

Authority: Planning and Growth Management Committee Item 8.4,  
as adopted by City of Toronto Council on October 24 and 25, 2011  
Enacted by Council: December 1, 2011

## **CITY OF TORONTO**

### **BY-LAW No. 1382-2011**

#### **To amend City of Toronto Municipal Code Chapter 694, Signs, General, with respect to signs advertising or promoting developments.**

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 Council has authorized regulations that will facilitate signs to be erected and displayed on premises for the purpose of identifying, advertising, promoting, or directing attention to the construction of a new building or the modification of an existing building while ensuring signs are appropriate to their function and compatible with their surroundings; and

WHEREAS notice of the intention to enact this by-law has been provided in accordance with the Act and The City of Toronto Municipal Code;

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

1. Chapter 694, Signs, General, of The City of Toronto Municipal Code is amended as follows:

A. By adding the following definitions alphabetically in the appropriate place to § 694-1:

#### **DEVELOPMENT:**

- A. The construction, erection or placing of one or more buildings or structures on land;
- B. The making of an addition or alteration to a building or structure that has the effect of substantially increasing the size or usability of the building or structure; or
- C. The redevelopment of land through the removal of one or more buildings or structures to permit such development.

DEVELOPMENT SIGN — A sign which identifies, advertises, promotes, or directs attention to a development as defined by this chapter, and for greater certainty shall not include a new development sign as defined in Article III, Temporary Signs, of Chapter 693, Signs, of The City of Toronto Municipal Code.

- B. By deleting the definition of "First Party Sign" provided in § 694-1 and substituting the following:

FIRST PARTY SIGN — A sign which identifies, advertises, promotes, or directs attention to a business, service, or activity available at the premises where the sign is located, and shall include a Development Sign.

- C. By adding the following to § 694-9 as Subsection F:

F. Notwithstanding Subsection A, every sign permit issued by the Chief Building Official for the erection or display of a development sign shall expire one year from the date of issuance and is null and void on its expiry date.

- D. By adding the the following to § 694-9 as Subsection G:

G. A permit to modify or restore a development sign expires on the same date as the original permit for the erection or display of the sign in accordance with Subsection F.

- E. By adding the following as Section 694-9.1:

**§ 694-9.1. Renewal of permits for development signs.**

A. Prior to the expiry of a sign permit for a development sign, an application may be submitted to the Chief Building Official to renew the sign permit for a further period of one year provided no modifications or restorations are proposed to the sign.

B. Where a modification or restoration to a development sign is proposed, an application shall be submitted to the Chief Building Official for a new sign permit pursuant to § 694-5 of this chapter.

- F. By adding the the following to § 694-14 as Subsection I:

I. No development signs shall be located in, or project over, in whole or in part, a public right of way.

- G. By adding the the following to § 694-20 as Subsection H:
- H. Notwithstanding Subsections A, B, C, D, E, F and § 694-21, the following development signs are permitted on a premises:
- (1) A ground sign provided:
    - (a) The sign shall have no more than two sign faces;
    - (b) The sign face area shall not exceed 20.0 square metres;
    - (c) The height shall not exceed 7.0 metres;
    - (d) The sign shall not be erected within 2.0 metres of any property line;
    - (e) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
    - (f) The sign shall be erected or displayed on premises containing the development to which the sign relates, or on premises located within 750 metres of the premises containing the development to which the sign relates; and
    - (g) There shall be no more than two such signs on the premises.
  - (2) A projecting sign provided:
    - (a) The sign shall not be erected above the second storey;
    - (b) 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;
    - (c) The sign shall not project more than 1.0 m from the wall on which the sign is erected;
    - (d) The sign shall have no more than two sign faces;
    - (e) Where the sign has two sign faces, the sign faces shall be back to back;
    - (f) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
    - (g) The sign face area shall not exceed 2.0 square metres; and

- (h) The sign shall be erected or displayed on premises containing the development to which the sign relates, or on premises located within 750 metres of the premises containing the development to which the sign relates.

(3) A wall sign provided:

- (a) The total sign face area of all wall signs erected at the first or second storey shall not exceed 50 percent of the area of the wall at the first or second storey on which the signs are erected;
- (b) The total sign face area of all wall signs erected above the second storey shall not exceed 20 percent of the area of the wall above the second storey on which the signs are erected or 100 square metres, whichever is lesser;
- (c) The sign shall not extend above the wall or parapet wall of a building;
- (d) The sign shall not extend beyond either end of the wall on which it is erected;
- (e) The sign shall be erected or displayed on premises containing the development to which the sign relates, or on premises located within 750 metres of the premises containing the development to which the sign relates; and
- (f) There shall be no more than three such signs per building elevation on the building located on the premises.

**2.** This by-law comes into force on the 1st day of January, 2012.

ENACTED AND PASSED this 1st day of December, A.D. 2011.

FRANCES NUNZIATA,  
Speaker

ULLI S. WATKISS,  
City Clerk

(Corporate Seal)