

Authority: Planning and Housing Committee Item PH20.4,  
as adopted by City of Toronto Council on April 23, 24 and  
25, 2025

## **CITY OF TORONTO**

### **Bill 321**

### **BY-LAW -2025**

#### **To amend Subsection 4G of Schedule C, Additional Special Sign District Regulations, to Chapter 694, Signs, General.**

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 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 Council has authorized regulations that promote the public's ability to utilize signs to express messages, while ensuring signs are appropriate to their function and compatible with their surroundings;

Whereas at its meeting of July 12, 13, 14 and 15, 2015, City Council enacted By-law 767-2016, which by-law amended Chapter 694, with respect to numerous subjects including modifications to the provisions concerning signs applicable to specific premises in the City subject to the sign district designation as a Dundas Square Special Sign District, and added Schedule C, Additional Special Sign District Regulations to Chapter 694; and

Whereas Council has decided that, due to the use, and unique nature of the premises municipally known as 1 Dundas Street East, that specific provisions within amendments to Schedule C, Additional Special Sign District Regulations to permit and regulate the erection and display specific third party electronic signs on these premises were appropriate, including regulations concerning specific content which is required, and permitted to be displayed in relation to these signs, as well as specific permitting requirements and restrictions;

Whereas Council has decided that, name under the premises municipally known as 1 Dundas Street East was commonly known should be altered; and as such amendments to Schedule C, as required the provisions concerning the regulation of sign content which utilized the previous name under which this location was commonly known, and other incidental references as required to update these references to the previous name commonly used with respect to these premises should be replaced with references to the current name used for common reference to the premises municipally known as 1 Dundas Street East, so that the sign regulation are for these premises appropriate to the signs at this locations' function and compatible with the signs surroundings; and,

Whereas Council has decided that, due to the use, and unique nature of the premises municipally known as 1 Dundas Street East amendments to Schedule C, as required to continue allowing for the issuance of permits for the erection and display specific third party electronic signs on these premises after July 31, 2027, in accordance with the City's standard permitting regime are appropriate and

Whereas notice of the intention to enact this by-law has been provided in accordance with the Act and its regulations;

The Council of the City of Toronto enacts:

1. Chapter 694, Signs, General, is amended, as follows: by

- A. By deleting the words "the phrase 'Yonge-Dundas Square'" after the words "that consists of", and replacing with "the name of the square as defined by Chapter 636, Public Squares, located within the premises" and deleting the phrase "Yonge-Dundas Square" after the words "logos or marks identifying" and replacing with "the square" in subsections 4G(1)(g)[5], 4G(1)(h)[5]; and, 4G(3)(d)[5], of Subsection 4G of Schedule C, Additional Special Sign District Regulations, to Chapter 694, so that the subsections now each read as follows:

(1)(g)[5] only display sign copy that consists of the name of the square as defined by Chapter 636, Public Squares, located within the premises or logos or marks identifying the square;

(1)(h)[5] only display sign copy that consists of the name of the square as defined by Chapter 636, Public Squares, located within the premises or logos or marks identifying the square;

(3)(d)[5] only display sign copy that consists of the name of the square as defined by Chapter 636, Public Squares, located within the premises or logos or marks identifying the square;

- B. By deleting all incidents of the phrase "Yonge-Dundas Square" elsewhere within Subsection 4G of Schedule C, to Chapter 694, and replacing the phrase with the phrase "the square as defined by Chapter 636, Public Squares, located within the premises";

- C. By deleting the words "and shall not be subject to renewal" after the words "on July 31, 2027" and replacing with the phrase ", and may be renewed in accordance with section 694-10" in subsections 4G(1)(k), 4G(2)(l), 4G(3)(f), 4G(4)(m), 4G(5)(l), 4G(6)(m); and, 4G(7)(m), of Subsection 4G of Schedule C, to Chapter 694 so that subsections now each read as follows:

(1)(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 may be renewed in accordance with section 694-10.

(2)(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 may be renewed in accordance with section 694-10.

(3)(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 may be renewed in accordance with section 694-10.

(4)(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 may be renewed in accordance with section 694-10.

(5)(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 may be renewed in accordance with section 694-10.

(6)(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 may be renewed in accordance with section 694-10.

(7)(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 may be renewed in accordance with section 694-10.

Enacted and passed on April , 2025.

Frances Nunziata,  
Speaker

John D. Elvidge,  
City Clerk

(Seal of the City)