

Authority: Planning and Growth Management Committee Item 25.3,
as adopted by City of Toronto Council on July 16, 17, 18 and 19, 2013

CITY OF TORONTO

BY-LAW No. 1087-2013

To amend City of Toronto Municipal Code Chapter 694, Signs, General, Subsection 2K of Schedule B, Signage Master Plans and Area Specific Amendments, with respect to the area specific amendment for the premises municipally known as 2 Strachan Avenue.

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 by adoption of By-law No. 196-2010, enacted Municipal Code Chapter 694, Signs, General; 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 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 at its meeting of November 29, 2012, City Council by adoption of By-law No. 1640-2012, enacted an area specific amendment to Municipal Code Chapter 694, Signs, General, to permit the erection and display of a specific form of a ground sign which contained modifications from the permissions previously provided under the applicable provisions of Chapter 297, Signs, of the Municipal Code of the former City of Toronto and By-law No. 211-79 of the former Municipality of Metropolitan Toronto, as amended by By-law No. 243-1999 as they applied, on the day before Chapter 694 came into effect with respect to the three sign faces on the east side of the sign and maintained the historic permissions with respect to the sign faces contained of the west side of the existing sign located on a portion of the premises municipally known as 2 Strachan Avenue; and

Whereas Council has determined that, due to the specific nature, and historic uses of a portion of the premises municipally known as 2 Strachan Avenue, a further amendment to the area specific

amendment to the provisions of Chapter 694 to permit the erection and display of a specific form of a ground 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 substituting the word "six" for the word "five" in Subsection 2K(1)(c) of Schedule B, Signage Master Plans and Area Specific Amendments.
2. Chapter 694, Signs, General, is amended by deleting Subsection 2K(1)(c)[2] of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the following therefore:
 - [2] Three sign faces shall be oriented to be displayed in a westerly direction and shall comply with the following requirements:
 - [a] One sign face shall display static or mechanical copy only; and
 - [i] The vertical distance between grade and the highest point of the sign face shall not exceed 35.0 metres;
 - [ii] The sign face area shall not exceed 71.8 square metres;
 - [iii] No horizontal measurement of the sign face shall exceed 11.0 metres;
 - [iv] No vertical measurement of the sign face shall exceed 7.0 metres;
 - [v] The sign face may be illuminated, provided:
 - [A] the sign face shall not be up-lit;
 - [B] the light shall not project onto any adjacent premises located in an R, RA, CR, I or OS sign district;
 - [C] the illumination shall not increase the light levels within 10.0 metres of all points of the sign face by more than 6.5 lux above the ambient lighting level;
 - [D] the illumination shall not exceed 5,000 nits during the period between sunrise and sunset;
 - [E] the illumination shall not exceed 500 nits during the period between sunset and sunrise; and

- [F] the sign face is not illuminated between the hours of 11:00 p.m. and 7:00 a.m.
- [b] One sign face shall display static or mechanical copy only; and
 - [i] The vertical distance between grade and the highest point of the sign face shall not exceed 28.0 metres;
 - [ii] The sign face area shall not exceed 115.0 square metres;
 - [iii] No horizontal measurement of the sign face shall exceed 21.0 metres;
 - [iv] No vertical measurement of the sign face shall exceed 5.5 metres;
 - [v] The sign face may be illuminated, provided:
 - [A] the sign face shall not be up-lit;
 - [B] the light shall not project onto any adjacent premises located in an R, RA, CR, I or OS sign district;
 - [C] the illumination shall not increase the light levels within 10.0 metres of all points of the sign face by more than 6.5 lux above the ambient lighting level;
 - [D] the illumination shall not exceed 5,000 nits during the period between sunrise and sunset;
 - [E] the illumination shall not exceed 500 nits during the period between sunset and sunrise; and
 - [F] the sign face is not illuminated between the hours of 11:00 p.m. and 7:00 a.m.
- [c] One sign face shall display static, mechanical or electronic static copy only; and
 - [i] The vertical distance between grade and the highest point of the sign face shall not be less than 28.0 metres and shall not exceed 35.0 metres;
 - [ii] The sign face area shall not exceed 64.0 square metres;
 - [iii] No horizontal measurement of the sign face shall exceed 10.0 metres; and
 - [iv] No vertical measurement of the sign face shall exceed 7.0 metres;

- [v] The sign face may be illuminated, provided:
- [A] the sign face shall not be up-lit;
 - [B] the light shall not project onto any adjacent premises located in an R, RA, CR, I or OS sign district;
 - [C] the illumination shall not increase the light levels within 10.0 metres of all points of the sign face by more than 6.5 lux above the ambient lighting level;
 - [D] the illumination shall not exceed 5,000 nits during the period between sunrise and sunset;
 - [E] the illumination shall not exceed 500 nits during the period between sunset and sunrise; and
 - [F] the sign face is not illuminated between the hours of 11:00 p.m. and 7:00 a.m.

Enacted and passed on July 19, 2013.

Frances Nunziata,
Speaker

Ulli S. Watkiss,
City Clerk

(Seal of the City)