

Authority: Planning and Growth Management Committee Item 35.8,
as adopted by City of Toronto Council on August 25, 26, 27 and 28, 2014

CITY OF TORONTO

BY-LAW No. 979-2014

To amend City of Toronto Municipal Code Chapter 694, Signs, General, Schedule B, to implement an area specific amendment with respect to a portion of the premises defined as Exhibition Place.

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 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 § 694-31A 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 to establish specific regulations concerning the location, arrangement, type and design of signs to be erected within specific locations to ensure the signs displayed are appropriate to their function and compatible with the nature of the specific premises upon which the signs are located; 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 would not comply with §§ 694-15, 694-16, 694 17, 694-19 or 694-23 of Article III or Articles I, II, IV, V, VI and VII of Chapter 694; and

Whereas Council has decided that, due to the longstanding uses of the premises defined as Exhibition Place under s.406 of the *City of Toronto Act, 2006*, an area specific amendment to permit the erection and display of certain roof and ground signs 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 2Y 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"

- Y. Exhibition Place - Notwithstanding §§ 694-14E, 694-15B, 694-18C, 694-18E(5) and 694-26I but subject to all other provisions of this chapter, within the specific portions of the premises defined as defined as Exhibition Place under s.406 of the *City of Toronto Act, 2006* as delineated with heavy lines on the diagram indicated at Subsection Y(5), the following signs are permitted in addition to any sign(s) permitted by § 694-26H:
- (1) A third party ground sign, provided:
 - (a) The sign shall have no more than two sign faces;
 - (b) If the sign has more than one sign face, the sign faces shall be orientated in a back to back fashion;
 - (c) The height shall not exceed 21.42 metres;
 - (d) The sign shall be located at the location indicated as Sign 1 on the diagram indicated at Subsection Y(6);
 - (e) The sign shall be oriented so that the sign faces are displayed northerly and southerly;
 - (f) The southerly facing sign face shall only display sign copy that:
 - [1] operates as a scoreboard for the facility; or
 - [2] informs the public of the events occurring in the National Trade Centre and at Exhibition Place, or
 - [3] advertises, promotes, or directs attention to event and facility sponsors related to Exhibition Place, or sponsors of the Toronto FC and the Toronto Marlies;
 - (g) The northerly facing sign face shall only display sign copy that:
 - [1] Informs the public of the events occurring in the National Trade Centre and at Exhibition Place, or
 - [2] Advertises, promotes, or directs attention to event and facility sponsors related to Exhibition Place, or sponsors of the Toronto FC and the Toronto Marlies;
 - (h) The sign may display electronic static copy;
 - (i) The sign shall contain no sign face that has a horizontal measurement that exceeds 17.76 metres;

- (j) The sign shall contain no sign face that has a vertical measurement that exceeds 8.92 metres;
 - (k) The existing ground sign located on the premises at approximately at the location indicated as Sign 1 on the diagram indicated at Subsection Y(6), is removed and all associated permits are revoked;
 - (l) The northerly facing sign face shall only be illuminated between the hours of 6:00 a.m. and 12:00 a.m.;
 - (m) The illumination of the northerly facing sign face shall not exceed 300 nits during the period between sunset and sunrise; and,
 - (n) The sign shall otherwise comply in all respects with the provisions of this chapter.
- (2) A third party ground sign, provided:
- (a) The sign shall have six sign faces; which are orientated as follows:
 - [1] Two sign faces, known as Sign-Face A and Sign-Face B, shall face north-easterly;
 - [2] Two sign faces, known as Sign-Face C and Sign-Face D, shall face north-westerly; and
 - [3] Two sign faces, known as Sign-Face E and Sign-Face F, shall face southerly;
 - (b) The sign shall be located at the location indicated as Sign 2 on the diagram indicated at Subsection Y(6);
 - (c) Sign-Face A sign shall:
 - [1] Only display static copy;
 - [2] Not contain a horizontal measurement that exceeds 15.24 metres;
 - [3] Not contain a vertical measurement that exceeds 2.08 metres; and
 - [4] Only display copy which identifies the soccer stadium located on the premises;
 - (d) Sign-Face B sign shall:
 - [1] Only display electronic static copy;
 - [2] Not contain a horizontal measurement that exceeds 15.24 metres;

- [3] Not contain a vertical measurement that exceeds 7.62 metres; and
 - [4] Only display copy which advertises, promotes, or directs attention to event and facility sponsors related to Exhibition Place, or sponsors of the Toronto FC and the Toronto Marlies;
- (e) Sign-Face C sign shall:
- [1] Only display static copy;
 - [2] Not contain a horizontal measurement that exceeds 15.24 metres;
 - [3] Not contain a vertical measurement that exceeds 2.08 metres; and
 - [4] Only display copy which identifies the soccer stadium located on the premises;
- (f) Sign-Face D sign shall:
- [1] Only display electronic static copy;
 - [2] Not contain a horizontal measurement that exceeds 15.24 metres;
 - [3] Not contain a vertical measurement that exceeds 7.62 metres; and
 - [4] Only display copy which advertises, promotes, or directs attention to event and facility sponsors related to Exhibition Place, or sponsors of the Toronto FC and the Toronto Marlies;
- (g) Sign-Face E sign shall:
- [1] Only display static copy;
 - [2] Not contain a horizontal measurement that exceeds 15.24 metres;
 - [3] Not contain a vertical measurement that exceeds 2.08 metres; and
 - [4] Only display copy which identifies the soccer stadium located on the premises;
- (h) Sign-Face F sign shall:
- [1] Only display electronic static copy;
 - [2] Not contain a horizontal measurement that exceeds 15.24 metres;
 - [3] Not contain a vertical measurement that exceeds 7.62 metres; and

- [4] Only display copy which advertises, promotes, or directs attention to event and facility sponsors related to Exhibition Place, or sponsors of the Toronto FC and the Toronto Marlies;
 - (i) The height shall not exceed 34.09 metres;
 - (j) The existing ground sign located on the premises at approximately at the location indicated as Sign 2 on the diagram indicated at Subsection Y(6), is removed and all associated permits are revoked;
 - (k) The sign shall only be illuminated between the hours of 6:00 a.m. and 12:00 a.m.;
 - (l) The illumination of the sign shall not exceed 300 nits during the period between sunset and sunrise; and,
 - (m) The sign shall otherwise comply in all respects with the provisions of this chapter.
- (3) A third party roof sign, provided:
- (a) The sign shall have two sign faces known as Sign-Face 1 and Sign-Face 2, both of which are orientated westerly:
 - (b) Sign-Face 1 sign shall:
 - [1] Only display static copy;
 - [2] Not contain a horizontal measurement that exceeds 15.44 metres;
 - [3] Not contain a vertical measurement that exceeds 1.64 metres; and
 - [4] Only display copy which identifies the indoor sporting complex located on the premises;
 - (c) Sign-Face 2 sign shall:
 - [1] Only display only electronic static copy;
 - [2] Not contain a horizontal measurement that exceeds 12.80 metres;
 - [3] Not contain a vertical measurement that exceeds 7.04 metres; and
 - [4] Only display copy which advertises, promotes, or directs attention to event and facility sponsors related to Exhibition Place, or sponsors of the Toronto FC and the Toronto Marlies;

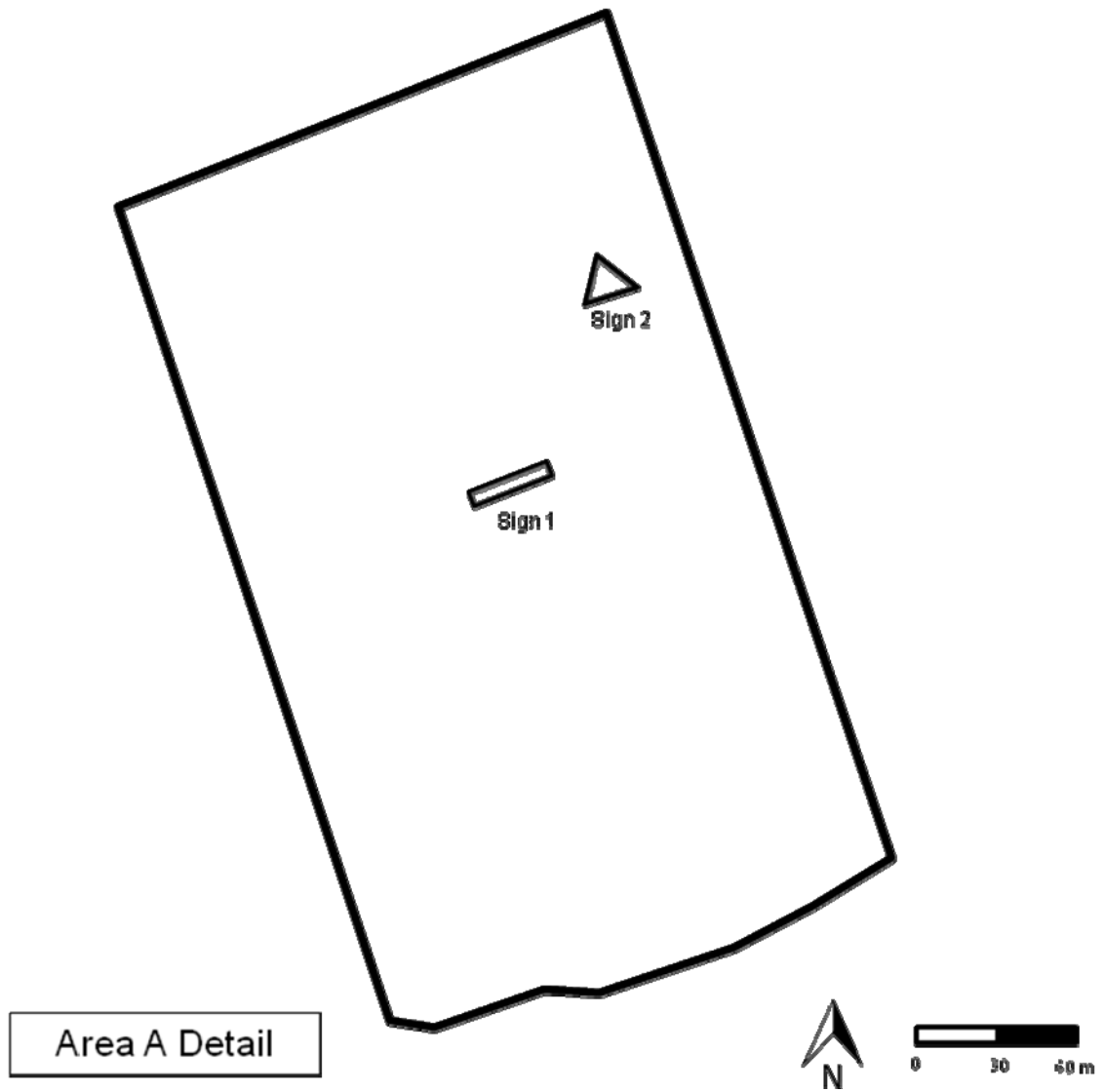
- (d) The sign shall be located at the location indicated as Sign 3 on the diagram indicated at Subsection Y(7),
 - (e) The existing roof sign located on the premises at approximately at the location indicated as Sign 3 on the diagram indicated at Subsection Y(7), is removed and all associated permits are revoked;
 - (f) The sign shall only be illuminated between the hours of 6:00 a.m. and 12:00 a.m.;
 - (g) The illumination of the sign shall not exceed 300 nits during the period between sunset and sunrise; and
 - (h) The sign shall otherwise comply in all respects with the provisions of this chapter.
- (4) A third party roof sign, provided:
- (a) The sign shall have two sign faces known as Sign-Face 1B and Sign-Face 2B, both of which are orientated easterly:
 - (b) Sign-Face 1B sign shall:
 - [1] Only display static copy;
 - [2] Not contain a horizontal measurement that exceeds 15.44 metres;
 - [3] Not contain a vertical measurement that exceeds 1.64 metres; and
 - [4] Only display copy which identifies the indoor sporting complex located on the premises;
 - (c) Sign-Face 2B sign shall:
 - [1] Only display electronic static copy;
 - [2] Not contain a horizontal measurement that exceeds 12.80 metres;
 - [3] Not contain a vertical measurement that exceeds 7.04 metres; and
 - [4] Only display copy which advertises, promotes, or directs attention to event and facility sponsors related to Exhibition Place, or sponsors of the Toronto FC and the Toronto Marlies;
 - (d) The sign shall be located at the location indicated as Sign 4 on the diagram indicated at Subsection Y(7);

- (e) The existing roof sign located on the premises at approximately at the location indicated as Sign 4 on the diagram indicated at Subsection Y(7), is removed and all associated permits are revoked;
- (f) The sign shall only be illuminated between the hours of 6:00 a.m. and 12:00 a.m.;
- (g) The illumination of the sign shall not exceed 300 nits during the period between sunset and sunrise; and
- (h) The sign shall otherwise comply in all respects with the provisions of this chapter.

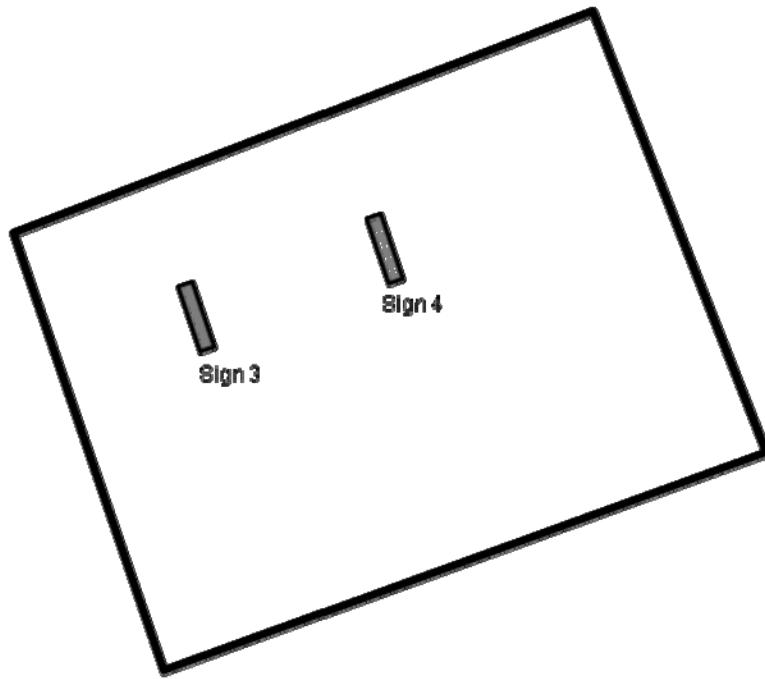
(5) Area Map



(6) Detail Map 1



(7) Detail Map 2



Area B Detail

