

Authority: Planning and Growth Management Committee Item 14.3,  
as adopted by City of Toronto Council on June 6, 7 and 8, 2012

## **CITY OF TORONTO**

### **BY-LAW No. 810-2013**

#### **To amend City of Toronto Municipal Code Chapter 694, Signs, General, Schedule B, Signage Master Plans and Area Specific Amendments, to implement an area specific amendment with respect to the premises municipally known as 291 Lake Shore Boulevard 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 291 Lake Shore Boulevard East, an area specific amendment to permit the erection and display of a roof sign 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 2M 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"**

M. 291 Lake Shore Boulevard East - Notwithstanding §§ 694-9, 694-9.1, 694-10 and 694-15B(2), but subject to all other provisions of this chapter, the premises municipally known as 291 Lake Shore Boulevard East, may contain, in addition to those signs permitted in a C-Commercial sign district provided for in §§ 694-21C and 694-25A, the following development sign:

(1) One roof sign, provided:

- (a) The sign shall contain static copy only;
- (b) The height shall not exceed 21.21 metres;
- (c) The sign shall have exactly three sign faces; which shall comply with the following:

[1] One sign face shall be oriented to be displayed in a northeasterly direction, and:

[a] Shall not exceed a sign face area of 54.00 square metres;

[b] Shall not have a horizontal measurement which exceeds 9.00 metres;

[c] Shall not have a vertical measurement which exceeds 6.00 metres;

[d] Shall be displayed at the upper left corner of the structure which has a horizontal measurement 16.45 metres and a vertical measurement of 9.62 metres in accordance with the diagram titled Detail 1 - Northeast Sign Face Orientation - 291 Lake Shore Boulevard East as indicated at Subsection M(2); and

[e] Sign copy displayed on the sign face complies with the following requirements:

[i] sign copy displaying alphanumeric characters, including all words, numerals, and text, shall not exceed 31 percent of the sign face area;

[ii] sign copy displaying any graphic, logo, symbol, image, picture, or combination thereof shall not exceed 21 percent of the sign face area; and

[iii] sign copy displaying colours, or patterns shall not exceed 48 percent of the sign face area and shall not

contain any alphanumeric characters, words, numerals, text, graphic, logos, symbols, images, pictures, or combination thereof;

[2] One sign face shall be oriented to be displayed in a northwesterly direction, and:

[a] Shall not exceed a sign face area of 40.00 square metres;

[b] Shall not have a horizontal measurement which exceeds 8.00 metres;

[c] Shall not have a vertical measurement which exceeds 5.00 metres;

[d] Shall be displayed at the upper right corner of a structure which has a horizontal measurement 16.45 metres and a vertical measurement of 9.62 metres in accordance with the diagram titled Detail 2 - Northwest Sign Face Orientation - 291 Lake Shore Boulevard East as indicated at Subsection M(3); and

[e] Sign copy displayed on the sign face complies with the following requirements:

[i] sign copy displaying alphanumeric characters, including all words, numerals, and text, shall not exceed 31 percent of the sign face area;

[ii] sign copy displaying any graphic, logo, symbol, image, picture, or combination thereof shall not exceed 21 percent of the sign face area; and

[iii] sign copy displaying colours, or patterns shall not exceed 48 percent of the sign face area and shall not contain any alphanumeric characters, words, numerals, text, graphic, logos, symbols, images, pictures, or combination thereof.

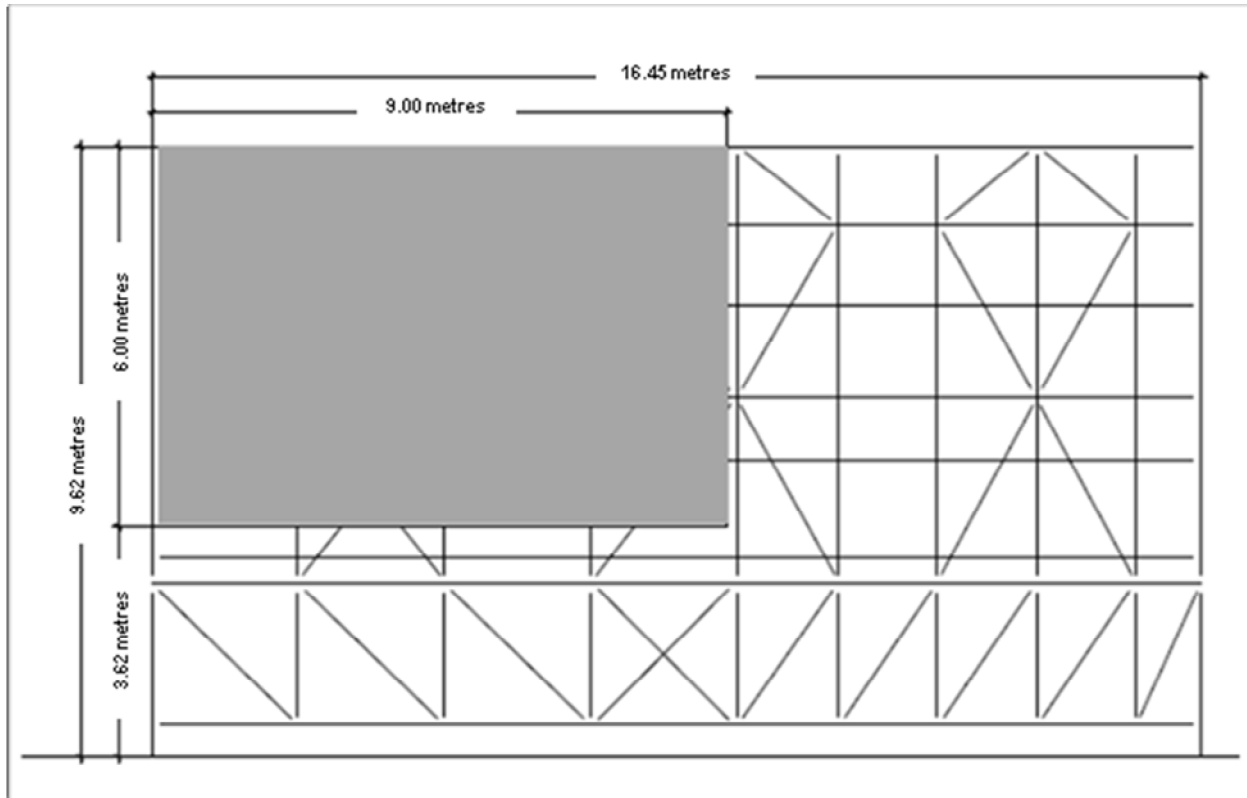
[3] One sign face shall be oriented to be displayed in a northerly direction, and:

[a] Shall not exceed a sign face area of 30.05 square metres;

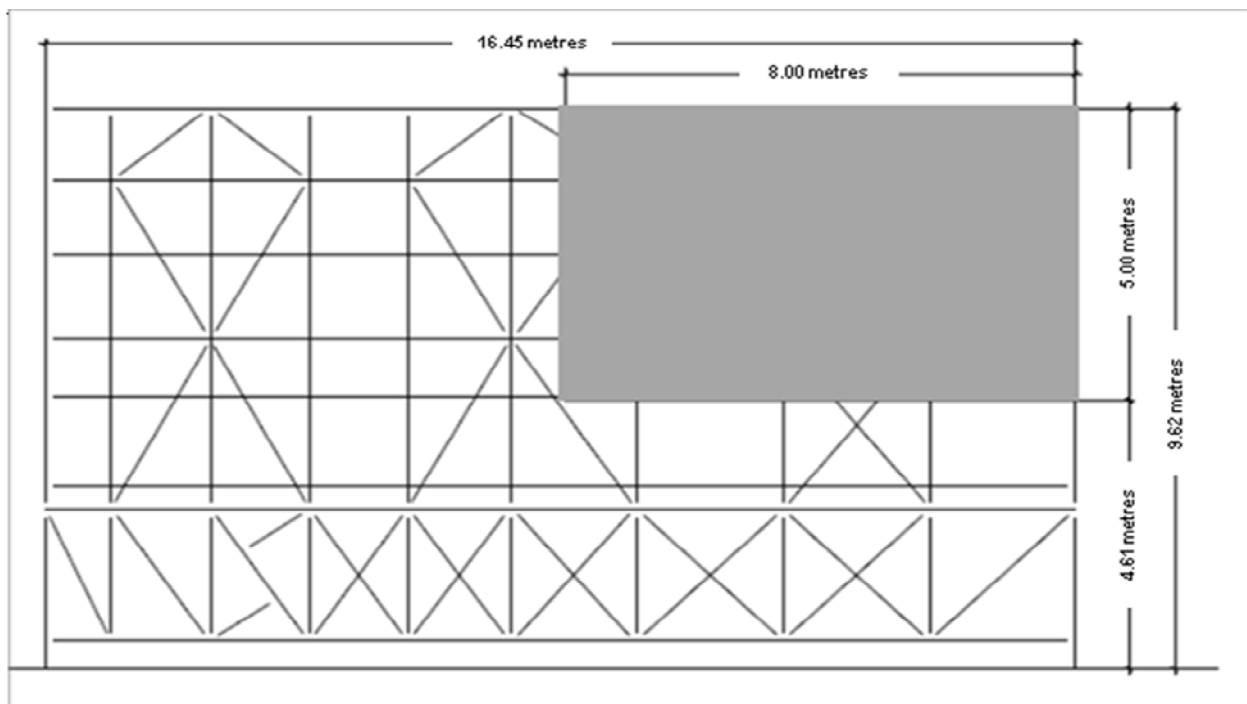
[b] Shall not have a horizontal measurement which exceeds 4.27 metres;

- [c] Shall not have a vertical measurement which exceeds 7.03 metres;
- [d] Shall be displayed at the upper limit of a structure which has a horizontal measurement 4.27 metres and a vertical measurement of 9.62 metres in accordance with the diagram titled Detail 3 - North Sign Face Orientation - 291 Lake Shore Boulevard East as indicated at Subsection M(4); and
- [e] Sign copy displayed on the sign face complies with the following requirements:
  - [i] sign copy displaying alphanumeric characters, including all words, numerals, and text or any graphic, logo, symbol, image, picture, or combination thereof shall not exceed 36 percent of the sign face area; and
  - [ii] sign copy displaying colours, or patterns shall not exceed 64 percent of the sign face area and shall not contain any alphanumeric characters, words, numerals, text, graphic, logos, symbols, images, pictures, or combination thereof.
- (d) Any and all sign permits issued by the Chief Building Official for the erection and display of the sign shall expire on June 1, 2015, and shall not be subject to renewal; and
- (e) Where the sign permit has expired, the sign owner shall immediately remove the sign and its appurtenant structure from the premises.

- (2) Detail 1 - Northeast Sign Face Orientation - 291 Lake Shore Boulevard East:



- (3) Detail 2 - Northwest Sign Face Orientation - 291 Lake Shore Boulevard East:



- (4) Detail 3 - North Sign Face Orientation - 291 Lake Shore Boulevard East:

