

Authority: Planning and Growth Management Committee Item 12.2,  
as adopted by City of Toronto Council on April 10 and 11, 2012

## **CITY OF TORONTO**

### **BY-LAW No. 809-2013**

#### **To amend City of Toronto Municipal Code Chapter 694, Signs, General, Schedule B, Signage Master Plans and Area Specific Amendments, to implement area specific amendments with respect to each of the premises municipally known as 134 Laird Drive and 2124 Lawrence Avenue East.**

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 authority is given to Council to pass by-laws respecting matters related to structures, including fences and signs under subsection 8(2) of the Act; 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 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; 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 Municipal Code; and

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

Whereas at its meeting of December 1, 2011, City Council adopted By-law No. 1382-2011, which by-law enacted specific regulations with respect to the erection and display of development signs; and

Whereas Section 694-31A of Chapter 694, Signs, General, permits a person to obtain an amendment to the provisions of the chapter with respect to specific premises or area; and

Whereas Section 694-31A of Chapter 694, Signs, General, permits a person to obtain an amendment to the provisions of the chapter for the purpose of permitting the erection and display of a sign which is expressly prohibited by Section 694-15B; and

Whereas Section 694-15B(2) of Chapter 694, Signs, General, expressly prohibits the erection and display of roof signs; and

Whereas Council has decided that, due to the specific nature of the premises municipally known as 2124 Lawrence Avenue East, an area specific amendment to permit the erection and display of an overhanging structure sign which extends above the roofline of the subject building is appropriate; and

Whereas Council has decided that, due to the specific nature of the premises municipally known as 134 Laird Drive, an area specific amendment to permit to permit the erection and display of unique overhanging structure sign which extends above the roofline of the subject building is 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 by adding Schedule "1" to this by-law as Subsection 2N to Schedule B, Signage Master Plans and Area Specific Amendments.
2. Chapter 694, Signs, General, is amended by adding Schedule "2" to this by-law as Subsection 2O to Schedule B, Signage Master Plans and Area Specific Amendments.

Enacted and passed on June 13, 2013.

Frances Nunziata,  
Speaker

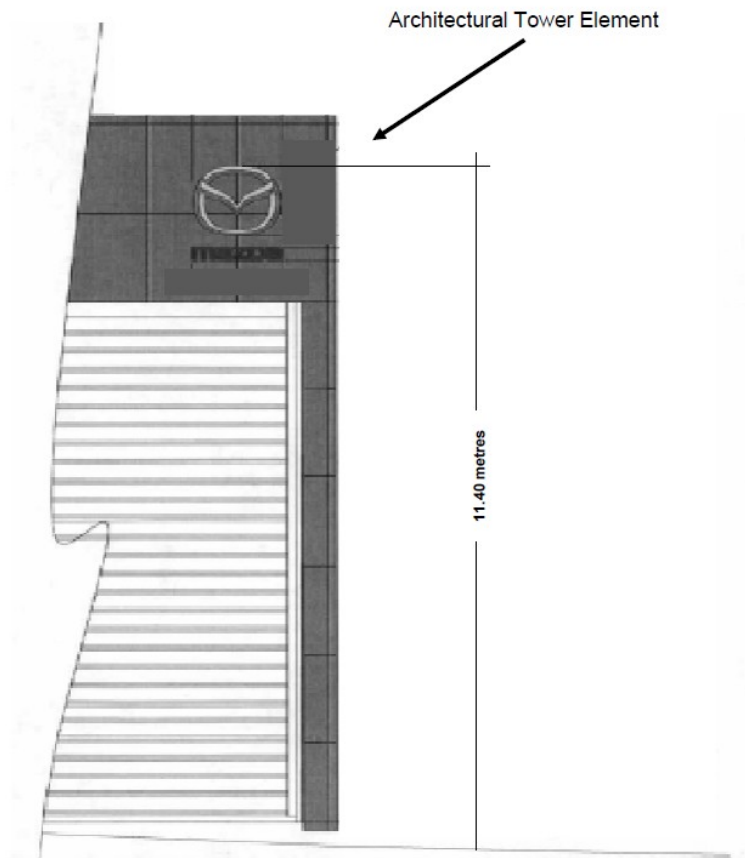
Ulli S. Watkiss,  
City Clerk

(Seal of the City)

**SCHEDULE "1"**

- N. 2124 Lawrence Avenue East - The premises municipally known as 2124 Lawrence Avenue East, may contain in addition to any other first party signs permitted by § 694-21D, subject to all other provisions of this chapter, including but not limited to §§ 694-9 and 694-18, the following first party sign:
- (1) One first party overhanging structure sign provided:
    - (a) The sign contains no more than one sign face;
    - (b) The sign face area shall not exceed 2.43 square metres;
    - (c) The sign face shall display static copy only;
    - (d) The height shall not exceed 11.4 metres;
    - (e) The sign is erected and displayed in the specific location on the westerly face of the overhanging structure labelled as the "Architectural Tower Element" on the diagram titled Tower Details - 2124 Lawrence Avenue East as indicated at Subsection N(2);
    - (f) The sign face area of all signs erected on any part of the overhanging structure shall not exceed ten percent of the external surface area of the entire overhanging structure labelled "Architectural Tower Element" on the diagram titled Tower Details - 2124 Lawrence Avenue East as indicated at Subsection N(2);
    - (g) The sign shall not extend beyond, above or below the overhanging structure labelled "Architectural Tower Element" on the diagram titled Tower Details - 2124 Lawrence Avenue East as indicated at Subsection N(2) upon which the sign is erected; and
    - (h) The sign copy on the sign face shall only display the word "Mazda" and a stylized "M" logo in accordance with the specific design indicated on the diagram titled Sign Face Design Details - 2124 Lawrence Avenue East as indicated at Subsection N(3).

(2) Tower Details - 2124 Lawrence Avenue East



(3) Sign Face Design Details - 2124 Lawrence Avenue East

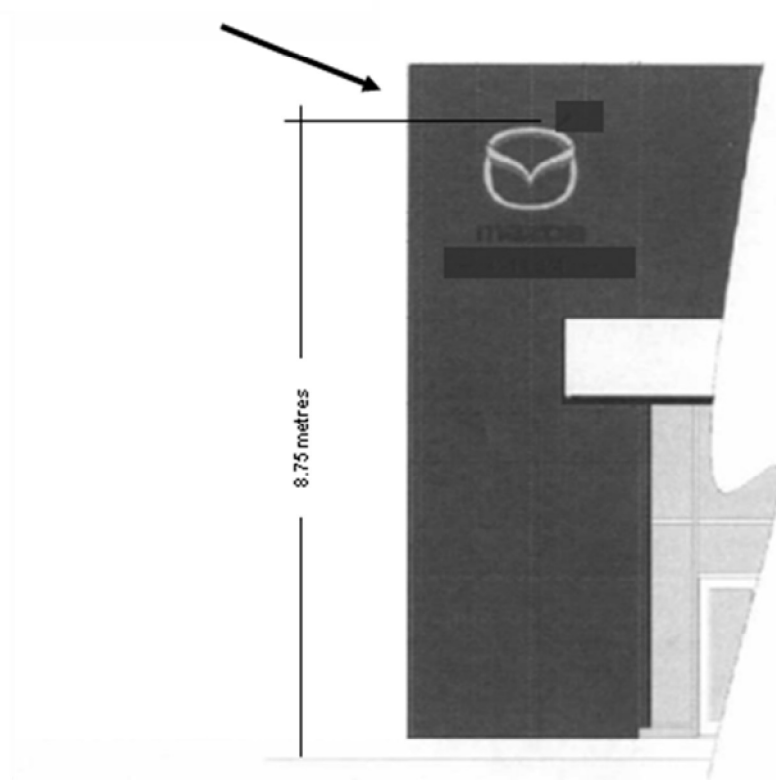


**SCHEDULE "2"**

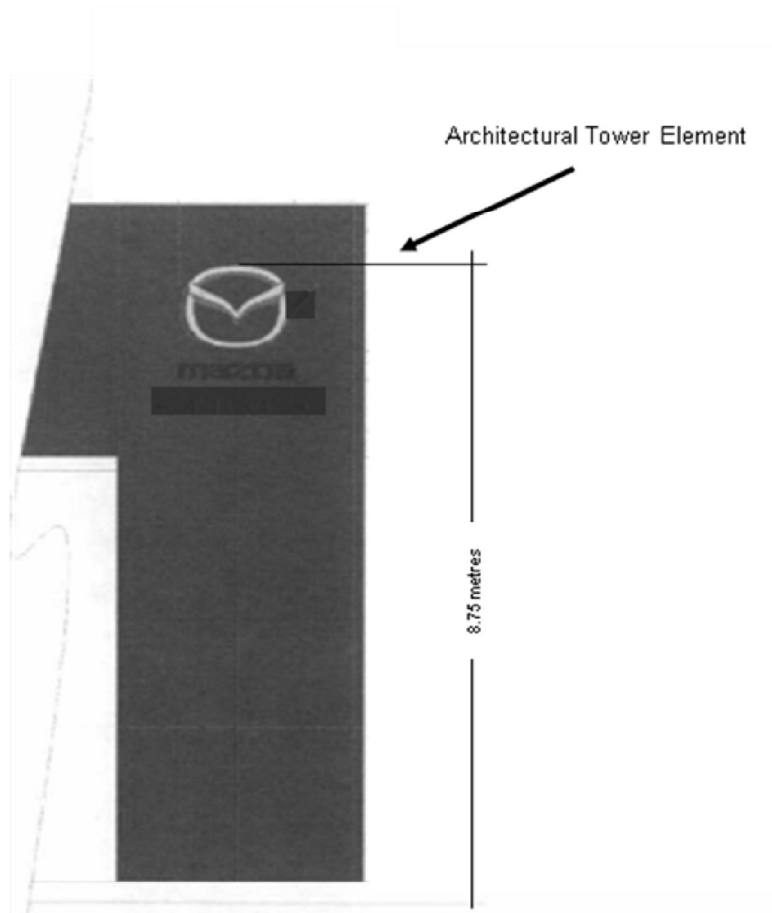
- O. 134 Laird Drive - The premises municipally known as 134 Laird Drive, may contain in addition to any other first party signs permitted by § 694-21D, subject to all other provisions of this chapter, including but not limited to §§ 694-9 and 694-18, the following first party signs:
- (1) One first party overhanging structure sign provided:
    - (a) The sign contains no more than one sign face;
    - (b) The sign face area shall not exceed 2.43 square metres;
    - (c) The sign face shall display static copy only;
    - (d) The height shall not exceed 8.75 metres;
    - (e) The sign is erected and displayed in the specific location on the northerly face of the overhanging structure labelled as the "Architectural Tower Element" on the diagram titled Tower Details 1 - 134 Laird Drive as indicated at Subsection O(3);
    - (f) The sign face area of all signs erected on any part of the overhanging structure shall not exceed ten percent of the external surface area of the entire overhanging structure labelled "Architectural Tower Element" on the diagram titled Tower Details 1 - 134 Laird Drive as indicated at Subsection O(3);
    - (g) The sign shall not extend beyond, above or below the overhanging structure labelled "Architectural Tower Element" on the diagram titled Tower Details 1 - 134 Laird Drive as indicated at Subsection O(3) upon which the sign is erected; and
    - (h) The sign copy on the sign face shall only display the word "Mazda" and a stylized "M" logo in accordance with the specific design indicated on the diagram titled Sign Face Design Details - 134 Laird Drive as indicated at Subsection O(5).
  - (2) One first party overhanging structure sign provided:
    - (a) The sign contains no more than one sign face;
    - (b) The sign face area shall not exceed 2.43 square metres;
    - (c) The sign face shall display static copy only;
    - (d) The height shall not exceed 8.75 metres;

- (e) The sign is erected and displayed in the specific location on the southerly face of the overhanging structure labelled as the "Architectural Tower Element" on the diagram titled Tower Details 2 - 134 Laird Drive as indicated at Subsection O(4);
  - (f) The sign face area of all signs erected on any part of the overhanging structure shall not exceed 10 percent of the external surface area of the entire overhanging structure labelled "Architectural Tower Element" on the diagram titled Tower Details 2 - 134 Laird Drive as indicated at Subsection O(4);
  - (g) The sign shall not extend beyond, above or below the overhanging structure labelled "Architectural Tower Element" on the diagram titled Tower Details 2 - 134 Laird Drive as indicated at Subsection O(4) upon which the sign is erected; and
  - (h) The sign copy on the sign face shall only display the word "Mazda" and a stylized "M" logo in accordance with the specific design indicated on the diagram titled Sign Face Design Details - 134 Laird Drive as indicated at Subsection O(5).
- (3) Tower Details 1 - 134 Laird Drive

Architectural Tower Element



(4) Tower Details 2 - 134 Laird Drive



(5) Sign Face Design Details - 134 Laird Drive

