

Authority: Toronto and East York Community Council Report 5, Clause 4,  
as adopted by City of Toronto Council on June 27, 28 and 29, 2006  
Enacted by Council: June 29, 2006

## **CITY OF TORONTO**

### **BY-LAW No. 594-2006**

#### **To amend the former City of Toronto Municipal Code Ch. 297, Signs, respecting University Avenue from Front Street West to College Street.**

WHEREAS the Toronto and East York Community Council held a public meeting on June 13, 2006 to consider the repeal of the University Avenue By-law No.13409, as amended, and amendments to the Sign Provisions (Chapter 297) of the Municipal Code of the former City of Toronto for University Avenue from Front Street West to College Street;

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

1. Chapter 297, Signs, of the former City of Toronto Municipal Code is amended by adding the following:

“JJ. Despite Subsection B, no person shall erect or display within the area delineated by heavy lines on Maps 1 and 2 included in Schedule B at the end of this chapter:

- (1) A roof sign.
- (2) Signs for the purpose of third party advertising.
- (3) Signs which rotate or that contain tri-vision panels, animated copy, changeable copy or electronic message display copy.
- (4) Video Screen type sign.
- (5) Box signs, for the purpose of building identification, located at the top floor or at the first floor level of the building.
- (6) Signs extending above the top of a building.
- (7) At the top floor level of the building, more than one building identification fascia sign located within the frontage of the lot, in the form of individual letters or corporate logo, indicating the nature of the non-residential occupancy or occupancies of the building except in the CR Zone portion of University Avenue, and if the sign is:
  - (a) Erected on a building having a height of more than thirty four (34) metres, measured from the level of the ground beneath or opposite the sign;
  - (b) Located within the uppermost storey of the building or the parapet wall of the uppermost storey;

- (c) Not more than three (3) metres in height; and
- (d) Not more than twenty-five (25) square metres in area.
- (8) At the first floor level of the building for the purpose of building identification, more than one (1) illuminated or non-illuminated fascia sign, ground sign, a pedestal sign or a canopy sign within the frontage of the lot with an area of more than two and five-tenths (2.5) square metres.
- (9) Business identification signs located more than four and six-tenths (4.6) metres high from grade or above the first floor level of the building.
- (10) Signs whose aggregate area exceeds fifteen (15) percent of the building face area of the first storey commercial unit.
- (11) Illuminated or non-illuminated boxed sign, fascia sign in the form of individual letters or back-lit canopy sign if not located on a wall that is part of the commercial unit that identifies a business within the building.”

2. Schedule B of Chapter 297 is amended as follows:

- A. By inserting in the list of maps, in numerical order by section number, the following:  
  
“Area referred to in § 297-11JJ (Maps 1 and 2)”
- B. By inserting the maps at the end of this by-law in numerical order by section number.

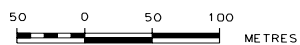
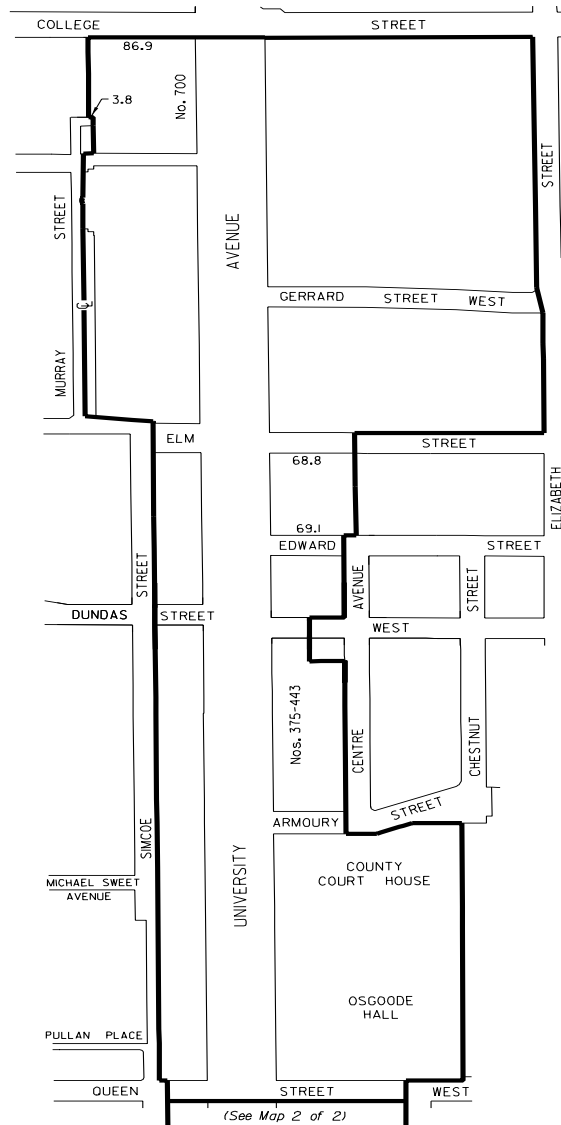
ENACTED AND PASSED this 29th day of June, A.D. 2006.

DAVID R. MILLER,  
Mayor

ULLI S. WATKISS  
City Clerk

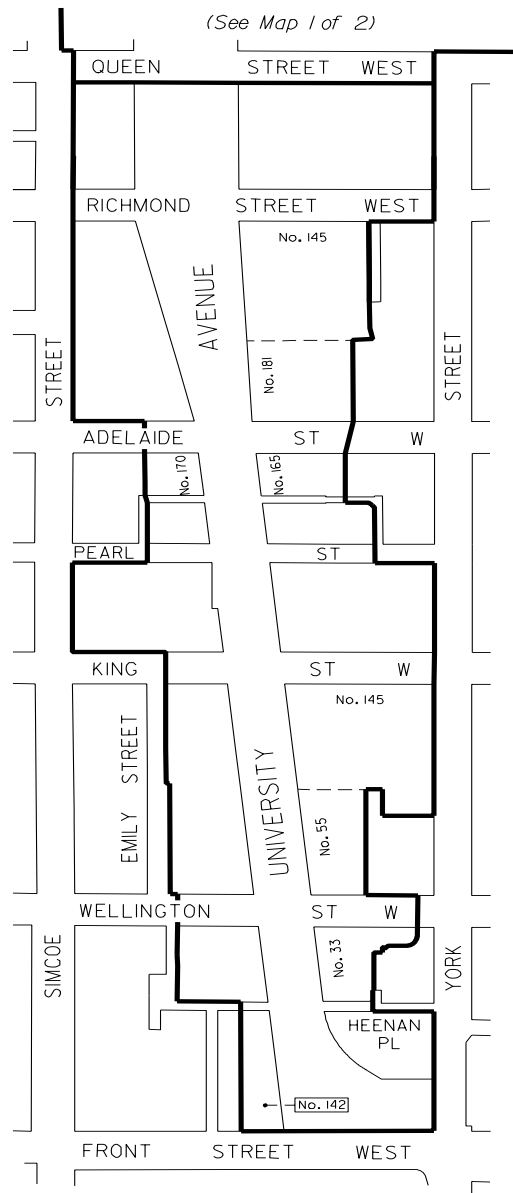
(Corporate Seal)

Chapter 297  
§297-11JJ  
MAP 1 of 2



SURVEY AND MAPPING SERVICES  
TORONTO  
SIGN06/11JJ.B1.DGN  
FILE: 2402.53-3  
MAP Nos. 50H-312,  
50H-313  
JUNE 2006  
DRAWN: VG

Chapter 297  
§297-11JJ  
MAP 2 of 2



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SURVEY AND MAPPING SERVICES  
TORONTO  
SIGN06/11JJB2.DGN JUNE 2006  
FILE: 2402-53-3  
MAP Nos. 50G-323 DRAWN: VG