

Authority: Toronto and East York Community Council Item 6.10,  
as adopted by City of Toronto Council on June 19, 20 and 22, 2007  
Enacted by Council: June 22, 2007

**CITY OF TORONTO**

**BY-LAW No. 695-2007**

**To amend the former City of Toronto Municipal Code Ch. 297, Signs, respecting  
10 Dundas Street East.**

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

1. Section 297-12 of Chapter 297, Signs, of the Municipal Code of the former City of Toronto is amended by replacing the existing provisions in subsection "T" with the following provisions:

T. Sections 297-10, 297-11 and 297-12 shall not apply to prohibit the erection or display of signs hereinafter described and shown in Schedule B, Maps 1, 2, 3 and 4 at the end of this chapter, on a structure on lands known in the year 2007 as 10 Dundas Street East, if the signs, in their entirety, comply with the following conditions:

- (1) For the purposes of this exception, the following terms have the meanings indicated:

ANIMATED SIGNAGE - Back or front lit illuminated sign which may be three dimensional and contain animated copy, changeable copy, electronic message display copy, tri-vision panels, video screens which may feature animated graphics, real moving image and/or text utilizing televisions, computer video monitors, liquid crystal displays, light emitting diode displays, neon displays and similar displays, projection copy or similarly copy projected onto the Yonge or Dundas Street building facades from a source originating or located external to the signage.

GROSS SURFACE DISPLAY AREA (G.S.D.A.) - The total area which may be made available on the structure for the purpose of displaying signs in areas A, B, C, D, E, F, G, H and J on Maps 1, 2 and 3.

**Yonge Street Elevation**

- (2) Ten (10) illuminated fascia signs each located within the hatched areas identified by the letters AA, AJ, BA, BB, BC, BD, BE, BF, BG and BH as shown in Schedule B, Map 1 (Yonge Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).

- (3) Seven (7) illuminated fascia signs or fascia signs in the form of individual letters each located within the hatched areas identified by the letters DB, DC, DD, DE, DF, DG and DH as shown in Schedule B, Map 1 (Yonge Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (4) Six (6) illuminated fascia signs in the form of individual letters each located within the hatched areas identified by the letters AF, AG, AH, AK, AL and AM as shown in Schedule B, Map 1 (Yonge Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (5) Seven (7) double-sided banner-style signs each identified by the letters CJ, CK, CL, CM, CN, CO, and CP and located on a column as shown in Schedule B, Map 1 (Yonge Street Elevation) for the purpose of identification are permitted to be erected or displayed with a maximum projection of 0.45 metres over the property line if there is compliance with Subsection T(19).
- (6) One (1) illuminated blade-style sign identified by the letters CF and located on a column as shown in Schedule B, Map 1 (Yonge Street Elevation) for the purpose of identification is permitted to be erected or displayed with a maximum projection of 0.75 metres over the property line subject to entering into an encroachment agreement with the City, and compliance with Subsections T(19) and T(20).

Yonge Street Elevation / Dundas Street Elevation

- (7) Four (4) illuminated fascia signs each located within the hatched areas identified by the letters B1, AN, AN2 and AP as shown in Schedule B, Map 1 (Yonge Street Elevation) and Map 2 (Dundas Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).

Dundas Street Elevation

- (8) Illuminated fascia signs within the hatched areas identified by the letters BK, BX, BY, BZ, BL and BW as shown in Schedule B, Map 2 (Dundas Street Elevation) and Map 4 (Victoria Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (9) Three (3) illuminated fascia signs each located within the hatched areas identified by the letters AR, AS and DA as shown in Schedule B, Map 2 (Dundas Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).

- (10) Illuminated fascia signs in the form of individual letters within the hatched areas identified by the letters CA, CB, CC, AU, BU and BV as shown in Schedule B, Map 2 (Dundas Street Elevation) and Map 4 (Victoria Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (11) Four (4) illuminated fascia signs in the form of individual letters each located within the hatched areas identified by the letters AQ, AT, AW and AX as shown in Schedule B, Map 2 (Dundas Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).
- (12) One (1) illuminated fascia sign within the hatched area identified by the letters CX as shown in Schedule B, Map 2 (Dundas Street Elevation) for the purpose of identification is permitted to be erected or displayed if there is compliance with Subsections T(19) and T(20).

#### Gould Street Elevation

- (13) Three (3) illuminated fascia signs each located within the hatched areas identified by the letters BS, BT and AZ as shown in Schedule B, Map 3 (Gould Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).

#### Victoria Street Elevation

- (14) Eight (8) illuminated fascia signs each located within the hatched areas identified by the letters AY, BM, BN, BP, BQ, BR, CD and CE as shown in Schedule B, Map 4 (Victoria Street Elevation) for the purpose of identification are permitted to be erected or displayed if there is compliance with Subsection T(19).

#### Building Sponsor Signage

- (15) One (1) illuminated blade-style sign within the hatched area identified by the letters K1 as shown on Schedule B, Maps 1, 2 and 3, for the purpose of building identification is permitted to be erected or displayed if there is compliance with Subsections T(19) and T(20).
- (16) Three (3) illuminated and animated signs each located within the hatched areas identified by letters K2, K3 and K4 as shown in Schedule B, Map 2 (Dundas Street Elevation) and Map 4 (Victoria Street Elevation) for the purpose of building sponsorship advertising are permitted to be erected or displayed if there is compliance with Subsections T(19) and T(20).

### Iconic First Party Identification Signage

- (17) Four (4) illuminated and animated iconic signs each located within the hatched areas identified by letters CS, CR, CT and CW as shown in Schedule B, Maps 1, 2, 3 and 4, for the purpose of first party identification are permitted to be erected or displayed if there is compliance with Subsections T(19) and T(20).

### Third Party Signage

- (18) Nine (9) illuminated and animated fascia sign areas for purposes of third party and first party advertising are permitted provided:

- (a) The dimensions, projections and gross surface display area of each respective sign area and as referenced to the Map 1 (Yonge Street Elevation) and Map 2 (Dundas Street Elevation) as follows:

Sign Location	Width (m)	Height (m)	Max. Permitted Projection	G.S.D.A (m2)
A	10.60	23.70	1.22 m (proud of building face)	251.20
B	32.80	9.10	2.10 m (proud of building face)	298.50
C	19.70	13.10	3.04 m (proud of building face)	258.10
D	10.40	13.40	1.22 m (proud of building face)	139.40
E	10.90	40.00	2.06 m (proud of building face)	436.00
F	8.10	18.60	1.22 m (proud of building face)	150.50
G	12.10	3.70	2.67 m (proud of building face)	44.80
H	20.50	18.60	1.22 m (proud of building face)	381.10
J	8.00	18.60	1.22 m (proud of building face)	148.80

- (b) Each sign complies with Subsection T(19).
- (c) No sign shall project over the property line, with the exception of Sign “J” located on that portion of the building facade encroaching on the Victoria Street public right-of-way.
- (19) The following general provisions apply:
- (a) All exposed sign framing shall be corrosion resistant.
- (b) Unless otherwise indicated, the signs are illuminated with internal illumination with the light source located within the sign or behind the copy.
- (c) All fascia signs in the form of individual letters shall be vertically centred on and affixed to a spandrel panel(s).

- (d) If for any period of time after completion of the building at 10 Dundas Street East that the signage is not in place, the materials in the surface display area shall be such that they are compatible with the finishes and colours of the base building.
- (e) No sign shall be erected or displayed which resembles an official traffic signal, traffic sign or other traffic regulating device unless the sign is erected and displayed for the purpose of direction and is entirely on private property.

(20) When this paragraph is applicable as indicated in the paragraphs above, the owner will submit fully scaled drawings showing the proposed sign on the applicable building elevation(s) and all signage details for review and approval by the Chief Planner and Executive Director, City Planning Division, or designate (“Chief Planner”) and approval for a sign permit will not be granted under this Chapter of the Municipal Code until the Chief Planner, in his or her sole discretion, has determined that all of the signage details are appropriate and advised such in writing to the Chief Building Official, Toronto Building Division, or designate.

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

- A. In the list of maps, replace “Area referred to in 297-12T (Maps 1 and 2)” with the following:

Area referred to in 297-12T (Maps 1, 2, 3 and 4)

- B. By replacing “Map 1 of 2 and Map 2 of 2 for Chapter 297-12T” and inserting in numerical order by section number, the maps at the end of this by-law.

**3.** By-law No. 145-2000 is hereby repealed.

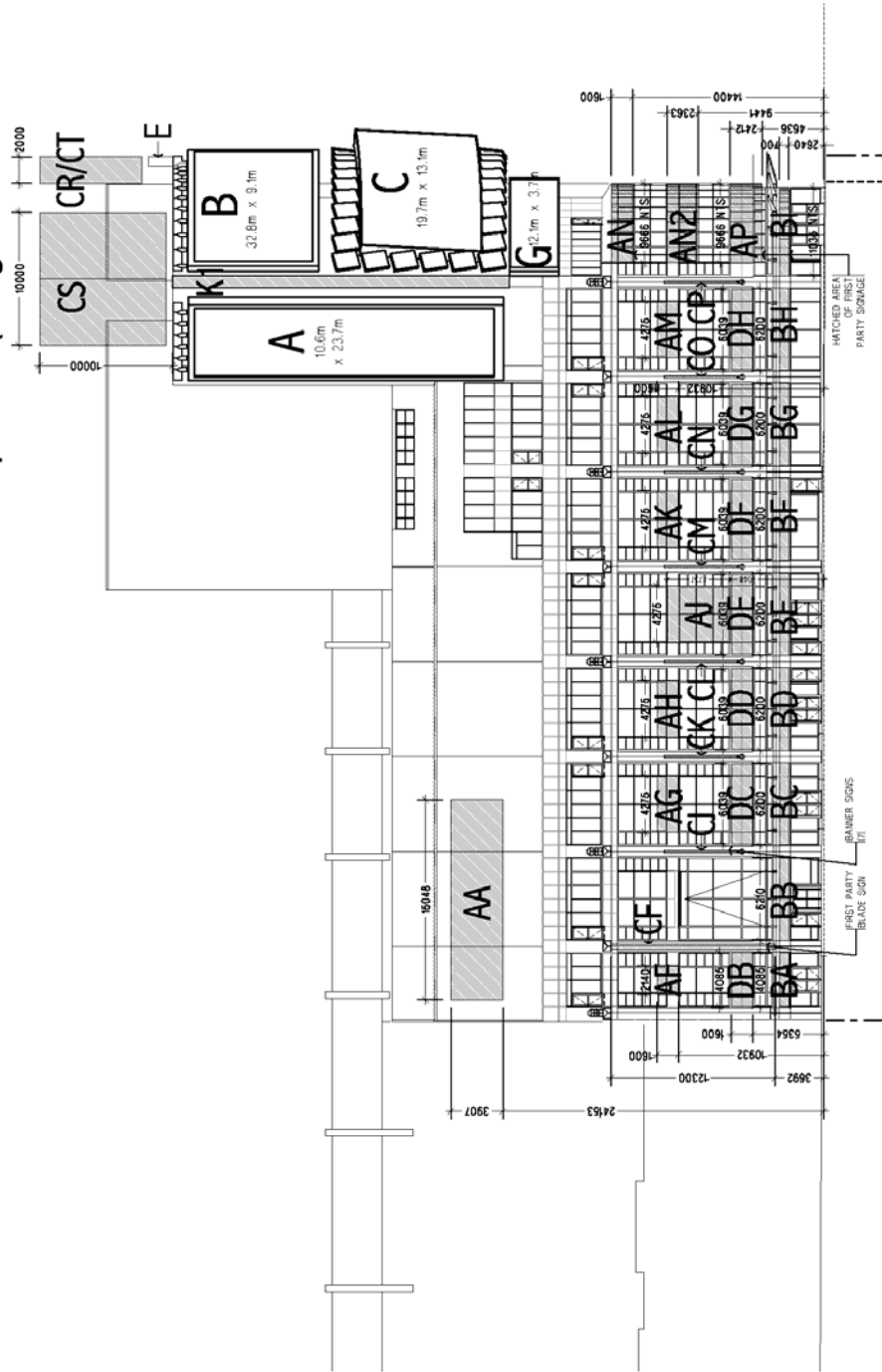
ENACTED AND PASSED this 22nd day of June, A.D. 2007.

SANDRA BUSSIN,  
Speaker

ULLI S. WATKISS  
City Clerk

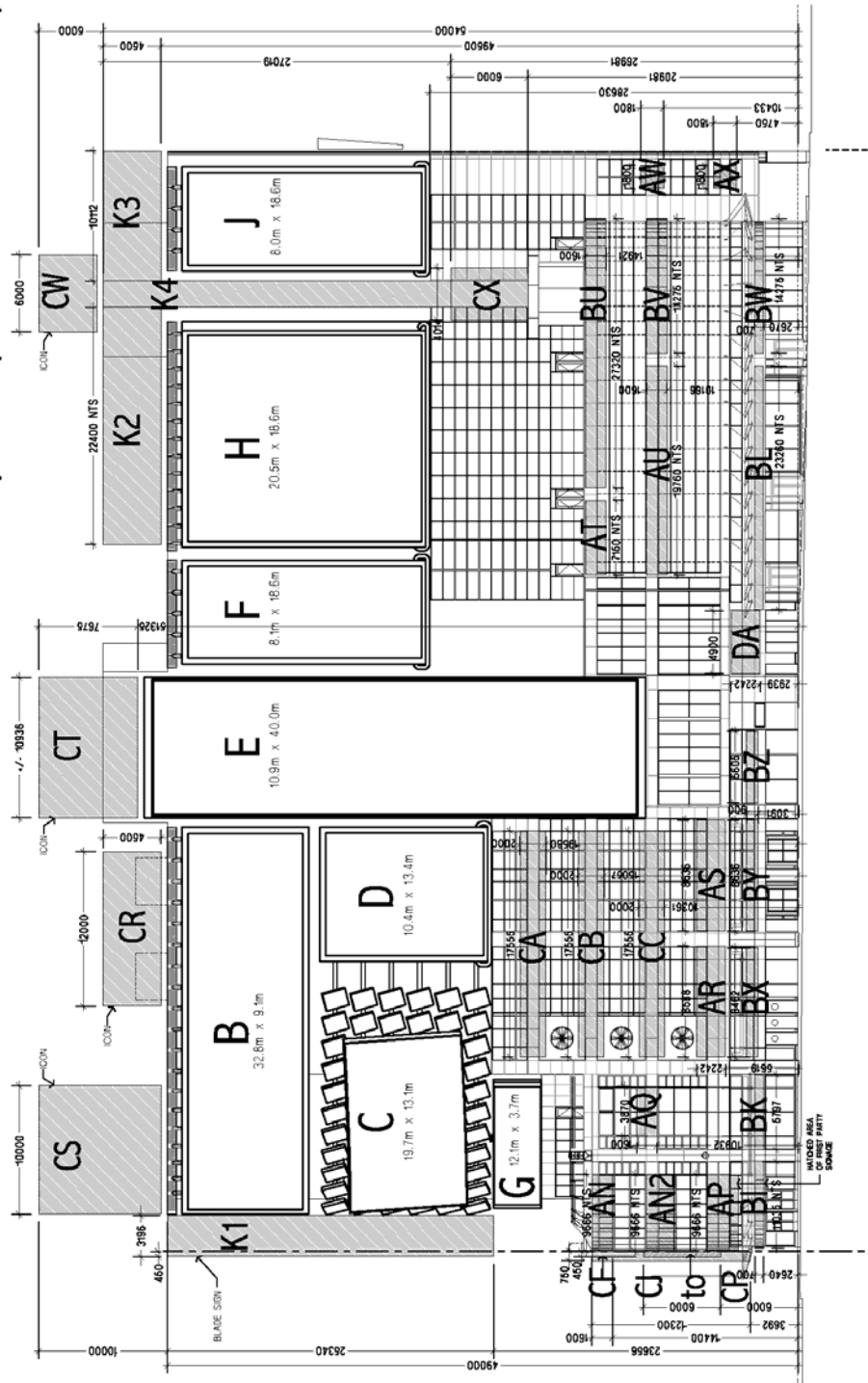
(Corporate Seal)

Chapter 297  
297-12 T  
Map 1 of 4 (Yonge Street Elevation)



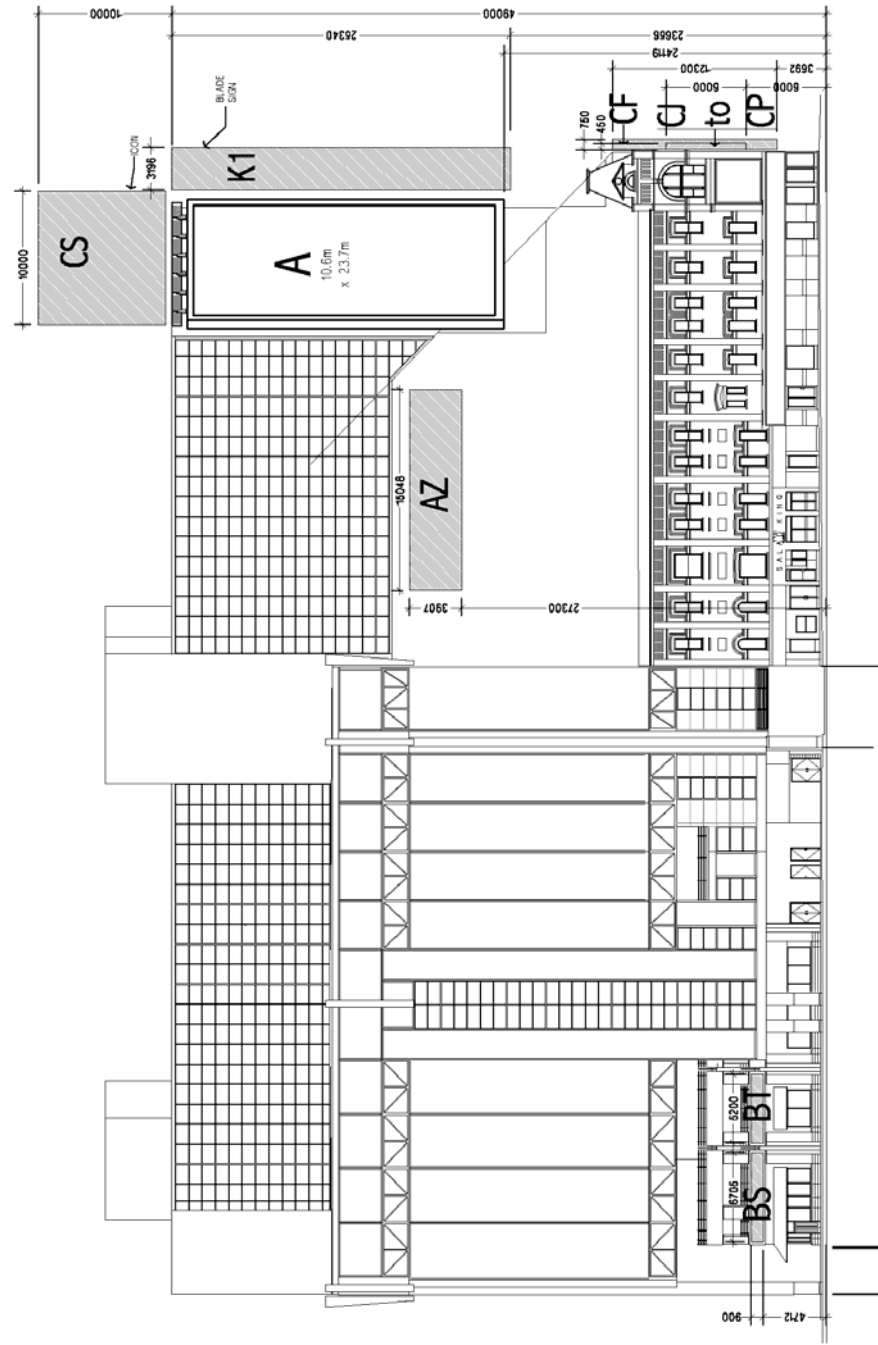
All dimensions are in metric units

Chapter 297  
297-12 T  
Map 2 of 4 (Dundas Street Elevation)



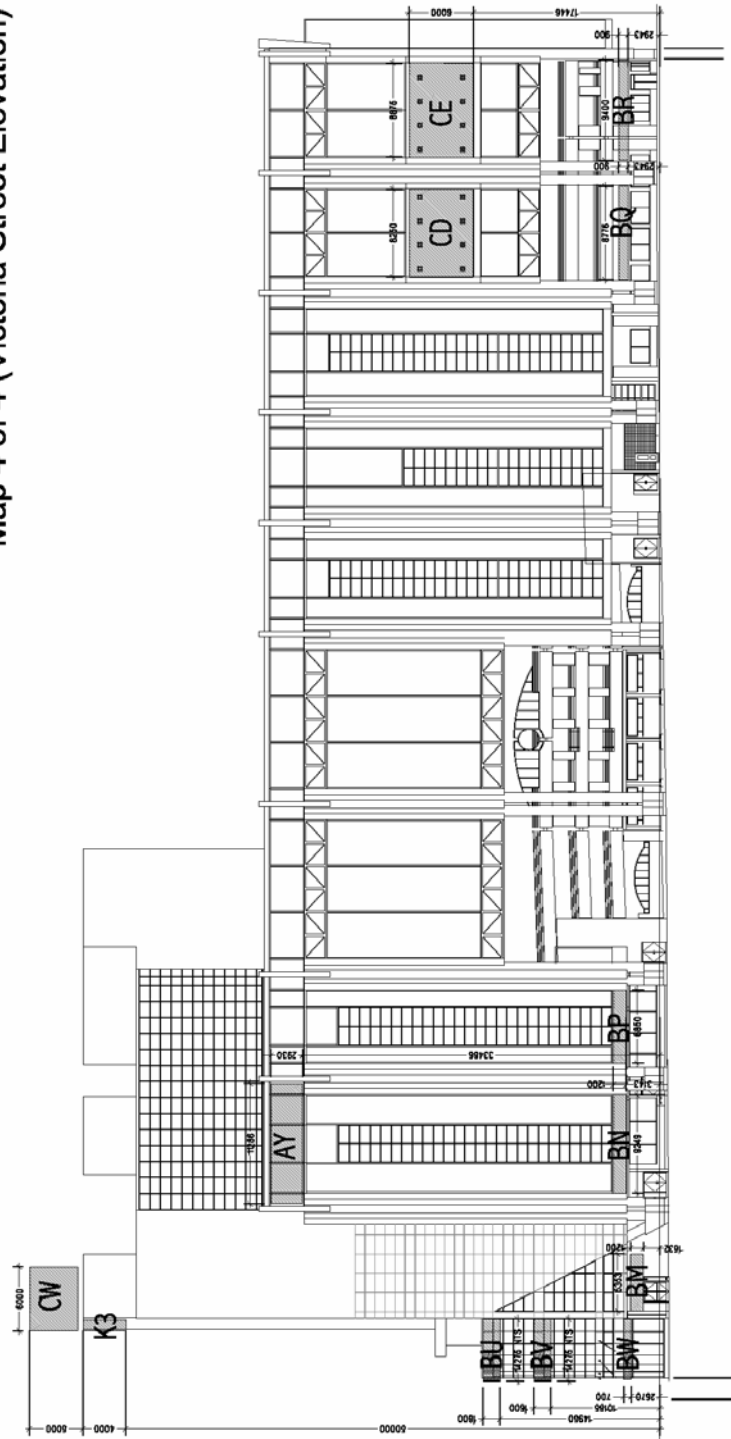
All dimensions are in metric units

Chapter 297  
297-12 T  
Map 3 of 4 (Gould Street Elevation)



All dimensions are in metric units

Chapter 297  
297-12 T  
Map 4 of 4 (Victoria Street Elevation)



All dimensions are in metric units