building on which it is erected.
- B. A ground sign or an electronic ground sign provided:
- (1) The sign face area shall not exceed 20.0 square metres;
  - (2) The height shall not exceed 10.0 metres;
  - (3) The sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law;
  - (4) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
  - (5) The sign shall not be erected within 30.0 metres of any premises located, in whole or in part, in an R, RA or OS sign district;
  - (6) There shall be no more than one ground sign or electronic ground sign erected on the premises; and
  - (7) The sign shall have no more than two sign faces.

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C. Notwithstanding Subsection 4A and B, but subject to all other provisions of this Chapter, lands municipally known in the year 2016 as 10 Dundas Street East may contain only the following third party signs:

(1) A projecting sign provided:

- (a) The sign shall display static copy or mechanical copy only;
- (b) The sign shall be located in the location identified by the designation B, as indicated on the diagrams indicated at Subsection C(9) as Map 1-10 Dundas Street East and Subsection C(10) as Map 2 -10 Dundas Street East;
- (c) The sign face area shall not exceed 298.5 square metres;
- (d) The sign face shall be rectangular in shape;
- (e) The sign face shall not have a horizontal measurement that exceeds 32.80 metres;
- (f) The sign face shall not have a vertical measurement that exceeds 9.10 metres;
- (g) The sign shall not project less than 0.6 metres, nor more than 2.1 metres from the wall upon which it is erected;
- (h) Where illuminated, the sign may be internally illuminated, or externally illuminated provided the sign shall not be up-lit; and
- (i) No more than one such projecting sign shall be erected on the premises.

(2) A projecting sign provided:

- (a) The sign shall display static copy or mechanical copy only;
- (b) The sign shall be located in the location identified by the designation D, as indicated on the diagram indicated at Subsection C(10) as Map 2 - 10 Dundas Street East;
- (c) The sign face area shall not exceed 139.4 square metres;
- (d) The sign face shall be rectangular in shape;



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- (e) The sign face shall not have a horizontal measurement that exceeds 10.4 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 13.1 metres;
  - (g) The sign shall not project less than 0.60 metres, nor more than 1.22 metres from the wall upon which it is erected;
  - (h) Where illuminated, the sign may be internally illuminated, or externally illuminated provided the sign shall not be up-lit; and
  - (i) No more than one such projecting sign shall be erected on the premises.
- (3) A projecting sign provided:
- (a) The sign shall display static copy or mechanical copy only;
  - (b) The sign shall be located in the location identified by the designation E, as indicated on the diagrams indicated at Subsection C(9) as Map 1 - 10 Dundas Street East and Subsection C(10) as Map 2 - 10 Dundas Street East;
  - (c) The sign face area shall not exceed 436.0 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 10.9 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 40.0 metres;
  - (g) The sign shall not project less than 0.6 metres, nor more than 2.06 metres from the wall upon which it is erected;
  - (h) Where illuminated, the sign may be internally illuminated, or externally illuminated provided the sign shall not be up-lit; and
  - (i) No more than one such projecting sign shall be erected on the premises.
- (4) A projecting sign provided:

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- (a) The sign shall display static copy or mechanical copy only;
  - (b) The sign shall be located in the location identified by the designation F, as indicated on the diagram indicated at Subsection C(10) as Map 2 - 10 Dundas Street East;
  - (c) The sign face area shall not exceed 150.5 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 8.1 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 18.6 metres;
  - (g) The sign shall not project less than 0.60 metres, nor more than 1.22 metres from the wall upon which it is erected;
  - (h) Where illuminated, the sign may be internally illuminated, or externally illuminated provided the sign shall not be up-lit; and
  - (i) No more than one such projecting sign shall be erected on the premises.
- (5) A projecting sign provided:
- (a) The sign shall display static copy or mechanical copy only;
  - (b) The sign shall be located in the location identified by the designation H, as indicated on the diagram on the diagrams indicated at Subsection C(10) as Map 2 - 10 Dundas Street East;
  - (c) The sign face area shall not exceed 381.1 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 20.5 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 18.6 metres;
  - (g) The sign shall not project less than 0.6 metres, nor more than 1.22 metres from the wall upon which it is erected;

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- (h) Where illuminated, the sign may be internally illuminated, or externally illuminated provided the sign shall not be up-lit; and
  - (i) No more than one such projecting sign shall be erected on the premises.
- (6) A projecting sign provided:
  - (a) The sign shall display static copy or mechanical copy only;
  - (b) The sign shall be located in the location identified by the designation J, as indicated on the diagram indicated at Subsection C(10) as Map 2 - 10 Dundas Street East;
  - (c) The sign face area shall not exceed 148.8 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 8.0 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 18.6 metres;
  - (g) The sign shall not project less than 0.6 metres, nor more than 1.22 metres from the wall upon which it is erected;
  - (h) Where illuminated, the sign may be internally illuminated, or externally illuminated provided the sign shall not be up-lit;
  - (i) Notwithstanding § 694-17, the sign may project, in whole or in part, over a public right of way; and
  - (j) No more than one such projecting sign shall be erected on the premises.
- (7) An electronic projecting sign provided:
  - (a) The sign shall display electronic static copy or electronic moving copy only;
  - (b) The sign shall be located in the location identified by the designation A, as indicated on the diagram on the diagrams indicated at Subsection C(9) as Map 1 - 10 Dundas Street East;

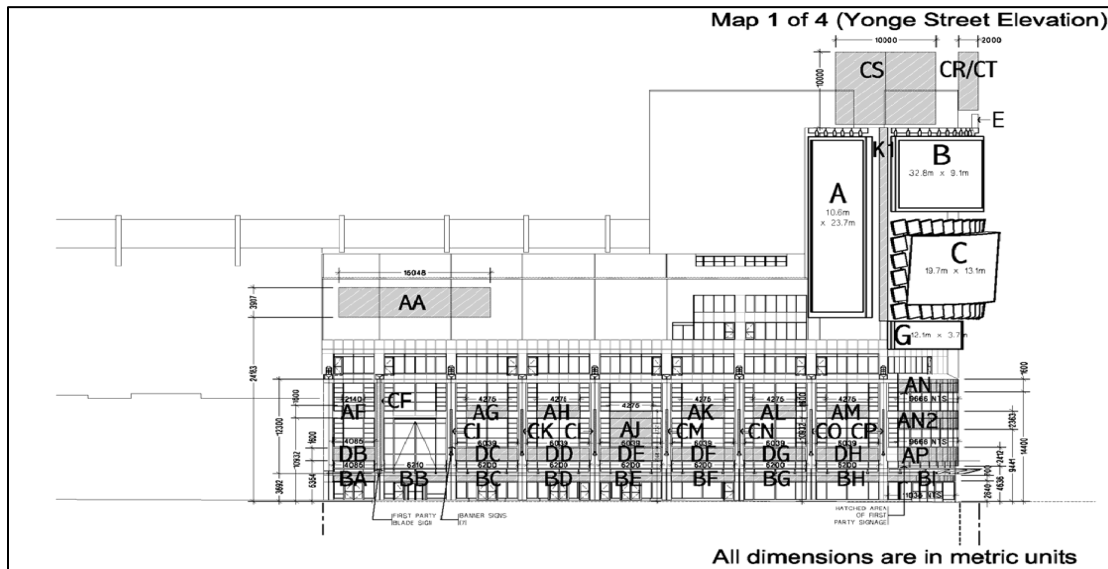
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- (c) The sign face area shall not exceed 251.2 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 10.6 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 23.7 metres;
  - (g) The sign shall not project less than 0.6 metres, nor more than 1.22 metres from the wall upon which it is erected;
  - (h) Where illuminated, the sign may be internally illuminated, or externally illuminated provided the sign shall not be up-lit;
  - (i) Notwithstanding anything else in this chapter the sign may not project, in whole or in part, over a public right of way; and
  - (j) No more than one such projecting sign shall be erected on the premises.
- (8) An electronic projecting sign provided:
- (a) The sign shall display electronic static copy or electronic moving copy only;
  - (b) The sign shall be located in the location identified by the designation C, as indicated on the diagram on the diagrams indicated at Subsection C(9) as Map 1 - 10 Dundas Street East;
  - (c) The sign face area shall not exceed 258.1 square metres;
  - (d) The sign face shall be rectangular in shape;
  - (e) The sign face shall not have a horizontal measurement that exceeds 19.7 metres;
  - (f) The sign face shall not have a vertical measurement that exceeds 13.1 metres;
  - (g) The sign shall not project less than 0.6 metres, nor more than 3.04 metres from the wall upon which it is erected;

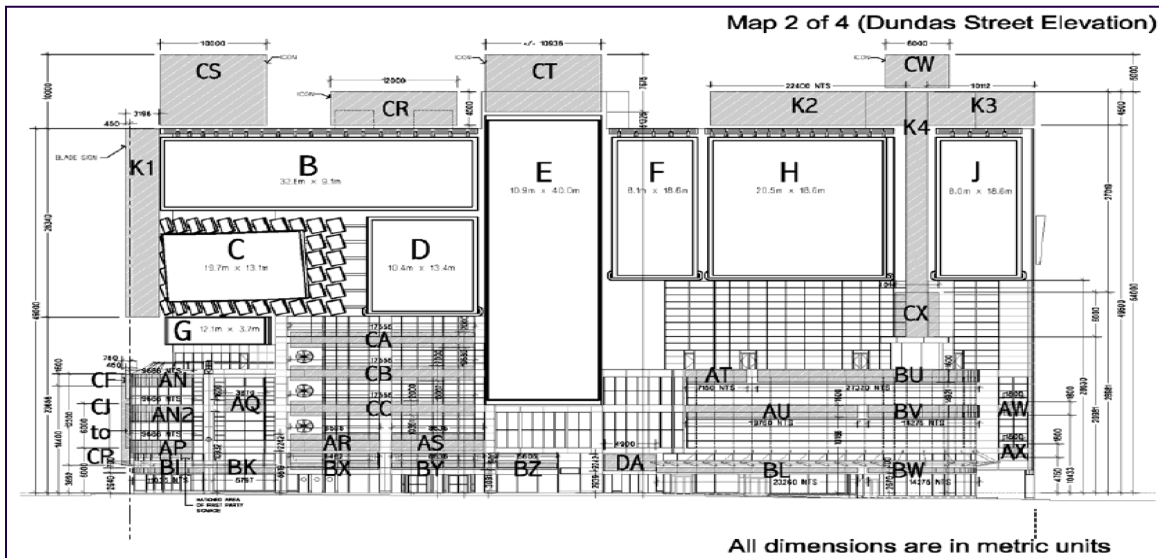
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- (h) Where illuminated, the sign may be internally illuminated, or externally illuminated provided the sign shall not be up-lit;
- (i) Notwithstanding anything else in this chapter the sign may not project, in whole or in part, over a public right of way; and
- (j) No more than one such projecting sign shall be erected on the premises.

(9) Map 1 - 10 Dundas Street East



(10) Map 2 - 10 Dundas Street East



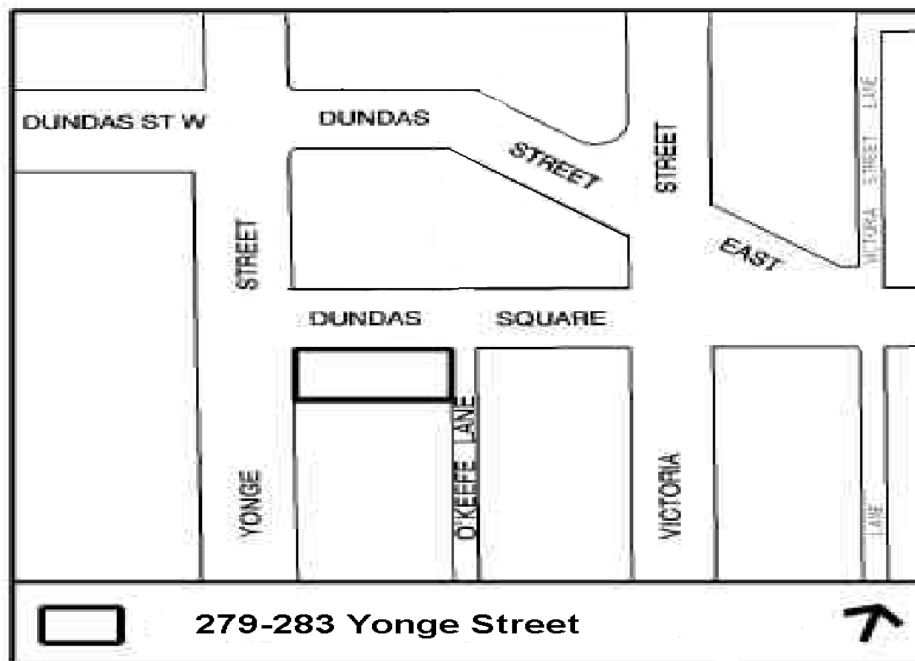
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- D. Notwithstanding Subsections 4A and B, but subject to all other provisions of this Chapter, the lands municipally known in the year 2016 as 279-283 Yonge Street and legally described as PL 22A PT LTS 13 & 14, as delineated with heavy lines on the diagram indicated at Subsection D(3) as Area Map 1 - 279-283 Yonge Street, may contain only the following third party signs:
- (1) One third party roof sign, containing no more than five (5) sign faces and no more than one architectural light column, provided:
    - (a) One sign face, containing static copy and facing southerly, shall not exceed a sign face width of 7.72 metres and a sign face height of 11.43 metres, and shall be erected so that height of the sign face does not exceed 26.56 metres from grade;
    - (b) One sign face, containing static copy and facing northerly, shall not exceed a sign face width of 27.03 metres and a sign face height of 7.01 metres, and shall be erected so that the height of the sign face does not exceed 21.44 metres from grade;
    - (c) One sign face, containing static copy displaying the name, logo or corporate symbol of an advertising sponsor and facing northerly, shall not exceed a sign face width of 24.38 metres and a sign face height of 1.34 metres, and shall be erected so that the height of the sign face does not exceed 24.31 metres from grade;
    - (d) One curved sign face, containing electronic moving copy and facing northerly and westerly, shall not exceed a sign face width of 19.05 metres and a sign face height of 11.89, and shall be erected so that the height of the sign face does not exceed 26.13 metres from grade;
    - (e) One curved sign face, containing mechanical copy and facing northerly and westerly, shall not exceed a sign face width of 17.2 metres and a sign face height of 4.27 metres, and shall be erected so that the height of the sign face does not exceed 30.44 metres from grade;
    - (f) The architectural light column with a 0.3 metre diameter top sphere, containing static copy displaying the logo or corporate symbol of an advertising sponsor, shall be erected so that the height of the architectural light column does not exceed 43.43 metres from grade; and
    - (g) Prior to the issuance of any sign permit related to signs located at 279-283 Yonge Street, including a permit for the demolition or

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removal of existing signs and erection of new signs, the owner has complied with the requirements of Subsection D(2).

- (2) Prior to the issuance of any sign permit for the heritage property located at 279-283 Yonge Street, including a permit for the demolition/removal of existing signs and erection of new signs, the owner shall provide the following to the satisfaction of the Manager, Heritage Preservation Services:
- (a) Sign permit construction drawings;
  - (b) Final signage plan, heritage interpretation plan and lighting plan for the exterior of the heritage building;
  - (c) Heritage conservation drawings and specifications for heritage conservation work to implement the conservation plan referenced in the Heritage Impact Assessment, to be prepared by a qualified heritage consultant; and
  - (d) A Letter of Credit, in a form and an amount satisfactory to the Chief Planner and Executive Director, City Planning, to secure all work included in the Heritage Impact Assessment.
- (3) Area Map 1 - 279-283 Yonge Street



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- E. Notwithstanding Subsection 4A and B, but subject to all other provisions of this Chapter, the lands municipally known in the year 2016 as 33 Dundas Street East and conveniently known as 35 Dundas Street East, 37 Dundas Street East and 259 Victoria Street and legally described as PLAN 22A LOT 68 PT LOT 69 PT DUNDAS ST E E/S VICTORIA ST RP 64R15467 PART 1 RP 64R16753 PARTS 1 2 5 TO 7 RP 66R23661 PARTS 10 AND 13, as delineated with heavy lines on the diagram indicated at Subsection E(3) as Area Map 1 - 259 Victoria Street (37 Dundas Street East), may only contain the following third party signs:
- (1) A wall sign provided:
- (a) The sign contains no more than one sign face;
  - (b) The sign is located in the location identified by the letter K on the diagrams indicated at Subsection E(4) and (5) as North Elevation - and West Elevation - 259 Victoria Street;
  - (c) The sign contains static copy only;
  - (d) The sign face area shall not exceed 59.0 square metres;
  - (e) The sign face shall be rectangular in shape;
  - (f) The sign face shall not have a horizontal measurement that exceeds 12.5 metres; and
  - (g) The sign face shall not have a vertical measurement that exceeds 4.7 metres.
- (2) A roof sign provided:
- (a) The sign contains no more than one sign face;
  - (b) The sign is located in the location identified by the letter M on the diagram indicated at Subsection E(5) as West Elevation - 259 Victoria Street;
  - (c) The sign contains static copy only;
  - (d) The sign face area shall not exceed 8.5 square metres;
  - (e) The sign face shall be rectangular in shape;
  - (f) The sign face shall not have a horizontal measurement that exceeds 10.95 metres; and



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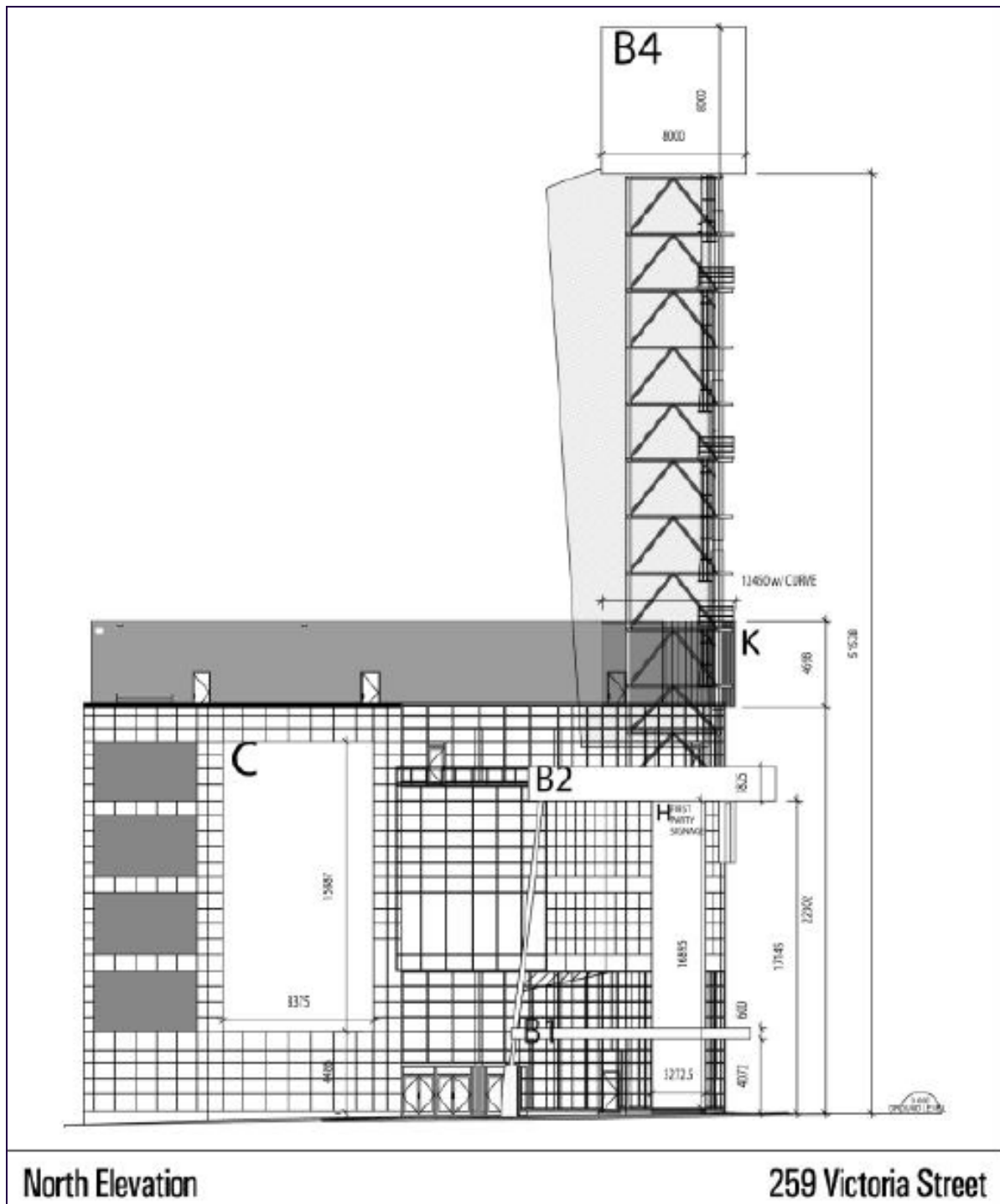
- (g) The sign face shall not have a vertical measurement that exceeds 0.77 metres.

(3) Area Map 1 - 259 Victoria Street (37 Dundas Street East)

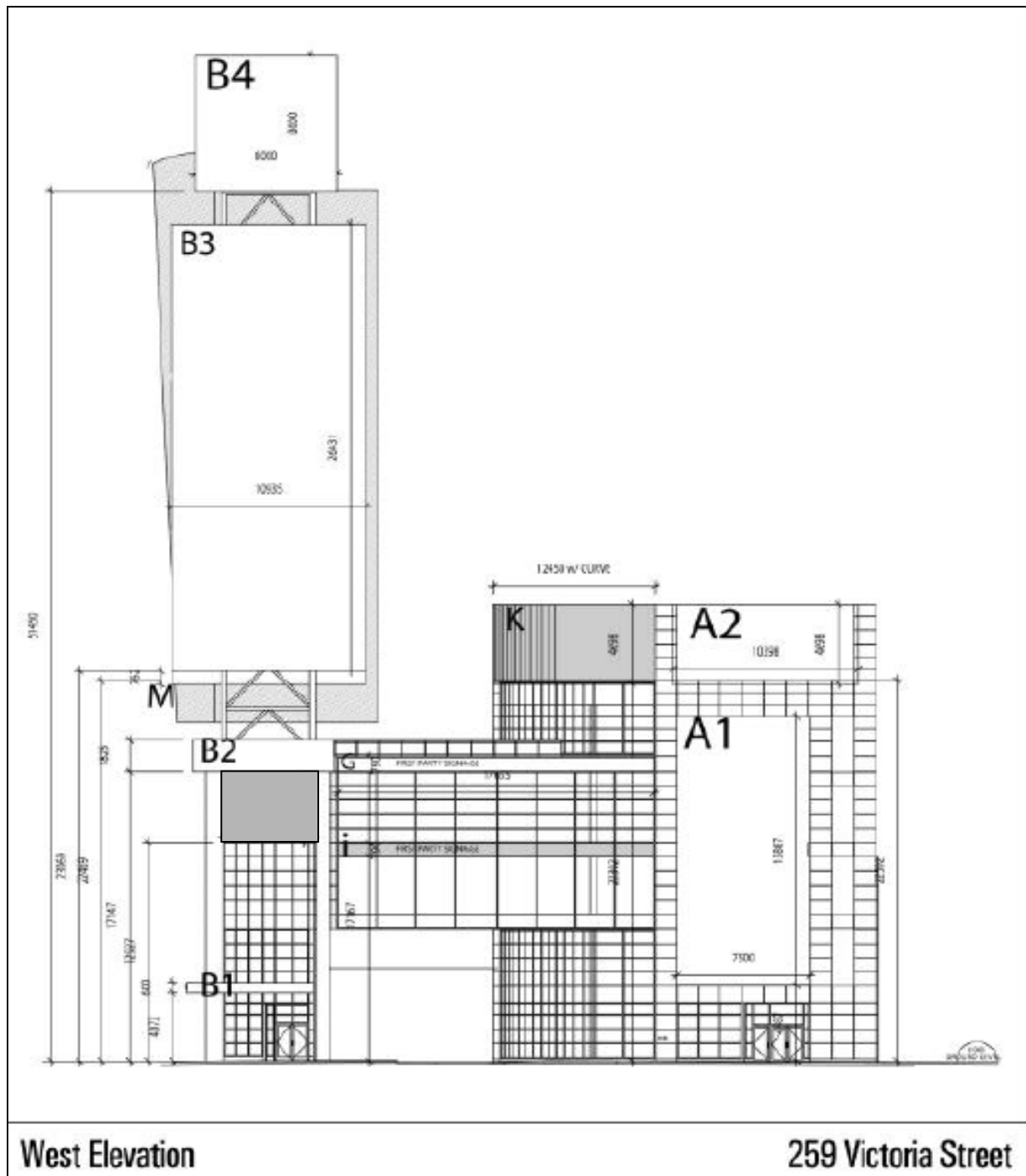


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(4) North Elevation- 259 Victoria Street



(5) West Elevation - 259 Victoria Street



F. Notwithstanding §§ 694-9B, 694-18E(2), 694-22D and Subsections 4A, and B, of Schedule C, Additional Special Sign District Regulations, but subject to all other provisions of this Chapter, the premises municipally known as 306 Yonge Street,

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may contain the following third party sign: **[Amended 2021-07-16 by By-law 763-2021]**

- (1) an electronic roof sign provided:
  - (a) The sign shall contain no more than two sign faces;
  - (b) The sign shall contain no more than one sign face on the south facing elevation of the electronic roof sign;
  - (c) The sign face on the south facing elevation of the electronic roof sign complies with all of the following:
    - [1] the sign face shall be rectangular;
    - [2] the sign face shall be oriented in a southerly direction;
    - [3] the sign face shall display electronic static copy or electronic moving copy only;
    - [4] the centre line of the sign face shall not exceed 27.5 metres;
    - [5] the bisecting line of the sign face shall not exceed 39.75 metres;
    - [6] the sign face area of the sign face shall not exceed 1,088.0 square metres; and
    - [7] the highest point of the sign face from the top of the roof shall not exceed 39.75 metres;
  - (d) The sign shall contain no more than one sign face on the north facing elevation of the electronic roof sign;
  - (e) The sign face on the north facing elevation of the electronic roof sign complies with all of the following:
    - [1] the sign face shall be rectangular;
    - [2] the sign face shall be oriented in a northerly direction;
    - [3] the sign face shall display static copy only;
    - [4] the centre line of the sign face shall not exceed 27.5 metres;

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- [5] the bisecting line of the sign face shall not exceed 39.75 metres;
    - [6] the sign face area of the sign face shall not exceed 1,088.0 square metres; and
    - [7] the highest point of the sign face from the top of the roof shall not exceed 39.75 metres;
  - (f) The existing roof sign located on the premises at approximately at the location indicated is removed and all associated permits are revoked;
  - (g) The sign permit issued for the erection and display of the sign shall expire ten years from the date of issuance, and is null and void on its expiry date; and
  - (h) For greater clarity, any and all other permits issued by the Chief Building Official for the sign shall expire in accordance with §§ 694-9 and 694-10; and prior to the expiry of the sign permit issued for the erection and display of the sign issued in accordance with Subsection 4F(1)(g), an application may be submitted to the Chief Building Official to renew the sign permit for a further period of five years, provided no modifications or restorations are proposed to the sign.
- G. **[Added 2017-03-09 by By-law 251-2017]** Notwithstanding Subsections 4A and B, but subject to all other provisions of this Chapter, part of the lands municipally known in the year 2016 as 1 Dundas Street East on the diagram indicated in Subsection G (8) as Map 1 – 1 Dundas Street East, may contain the following third party signs:
- (1) One electronic ground sign located in the location identified by the designation 'Sign A', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8), provided:
    - (a) The height shall not exceed 15.2 metres; and
    - (b) The sign shall contain the six sign faces referred to below as Sign-Face 1, Sign-Face 2, Sign-Face 3, Sign-Face 4, Sign-Face 5, and Sign-Face 6.
    - (c) Sign-Face 1 sign shall:
      - [1] be rectangular in shape;

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- [2] have a maximum centre line that does not exceed 4.8 metres;
- [3] have a maximum bisecting line that does not exceed 6.4 metres;
- [4] display only electronic static copy or electronic moving copy;
- [5] have a maximum sign face top of 13.9 metres; and
- [6] be oriented in a westerly direction.

(d) Sign-Face 2 sign shall:

- [1] be rectangular in shape;
- [2] have a maximum centre line that does not exceed 4.8 metres;
- [3] have a maximum bisecting line that does not exceed 6.4 metres;
- [4] display only electronic static copy or electronic moving copy;
- [5] have a maximum sign face top of 13.9 metres; and
- [6] be oriented in an easterly direction.

(e) Sign-Face 3 sign shall:

- [1] be rectangular in shape;
- [2] have a maximum centre line that does not exceed 4.8 metres;
- [3] have a maximum bisecting line that does not exceed 6.4 metres;
- [4] display only electronic static copy or electronic moving copy;
- [5] have a maximum sign face top of 13.9 metres; and

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[6] be oriented in a northerly direction.

(f) Sign-Face 4 sign shall:

[1] be rectangular in shape;

[2] have a maximum centre line that does not exceed 4.8 metres;

[3] have a maximum bisecting line that does not exceed 6.4 metres;

[4] display only electronic static copy or electronic moving copy;

[5] have a maximum sign face top of 13.9 metres; and

[6] be oriented in a southerly direction.

(g) Sign-Face 5 sign shall:

[1] be rectangular in shape;

[2] have a maximum centre line that does not exceed 15.2 metres;

[3] have a maximum bisecting line that does not exceed 1.3 metres;

[4] display only static copy;

[5] only display sign copy that consists of the phrase "Yonge-Dundas Square" or logos or marks identifying Yonge-Dundas Square;

[6] have a maximum sign face top of 15.2 metres; and

[7] be oriented in a north-westerly direction.

(h) Sign-Face 6 sign shall:

[1] be rectangular in shape;

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- [2] have a maximum centre line that does not exceed 15.2 metres;
  - [3] have a maximum bisecting line that does not exceed 1.3 metres;
  - [4] display only static copy;
  - [5] only display sign copy that consists of the phrase "Yonge-Dundas Square" or logos or marks identifying Yonge-Dundas Square;
  - [6] have a maximum sign face top of 15.2 metres; and
  - [7] be oriented in a north-easterly direction.
- (i) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign A', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8);
  - (j) The existing ground sign located on the premises at approximately at the location indicated by the designation 'Sign A', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8), is removed and all associated permits are revoked; and
  - (k) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.
- (2) One electronic roof sign located in the location identified by the designation 'Sign B', as indicated on the diagram Map 1 – 1 Dundas Street East indicated at Subsection G(8), provided:
    - (a) The height shall not exceed 10.7 metres;
    - (b) The sign shall be illuminated in accordance with Subsection G(9);
    - (c) The sign contains no more than one sign face;
    - (d) The bisecting line shall not exceed 3.0 metres;
    - (e) The centre line shall not exceed 6.0 metres;



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- (f) The sign face shall be rectangular in shape;
  - (g) The Sign face shall display electronic static copy and electronic moving copy only;
  - (h) The sign face top shall not exceed 10.7 metres;
  - (i) The sign face shall be oriented in a south-westerly direction; and
  - (j) The Sign face shall only display sign copy that:
    - [1] identifies the location of the Yonge-Dundas Square;
    - [2] informs the public of the events occurring in Yonge-Dundas Square;
    - [3] displays events occurring in Yonge-Dundas Square;
    - [4] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors related to Yonge-Dundas Square;
    - [5] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors of events occurring at Yonge-Dundas Square; or
    - [6] consists of non-commercial messaging.
  - (k) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign B', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8); and
  - (l) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.
- (3) One electronic roof sign located in the location identified by the designation 'Sign C', as indicated on the diagram Map 1 – 1 Dundas Street East indicated at Subsection G(8), provided:
- (a) The height shall not exceed 10.9 metres;
  - (b) The sign shall contain the two sign faces referred to below as Sign-Face 1 and Sign-Face 2;

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- (c) Sign-Face 1 sign shall:
  - [1] be rectangular in shape;
  - [2] have a maximum centre line that does not exceed 3.1 metres;
  - [3] have a maximum bisecting line that does not exceed 4.9 metres;
  - [4] display only electronic static copy or electronic moving copy;
  - [5] have a maximum sign face top of 10.0 metres; and
  - [6] be oriented in an easterly direction.
- (d) Sign-Face 2 sign shall:
  - [1] be rectangular in shape;
  - [2] have a maximum centre line that does not exceed 8.8 metres;
  - [3] have a maximum bisecting line that does not exceed 0.7 metre;
  - [4] display only static copy;
  - [5] only display sign copy that consists of the phrase "Yonge-Dundas Square" or logos or marks identifying Yonge-Dundas Square;
  - [6] have a maximum sign face top of 10.9 metres; and
  - [7] be oriented in an easterly direction.
- (e) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign C', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8); and

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- (f) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.
- (4) One electronic ground sign located in the location identified by the designation 'Sign D', as indicated on the diagram Map 1 – 1 Dundas Street East indicated at Subsection G(8), provided:
  - (a) The height shall not exceed 18.3 metres;
  - (b) The sign shall be illuminated in accordance with Subsection G(9);
  - (c) The sign contains no more than one sign face;
  - (d) The bisecting line shall not exceed 4.3 metres;
  - (e) The centre line shall not exceed 2.5 metres;
  - (f) The sign face shall be rectangular in shape;
  - (g) The Sign face shall display electronic static copy and electronic moving copy only;
  - (h) The sign face top shall not exceed 11.0 metres;
  - (i) The sign face shall be oriented in a north-easterly direction; and
  - (j) The Sign face shall only display sign copy that:
    - [1] identifies the location of the Yonge-Dundas Square;
    - [2] informs the public of the events occurring in Yonge-Dundas Square;
    - [3] displays events occurring in Yonge-Dundas Square;
    - [4] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors related to Yonge-Dundas Square;
    - [5] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors of events occurring at Yonge-Dundas Square; or
    - [6] consists of non-commercial messaging.

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- (k) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign D', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8);
  - (l) The existing ground sign located on the premises at approximately at the location indicated by the designation 'Sign D', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8), is removed and all associated permits are revoked; and
  - (m) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.
- (5) One electronic ground sign located in the location identified by the designation 'Sign E', as indicated on the diagram Map 1 – 1 Dundas Street East indicated at Subsection G(8), provided:
- (a) The height shall not exceed 10.4 metres;
  - (b) The sign shall be illuminated in accordance with Subsection G(9);
  - (c) The sign contains no more than one sign face;
  - (d) The bisecting line shall not exceed 3.0 metres;
  - (e) The centre line shall not exceed 6.0 metres;
  - (f) The sign face shall be rectangular in shape;
  - (g) The Sign face shall display electronic static copy and electronic moving copy only;
  - (h) The sign face top shall not exceed 10.4 metres;
  - (i) The sign face shall be oriented in north-westerly direction; and
  - (j) The Sign face shall only display sign copy that:
    - [1] identifies the location of the Yonge-Dundas Square;
    - [2] informs the public of the events occurring in Yonge-Dundas Square;

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- [3] displays events occurring in Yonge-Dundas Square;
  - [4] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors related to Yonge-Dundas Square;
  - [5] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors of events occurring at Yonge-Dundas Square; or
  - [6] consists of non-commercial messaging.
- (k) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign E', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8);
- (l) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.
- (6) One electronic ground sign located in the location identified by the designation 'Sign F', as indicated on the diagram Map 1 – 1 Dundas Street East indicated at Subsection G(8), provided:
- (a) The height shall not exceed 18.3 metres;
  - (b) The sign shall be illuminated in accordance with Subsection G(9);
  - (c) The sign contains no more than one sign face;
  - (d) The bisecting line shall not exceed 4.3 metres;
  - (e) The centre line shall not exceed 2.5 metres;
  - (f) The sign face shall be rectangular in shape;
  - (g) The Sign face shall display electronic static copy and electronic moving copy only;
  - (h) The sign face top shall not exceed 11.0 metres;
  - (i) The sign face shall be oriented in a northerly direction; and

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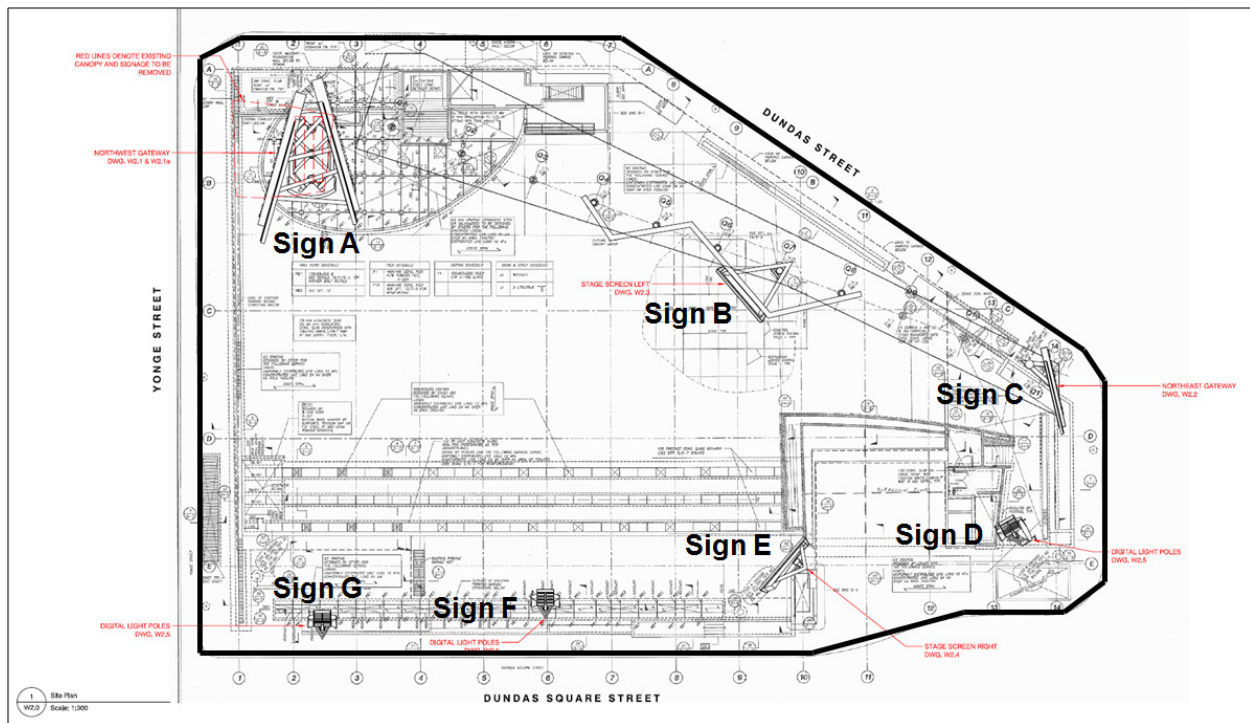
- (j) The Sign face shall only display sign copy that:
  - [1] identifies the location of the Yonge-Dundas Square;
  - [2] informs the public of the events occurring in Yonge-Dundas Square;
  - [3] displays events occurring in Yonge-Dundas Square;
  - [4] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors related to Yonge-Dundas Square;
  - [5] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors of events occurring at Yonge-Dundas Square; or
  - [6] consists of non-commercial messaging.
- (k) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign F', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8);
- (l) The existing ground sign located on the premises at approximately at the location indicated by the designation 'Sign F', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8), is removed and all associated permits are revoked; and
- (m) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.
- (7) One electronic ground sign located in the location identified by the designation 'Sign G', as indicated on the diagram Map 1 – 1 Dundas Street East indicated at Subsection G(8), provided:
  - (a) The height shall not exceed 18.3 metres;
  - (b) The sign shall be illuminated in accordance with Subsection G(9);
  - (c) The sign contains no more than one sign face;
  - (d) The bisecting line shall not exceed 4.3 metres;

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- (e) The centre line shall not exceed 2.5 metres;
- (f) The sign face shall be rectangular in shape;
- (g) The Sign face shall display electronic static copy and electronic moving copy only;
- (h) The sign face top shall not exceed 11.0 metres;
- (i) The sign face shall be oriented in a northerly direction;
- (j) The Sign face shall only display sign copy that:
  - [1] identifies the location of the Yonge-Dundas Square;
  - [2] informs the public of the events occurring in Yonge-Dundas Square;
  - [3] displays events occurring in Yonge-Dundas Square;
  - [4] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors related to Yonge-Dundas Square;
  - [5] advertises, promotes, or directs attention to businesses, goods, services, matters of sponsors of events occurring at Yonge-Dundas Square; or
  - [6] consists of non-commercial messaging.
- (k) The sign shall be erected and displayed premises at approximately at the location indicated by the designation 'Sign G', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8);
- (l) The existing ground sign located on the premises at approximately at the location indicated by the designation 'Sign G', as indicated on the diagram Map 1 – 1 Dundas Street East, indicated at Subsection G(8), is removed and all associated permits are revoked; and
- (m) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on July 31, 2027, and shall not be subject to renewal.

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(8) Map 1 – 1 Dundas Street East



- (9) If subject to these illumination provisions, the sign shall not be illuminated during the period between the hours of 12:00 a.m. and 6:00 a.m. except where the sign is displaying sign copy consisting of an event occurring at Yonge-Dundas Square during this period, sign copy related to sponsors of Yonge-Dundas Square, or sign copy related to sponsors of events occurring at Yonge-Dundas Square, and only while an event is actually occurring.

5. The City Hall Nathan Phillips Square Special Sign District - CHNPS-SSD may contain the following first party signs:

A. An overhanging structure sign provided:

- (1) The sign face area shall not exceed 20.0 square metres;
- (2) The sign shall not be erected on an overhanging structure located above the second storey of a building, or exceed a height of 10.0 metres, whichever is lesser;
- (3) Where erected at the first and second storey, the sign shall not extend above the sill of the lowest window on a wall of the second storey; or extend 0.8 metre above the first storey, whichever is lesser;



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- (4) The sign face area shall not exceed 25.0 square metres or the following, whichever is lesser:
  - (a) Where the overhanging structure is located at the first storey of a building, 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; or
  - (b) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25 percent of the external surface area of that part of the overhanging structure;
- (5) Subsection A(4) does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
- (6) 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;
- (7) The sign shall not extend beyond either end of the wall from which the overhanging structure projects; and
- (8) If the sign is located on the south elevation of a building on a premises located within the area labelled as Area A, or on the south and west elevations of a building on premises located within the area labelled as Area B as depicted in the Area Map - City Hall Nathan Phillips Square Special Sign District - CHNPS-SSD indicated at Subsection 5G or is located on the east elevation of building on a premises located on Centre Street, Chestnut Street or Elizabeth Street;
  - (a) The sign may only contain sign copy which identifies a business, service or activity available at the premises where the sign is located;
  - (b) The height shall not exceed 10.0 metres; and
  - (c) The sign shall not be illuminated, except for signs erected on a building within the lands bounded by Dundas Street West, Bay Street, Centre Avenue and Edward Street;
- (9) If the sign is located on the north elevation of a building on a premises located within the area labelled as Area C, as depicted in the Area Map - City Hall Nathan Phillips Square Special Sign District - CHNPS-SSD indicated at subsection 5G the sign must may only contain sign copy which provides direction.

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- B. A ground sign providing direction erected at a point of vehicular ingress and egress to a premises provided:
- (1) The sign face area shall not exceed 0.5 square metre;
  - (2) The height shall not exceed 1.5 metres;
  - (3) The sign shall have no more than two sign faces; and
  - (4) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
- C. A ground sign, other than a sign providing direction permitted by Subsection 5B, provided:
- (1) There shall be no more than one such sign erected at each frontage;
  - (2) The sign face area shall not exceed 0.3 square metre for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 20.0 square metres;
  - (3) The height shall not exceed:
    - (a) 3.5 metres when erected at a frontage less than or equal to 20 metres;
    - (b) 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
    - (c) 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
    - (d) 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
    - (e) 10.0 metres when erected at a frontage more than 60 metres.
  - (4) The sign shall have no more than two sign faces;
  - (5) The sign shall not be erected within 2.0 metres of any property line; and
  - (6) The sign shall not be erected within 6.0 metres of the intersection of two street lines.

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- D. A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- (1) The sign shall only be erected on an office building containing 10 or more storeys;
  - (2) There shall be no more than one sign erected on each wall of a building to a maximum of two signs;
  - (3) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - (4) The sign face area shall not exceed 25.0 square metres or 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected, whichever is less;
  - (5) The vertical dimension of the sign shall not exceed 3.0 metres;
  - (6) The sign shall not extend beyond either end of the wall on which it is erected; and
  - (7) The sign must not be located on the south elevation of a building in Area A, on the south and west elevations of a building on a premises located within the area labelled in Area B, as depicted in the Area Map - City Hall Nathan Phillips Square Special Sign District - CHNPS-SSD indicated at Subsection 5G or on the east elevation of building located on Centre Street, Chestnut Street or Elizabeth Street.
- E. A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection 5D, provided:
- (1) The sign shall not be erected above the second storey or exceed a height of 10 metres, whichever is less;
  - (2) Where erected at the first storey, the height shall not exceed 1.5 times the vertical distance between grade and the top boundary of the first storey of the building wall upon which the sign is located or 0.8 metres above the first storey, whichever is less and the sign shall not extend above the sill of the lowest window at the second storey of the wall on which the sign is erected;
  - (3) The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected;

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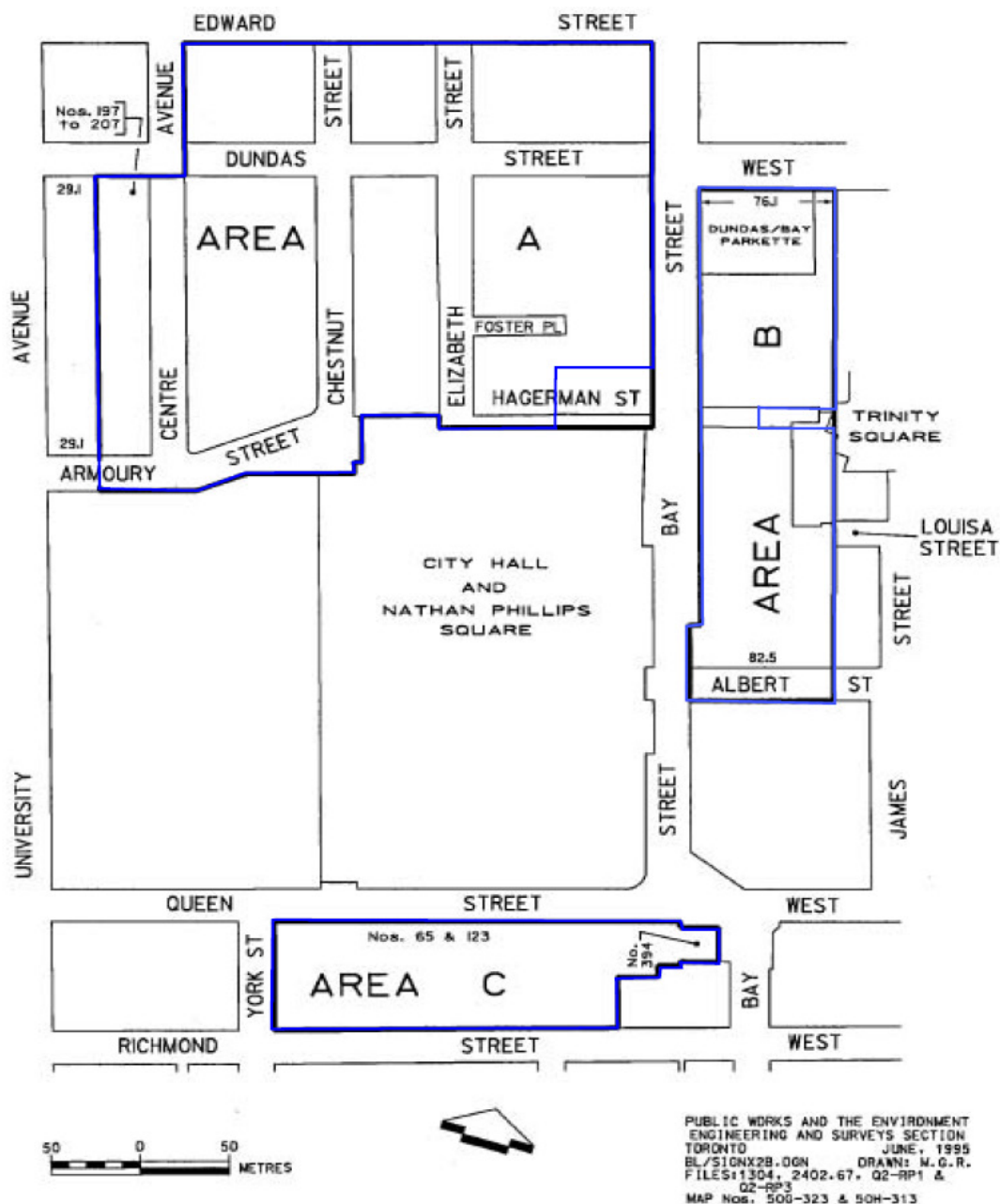
- (4) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected;
  - (5) The sign shall not extend above the wall or parapet wall of a building;
  - (6) The sign shall not extend beyond either end of the wall upon which it is erected; and
  - (7) If the sign is located on the south elevation of a building on a premises located within the area labelled in Area A, on the south and west elevations of a building in Area B as depicted in the Area Map - City Hall Nathan Phillips Square Special Sign District - CHNPS-SSD indicated at Subsection 5G or on the east elevation of building located on Centre Street, Chestnut Street or Elizabeth Street
    - (a) The sign may only contain sign copy which identifies a business, service or activity available at the premises where the sign is located;
    - (b) The height shall not exceed 10.0 metres; and
    - (c) The sign shall not be illuminated, except for signs erected on a building within the lands bounded by Dundas Street West, Bay Street, Centre Avenue and Edward Street;
  - (8) If the sign is located on the north elevation of a building on a premises located within the area labelled as Area C, as depicted in the Area Map - City Hall Nathan Phillips Square Special Sign District - CHNPS-SSD indicated at subsection 5G the sign must may only contain sign copy which provides direction or which identifies a business, service or activity available at the premises where the sign is located.
- F. A projecting sign provided:
- (1) The sign shall not be erected above the second storey, or exceed the height of 10.0 metres;
  - (2) The sign shall not project more than 1.0 metre 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;

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- (5) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
- (6) The sign face area shall not exceed 0.1 square metre for each 1.0 metres or part thereof of frontage or 1.0 square metre, whichever is lesser;
- (7) 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;
- (8) The sign may be illuminated provided it is erected a minimum 10.0 metres from a residential window on the same storey; and
- (9) If the sign is located on the south elevation of a building on a premises located within the area labelled in Area A, on the south and west elevations of a building in Area B as depicted in the Area Map - City Hall Nathan Phillips Square Special Sign District - CHNPS-SSD indicated at Subsection 5G or on the east elevation of building located on Centre Street, Chestnut Street or Elizabeth Street.
  - (a) The sign may only contain sign copy which identifies a business, service or activity available at the premises where the sign is located;
  - (b) The height shall not exceed 10.0 metres; and
  - (c) The sign shall not be illuminated, except for signs erected on a building within the lands bounded by Dundas Street West, Bay Street, Centre Avenue and Edward Street;
- (10) If the sign is located on the north elevation of a building on a premises located within the area labelled as Area C, as depicted in the Area Map - City Hall Nathan Phillips Square Special Sign District - CHNPS-SSD indicated at Subsection 5G the sign must may only contain sign copy which provides direction or which identifies a business, service or activity available at the premises where the sign is located.

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G. Area Map - City Hall Nathan Phillips Square Special Sign District - CHNPS-SSD



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6. University Avenue Special Sign District - UA-SSD - may contain the following first party signs:
- A. A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- (1) The sign shall only be erected on an office building containing 10 or more storeys;
  - (2) The sign shall only be erected on a wall that fronts a street;
  - (3) There shall be no more than one sign erected on each wall of a building to a maximum of two signs;
  - (4) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
  - (5) The vertical dimension of the sign shall not exceed 3.0 metres.
  - (6) The sign face area shall not exceed 25.0 square metres;
  - (7) The sign shall not extend above the wall on which it is erected;
  - (8) The sign shall not extend beyond either end of the wall on which it is erected; and
  - (9) The premises is located within an area labelled as CR, as depicted in the District Map - UA-SSD indicated at Subsection 6K.
- B. A wall sign other than a sign displaying a logo or corporate symbol permitted by Subsection 6A, provided:
- (1) The sign shall only be erected at the first storey;
  - (2) Where erected at the first storey, the height shall not exceed 1.5 times the vertical distance between grade and the top boundary of the first storey of the building wall upon which the sign is located, and the sign shall not extend above the sill of the lowest window at the second storey of the wall on which the sign is erected;
  - (3) The sign face area shall not exceed 2.5 square metres;
  - (4) The total sign face area of all first party wall signs, window signs, and overhanging structure signs erected at the first storey of a building shall

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not exceed 15 percent of the area of the wall at the first storey on which the signs are erected and from which the overhanging structures project;

- (5) The sign shall not extend above the wall or parapet wall of a building;
- (6) The sign shall not extend beyond either end of the wall on which it is erected; and
- (7) The premises is located within an area labelled as CR, as depicted in the District Map - UA-SSD indicated at Subsection 6K.

C. An overhanging structure sign provided:

- (1) The sign shall only be erected on an overhanging structure located at the first storey;
- (2) 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;
- (3) Subsection C(3) does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
- (4) 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;
- (5) The sign shall not extend beyond either end of the wall from which the overhanging structure projects; and
- (6) The premises is located within an area labelled as CR, as depicted in the District Map - UA-SSD indicated at subsection 6K.

D. A projecting sign provided:

- (1) The sign shall not be erected above the first storey;
- (2) Where the sign is erected at the first storey, the height shall not exceed 4.5 metres;
- (3) The sign shall not project more than 1.0 metres from the wall on which the sign is erected;
- (4) The sign shall have no more than two sign faces;



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- (5) Where the sign has two sign faces, the sign faces shall be displayed back to back;
- (6) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
- (7) The sign face area shall not exceed 1.0 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) The premises is located within an area labelled as CR, as depicted in the District Map - UA-SSD indicated at Subsection 6K.

E. A ground sign provided:

- (1) There shall be no more than one such sign erected at each frontage;
- (2) The sign face shall not exceed 2.5 square metres;
- (3) The height shall not exceed 2.5 metres;
- (4) The sign shall have no more than two sign faces;
- (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; and
- (7) The premises is located within an area labelled as CR, as depicted in the District Map - UA-SSD indicated at Subsection 6K.

F. A ground sign providing direction erected at a point of vehicular ingress and egress to a premises provided:

- (1) The height shall not exceed 1.5 metres;
- (2) The sign shall have no more than two sign faces;
- (3) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises; and
- (4) The premises is located within an area labelled as CR, as depicted in the District Map - UA-SSD indicated at Subsection 6K.

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G. A wall sign provided:

- (1) The sign shall only be erected at the first storey;
- (2) The sign face area shall not exceed 2.5 square metres;
- (3) The total sign face area of all first party wall signs, window signs, and overhanging structure signs erected at the first storey of a building shall not exceed 15 percent of the area of the wall at the first storey on which the signs are erected and from which the overhanging structures project;
- (4) The sign shall not extend above the wall or parapet wall of a building;
- (5) The sign shall not extend beyond either end of the wall on which it is erected; and
- (6) The premises is located within an area labelled as I, as depicted in the District Map - UA-SSD indicated at Subsection 6K.

H. An overhanging structure sign provided:

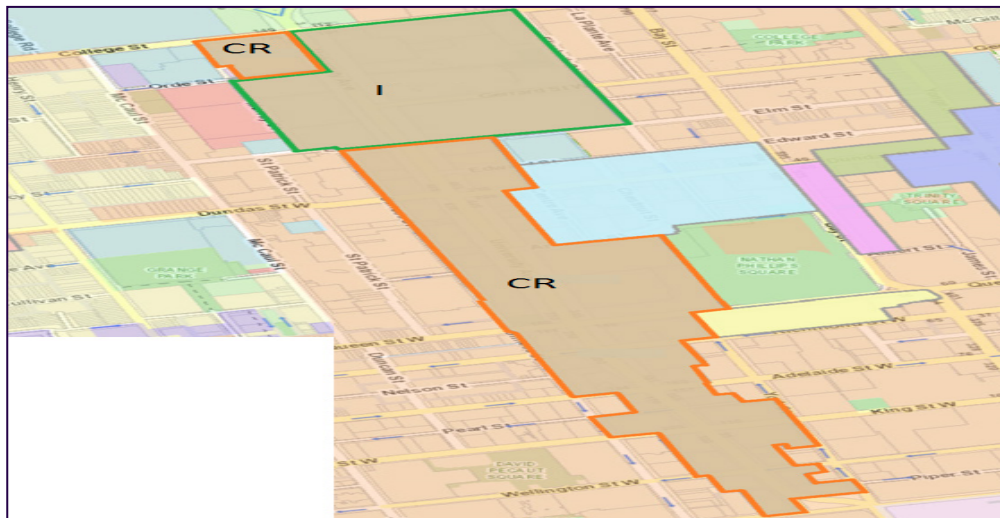
- (1) The sign shall only be erected on an overhanging structure located at the first storey;
- (2) The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50 percent of the external surface area of that part of the overhanging structure;
- (3) Subsection H(2) does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
- (4) 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;
- (5) The sign shall not extend beyond either end of the wall from which the overhanging structure projects; and
- (6) The premises is located within an area labelled as I, as depicted in the District Map - UA-SSD indicated at subsection 6K.

I. A ground sign provided:

- (1) There shall be no more than one such sign erected at each frontage;

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- (2) The sign face shall not exceed 2.5 square metres;
  - (3) The height shall not exceed 2.0 metres;
  - (4) The sign shall have no more than two sign faces;
  - (5) The sign shall not be erected within 2.0 metres of the intersection of two street lines;
  - (6) The sign shall not be erected within 6.0 metres of the intersection of two street lines; and
  - (7) The premises is located within an area labelled as I, as depicted in the District Map - UA-SSD indicated at Subsection 6K.
- J. A ground sign providing direction erected at a point of vehicular ingress and egress to a premises provided:
- (1) The sign face area shall not exceed 0.5 square metres;
  - (2) The height shall not exceed 1.5 metres;
  - (3) The sign shall have no more than two sign faces;
  - (4) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises; and
  - (5) The premises is located within an area labelled as I, as depicted in the District Map - UA-SSD indicated at Subsection 6K.
- K. District Map - UA-SSD



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7. The Woodbine Special Sign District - WB-SSD - may contain the following first party signs: **[Added 2023-12-15 by By-law 1323-2023]**
- A. Any sign which complies with the provisions of § 694-21A of this chapter where erected or displayed within the area labelled as WB-SSD-R as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1;
  - B. Any sign which complies with the provisions of § 694-21C of this chapter where erected or displayed within the area labelled as WB-SSD-C as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1;
  - C. Any sign which complies with the provisions of § 694-21D of this chapter where erected within the area labelled as WB-SSD-CR as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1;
  - D. Any sign which complies with the provisions of § 694-21G of this chapter where erected within the area labelled as WB-SSD-U as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1;
  - E. Any sign which complies with the provisions of § 694-21H of this chapter where erected within the area labelled as WB-SSD-OS as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1;
  - F. The Woodbine Special Sign District - WB-SSD - may contain, in addition to the signs permitted by Subsection 1A, B, C, D and E above, the following:
    - (1) A ground sign providing direction provided:
      - (a) The aggregate sign face area shall not exceed 40.00 square metres;
      - (b) The sign height shall not exceed 8.00 metres;
      - (c) The sign shall display static copy only;
      - (d) The sign shall not have more than eight sign faces;
      - (e) The signs faces shall:
        - [1] be rectangular; and,
        - [2] not exceed an area of 5.00 square metres each;
      - (f) The signs shall be located only within an areas labelled as WB-SSD-C, WB-SSD-CR, WD-SSD-OS as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1; and

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- (g) There shall be no more than 20 such signs shall be located on the premises.
- (2) A ground sign providing direction provided:
- (a) The aggregate sign face area shall not exceed 6.60 square metres;
  - (b) The sign height shall not exceed 3.50 metres;
  - (c) The sign shall display static copy only;
  - (d) The sign shall not have more than four sign faces;
  - (e) The signs faces shall:
    - [1] be rectangular; and,
    - [2] not exceed an area of 1.65 square metres each;
  - (f) The sign shall not be illuminated;
  - (g) The sign shall not be erected within 2.00 metres of any property line; and
  - (h) The sign shall not be erected within 6.00 metres from the intersection of two street lines;
  - (i) The signs shall be located only within an area labelled as WB-SSD-C or an area labelled as WB-SSD-CR as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1; and
  - (j) No more than seventeen such signs shall be located on the premises.
- (3) A ground sign providing direction provided:
- (a) The sign face area shall not exceed 9.00 square metres;
  - (b) The sign height shall not exceed 4.70 metres;
  - (c) The sign shall display static copy only;
  - (d) The sign shall not have more than two sign faces;
  - (e) Where the sign has two faces, the sign faces shall be back to back;

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- (f) The sign shall not be erected within 2.00 metres of any property line;
  - (g) The sign shall not be erected within 6.00 metres from the intersection of two street lines;
  - (h) The sign shall be entirely located within the area labelled as WB-SSD-EZ represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and
  - (i) No more than four such signs shall be located on the premises.
- (4) A ground sign providing direction provided:
- (a) The sign face area shall not exceed 1.00 square metre;
  - (b) The sign height shall not exceed 3.70 metres;
  - (c) The sign shall display static copy only;
  - (d) The sign shall not have more than eight sign faces;
  - (e) The signs faces shall:
    - [1] be rectangular; and,
    - [2] not exceed an area of 1.65 square metres each;
  - (f) The sign shall not be illuminated;
  - (g) The sign shall not be erected within 6.00 metres from the intersection of two street lines;
  - (h) The sign shall be entirely located within the area labelled as WB-SSD-EZ represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and
  - (i) No more than twenty-one such signs shall be located on the premises.
- (5) A ground sign provided:
- (a) The sign face area shall not exceed 25.00 square metres;
  - (b) The sign height shall not exceed 2.60 metres;
  - (c) The sign shall display static copy only;

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- (d) The sign shall not have more than one sign face;
  - (e) The sign shall not be erected within 2.00 metres of any property line;
  - (f) The sign shall not be erected within 6.00 metres from the intersection of two street lines;
  - (g) The sign shall be entirely located within the area labelled as WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and
  - (h) No more than one such sign shall be located on the premises.
- (6) A wall sign provided:
- (a) The sign face area shall not exceed 25.00 square metres;
  - (b) The sign height shall not exceed 22.50 metres;
  - (c) The sign shall display static copy only;
  - (d) The sign shall not have more than one sign face;
  - (e) The sign shall not extend above the wall or parapet wall of a building;
  - (f) The sign shall not extend beyond either end of the wall on which it is erected;
  - (g) The sign shall be erected on a building located within the area labelled as WB-SSD-EZ , represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2;
  - (h) The sign shall be located in one of the two areas identified by the letters WMB1 on the diagram indicated as subsection F(17) as 555 Rexdale Boulevard – Diagram A; and
  - (i) No more than two such signs shall be located on the premises.
- (7) An overhanging structure sign provided
- (a) The sign face area shall not exceed 82.00 square metres;
  - (b) The sign height shall not exceed 10.00 metres;

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- (c) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 2.50 metres above the overhanging structure;
  - (d) The sign shall display static copy only;
  - (e) The sign shall not have more than one sign face;
  - (f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects;
  - (g) The sign shall be erected on a building located within the area labelled as WB-SSD-EZ , represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2;
  - (h) The sign shall be located in the area identified by the letters WMB2 on the diagram indicated as subsection F(17) as 555 Rexdale Boulevard – Diagram A; and
  - (i) No more than one such sign shall be located on the premises.
- (8) An electronic ground sign provided:
- (a) The sign face area shall not exceed 5.00 square metres;
  - (b) The sign height shall not exceed 7.90 metres;
  - (c) The sign shall display electronic static copy only;
  - (d) The sign shall not have more than two sign faces;
  - (e) Where the sign has two faces, the sign faces shall be back to back;
  - (f) The sign shall not be erected within 2.00 metres of any property line;
  - (g) The sign shall not be erected within 6.00 metres from the intersection of two street lines;
  - (h) The sign shall be entirely located within the area labelled as WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and
  - (i) No more than ten such signs shall be located on the premises.



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- (9) An electronic ground sign provided:
- (a) The sign face area shall not exceed 2.50 square metres;
  - (b) The sign height shall not exceed 3.50 metres;
  - (c) The sign shall display electronic static copy only;
  - (d) The sign shall not have more than two sign faces;
  - (e) Where the sign has two faces, the sign faces shall be back to back;
  - (f) The sign shall not be erected within 2.00 metres of any property line;
  - (g) The sign shall not be erected within 6.00 metres from the intersection of two street lines;
  - (h) The sign shall be entirely located within the WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and
  - (i) No more than seven such signs shall be located on the premises.
- (10) An electronic ground sign provided:
- (a) The sign face area shall not exceed 4.50 square metres;
  - (b) The sign height shall not exceed 4.50 metres;
  - (c) The sign shall display electronic static copy only;
  - (d) The sign shall not have more than three sign faces;
  - (e) If the sign contains three sign faces displaying electronic static copy, the sign faces shall form an interior angle of not more than 60 degrees;
  - (f) The sign shall not be erected within 2.00 metres of any property line;
  - (g) The sign shall not be erected within 6.00 metres from the intersection of two street lines;
  - (h) The sign shall be entirely located within the WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and

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- (i) No more than eleven such signs shall be located on the premises.
- (11) An electronic ground sign provided:
- (a) The sign face area shall not exceed 19.00 square metres;
  - (b) The sign height shall not exceed 8.50 metres;
  - (c) The sign shall display electronic static copy only;
  - (d) The sign shall not have more than one sign face;
  - (e) The sign shall not be erected within 2.00 metres of any property line;
  - (f) The sign shall not be erected within 6.00 metres from the intersection of two street lines;
  - (g) The sign shall be erected on a building located within the WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2;
  - (h) No more than two such signs shall be located on the premises.
- (12) An electronic ground sign provided:
- (a) The sign face area shall not exceed 17.00 square metres;
  - (b) The sign height shall not exceed 6.00 metres;
  - (c) The sign shall contain electronic static copy and static copy only;
  - (d) The component of the sign face displaying electronic static copy shall not exceed 2.50 square metres;
  - (e) The sign shall not have more than two sign faces;
  - (f) Where the sign has two faces, the sign faces shall be back to back;
  - (g) The sign shall not be erected within 2.00 metres of any property line;
  - (h) The sign shall not be erected within 6.00 metres from the intersection of two street lines;
  - (i) The sign shall be entirely located within the area labelled as WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the

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diagram indicated at Subsection F(16) as 555 Rexdale Boulevard –  
Map 2; and

- (j) No more than two such signs shall be located on the premises.
- (13) An electronic wall sign provided:
- (a) The sign face area shall not exceed 100.00 square metres;
  - (b) The sign height shall not exceed 20.00 metres;
  - (c) The sign shall display electronic static copy only;
  - (d) The sign shall not have more than one sign face;
  - (e) The sign shall not extend above the wall or parapet wall of a building;
  - (f) The sign shall not extend beyond either end of the wall on which it is erected;
  - (g) The sign shall be erected on a building located within the area labelled as WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2;
  - (h) The sign shall be located in the area on the diagram indicated as subsection F(17) as 555 Rexdale Boulevard – Diagram A; and
  - (i) No more than one such sign shall be located on the premises.
- (14) An electronic overhanging structure sign provided:
- (a) The sign face area shall not exceed 26.00 square metres;
  - (b) The sign height shall not exceed 6.50 metres;
  - (c) The sign shall display electronic static copy only;
  - (d) The sign shall not have more than one sign face;
  - (e) The sign shall not extend beyond either end of the wall from which the overhanging structure projects;
  - (f) The sign shall be erected on a building located within the area labelled as WB-SSD-EZ, represented by the shaded area bounded by heavy lines on

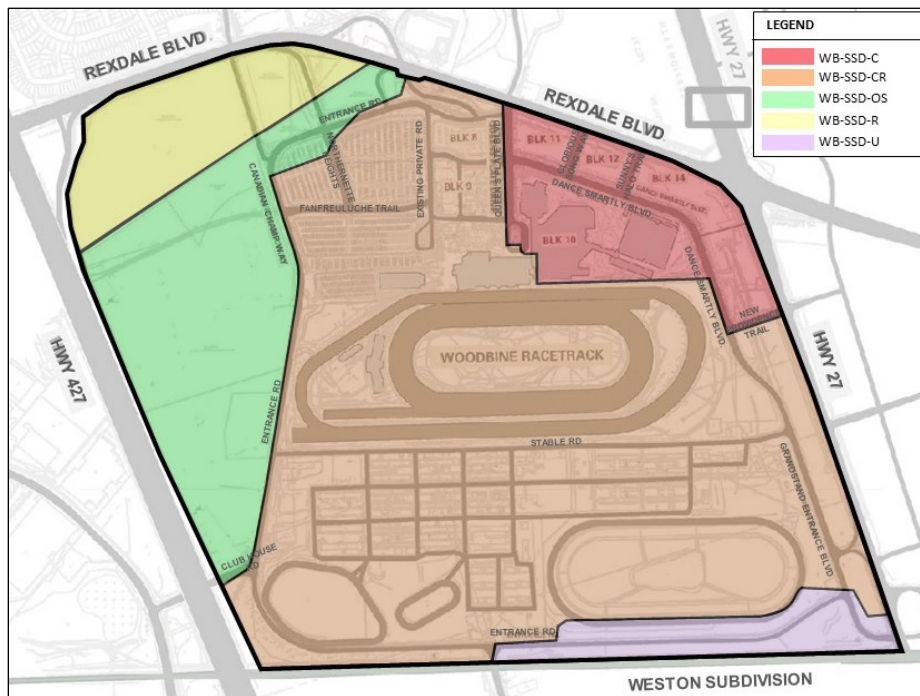
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the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2;

(g) The sign shall be located in one of the two area identified by the letters GDM2 on the diagram indicated as subsection F(17) as 555 Rexdale Boulevard – Diagram A; and

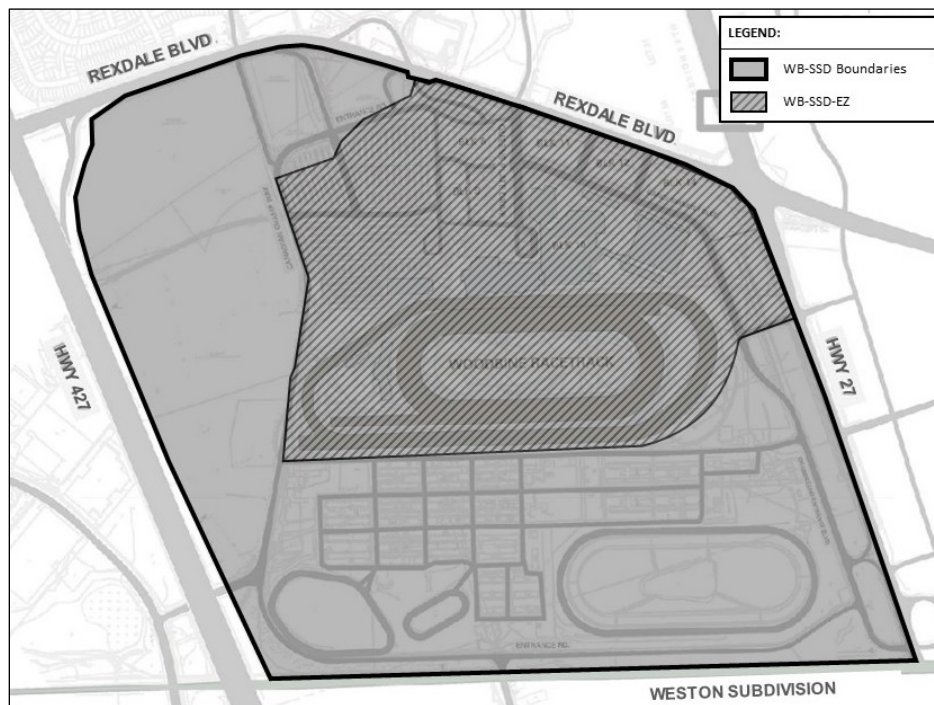
(h) No more than two such signs shall be located on the premises.

(15) 555 Rexdale Boulevard – Map 1:

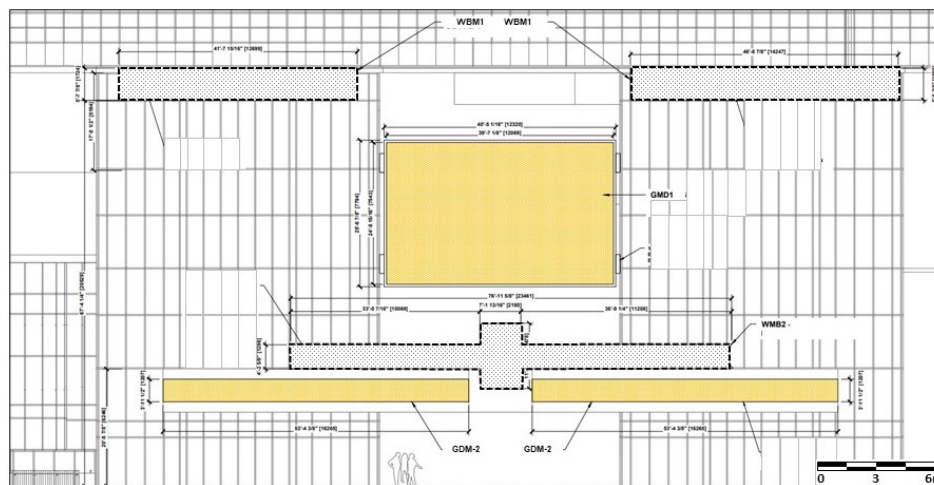


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(16) 555 Rexdale Boulevard – Map 2:



(17) 555 Rexdale Boulevard – Diagram A:



8. The Woodbine Special Sign District - WB-SSD - may contain the following third party signs: **[Added 2023-12-15 by By-law 1323-2023]**

A. An electronic ground sign provided:

(1) The sign face area shall not exceed 97.00 square metres;

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- (2) The height shall not exceed 15.00 metres;
- (3) The sign shall contain no more than four sign faces;
- (4) The sign shall contain no more than two sign faces displaying static copy;
- (5) The sign shall contain no more than two sign faces displaying electronic static copy;
- (6) Any sign faces displaying static copy shall only:
  - (a) be rectangular;
  - (b) display only the name or logo of the Woodbine entertainment attractions located on the premises;
  - (c) be comprised of individually installed letters or like sign components;
  - (d) the centre line of any sign face displaying static copy shall not exceed 12.50 metres;
  - (e) the bisecting line of any sign face displaying static copy shall not exceed 1.10 metres; and
  - (f) the sign face area of any sign face displaying static copy shall not exceed 12.00 square metres.
- (7) Any sign faces displaying electronic static copy shall only:
  - (a) be rectangular;
  - (b) the centre line of any sign face displaying electronic static copy shall not exceed 16.50 metres;
  - (c) the bisecting line of any sign face displaying electronic static copy shall not exceed 5.30 metres; and
  - (d) the sign face area of any sign face displaying electronic static copy shall not exceed 85.00 square metres
- (8) The sign shall not contain any sign faces displaying electronic static copy, if the sign does not contain two sign faces displaying static copy as provided for in this subsection;

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- (9) If the sign contains more than one sign face displaying electronic static copy, the sign faces shall form an interior angle not exceeding 45 degrees;
  - (10) The sign shall not be erected within 30.00 metres of the intersection of a major street with any other street;
  - (11) The sign shall not be erected within 14.00 metres of the west property line and 3.00 metres of any other property line;
  - (12) The sign shall not be erected within 60.00 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district;
  - (13) Where a sign is located within 250.00 metres of an R, RA or OS sign district, the sign cannot face any premise in the R, RA or OS sign district;
  - (14) The sign shall not contain illumination that results in light which projects onto any premises located in an R, RA or OS sign district;
  - (15) The sign shall be located a minimum of 500.00 metres of any other third party electronic sign located on:
    - (a) the same frontage; or
    - (b) the same properly line adjacent to other premises not within the Woodbine Special Sign Districts;
- B. An electronic ground sign, other than an electronic ground sign permitted by Subsection A above, provided:
- (1) The sign face area shall not exceed 79.00 square metres;
  - (2) The height shall not exceed 15.00 metres;
  - (3) The sign shall contain no more than four sign faces;
  - (4) The sign shall contain no more than two sign faces displaying static copy;
  - (5) The sign shall contain no more than two sign faces displaying electronic static copy;
  - (6) Any sign faces displaying static copy shall only:
    - (a) be rectangular;

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- (b) display only the name or logo of the Woodbine entertainment attractions located on the premises;
  - (c) be comprised of individually installed letters or like sign components;
  - (d) the centre line of any sign face displaying static copy shall not exceed 12.50 metres;
  - (e) the bisecting line of any sign face displaying static copy shall not exceed 1.10 metres; and
  - (f) the sign face area of any sign face displaying static copy shall not exceed 14.00 square metres
- (7) Any sign faces displaying electronic static copy shall only:
- (a) be rectangular;
  - (b) the centre line of any sign face displaying electronic static copy shall not exceed 15.00 metres;
  - (c) the bisecting line of any sign face displaying electronic static copy shall not exceed 4.50 metres; and
  - (d) the sign face area of any sign face displaying electronic static copy shall not exceed 66.00 square metres
- (8) The sign shall not contain any sign faces displaying electronic static copy, if the sign does not contain two sign faces displaying static copy as provided for in this subsection;
- (9) If the sign contains more than one sign face displaying electronic static copy, the sign faces shall form an interior angle not exceeding 45 degrees;
- (10) The sign shall not be erected within 30.00 metres of the intersection of a major street with any other street;
- (11) The sign shall not be erected within 14.00 metres of the west property line and 3.0 metres of any other property line;
- (12) The sign shall not be erected within 60.00 metres of any premises located, in whole or in part, in an R, RA or OS sign district;
- (13) Where a sign is located within 250.00 metres of an R, RA or OS sign district, the sign cannot face any premise in the R, RA or OS sign district;



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- (14) The sign shall not contain illumination that results in light which projects onto any premises located in an R, RA or OS sign district;
  - (15) The sign shall be located a minimum of 500.00 metres of any other third party electronic sign on:
    - (a) the same frontage; or
    - (b) the same properly line adjacent to other premises not within the Woodbine Special Sign District;
- C. An electronic ground sign, other than an electronic ground sign permitted by Subsections A and B above, provided:
- (1) The sign face area shall not exceed 39.00 square metres;
  - (2) The height shall not exceed 14.00 square metres;
  - (3) The sign shall contain no more than four sign faces;
  - (4) The sign shall contain no more than two sign faces displaying static copy;
  - (5) The sign shall contain no more than two sign faces displaying electronic static copy;
  - (6) Any sign faces displaying static copy shall only:
    - (a) be rectangular;
    - (b) display only the name or logo of the Woodbine entertainment attractions located on the premises;
    - (c) be comprised of individually installed letters or like sign components;
    - (d) the centre line of any sign face displaying static copy shall not exceed 4.50 metres;
    - (e) the bisecting line of any sign face displaying static copy shall not exceed 2.00 metres; and
    - (f) the sign face area of any sign face displaying static copy shall not exceed 9.00 square metres;
  - (7) Any sign faces displaying electronic static copy shall only:

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- (a) be rectangular;
  - (b) the centre line of any sign face displaying electronic static copy shall not exceed 4.50 metres;
  - (c) the bisecting line of any sign face displaying electronic static copy shall not exceed 6.60 metres; and
  - (d) the sign face area of any sign face displaying electronic static copy shall not exceed 30.00 square metres;
- (8) The sign shall not contain any sign faces displaying electronic static copy, if the sign does not contain two sign faces displaying static copy as provided for in this subsection;
- (9) If the sign contains more than one sign face displaying electronic static copy, the sign faces shall be in a back to back configuration;
- (10) The sign shall not be erected within 30.00 metres of the intersection of a major street with any other street;
- (11) The sign shall not be erected within 14.00 metres of the west property line and 3.0 metres of any other property line;
- (12) The sign shall not be erected within 60.00 metres of any premises located, in whole or in part, in an R, RA or OS sign district;
- (13) Where a sign is located within 250.00 metres of an R, RA or OS sign district, the illumination shall not exceed 150 nits between sunset and sunrise;
- (14) The sign shall be located a minimum of 500.00 metres of any other third party electronic sign located on:
  - (a) the same frontage; or
  - (b) the same property line adjacent to other premises not within the Woodbine Special Sign District;
- (15) The signs shall be located only on the primary points of vehicular access to the premises of the Woodbine Special Sign District; and
- (16) There shall be no more than two such signs erected at the premises.

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- D. An electronic ground sign, other than an electronic ground sign permitted by Subsections A, B and C above, provided:
- (1) The sign face area shall not exceed 36.00 square metres;
  - (2) The height shall not exceed 15.50 square metres;
  - (3) The sign shall contain no more than four sign faces;
  - (4) The sign shall contain no more than two sign faces displaying static copy;
  - (5) The sign shall contain no more than two sign faces displaying electronic static copy;
  - (6) Any sign faces displaying static copy shall only:
    - (a) display only the name or logo of the Woodbine Racetrack;
    - (b) be comprised of individually installed letters or like sign components;
    - (c) the centre line of any sign face displaying static copy shall not exceed 0.80 metres;
    - (d) the bisecting line of any sign face displaying static copy shall not exceed 1.30 metres; and
    - (e) the sign face area of any sign face displaying static copy shall not exceed 1.00 square metres;
  - (7) Any sign faces displaying electronic static copy shall only:
    - (a) the centre line of any sign face displaying electronic static copy shall not exceed 7.60 metres;
    - (b) the bisecting line of any sign face displaying electronic static copy shall not exceed 4.50 metres; and
    - (c) the sign face area of any sign face displaying electronic static copy shall not exceed 35.00 square metres;
  - (8) The sign shall not contain any sign faces displaying electronic static copy, if the sign does not contain two sign faces displaying static copy as provided for in this subsection;

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- (9) The sign shall not be erected within 30.00 metres of the intersection of a major street with any other street;
- (10) The sign shall not be erected within 14.00 metres of the west property line and 3.00 metres of any other property line;
- (11) The sign shall not be erected within 60.00 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS Sign District;
- (12) Where a sign is located within 250.00 metres of an R, RA or OS sign district, the sign cannot face any premise in the R, RA or OS sign district;
- (13) The sign shall not contain illumination that results in light which projects onto any premises located in an R, RA or OS sign district;
- (14) The sign shall be entirely located within the area labelled as WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and
- (15) There shall be no more than two such signs erected at the premises.