

Authority: Planning and Growth Management Committee Item 25.11,  
as adopted by City of Toronto Council on July 16, 17, 18 and 19, 2013

## **CITY OF TORONTO**

### **BY-LAW No. 978-2014**

**To amend City of Toronto Municipal Code Chapter 694, Signs, General, Schedule B, to implement an area-specific amendment with respect to the premises municipally known as 378 Yonge Street.**

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 § 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 § 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 § 694-15B; and

Whereas § 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 and historic use of the premises municipally known as 378 Yonge Street, 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. Municipal Code Chapter 694, Signs, General, is amended by adding Schedule "1" to this by-law as Subsection 2R to Schedule B, Signage Master Plans and Area Specific Amendments.

Enacted and passed on August 28, 2014.

Frances Nunziata,  
Speaker

Ulli S. Watkiss,  
City Clerk

(Seal of the City)

**SCHEDULE "1"**

R. 378 YONGE STREET - Despite §§ 694-15B, 694-18C(2), 694-22C, 694-22D and 694-26B but subject to all other provisions of this chapter, in addition to any sign(s) permitted by § 694-26A, the following third party sign is permitted on the premises municipally known as 378 Yonge Street:

(1) One third party roof sign, provided:

- (a) There shall be no more than one such sign on the premises;
- (b) The sign shall have no sign face which is within 0.6 metres of the outside surface of the walls of the building, or a vertical plane projected from the roofline at the outside surface of the walls, upon which the sign is erected or displayed;
- (c) The sign shall be located on the roof of the building currently located on the premises municipally known as 378 Yonge Street;
- (d) The height shall not exceed 17.3 metres, with the exception of the design element permitted by Subsection R(1)(e);
- (e) The sign may contain an illuminated design element, in the form of a spire, provided:

- [1] No sign copy is displayed on the design element;
- [2] The design element is located within 5.6 metres of the intersection of the outside surface of the East-facing and North-facing walls of the building upon which the sign is erected or displayed;
- [3] No part of the design element is within 0.6 metres of the outside surface of the walls of the building, or a vertical plane projected from the roofline at the outside surface of the walls, upon which the sign is erected or displayed;
- [4] No part of the design element is higher than 24.9 metres from grade;
- [5] No part of the design element is higher than 12.9 metres from the parapet wall of the building upon which it is erected or displayed; and
- [6] The design element shall have a minimum vertical clearance of 0.6 metres from a horizontal plane projecting from the top of the parapet wall on the building upon which the sign is erected or displayed;

(f) The sign shall have exactly three sign faces, provided:

[1] One sign face shall be oriented to be displayed approximately parallel to the north-facing wall of the building upon which the sign is erected, and:

[a] Shall not exceed a sign face area of 30.0 square metres;

[b] Shall not have a horizontal measurement which exceeds 6.8 metres;

[c] Shall not have a vertical measurement which exceeds 4.3 metres;

[d] Shall have no part of the sign face higher than 5.3 metres from the parapet wall on the building upon which the sign is erected or displayed;

[e] Shall have a minimum vertical clearance of 0.6 metres from a horizontal plane projecting from the top of the parapet wall on the building upon which the sign is erected or displayed; and

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

[i] Only electronic static copy shall be displayed; and

[ii] A minimum of five percent of the daily sign copy displayed shall be non-commercial messaging sign copy;

[2] One sign face shall be oriented to be displayed approximately parallel to the South-facing wall of the building upon which the sign is erected, and:

[a] Shall not exceed a sign face area of 30.0 square metres;

[b] Shall not have a horizontal measurement which exceeds 6.8 metres;

[c] Shall not have a vertical measurement which exceeds 4.3 metres;

[d] Shall have no part of the sign face higher than 5.3 metres from the parapet wall on the building upon which the sign is erected or displayed;

- [e] Shall have a minimum vertical clearance of 0.6 metres from a horizontal plane projecting from the top of the parapet wall on the building upon which the sign is erected or displayed; and
  - [f] Sign copy displayed on the sign face complies with the following requirements:
    - [i] Only electronic static copy shall be displayed; and
    - [ii] A minimum of five percent of the daily sign copy displayed shall be non-commercial messaging sign copy;
- [3] One sign face shall be oriented to be displayed approximately parallel to the East-facing wall of the building upon which the sign is erected, and:
  - [a] Shall not exceed a sign face area of 30.0 square metres;
  - [b] Shall not have a horizontal measurement which exceeds 6.8 metres;
  - [c] Shall not have a vertical measurement which exceeds 4.3 metres;
  - [d] Shall have no part of the sign face higher than 5.3 metres from the parapet wall on the building upon which the sign is erected or displayed;
  - [e] Shall have a minimum vertical clearance of 0.6 metres from a horizontal plane projecting from the top of the parapet wall on the building upon which the sign is erected or displayed; and
  - [f] Sign copy displayed on the sign face complies with the following requirements:
    - [i] Only electronic static copy shall be displayed; and
    - [ii] A minimum of five percent of the daily sign copy displayed shall be non-commercial messaging sign copy.
- (g) The existing roof sign located on the premises municipally known as 378 Yonge Street is removed and all associated permits are revoked; and

- (h) In addition to the requirements of § 694-5, no sign permit shall be issued with respect to a third party roof sign located, in whole or in part, on the premises municipally known as 378 Yonge Street, unless the existing sign described in Subsection R(1)(g) is removed and all associated permits have been revoked.