

Authority: Planning and Growth Management Committee Item 34.8,  
as adopted by City of Toronto Council on July 8, 9, 10 and 11, 2014

## **CITY OF TORONTO**

### **BY-LAW No. 980-2014**

#### **To amend City of Toronto Municipal Code Chapter 694, Signs, General, to add additional site specific restrictions concerning third party signs and to amend Schedule B, to implement area specific amendments with respect to the portions of each of the Newmarket, Uxbridge and Weston Subdivisions.**

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 a proposed sign of a sign class or a sign type that is not permitted in the sign district where the sign is proposed to be erected; and

Whereas § 694-24A of Chapter 694, Signs, General, contains regulations that establish specific areas where certain classes of signs are inappropriate considering the function of certain lands and are incompatible with the surrounding area; and

Whereas Council has decided that, due to the specific nature and function of certain areas within the premises making up the areas commonly known, and defined by Chapter 694, as the Weston Subdivision, Kingston Subdivision, Newmarket Subdivision, Oakville Subdivision and the Bala Subdivision, the erection and display of third party signs are inappropriate, and specific regulations concerning the display thereof should be implemented; and

Whereas Council has decided that, due to the specific nature and function of the other areas within the areas commonly known, and defined by Chapter 694, as the Weston Subdivision, Kingston Subdivision, Newmarket Subdivision, Oakville Subdivision, and the Bala Subdivision, a certain type of third party sign is appropriate, and area specific amendments to permit such signs should be implemented with respect thereto; 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:

A. Adding the following to § 694-24A as § 694-24A(45) - 694-24A(74):

- (45) The portions of the Kingston Subdivision within 100 metres of the location therein near Greenwood Avenue and north of Walpole Avenue, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (46) The portions of the Kingston Subdivision within 100 metres of the location therein near Dundas Street East and west of Logan Avenue, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (47) The portions of the Kingston Subdivision within 100 metres of the location therein near Dundas Street East and west of Tiverton Avenue, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (48) The portions of the Kingston Subdivision within 100 metres of the location therein near Queen Street East and west of McGee Street, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (49) The portions of the Kingston Subdivision within 100 metres of the location therein near Eastern Avenue and south of Broadview Avenue, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (50) The portions of the Kingston Subdivision within 100 metres of the location therein near Eastern Avenue and west of Dibble Street, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;

- (51) The portions of the Kingston Subdivision within 100 metres of the location therein near Gerrard Street East and east of Carlaw Avenue, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (52) The portions of the Kingston Subdivision within 100 metres of the location therein near Victoria Park Avenue and north of Gerrard Street East, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (53) The portions of the Kingston Subdivision within 100 metres of the location therein near Greenwood Avenue and north of Ivy Avenue, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (54) The portions of the Kingston Subdivision within 100 metres of the location therein near Birchmount Road and south of Raleigh Avenue, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (55) The portions of the Kingston Subdivision within 100 metres of the location therein near Brimley Road and north of Skagway Avenue, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (56) The portions of Newmarket Subdivision within 100 metres of the location therein near Sheppard Avenue West and east of Keele Street, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (57) The portions of Newmarket Subdivision within 100 metres of the location therein near Highway 401 and east of Keele Street, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (58) The portions of Newmarket Subdivision within 100 metres of the location therein near Wilson Avenue and west of Murray Road, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (59) The portions of Newmarket Subdivision within 100 metres of the location therein near Lawrence Avenue West and west of Caledonia Road, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (60) The portions of Newmarket Subdivision within 100 metres of the location therein near Castlefield Avenue and west of Caledonia Road, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;

- (61) The portions of Newmarket Subdivision within 100 metres of the location therein near St. Clair avenue West and west of Caledonia Road, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (62) The portions of Newmarket Subdivision within 100 metres of the location therein near Davenport Road and west of Caledonia Park Road, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (63) The portions of Newmarket Subdivision within 100 metres of the location therein near Rogers Road and west of Caledonia Road, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (64) The portions of Newmarket Subdivision within 100 metres of the location therein near Bloor Street West and west of St. Helens Avenue, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (65) The portions of Newmarket Subdivision within 100 metres of the location therein near Finch Avenue West and west of Chesswood Drive, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (66) The portions of Newmarket Subdivision within 100 metres of the location therein Wilson Avenue and west of Murray Road, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (67) The portions of Oakville Subdivision within 100 metres of the location therein near Royal York Road and north of Cavell Avenue, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (68) The portions of Oakville Subdivision within 100 metres of the location therein near Royal York Road and south of Judson Street, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (69) The portions of Weston Subdivision within 100 metres of the location therein Lawrence Avenue West and east of Weston Road, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (70) The portions of Weston Subdivision within 100 metres of the location therein near Martin Grove Road and south of Bethridge Road, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (71) The portions of Weston Subdivision within 100 metres of the location therein near King Street West and east of Atlantic Avenue, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;

- (72) The portions of Bala Subdivision within 100 metres of the location therein near Sheppard Avenue East and west of Leslie Street, upon which, as of July 11, 2014, a third party ground sign was erected or displayed;
- (73) The portions of Bala Subdivision within 100 metres of the location therein near Leslie Street and south of Highway 401, upon which, as of July 11, 2014, a third party ground sign was erected or displayed; and
- (74) The portions of Bala Subdivision within 100 metres of the location therein near Warden Avenue and south of Danforth Avenue, upon which, as of July 11, 2014, a third party ground sign was erected or displayed.
2. Schedule B, Signage Master Plans and Area Specific Amendments, to Municipal Code Chapter 694, Signs, General, is amended by:
- A. Adding Schedule "1" to this by-law as Subsection 2T to Schedule B, Signage Master Plans and Area Specific Amendments;
- B. Adding Schedule "2" to this by-law as Subsection 2U to Schedule B, Signage Master Plans and Area Specific Amendments;
- C. Adding Schedule "3" to this by-law as Subsection 2V to Schedule B, Signage Master Plans and Area Specific Amendments;
- D. Adding Schedule "4" to this by-law as Subsection 2W 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

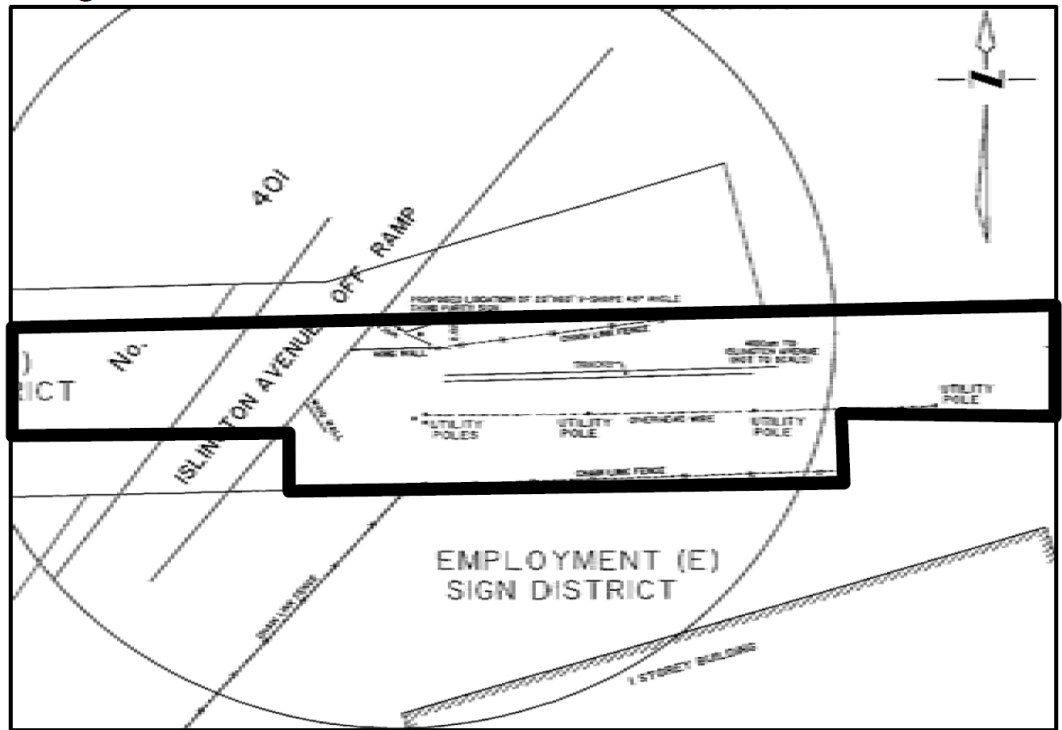
(Seal of the City)

**SCHEDULE "1"**

- T. Weston Subdivision - Notwithstanding § 694-22A and D, §§ 694-24A and 694-25C, the portion of Weston Subdivision, immediately to the south of Highway 401, and approximately 200 metres east of the interchange of Highways 401 and 409, as set out in heavy lines in Diagram 1 - Area Map in Subsection T(2), may contain a single sign as follows:
- (1) One third party ground sign, provided:
    - (a) The sign contains two sign faces;
    - (b) Sign copy displayed on the sign face complies with the following requirements:
      - [1] Only electronic static copy shall be displayed; and
      - [2] A minimum of five percent of the daily sign copy displayed shall be non-commercial messaging sign copy;
    - (c) The two sign faces shall be separated by an interior angle not greater than 45 degrees and shall be orientated to facing in an easterly and westerly direction;
    - (d) The sign shall not contain a sign face with a horizontal measurement which exceeds 14.63 metres;
    - (e) The sign shall not contain a sign face with a vertical measurement which exceeds 4.27 metres;
    - (f) The sign face area shall not exceed 63.00 square metres;
    - (g) The height of the sign shall not exceed 20.0 metres;
    - (h) The sign shall not be erected within 2.0 metres of the property line;
    - (i) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
    - (j) The sign shall not be erected within 30.0 metres of any premises located, in whole or in part, in an R, RA or OS sign district;
    - (k) The sign shall not be erected until all the third party ground signs, listed below, are removed and all associated permits revoked:
      - [1] The sign located within the Kingston Subdivision near Greenwood Avenue and Walpole Avenue;

- [2] The sign located within the Kingston Subdivision near Dundas Street East and Logan Avenue;
  - [3] The sign located within the Kingston Subdivision near Queen Street East and McGee Street;
  - [4] The sign located within the Kingston Subdivision near Eastern Avenue and Broadview Avenue;
  - [5] The sign located within the Kingston Subdivision near Dundas Street East and Tiverton Avenue;
  - [6] The sign located within the Kingston Subdivision near Eastern Avenue and Dibble Street;
  - [7] The sign located within the Kingston Subdivision near Gerrard Street East and Carlaw Avenue;
  - [8] The sign located within the Kingston Subdivision near Victoria Park Avenue and Gerrard Street East;
  - [9] The sign located within the Kingston Subdivision near Greenwood Avenue and north of Ivy Avenue;
  - [10] The sign located within the Weston Subdivision near Lawrence Avenue West and Weston Road; and
  - [11] The sign located within the Newmarket Subdivision near Sheppard Avenue West and Keele Street;
- (l) The sign shall replace all third party signs currently erected or displayed on the portion of the premises set out in heavy lines in the diagram set out in Subsection T(2);
  - (m) The sign shall be appropriately located and oriented substantially in accordance with the location, position and placement described in the diagram set out in Subsection T(2); and
  - (n) The sign shall otherwise comply in all respects with the provisions of this chapter.

(2) Diagram 1 - Area Map



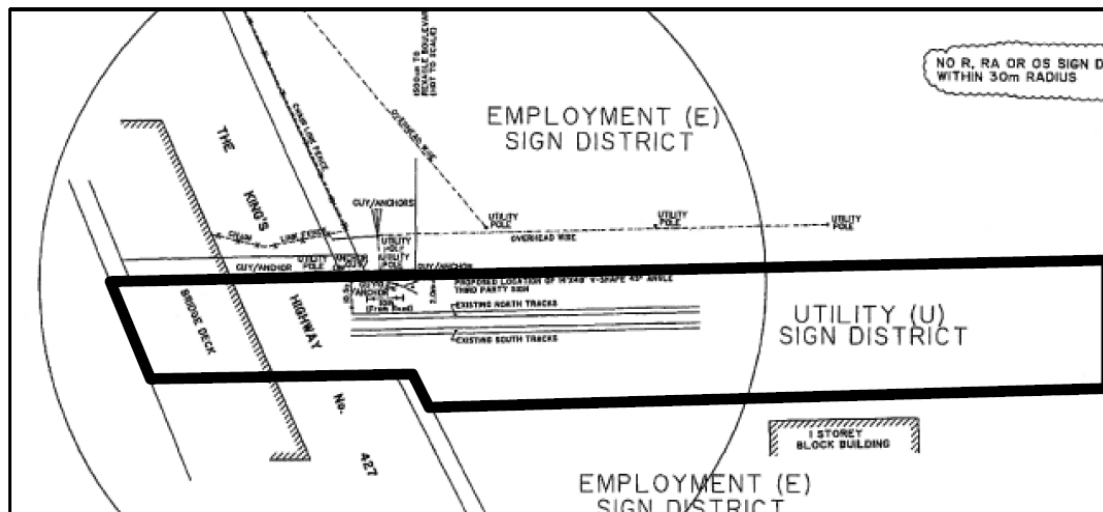


**SCHEDULE "2"**

U. Weston Subdivision - Notwithstanding § 694-22A and D, §§ 694-24A and 694-25C, the portion of Weston Subdivision, immediately to the east of Highway 427, and approximately 1500 metres south of Rexdale Boulevard and approximately 900 metres south of the interchange of Highway 427 and Highway 409, as set out in heavy lines in Diagram 1 - Area Map in Subsection U(2), may contain a single sign as follows:

- (1) One third party ground sign, provided:
  - (a) The sign contains two sign faces;
  - (b) Sign copy displayed on the sign face complies with the following requirements:
    - [1] Only electronic static copy shall be displayed; and
    - [2] A minimum of five percent of the daily sign copy displayed shall be non-commercial messaging sign copy;
  - (c) The two sign faces shall be separated by an interior angle not greater than 45 degrees and shall be orientated to facing in a northerly and southerly direction;
  - (d) The sign shall not contain a sign face with a horizontal measurement which exceeds 14.63 metres;
  - (e) The sign shall not contain a sign face with a vertical measurement which exceeds 4.27 metres;
  - (f) The sign face area shall not exceed 63.00 square metres;
  - (g) The height of the sign shall not exceed 20.0 metres;
  - (h) The sign shall not be erected within 2.0 metres of the property line;
  - (i) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
  - (j) The sign shall not be erected within 30.0 metres of any premises located, in whole or in part, in an R, RA or OS sign district;
  - (k) The sign shall not be erected until all the third party ground signs, listed below, are removed and all associated permits revoked;
    - [1] The sign located within the Weston Subdivision near Martin Grove Road and Bethridge Road;

- [2] The sign located within the Weston Subdivision near King Street West and Atlantic Avenue;
- [3] The sign located within the Oakville Subdivision near Royal York Road and Cavell Avenue; and
- [4] The sign located within the Oakville Subdivision near Royal York Road and Judson Street;
- (l) The sign shall replace all third party signs currently erected or displayed on the portion of the premises set out in heavy lines in the diagram set out in Subsection U(2);
- (m) The sign shall be appropriately located and oriented substantially in accordance with the location, position and placement described in the diagram set out in Subsection U(2); and
- (n) The sign shall otherwise comply in all respects with the provisions of this chapter.
- (2) Diagram 1 - Area Map

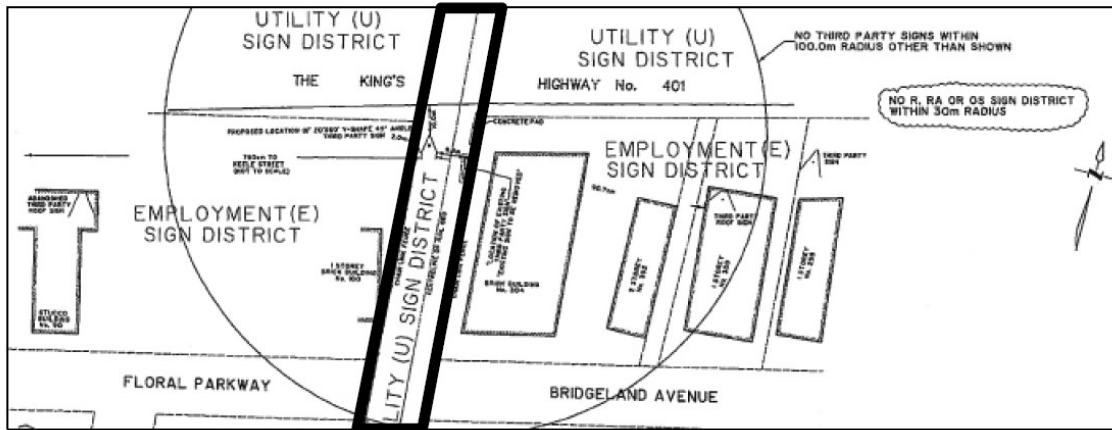


**SCHEDULE "3"**

- V. Newmarket Subdivision - Notwithstanding § 694-22A and D, §§ 694-24A and 694-25C, the portion of Newmarket Subdivision, immediately to the south of Highway 401, approximately 720.0 metres east of Keele Street and approximately 1200.0 metres west of Dufferin Street, as set out in heavy lines in Diagram 1-Area Map in Subsection V(2), may contain a single sign as follows:
- (1) One third party ground sign, provided:
    - (a) The sign contains two sign faces;
    - (b) Sign copy displayed on the sign face complies with the following requirements:
      - [1] Only electronic static copy shall be displayed; and
      - [2] A minimum of five percent of the daily sign copy displayed shall be non-commercial messaging sign copy;
    - (c) The two sign faces shall be separated by an interior angle not greater than 45 degrees and shall be orientated to facing in an easterly and westerly direction;
    - (d) The sign shall not contain a sign face with a horizontal measurement which exceeds 14.63 metres;
    - (e) The sign shall not contain a sign face with a vertical measurement which exceeds 4.27 metres;
    - (f) The sign face area shall not exceed 63.00 square metres;
    - (g) The height of the sign shall not exceed 20.0 metres;
    - (h) The sign shall not be erected within 2.0 metres of the property line;
    - (i) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
    - (j) The sign shall not be erected within 30.0 metres of any premises located, in whole or in part, in an R, RA, or OS sign district;
    - (k) The sign shall not be erected until all the third party ground signs, listed below, are removed and all associated permits revoked;
      - [1] The sign located within the Newmarket Subdivision near Highway 401 and Keele Street;

- [2] The sign located within the Newmarket Subdivision near Wilson Avenue and Murray Road;
  - [3] The sign located within the Newmarket Subdivision near Lawrence Avenue West and Caledonia Road;
  - [4] The sign located within the Newmarket Subdivision near Castlefield Avenue and Caledonia Road;
  - [5] The sign located within the Newmarket Subdivision near Rogers Road and Caledonia Road;
  - [6] The sign located within the Newmarket Subdivision near St. Clair Avenue West and Caledonia Road;
  - [7] The sign located within the Newmarket Subdivision near Davenport Road and Caledonia Park Road;
  - [8] The sign located within the Newmarket Subdivision near Bloor Street West and St. Helens Avenue;
  - [9] The sign located within the Newmarket Subdivision near Finch Avenue West and Chesswood Drive; and
  - [10] The sign located within the Newmarket Subdivision near Wilson Avenue and Murray Road;
- (l) The sign shall replace all third party signs currently erected or displayed on the portion of the premises set out in heavy lines in the diagram set out in Subsection V(2);
  - (m) The sign shall be appropriately located and oriented substantially in accordance with the location, position and placement described in the diagram set out in Subsection V(2); and
  - (n) The sign shall otherwise comply in all respects with the provisions of this chapter.

(2) Diagram 1 - Area Map



**SCHEDULE "4"**

W. Uxbridge Subdivision - Notwithstanding § 694-22A and D, §§ 694-24A and 694-25C, the portion of the premises legally described as Lot 31, Registrar's Compiled Plan 9953 Part 1, Plan 66R-19053, and as Part 1, Plan 66R-10952, City of Toronto, subject to easement over Part 1, Plan 66R-19052 and Part 1, Plan 66R-19523 and commonly referred to as the "Uxbridge Subdivision", which is immediately to the south of Highway 401, approximately 400 metres east of Kennedy Road and approximately 400 metres west of Midland Avenue, as set out in heavy lines in Diagram 1 - Area Map in Subsection W(2), may contain a single sign as follows:

- (1) One third party ground sign, provided:
  - (a) The sign contains two sign faces;
  - (b) Sign copy displayed on the sign face complies with the following requirements:
    - [1] Only electronic static copy shall be displayed; and
    - [2] A minimum of five percent of the daily sign copy displayed shall be non-commercial messaging sign copy;
  - (c) The two sign faces shall be separated by an interior angle not greater than 45 degrees and shall be orientated to facing in an easterly and westerly direction;
  - (d) The sign shall not contain a sign face with a horizontal measurement which exceeds 14.63 metres;
  - (e) The sign shall not contain a sign face with a vertical measurement which exceeds 4.27 metres;
  - (f) The sign face area shall not exceed 63.00 square metres;
  - (g) The height of the sign shall not exceed 20.0 metres;
  - (h) The sign shall not be erected within 2.0 metres of the property line;
  - (i) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
  - (j) The sign shall not be erected within 30.0 metres of any premises located, in whole or in part, in an R, RA, or OS sign district;
  - (k) The sign shall not be erected until all the third party ground signs, listed below, are removed and all associated permits revoked;

- [1] The sign located within the Kingston Subdivision near Birchmount Road and Raleigh Avenue;
  - [2] The sign located within the Kingston Subdivision near Brimley Road and Skagway Avenue;
  - [3] The sign located within the Bala Subdivision near Warden Avenue and Danforth Avenue;
  - [4] The sign located within the Bala Subdivision near Sheppard Avenue and Leslie Street; and
  - [5] The sign located within the Bala Subdivision near Leslie Street and Highway 401;
- (l) The sign shall replace all third party signs currently erected or displayed on the portion of the premises set out in heavy lines in the diagram set out in Subsection W(2);
  - (m) The sign shall be appropriately located and oriented substantially in accordance with the location, position and placement described in the diagram set out in Subsection W(2); and
  - (n) The sign shall otherwise comply in all respects with the provisions of this chapter.
- (2) Diagram 1 - Area Map

