

## CITY OF TORONTO

### Bill 217

### BY-LAW -2024

**To amend City of Toronto Municipal Code Chapter 694, Signs, General, to add several new definitions, to establish new regulations concerning exemptions from permit for Bike Share Signs, and to add Schedule D, Bike Share Signs Additional Regulations.**

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

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

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

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

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

Whereas Subsection 694-5E of Chapter 694 requires that a proposed sign comply with the regulations established in the provisions of the chapter prior to the issuance; and

Whereas Council has decided that modifications to the regulations contained in Chapter 694, concerning signs utilized in relation to structures designated and utilized for the temporary storage of bicycles that are made available for short-term use by individuals, are appropriate to promote the public's ability to utilize these forms of signage to express messages, while ensuring the signs remain appropriate to their function and compatible with their surroundings; and

Whereas Council has decided that modifications to the provisions concerning the processing, administration and determination of approvals for such forms of signage, and the provisions concerning the specific regulations for such signage are appropriate;

The Council of the City of Toronto enacts:

1. Chapter 694, Signs, General, is amended, as follows: by
  - A. By adding the following definitions alphabetically in the appropriate place to Section 694-1:

**BIKE SHARE PROGRAM:** A program that offers short-term bicycle rentals, through the use of a bike share system.

**BIKE SHARE STATION:** A structure designated and utilized for the temporary storage of bicycles that are part of a bike share program.

**BIKE SHARE SIGN:** A sign erected or displayed on or attached to a bike share station, including a sign erected or displayed on or attached to bicycle which is attached or affixed in any manner to a Bike Share Station.

**BIKE SHARE SYSTEM:** A collection of two or more dedicated locations operated in tandem where bicycles are made available for short-term use by individuals.

**BIKEWAYS:** Lands within the municipal park system designated for pedestrian and bicycle travel and use, by Municipal Code Chapter 886, Footpaths, Pedestrian Ways, Bicycle Paths, Bicycle Lanes and Cycle Tracks.

**PARK:** Land and land covered by water and all portions of it owned by or made available by lease, agreement, or otherwise to the City, that is or may be established, dedicated, set apart or made available for use as public open space or golf course, and that has been or may be placed under the jurisdiction of the General Manager, including any and all buildings, structures, facilities, erections, and improvements located in or on the land, save and except where the land is governed by other by-laws of the City.

**PARK ROAD:** Any roadway that is designated as a park road in the City's road classification system, as amended from time to time.

- B. By modifying the definition for the term “Ground Sign” as contained in Section 694-1 by adding the phrase “and shall include a Bike-Share Sign” to the definition, so that the definition reads as follows:

**GROUND SIGN** - A freestanding sign which is permanently affixed to the ground and not supported in any manner by a building, and shall include a bike share sign.

2. Chapter 694, Signs, General, is further amended, by adding the following to Subsection 694-6(A), as subsection (10):

- (10) A Bike Share Sign provided that the Bike Share Sign complies with all of the relevant provisions contained in Schedule D.

3. Chapter 694, Signs, General, is further amended, by adding the following to Section 694-14 as subsection S.:

- S. For purposes of Subsections 694-21A to I and 694-25C and D, bike share signs erected or displayed in connection with bike share stations, in accordance with

Subsections 1N(1) and 1N(2) of Schedule D, shall not be considered a ground sign on a premises, provided they comply in all other respects with the provisions of this Chapter.

4. Chapter 694, Signs, General, is further amended by adding Schedule "1" to this by-law as Schedule D, Bike Share Signs Additional Regulations.

Enacted and passed on March , 2025.

Frances Nunziata,  
Speaker

John D. Elvidge,  
City Clerk

(Seal of the City)

**SCHEDULE "1"**

**SCHEDULE D, BIKE SHARE SIGNS ADDITIONAL REGULATIONS**

1. Bike Share Signs: For the purposes of this Schedule, notwithstanding subsection 694-15.B(3), but subject to all other provisions of this Chapter, bike share stations may contain signs, provided:
  - A. For the purposes of this Schedule, the bike share stations may contain the following components, which may include sign faces, as depicted the Diagram 1 – Bike Share Sign Reference Diagram indicated at Subsection T:
    - (1) Type A: An element for payment operations and provision of operating instructions;
    - (2) Type B: One or more elements for the affixing of bicycles;
    - (3) Type C: A double-faced element for the display of information and identification; and,
    - (4) Type D: A element for the display of information and identification and other messaging;
  - B. Sign faces shall, with the exception of sign faces on Type D components, display first party copy only;
  - C. Sign faces shall display static copy only;
  - D. The bike share sign shall not be illuminated;
  - E. No sign faces or sign copy are located on any component of the bike share station, including the entirety of the sign structure associated thereto, other than those listed in subsection A above;
  - F. The bike share sign shall not be located within a visibility zone;
  - G. The bike share sign shall not be erected within 6.0 metres of the intersection of two street lines;
  - H. The bike share sign shall not be erected closer than 100.0 metres, measured horizontally from any point on the sign, from another bike share sign;
  - I. The bike share sign if located within 30.0 metres of the intersection of two streets where the flow of traffic is controlled by traffic lights, shall not be erected or displayed without the prior written authorization of the General Manager of Transportation Services;

- J. The bike share sign shall not be erected or displayed, or caused to be erected or displayed, without a sign permit issued by the Chief Building Official, except when the bike share sign is located:
- (1) On Park land, where a bike share sign may be erected or displayed, or caused to be erected or displayed provided:
    - (a) it is in accordance erected or displayed with an approval granted by the General Manager of Parks, Forestry and Recreation;
    - (b) the bike share sign is located entirely within a Park Road or a Bikeway or within 6.0 metres of the outermost limit of a Park Road or a Bikeway, and
    - (c) the bike share sign complies in all other respects with the provisions of this schedule;
  - (2) On other premises, where a bike share sign may be erected or displayed, or caused to be erected or displayed provided:
    - (a) it is in accordance erected or displayed with an approval granted by the Chief Building Official;
    - (b) the bike share sign is located entirely within a Park Road or a Bikeway or within 6.0 metres of the outermost limit of public right of way measured from the street line, and
    - (c) the bike share sign complies in all other respects with the provisions of this schedule;
- K. For greater clarity, a bike share sign located, in whole or in part, in a location other than those listed in Subsections 1.J(1)(b) and 1.J(2)(b) shall be required to obtain a permit from the Chief Building Official, and shall comply in all respects with the provisions of this schedule;
- L. For greater clarity, any signs other than a bike share sign erected or displayed, or caused to be erected or displayed, on or as part of a bike share station located, in whole or in part, in a location other than those listed in 1.J(1)(b) and 1.J(2)(b) shall be required to obtain a permit from the Chief Building Official, and shall comply in all respects with the provisions of this Chapter, with the exception of this schedule, concerning first party ground signs or third party ground signs, as applicable, within the sign district where the Bike Share Station is located;
- M. No sign faces may be displayed on or otherwise affixed to a bike share station which contains more than one Type A component;
- N. No sign faces may be displayed on or otherwise affixed to a bike share station which contains more than one Type C component;

- O. Sign faces may only be displayed on Type A, B, C, and D components in accordance with the regulations applicable to the corresponding components listed in subsections P, Q, R, and S;
- P. The component of the type labelled as Type A in Diagram 1 – Bike Share Sign Reference Diagram, as depicted at Subsection T, may contain the following:
- (1) No more than three sign faces, provided:
    - (a) The aggregate sign-face area for all sign faces shall not exceed 0.8 square metres;
    - (b) The sign face top of any sign face shall not exceed 1.8 metres;
    - (c) The sign faces shall only display associated information like maps, pass options, pricing, and usage guidelines,
    - (d) The primary purpose of the sign copy displayed on any sign face may not be the identification of the operator of the bike share program; and,
    - (e) The Sign faces shall be entirely located in the component labelled as Type A in the Diagram 1 – Bike Share Sign Reference Diagram indicated at Subsection T.
- Q. The component labelled as Type B in Diagram 1 – Bike Share Sign Reference Diagram, as depicted at Subsection T may contain the following:
- (1) No more than four sign faces, provided:
    - (a) The aggregate sign-face area for all sign faces located on a single Type B component shall not exceed 1.0 square metre;
    - (b) The sign face top of any sign face shall not exceed 0.8 metres;
    - (c) The sign faces shall only display first party sign copy consisting only of the name, logo or corporate symbol of the operator of the associated bike share program;
    - (d) Any sign faces shall be entirely erected and displayed on elements labelled as Type B in the Diagram 1 – Bike Share Sign Reference Diagram indicated at Subsection T.
- R. The component labelled as Type C in Diagram 1 – Bike Share Sign Reference Diagram, as depicted at Subsection T, may contain the following:
- (1) No more than two sign faces, provided;

- (a) The maximum sign face area of each sign face shall not exceed 1.5 square metres;
  - (b) The sign face top of any sign face shall not exceed 2.0 metres;
  - (c) When the sign contains one sign face, it shall they shall display first party content, consisting of the name, logo or corporate symbol of the operator of the associated bike share program, or associated information like maps, pass options, pricing, and usage guidelines;
  - (d) When the sign contains two sign faces, the sign faces shall comply with the following:
    - [1] One sign face shall only display first party content, consisting of the name, logo or corporate symbol of the operator of the associated Bike Share Program; and
    - [2] One sign face shall only display associated information like maps, pass options, pricing, and usage guidelines, or non-commercial messaging;
  - (e) The Sign faces shall be entirely located in the component labelled as C in the Diagram 1 – Bike-Share Sign Reference Diagram indicated at Subsection O.
- S. The component labelled as Type D in Diagram 1 – Bike Share Sign Reference Diagram, as depicted at Subsection T, may contain the following:
  - (1) No more than six sign faces, provided;
    - (a) The maximum sign face area of all sign faces displayed on a Type D component shall not exceed 0.45 square metres;
    - (b) The sign face top of any sign face shall not exceed 1.5 metres;
    - (c) The Sign Faces may only display the following sign copy:
      - [1] first party copy, which consists of the name, logo or corporate symbol of the operator of the associated Bike Share Program;
      - [2] third party sign copy; or,
      - [3] non-commercial messaging;

- (d) The maximum sign face area of all sign faces erected on Type D components affixed to or otherwise comprising a portion of a bike share station shall not exceed 25.0 square metres;
- (e) The Sign faces shall be entirely located on the components labelled as D in the Diagram 1 – Bike Share Sign Reference Diagram indicated at Subsection T.

T. Diagram 1 – Bike Share Sign Reference Diagram

