

Authority: Planning and Growth Management Committee Items PG5.12 and PG5.13, as adopted by City of Toronto Council on July 7, 8 and 9, 2015 and Section 169-26B of City of Toronto Municipal Code Chapter 169, Officials, City

CITY OF TORONTO

BY-LAW No. 1041-2015

To amend City of Toronto Municipal Code Chapter 694, Signs, General, to add several new Sign Types, as well as adding new definitions including Topiary Sign Copy, and Electronic Sign, and a short title for Chapter 694, establish new regulations and modify regulations concerning Topiary Sign Copy, Topiary Signs, Sign Illumination, Electronic Signs, and Signs displaying Readograph Sign Copy, modify the signage regulations applicable to third party signs in Commercial Residential Sign Districts, modify provisions concerning applications for variance from Chapter 694; and designate each of the premises municipally known as 350, 360, 370, 390 and 400 Queens Quay West as a Commercial Residential Sign District; as well as to correct certain fees in City of Toronto Municipal Code Chapter 441, Fees and Charges, Appendix C - Schedule 8, Toronto Building.

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 section 259 of the *City of Toronto Act, 2006* provides that the City may pass by-laws imposing fees or charges on persons for services or activities provided or done by or on behalf of it; 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, ("Chapter 694") to the City of Toronto's Municipal Code; and

Whereas Subsection 694-5E of Chapter 694 requires that a proposed sign comply with the regulations established in the provisions of the chapter prior to the issuance; and

Whereas Council has decided that modifications to the regulations contained in Chapter 694, concerning signs utilizing electronic and topiarian displays, are appropriate to promote the public's ability to utilize these forms of signage to express messages, while ensuring the signs remain appropriate to their function and compatible with their surroundings; and

Whereas Council has decided that modifications to the provisions concerning the subject matter of an application for variance from the provisions of Chapter 694 are appropriate; and

Whereas Chapter 694 establishes sign districts which indicate the appropriate regulations to be applied to specific premises in the City to facilitate the public's ability to utilize signs to express messages while ensuring the signs are appropriate to their function and compatible with the nature of the premises upon which the sign is located; and

Whereas Council has decided that each of the premises municipally known as 350 Queens Quay West, 360 Queens Quay West, 370 Queens Quay West, 390 Queens Quay West, and 400 Queens Quay West should be established as a CR-Commercial Residential Sign District due to the function and nature of the premises; and

Whereas Schedule A, Maps, to Chapter 694, indicates the sign district applicable to each premises in the City; and

Whereas Sign District Map Ward 20: Trinity-Spadina currently contained in Schedule A, Maps, to Chapter 694, does not indicate each of the premises municipally known as 350 Queens Quay West, 360 Queens Quay West, 370 Queens Quay West, 390 Queens Quay West, and 400 Queens Quay West as CR-Commercial Residential Sign Districts, and must be replaced; and

Whereas City of Toronto Municipal Code Chapter 441 is the codified consolidated user fee by-law for the City of Toronto ("Municipal Code Chapter 441"); and

Whereas two typographical errors with certain permit fees contained in Appendix C - Schedule 8 of the Municipal Code Chapter 441, it is necessary to amend Municipal Code Chapter 441 to properly reflect the permit application and renewal fees authorized by City Council; and

Whereas under Section 169-26 of Chapter 169, Officials, City, of The City of Toronto Municipal Code, the City Solicitor, in consultation with the City Clerk, may submit bills directly to make technical amendments to The City of Toronto Municipal Code and other by-laws to correct technical errors; 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 as follows:

A. By adding the following definitions alphabetically in the appropriate place to Section 694-1:

COMMERCIAL PLAZA - A building or buildings, held in individual or multiple ownerships or tenancies, containing units for separate occupancy for the purposes of conducting the affairs of a business, profession, service or government.

ELECTRONIC COPY HEIGHT - The vertical distance between grade and the highest point of the electronic static copy or electronic moving copy display on the sign.

ELECTRONIC FUEL PUMP SIGN - A sign erected or displayed on or attached to a fuel pump authorized by law that displays, in whole or in part, electronic static copy or electronic moving copy.

ELECTRONIC GROUND SIGN - A freestanding sign which is permanently affixed to the ground and not supported in any manner by a building that displays, in whole or in part, electronic static copy or electronic moving copy.

ELECTRONIC SIGN - A sign that displays, in whole or in part, electronic static copy or electronic moving copy and shall include an Electronic Fuel Pump Sign, Electronic Ground Sign, Electronic Overhanging Structure Sign, Electronic Projecting Sign, Electronic Roof Sign, Electronic Topiary Sign, Electronic Window Sign or Electronic Wall Sign.

ELECTRONIC OVERHANGING STRUCTURE SIGN - A sign erected on an overhanging structure that displays, in whole or in part, electronic static copy or electronic moving copy.

ELECTRONIC PROJECTING SIGN - A sign erected on and entirely supported by the wall of a building and which projects more than 0.60 metres from the wall that displays, in whole or in part, electronic static copy or electronic moving copy.

ELECTRONIC ROOF SIGN - A sign located entirely on or above the roof of a building or located entirely on the top of or above the parapet wall of a building that displays, in whole or in part, electronic static copy or electronic moving copy.

ELECTRONIC TOPIARY SIGN - A sign consisting only of shrubs, grasses, flowers, ornamental plants and landscape elements that displays, in whole or in part, electronic static copy or electronic moving copy.

ELECTRONIC WALL SIGN - A sign erected on and entirely supported by the wall of a building with a sign face which projects no more than 0.60 metres from the wall that displays, in whole or in part, electronic static copy or electronic moving copy.

ELECTRONIC WINDOW SIGN - A sign erected, painted, attached, etched, inscribed, or projected onto the inside or outside of any part of a window in a wall, a sign located within or in place of the glass of a window, or any other sign erected or displayed in a manner so as to be visible through the window from the exterior of the building that displays, in whole or in part, electronic static copy or electronic moving copy, but does not include a sign that forms part of a window display.

OCCUPANCY - The use or intended use of a building, or part of a building, for the shelter or support of persons, animals or property.

PROJECTED IMAGE SIGN - A sign which displays sign copy on the sign face, where the sign copy is projected onto the sign face from or by a source external to the sign or sign copy, and shall include all signs where sign copy is projected onto the sign face from or by a source which does not form a component of, or a source which is not permanently affixed to, the sign structure upon which the sign copy is displayed.

RESIDENTIAL USE - The occupancy or use of a building, or part of a building, by persons for whom sleeping accommodation is provided but who are not harboured or detained there to receive medical care or treatment or who are not involuntarily detained there.

SEGMENT DIFFERENCE - The numerical value in metres arising from subtracting the absolute value of the length in metres of two segments of the center line.

TOPIARY SIGN COPY - shall include living plants, grasses, shrubs, flowers or other landscaping elements, but shall not include artificial plants, grasses, shrubs or flowers.

TOPIARY WALL SIGN - a sign erected on the wall of a building that displays only Topiary Sign Copy.

B. By adding the following to Subsection 694-4B:

- (9) Electronic Fuel Pump signs;
- (10) Electronic Ground signs;
- (11) Electronic Overhanging Structure signs;
- (12) Electronic Projecting signs;
- (13) Electronic Roof signs;
- (14) Electronic Topiary signs;
- (15) Electronic Window signs;
- (16) Electronic Wall signs;
- (17) Projected Image signs; and
- (18) Topiary Wall Signs.

- C. By deleting the phrase "A first party sign" from Subsection 694-6A(1) and replacing it with the phrase "A first party ground sign, overhanging structure sign, projecting sign, roof sign, topiary sign, window sign, topiary wall sign, or wall sign".
- D. By deleting Subsection 694-6A(2) and replacing it with the following:
- (2) A first party topiary sign provided:
- (a) The height shall not exceed 0.6 metres;
- (b) A minimum of 75 percent of sign face area of the sign shall display topiary sign copy consisting of living plants, grasses, shrubs or flowers; and
- (c) The sign face area does not exceed 20 square metres.
- E. By deleting the phrase "A sign" from Subsection 694-6A(3), 694-6A(5) and 694-6A(6), and replacing it with the phrase "A ground sign, overhanging structure sign, projecting sign, roof sign, topiary sign, window sign, topiary wall sign or wall sign " where ever it appears in each subsection.
- F. By deleting Subsection 694-6A(7) and replacing it with the following:
- (7) Fuel pump signs and Electronic Fuel pump signs provided the total sign face area of all such signs on the premises does not exceed 0.5 square metres; and
- G. By adding the following to Section 694-9 as Subsection 694-9H:
- H. Notwithstanding Subsection A, every sign permit issued by the Chief Building Official for the erection, display, modification or restoration of a first party electronic wall sign or electronic ground sign as permitted by Subsection 21C(7), and (8) expires and is null and void where less than 10 separate occupancies are operating to provide businesses, products, activities or services at the premises where the sign is located.
- H. By deleting Subsection 694-14H and replacing it with the following:
- H. There shall be a minimum vertical clearance of 2.5 metres from the ground, sidewalk or walkway to the lowest point of an overhanging structure sign, electronic overhanging structure sign, projecting sign, electronic projecting sign, or topiary wall sign located above.

I. By deleting Subsection 694-14I and replacing it with the following:

I. Where this chapter permits a sign to display electronic static copy, the following requirements shall be met:

- (1) The message duration shall not be less than 1.0 minute for a first party sign, and 10 seconds for a third party sign;
- (2) The message transition shall not exceed 1.0 second;
- (3) During the message transition the sign shall not include any other visible effects, including but not limited to motion, dissolving, blinking, intermittent or flashing light or the illusion of such effects;
- (4) Notwithstanding Subsection (3), during the message transition the sign may fade or otherwise gradually transition the illumination level of the electronic static copy displayed; and
- (5) The difference between the level of illumination of electronic static copy displayed on a sign and the level of illumination of electronic static copy displayed immediately preceding the electronic static copy shall be no greater than 25 percent of the average illumination of the immediately preceding electronic static copy throughout the entirety of the message duration.

J. By deleting Subsection 694-14K and replacing it with the following:

K. An electronic fuel pump sign is permitted provided:

- (1) The sign shall only be erected or displayed on top of the fuel pump;
- (2) There shall be no more than one such sign on each fuel pump;
- (3) The sign face area shall not exceed 0.2 square metres;
- (4) The sign shall have no more than one sign face;
- (5) The height shall not exceed 2.5 metres;
- (6) The sign shall display electronic static copy or electronic moving copy only;
- (7) The sign shall not face a street except where the sign is obstructed such that it is not visible from the street or except where the sign is set back a minimum of 12.0 metres from the street; and

- (8) Notwithstanding Subsections K(2) and O(2), the total number of electronic fuel pump signs and fuel pump signs erected or displayed on the premises shall not exceed 50 percent of the total number of fuel pumps located on the premises.

K. By adding the following to Section 694-14 as Subsection 694-14P:

P. A fuel pump sign is permitted provided:

- (1) The sign shall only be erected or displayed on top of the fuel pump;
- (2) There shall be no more than one such sign on each fuel pump;
- (3) The sign face area shall not exceed 0.2 square metre;
- (4) The sign shall have no more than one sign face;
- (5) The height shall not exceed 2.5 metres;
- (6) The sign shall display static copy or mechanical copy only;
- (7) The sign shall not face a street except where the sign is obstructed such that it is not visible from the street or except where the sign is set back a minimum of 12.0 metres from the street; and
- (8) Notwithstanding Subsections K(2) and O(2), the total number of electronic fuel pump signs and fuel pump signs erected or displayed on the premises shall not exceed 50 percent of the total number of fuel pumps located on the premises.

L. By adding the following to Section 694-14 as Subsection 694-14Q:

Q. For purposes of Subsection 694-25A, C and D, the term "facing" shall be deemed to include the situation where any portion of a premises are contained within the display zone and the radius for the display zone shall be established as 250 metres plus the measurement in metres of the larger segment of the centre line.

M. By adding the following to Subsection 694-15B as Subsection 694-15B(11):

- (11) An electronic roof sign, except a first party electronic roof sign included in a Signage Master Plan consisting solely of first party signs.

N. By deleting Subsection 694-17A(3) and replacing it with the following:

- (3) Any topiary wall sign, overhanging structure sign, projecting sign, electronic overhanging structure sign, or electronic projecting sign located

within 30 metres of the intersection of two streets where the flow of traffic is controlled by traffic lights.

- O. By deleting Subsection 694-18C and replacing it with the following:
- C. No sign shall be illuminated during the following time-periods:
- (1) Between the hours of 9:00 p.m. and 7:00 a.m. where the sign is located in an R sign district, except where:
 - (a) The sign is a first party sign associated with a lawful business which operates during this period, and only while the business is actually in operation;
 - (2) Between the hours of 9:00 p.m. and 7:00 a.m. where the sign is located in an RA sign district, except where:
 - (a) The sign is a first party sign associated with a lawful business which operates during this period, and only while the business is actually in operation; or
 - (b) Subject to the requirements of subsection (4), the sign is a first party sign authorized to be displayed under Subsection 694-21B(2), (3) or (4);
 - (3) Between the hours of 9:00 p.m. and 7:00 a.m. where the sign is located within 30 metres of a premises in an R sign district, except where:
 - (a) The sign is a first party sign associated with a lawful business which operates during this period, and only while the business is actually in operation; or
 - (b) The sign is located in the Downtown Yonge Street Special Sign District, the Dundas Square Special Sign District, or a premises designated as "C", "E" or "U" within the Gardiner Gateway Special Sign District as set out in Schedule A.
 - (4) Between the hours of 11:00 p.m. and 7:00 a.m., except where:
 - (a) The sign is a first party sign associated with a lawful business which operates during this period and only while the business is actually in operation; or
 - (b) The sign is located in the Downtown Yonge Street Special Sign District, the Dundas Square Special Sign District, or a premises designated as "C", "E" or "U" within the Gardiner Gateway Special Sign District as set out in Schedule A.

- P. By deleting Subsection 694-18E(3) and replacing it with the following:
- (3) The illumination shall not increase the light levels within 10.0 metres of all points of the sign face by more than 3.0 lux above the ambient lighting level;
- Q. By deleting Subsection 694-18E(5) and replacing it with the following:
- (5) The illumination shall not exceed 300 nits during the period between sunset and sunrise.
- R. By deleting Subsection 694-20A, B, C, D and E and substituting the following:
- A. First party signs may advertise, promote, or direct attention to goods available at the premises where the sign is located provided:
- (1) in the case of a fuel pump sign, ground sign, wall sign, window sign, overhanging structure sign, roof sign, topiary wall sign or topiary sign, the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises does not exceed 30 percent of the sign face area; and
- (2) in the case of an electronic wall sign, electronic window sign, electronic ground sign, and electronic overhanging structure sign the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises does not exceed 30 percent of the sign face area.
- B. Notwithstanding Subsection A, in the case of:
- (1) a projecting sign or electronic projecting sign, the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises may equal 100 percent of the total sign face area; and
- (2) an electronic fuel pump sign, electronic roof sign, electronic topiary sign, or projected image sign may not advertise, promote, or direct attention to goods available at the premises.
- C. The total sign face area of all first party wall signs, topiary wall signs, window signs, overhanging structure signs, electronic wall signs, electronic window signs, and electronic overhanging structure signs erected at the first storey of a building shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected and from which the overhanging structures project.
- D. The total sign face area of all first party wall signs, topiary wall signs, window signs, overhanging structure signs, electronic wall signs,

electronic window signs, and electronic overhanging structure signs erected at the second storey of a building shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected and from which the overhanging structures project.

- E. Up to 50 percent of the sign face area of a first party ground sign located on a premise in RA, C, CR, E, EIO, I, or U Sign District may contain readograph copy to a maximum of 5.0 square metres;
- S. By deleting Subsection 694-20G and replacing it with the following:
 - G. Notwithstanding §§ 694-20A and 694-21, the following ground signs and electronic ground signs associated with a drive-through facility permitted by the City's applicable Zoning By-law are permitted in each drive-through lane:
 - (1) An electronic ground sign, provided:
 - (a) The sign face area shall not exceed 0.7 square metres;
 - (b) The height shall not exceed 2.0 metres;
 - (c) The sign displays electronic static copy or electronic moving copy but not both; and
 - (d) No more than one electronic ground sign shall be erected.
 - (2) A ground sign for the purpose of providing information about the products or services of the drive-through facility provided:
 - (a) The sign face area shall not exceed 6.0 square metres;
 - (b) The height shall not exceed 3.0 metres; and
 - (c) No more than one such sign shall be erected.
 - (3) A ground sign for the purpose of providing information about the products or services of the drive-through facility provided:
 - (a) The sign face area shall not exceed 1.8 square metres;
 - (b) The height shall not exceed 2.5 metres; and
 - (c) No more than one such sign shall be erected.

- (4) A ground sign for the purpose of providing direction to a point of vehicular ingress and egress to a drive-through facility provided:
 - (a) The sign face area shall not exceed 0.5 square metres;
 - (b) The height shall not exceed 1.5 metres;
 - (c) The sign shall have no more than two sign faces;
 - (d) There shall be no more than one such sign erected at each point of vehicular ingress and egress to the drive-through facility; and
 - (e) No more than two such signs shall be erected.
- T. By deleting Subsections 694-20H(3)(a) and (b) and substituting the following:
 - (a) The total sign face area of all wall signs erected at the first or second storey shall not exceed 50 percent of the area of the wall at the first or second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the premises;
 - (b) The total sign face area of all wall signs erected above the second storey shall not exceed the lesser of:
 - [1] 20 percent of the area of the wall above the second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the premises; or
 - [2] 100 square metres less the sign face area of any electronic wall signs erected on the premises;
- U. By adding the following to § 694-20 as Subsections 694-20I, 694-20J, 694-20K, 694-20L, 694-20M and 694-20N:
 - I. First party signs are permitted to display the following:
 - (1) static copy; or
 - (2) topiary sign copy; or
 - (3) readograph copy.
 - J. Notwithstanding Subsection E, and § 694-21, the following first party signs are permitted on a premises:

- (1) A ground sign on a premises other than a sign providing direction permitted by Subsection 694-21H(1), or a ground sign permitted by Subsection 694-21H(2) provided:
- (a) There shall be no more than one such sign erected on the premises;
 - (b) The sign shall be erected on a premises containing a community centre;
 - (c) The premises is not an R-sign district;
 - (d) The premises contain does not contain a ground sign permitted by Subsections 694-21A(4), C(3), D(3), E(3), F(3), G(2), H(2), or I(3);
 - (e) The sign face area shall not exceed the greater of 3.0 square metres or 1.0 square metre for each 100 metres of frontage;
 - (f) The height shall not exceed 1.5 metres for each 3.0 square metres of sign face area;
 - (g) The sign shall display static and readograph copy only;
 - (h) The sign face area displaying readograph copy shall not exceed the lessor of 50 percent of the sign face area; or 5.0 square metres;
 - (i) The sign shall have no more than two sign faces;
 - (j) The sign shall not be erected within 2.0 metres of any property line; and
 - (k) The sign shall not be erected within 6.0 metres of the intersection of two street lines.

- K. Signs located on a premises in an R sign district, which are permitted by Subsections 694-21A(4), or 694-21A(5), may contain readograph copy.
- L. Up to 30 percent of the sign face area of a first party electronic ground sign located on a premises in a C or E sign district may contain electronic static copy to a maximum of 5.0 square metres.
- M. Up to 30 percent of the sign face area of a first party electronic wall sign located on a premises in a C or E sign district sign district may contain electronic copy to a maximum of 5.0 square metres.

- N. Where a first party sign displays topiary sign copy, a minimum of 75 percent of the sign face area displaying topiary sign copy, must comprise topiary sign copy consisting of living plants, grasses, shrubs, or flowers.
- V. By deleting Subsection 694-21A(4) and substituting the following:
- (4) A ground sign on a premises containing a school, place of worship, hospital, nursing home or community centre, other than a sign providing direction permitted by Subsection A(3), provided:
- (a) There shall be no more than one such sign erected at each frontage;
 - (b) The sign face area shall not exceed 0.3 square metre for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 5.0 square metres;
 - (c) The height shall not exceed 6.0 metres;
 - (d) The sign shall have no more than two sign faces;
 - (e) The sign shall not be erected within 2.0 metres of any property line;
 - (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines; and
 - (g) The sign may display readograph copy provided:
 - [1] readograph copy does not exceed the lesser of 50 percent of the sign face area or 4.0 square metres; and
 - [2] readograph copy shall be displayed and changed manually only.
- W. By adding the following to Subsection 694-21A(5) as Subsection 694-21A(5)(e):
- (e) The sign may display readograph copy provided:
- [1] readograph copy does not exceed the lesser of 30 percent of the sign face area or 4.0 square metres; and
 - [2] readograph copy shall be displayed and changed manually only.
- X. By deleting Subsection 694-21C(3)(a) and substituting the following:
- (a) There shall be no more than one ground sign or one electronic ground sign per frontage;

- Y. By deleting the phrase "E-Employment sign district and an " from Subsection 694-21E, where it appears:
- Z. By deleting Subsection 694-21A(5)(b) and substituting the following:
- (b) The total sign face area for all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- AA. By adding the following to Subsection 694-21B(4) as Subsections 694-21B(4)(e) and (f):
- (e) The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey; and
- (f) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey.
- BB. By deleting Subsections 694-21D(5)(c) and (d) and substituting the following:
- (c) The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- (d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- CC. By deleting Subsections 694-21E(5)(b) and (c) and substituting the following:
- (b) The total sign face area for all wall signs erected on a wall shall not exceed 15 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- (c) Notwithstanding Subsection E(5)(b), the total sign face area of all wall signs erected on an office building shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

DD. By deleting Subsection 694-21F(4)(b) and substituting the following:

- (b) The total sign face area for all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

EE. By deleting Subsection 694-21G(3)(b) and substituting the following:

- (b) The total sign face area for all wall signs erected at the first storey shall not exceed 15 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

FF. By deleting Subsection 694-21H(3)(b) and substituting the following:

- (b) The total sign face area for all wall signs erected on a wall shall not exceed 10 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

GG. By adding the following to Subsection 694-21C as Subsections 694-21C(7) and 694-21C(8):

- (7) An electronic wall sign provided:
 - (a) The sign shall not be erected above the second storey;
 - (b) Where erected at the first storey, the height shall not exceed 1.5 times the vertical distance between grade and the top boundary of the first storey of the building wall upon which the sign is located, and the sign shall not extend above the sill of the lowest window at the second storey of the wall on which the sign is erected;
 - (c) The total sign face area of all electronic wall sign erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the electronic wall sign are erected less the sign face area of any wall signs erected on the wall at that storey;
 - (d) The total sign face area of all electronic wall sign erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected less the sign face area of any wall signs erected on the wall at that storey;
 - (e) The sign shall not extend above the wall or parapet wall of a building;

- (f) The sign shall not extend beyond either end of the wall on which it is erected;
 - (g) The sign shall have no more than one sign face;
 - (h) There shall be no more than one electronic sign erected at the premises;
 - (i) The sign shall contain electronic static copy and static copy only;
 - (j) The electronic copy height does not exceed the vertical distance between grade and the center line of the sign face upon which any electronic static copy is displayed;
 - (k) The sign shall not be erected within 60.0 metres of any R, RA, CR, I or OS sign district;
 - (l) The message duration of any electronic static copy displayed shall not exceed 3.0 minutes;
 - (m) The sign shall not be erected at a frontage of less than 100 metres; and
 - (n) The sign may only be erected on a premises which contains:
 - [1] A Commercial Plaza containing 10 or more units each containing distinct and separate occupancies which are conducting the affairs of a business, profession, service or government; and
 - [2] No building containing an occupancy which is a residential use.
- (8) An electronic ground sign provided:
- (a) There shall be no more than one ground sign or one electronic ground sign erected at each frontage;
 - (b) The sign face area shall not exceed 20.0 square metres;
 - (c) The height shall not exceed 10.0 metres;
 - (d) The sign shall have no more than two sign faces;
 - (e) The sign shall not be erected within 2.0 metres of any property line;

- (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
- (g) Where the sign has two faces, the sign faces shall be back to back;
- (h) There shall be no more than one electronic sign erected at the premises;
- (i) The sign shall contain electronic static copy and static copy only;
- (j) The electronic copy height does not exceed the vertical distance between grade and the center line of the sign face upon which any electronic static copy is displayed;
- (k) The sign shall not be erected within 60.0 metres of any R, RA, CR, I or OS sign district;
- (l) The message duration of any electronic static copy displayed shall not exceed 3.0 minutes;
- (m) The sign shall not be erected at a frontage of less than 100 metres; and
- (n) The sign may only be erected on a premises which contains:
 - [1] A Commercial Plaza containing 10 or more units each containing distinct and separate occupancies which are conducting the affairs of a business, profession, service or government; and
 - [2] No building containing an occupancy which is a residential use.

HH. By adding the following to Section 694-21 as Subsection 694-21I:

I. An E-Employment sign district may contain the following;

- (1) An overhanging structure sign provided:
 - (a) The sign shall only be erected on an overhanging structure located at the first storey of the building;
 - (b) The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50 percent of the external surface area of that part of the overhanging structure;

- (c) Subsection I(1)(b) does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
 - (d) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than one metre above the overhanging structure; and
 - (e) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.
- (2) A ground sign providing direction erected at a point of vehicular ingress and egress to a premises provided:
 - (a) The sign face area shall not exceed 0.5 square metres;
 - (b) The height shall not exceed 1.5 metres;
 - (c) The sign shall have no more than two sign faces; and
 - (d) There shall be no more than two such signs erected at each point of vehicular ingress and egress to the premises.
- (3) A ground sign, other than a sign providing direction permitted by Subsection (2), provided:
 - (a) There shall be no more than one such sign erected at each frontage;
 - (b) The sign face area shall not exceed 0.3 square metres for each 1.0 metre or part thereof of frontage at which the sign is erected to a maximum of 15.0 square metres;
 - (c) The height shall not exceed 7.5 metres;
 - (d) The sign shall have no more than two sign faces;
 - (e) The sign shall not be erected within 2.0 metres of any property line; and
 - (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- (4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:
 - (a) The sign shall only be erected on an office building containing 10 or more storeys;

- (b) There shall be no more than one sign erected on each wall of a building to a maximum of two signs;
 - (c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
 - (d) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected; and
 - (e) The sign shall not extend beyond either end of the wall on which it is erected.
- (5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection (4), provided:
 - (a) The sign shall only be erected at the first storey;
 - (b) The total sign face area for all wall signs erected on a wall shall not exceed 15 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
 - (c) Notwithstanding Subsection (5)(b), the total sign face area of all wall signs erected on an office building shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
 - (d) The sign shall not extend above the wall or parapet wall of a building; and
 - (e) The sign shall not extend beyond either end of the wall on which it is erected.
- (6) An electronic wall sign provided:
 - (a) The sign shall only be erected at the first storey;
 - (b) The total sign face area for all wall signs erected on a wall shall not exceed 15 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any wall signs erected on the wall at that storey;
 - (c) Notwithstanding Subsection (6)(b), the total sign face area of all wall signs erected on an office building shall not exceed 20 percent of the area of the wall at the first storey

on which the signs are erected less the sign face area of any wall signs erected on the wall at that storey;

- (d) The sign shall not extend above the wall or parapet wall of a building;
 - (e) The sign shall not extend beyond either end of the wall on which it is erected;
 - (f) The sign shall have no more than one sign face;
 - (g) There shall be no more than one electronic sign erected at the premises;
 - (h) The sign shall contain electronic static copy and static copy only;
 - (i) The electronic copy height does not exceed the vertical distance between grade and the center line of the sign face upon which any electronic static copy is displayed;
 - (j) The sign shall not be erected within 60.0 metres of any R, RA, CR, I or OS sign district;
 - (k) The message duration of any electronic static copy displayed shall not exceed 3.0 minutes;
 - (l) The sign shall not be erected at a frontage of less than 100 metres; and
 - (m) The sign may only be erected on a premises which contains no building containing an occupancy which is a residential use.
- (7) An electronic ground sign provided:
- (a) There shall be no more than one ground sign or one electronic ground sign erected at each frontage;
 - (b) The sign face area shall not exceed 20.0 square metres;
 - (c) The height shall not exceed 10.0 metres;
 - (d) The sign shall have no more than two sign faces;
 - (e) The sign shall not be erected within 2.0 metres of any property line;

- (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
- (g) Where the sign has two faces, the sign faces shall be back to back;
- (h) There shall be no more than one electronic sign erected at the premises;
- (i) The sign shall contain electronic static copy and static copy only;
- (j) The electronic copy height does not exceed the vertical distance between grade and the center line of the sign face upon which any electronic static copy is displayed;
- (k) The sign shall not be erected within 60.0 metres of any R, RA, CR, I or OS sign district;
- (l) The message duration of any electronic static copy displayed shall not exceed 3.0 minutes;
- (m) The sign shall not be erected at a frontage of less than 100 metres; and
- (n) The sign may only be erected on a premises which contains no building containing an occupancy which is a residential use.

II. By deleting Subsection 694-22A and replacing it with the following:

A. Third party signs are permitted to display the following:

- (1) static copy;
- (2) mechanical copy; or
- (3) topiary sign copy.

JJ. By deleting Subsection 694-22E and substituting the following:

E. A third party electronic sign, as permitted by Subsections 25A(2), 25C(2), 25D(3), 25D(4), 26I(1), 26I(2) and 26I(3) shall not be erected within 150.0 metres of any other lawful third party sign whether or not erected.

KK. Section 694-22 is amended by adding the following as Subsections 694-22F and 694-22G:

F. Where a third party sign displays topiary sign copy, a minimum of 75 percent of the sign face area displaying topiary sign copy, must

comprise topiary sign copy consisting of living plants, grasses, shrubs, or flowers.

- G. Where an application is made for a sign permit to modify or restore a third party sign which no longer complies with Subsection D or E because a variance or by-law amendment was granted by the City permitting the erection of another third party sign, the sign permit shall be issued provided the sign complies in all other respects with this chapter.
- LL. Amending Subsection 694-24(A)(44) by replacing the phrase "Dufferin Street Avenue" with the phrase "Dufferin Street" wherever it appears.
- MM. By replacing the phrase "A wall sign" with the phrase "A wall sign or a topiary wall sign" where it appears in each of subsections 694-26B(1), and 694-26K(1).
- NN. By replacing Section 694-25 with the following:
 - A. A C - Commercial sign district may contain the following:
 - (1) A wall sign or a topiary wall sign provided:
 - (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 15.0 metres;
 - (c) The sign shall not be erected facing a street;
 - (d) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
 - (e) 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;
 - (f) The sign shall not extend beyond either end of the wall on which it is erected;
 - (g) The sign shall have no more than one sign face; and
 - (h) The sign shall not extend above the wall or parapet wall of the building on which it is erected.
 - (2) An electronic wall sign provided:
 - (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 15.0 metres;

- (c) The sign shall not be erected facing a street;
- (d) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
- (e) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district;
- (f) Where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district;
- (g) The sign be located a minimum of 500 metres from any other third party electronic sign located on:
 - [1] the same street; or
 - [2] on a street which forms an intersection with the street on which the sign is located;
- (i) The sign shall not extend beyond either end of the wall on which it is erected;
- (j) The sign shall have no more than one sign face;
- (k) The sign shall contain electronic static copy or static copy only; and
- (l) The sign shall not extend above the wall or parapet wall of the building on which it is erected.

B. A CR - Commercial Residential sign district may contain the following:

- (1) A wall sign or a topiary wall sign provided:
 - (a) The sign face area shall not exceed 3.0 square metres;
 - (b) The height shall not exceed 3.0 metres;
 - (c) The sign shall not be erected facing a street;
 - (d) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
 - (e) The sign shall not be erected within 30.0 metres of any premises located, in whole or in part, in an R, RA, I or OS sign district;

- (f) The sign shall not extend beyond either end of the wall on which it is erected;
- (g) The sign shall have no more than one sign face; and
- (h) The sign shall not extend above the wall or parapet wall of the building on which it is erected.

C. An E - Employment Sign District may contain the following:

(1) A ground sign provided:

- (a) The sign face area shall not exceed 20.0 square metres;
- (b) The height shall not exceed 10.0 metres;
- (c) The sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law;
- (d) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
- (e) 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;
- (f) There shall be no more than one ground sign or electronic ground sign erected on the premises; and
- (g) The sign shall have no more than two sign faces.

(2) An electronic ground sign provided:

- (a) The sign face area shall not exceed 20.0 square metres;
- (b) The height shall not exceed 10.0 square metres;
- (c) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
- (d) The sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law;
- (e) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district;

- (f) Where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district;
- (g) The sign be located a minimum of 500 metres from any other third party electronic sign located on:
 - [1] the same street; or
 - [2] on a street which forms an intersection with the street on which the sign is located;
- (h) There shall be no more than one ground sign or electronic ground sign erected on the premises;
- (i) The sign shall display static or electronic static copy only;
- (j) The sign shall have no more than two sign faces; and
- (k) Where the sign has two faces, the sign faces shall be back to back.

D. A U - Utility Sign District may contain the following:

- (1) A ground sign provided:
 - (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 10.0 metres;
 - (c) The sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law;
 - (d) The sign shall only be erected within 30.0 metres of a major street;
 - (e) The sign shall not be erected within 2.0 metres of a property line;
 - (f) The sign shall not be erected within 6.0 metres of a street line;
 - (g) The sign shall not be erected or displayed within 30.0 metres of any premises located, in whole or in part, in an R, RA or OS sign district; and
 - (h) The sign shall have no more than two sign faces.

- (2) A wall sign or a topiary wall sign provided:
- (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 15.0 metres;
 - (c) The sign shall only be erected within 30.0 metres of a major street;
 - (d) 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;
 - (e) The sign shall not extend beyond either end of the wall on which it is erected;
 - (f) The sign shall have no more than one sign face; and
 - (g) The sign shall not extend above the wall or parapet wall of the building on which it is erected.
- (3) An electronic ground sign provided:
- (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 10.0 square metres;
 - (c) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
 - (d) The sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law;
 - (e) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district;
 - (f) Where a sign is located within 250 metres of an R, RA, CR, I, or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district;
 - (g) The sign be located a minimum of 500 metres from any other third party electronic sign located on:
 - [1] the same street; or

- [2] on a street which forms an intersection with the street on which the sign is located;
 - (h) There shall be no more than one ground sign or electronic ground sign erected on the premises;
 - (i) The sign shall display static or electronic static copy only;
 - (j) The sign shall have no more than two sign faces; and
 - (k) Where the sign has two faces, the sign faces shall be back to back.
- (4) An electronic wall sign provided:
- (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 15.0 metres;
 - (c) The sign shall not be erected facing a street;
 - (d) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
 - (e) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district;
 - (f) Where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district;
 - (g) The sign be located a minimum of 500 metres from any other third party electronic sign located on:
 - [1] the same street; or
 - [2] on a street which forms an intersection with the street on which the sign is located;
 - (i) The sign shall not extend beyond either end of the wall on which it is erected;
 - (j) The sign shall have no more than one sign face;
 - (k) The sign shall contain static or electronic static copy only; and
 - (l) The sign shall not extend above the wall or parapet wall of the building on which it is erected.

OO. By deleting Subsection 694-26I(2), (3) and (4), and substituting the following:

- (2) Any sign which complies with the provisions of § 694-25C of this chapter where erected on a property designated "E" within the GG-SSD as set out in Schedule A;
- (3) Any sign which complies with the provisions of § 694-25D of this chapter where erected on a property designated "U" within the GG-SSD as set out in Schedule A; and
- (4) An electronic ground sign containing electronic static copy provided:
 - (a) The sign face area shall not exceed 50.0 square metres;
 - (b) The height shall not exceed 15.0 metres;
 - (c) The sign shall be erected and displayed entirely within the Gardiner Gateway Special Sign District;
 - (d) The sign shall be erected only on a premises where, on the day before this chapter comes into effect, an existing lawful electronic ground sign as defined by this chapter was erected and displayed containing electronic moving copy or electronic static copy as defined by this chapter, and the sign shall replace the existing sign;
 - (e) The sign shall contain electronic static copy and static copy only;
 - (f) The number of sign faces shall not exceed that of the existing lawful electronic ground sign;
 - (g) Where a sign is located within 250 metres of an R, RA, CR, I or OS Sign District, the sign shall not face any premise in a R, RA, CR, I or OS Sign District; and
 - (h) The sign shall not contain illumination that results in light which projects onto any premises located in an R, RA, CR, I or OS sign district.

PP. By deleting Subsection 694-26A(5)(c) and (d), and substituting the following:

- (c) The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- (d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which

the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

QQ. By deleting Subsection 694-26J(5)(c), (d), (e) and substituting the following:

- (c) The total sign face area of all wall signs erected at the first storey shall not exceed 30 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- (d) The total sign face area of all wall signs erected at the second storey shall not exceed 20 percent of the area of the wall at the second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- (e) The total sign face area of all wall signs erected at the third storey shall not exceed 10 percent of the area of the wall at the third storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

RR. By deleting Subsection 694-26L, 694-26M and 694-26N, and substituting the following:

- L. Notwithstanding § 694-20C of this chapter, the total sign face area of all first party wall signs, topiary wall signs, window signs, overhanging structure signs, electronic wall signs, electronic window signs, and electronic overhanging structure signs erected at the first storey of a building in the Chinatown Special Sign District shall not exceed 30 percent of the area of the wall at the first storey on which the signs are erected and from which the overhanging structures project.
- M. Notwithstanding § 694-20D of this chapter, the total sign face area of all first party all first party wall signs, topiary wall signs, window signs, overhanging structure signs, electronic wall signs, electronic window signs, and electronic overhanging structure signs erected at the second storey of a building in the Chinatown Special Sign District shall not exceed 20 percent of the area of the wall at the second storey on which the signs are erected and from which the overhanging structures project.
- N. The total sign face area of all first party wall signs, topiary wall signs, window signs, overhanging structure signs, electronic wall signs, electronic window signs, and electronic overhanging structure signs erected at the third storey of a building in the Chinatown Special Sign District shall not exceed 10 percent of the area of the wall at the third storey on which the signs are erected and from which the overhanging structures project.

SS. By adding the following to Section 694-29 as Subsection 694-29B:

- B. An application for variance from the provisions of § 694-6 may seek to allow a proposed sign or signs to be permitted to be erected, displayed, modified or restored in any sign districts, however such an application may not seek to exempt or otherwise modify the applicable requirements of the other provisions of Article II with respect to the proposed sign or signs, including for greater clarity the requirements of § 694-5 that an individual must file with the City the information, and documents, pay the prescribed fee, and obtain a sign permit for the applicable sign class, prior to the erection, display, modification, or restoration of the sign or signs which are the subject of the application for variance, or the requirements under § 694-9 concerning the expiry of permits issued.

TT. By deleting Subsection 694-30B(2) and substituting the following:

- (2) Where the application for variance relates to three or more signs, a roof sign, an electronic roof sign, a projected image sign, or an area or premises which a Signage Master Plan has previously been approved the applicant is required to make an application for variance for a Signage Master Plan and shall:
- (a) File application for variance for a Signage Master Plan and other information required for the application in the form and manner approved by the Chief Building Official; and
- (b) Shall pay the non-refundable fees prescribed in Chapter 441, Fees and Charges, for the processing of the application for a Signage Master Plan.

UU. By deleting Subsection 694-30D and 30E and substituting the following:

- D. Upon receiving the application and information referred to in Subsection B, the Chief Building Official shall:
- (1) In the case of a variance or variances from this chapter to permit the erection and display of a first party sign or signs, serve notice of the application on the ward councillor and on the property owners of all properties and to the mailing addresses of residential and business tenancies within:
- (a) a 250-metre radius of the premises on which the first party sign or signs are proposed to be erected where the sign is proposed to display electronic static copy or electronic moving copy; or

- (b) in all other cases, a 60-metre radius of the premises on which the first party sign or signs are proposed to be erected.
 - (2) In the case of a variance or variances from this chapter to permit the erection and display of a third party sign or signs, serve notice of the application serve notice of the application on the ward councillor and on the property owners of all properties and to the mailing addresses of residential and business tenancies within:
 - (a) a 250-metre radius of the premises on which the third party sign or signs are proposed to be erected where sign is proposed to display electronic static copy or electronic moving copy; or
 - (b) in all other cases a 120-metre radius of the premises on which the third party sign or signs are proposed to be erected.
 - (3) In the case of an application for a variance or variances from this chapter required to be made by means of an application for a Signage Master Plan, serve notice of the application on the ward councillor and on the property owners of all properties and to the mailing addresses of residential and business tenancies within:
 - (a) a 250-metre radius of the premises on which the sign or signs are proposed to be erected where the sign is proposed to display electronic static copy or electronic moving copy; or
 - (b) in all other case a 120-metre radius the premises or defined area which is the subject of the proposed Signage Master Plan.
- E. Where an application for variance is filed and a condominium development is located within 60 metres, or 250 metres, of the premises on which the sign is proposed to be erected in the case of application for variance respecting a first party sign, as applicable, or within 120 metres, or 250 metres, of the premises on which the sign is proposed to be erected in the case of application for variance respecting a third party sign, as applicable, or within 120 metres, or 250 metres, of the premises or defined area which is the subject of the proposed Signage Master Plan in the case of an application for variance with respect to a Signage Master Plan, as applicable, the notice under Subsection D may be served on the condominium corporation at its most recent address for service or mailing address as registered under section 3 of the *Condominium Act, 1998*, instead of being served upon the owners of the units of the condominium development.

VV. By deleting Subsection 694-31A(2) and substituting the following:

- (2) The proposed sign would not comply with:
 - (a) A provision of Article II, other than § 694-6;
 - (b) Sections 694-15, 694-16, 694 17, 694-19 or 694-23 of Article III;
or
 - (c) Any provision contained in Articles I, IV, V, VI and VII.

WW. By deleting Subsection 694-31D, and substituting the following:

- D. Upon receiving the application and information referred to in Subsection B, the Chief Building Official shall serve notice of the application on the owners of all properties and to the mailing addresses of residential and business tenancies within:
 - (a) a 250-metre radius of the premises on which the sign or signs are proposed to be erected where the sign is proposed to display electronic static copy or electronic moving copy; or
 - (b) in all other cases, a 120-metre radius of the premises on which the sign is proposed to be erected.

XX. By deleting Subsection 694-31F, and substituting the following:

- F. Where an application for an amendment to this chapter is filed and a condominium development is located within 120 metres, or 250 metres of the premises on which the sign is proposed to be erected, as applicable, the notice under Subsection D may be served on the condominium corporation at its most recent address for service or mailing address as registered under section 3 of the *Condominium Act, 1998*, instead of being served upon the owners of the units of the condominium development.

YY. By adding the following to Chapter 694 as Section 694-44:

§ 694-44. Title.

- A. The short title of this chapter is "The Sign By-law."

- 2. Schedule A, Maps of Chapter 694, Signs, General, is amended to establish each of the premises municipally known as 350 Queens Quay West, 360 Queens Quay West, 370 Queens Quay West, 390 Queens Quay West, and 400 Queens Quay West as a Commercial Residential Sign District by deleting the map titled Sign District Map Ward 20: Trinity-Spadina and substituting the map attached as Schedule "1" to this by-law.

3. Schedule B, Signage Master Plans and Area Specific Amendments of Chapter 694, Signs, General, is amended as follows:

A. By deleting Subsection 1C(12) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the following:

(12) An electronic ground sign copy provided:

- (a) The sign face area shall not exceed 21.0 square metres;
- (b) The height shall not exceed 10.0 metres;
- (c) The sign shall contain electronic static copy and static copy only;
- (d) The sign shall have no more than two sign faces; and
- (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign B on the diagram titled Map RF1 - 301 Front Street West, Map RF2 - 301 Front Street West, Map RF3 - 301 Front Street West, Map RF4 - 301 Front Street West and Map RF5 - 301 Front Street West as indicated at Subsection C(19), (20), (21), (22) and (23) respectively.

B. By deleting Subsection 1D(6) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the following:

(6) A third party electronic ground sign, provided:

- (a) The sign shall have no more than one sign face;
- (b) The sign shall face easterly only;
- (c) The sign shall contain electronic static copy and static copy only;
- (d) The sign face area shall not exceed 63.0 square metres;
- (e) The sign face shall not have a horizontal measurement that exceeds 14.65 metres, nor a vertical measurement that exceeds 4.3 metres;
- (f) The sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected;
- (g) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
- (h) 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;

- (i) The sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law;
 - (j) There shall be no more than one ground sign or electronic ground sign erected on the premises;
 - (k) The height shall not exceed 13.7 metres;
 - (l) The sign shall be not less than 65.0 metres from Highway 427;
 - (m) The existing third party ground sign located on the premises municipally known as 933 Dixon Road is removed and all associated permit are revoked;
 - (n) The existing third party ground sign located on the premises municipally known as 115 Belfield Road is removed and all associated permit are revoked;
 - (o) The existing third party roof sign located on the premises municipally known as 115 Belfield Road is removed and all associated permit are revoked;
 - (p) The existing third party ground sign located approximately 155.0 metres from the southerly limit of Bethridge Road and approximately 9.0 metres from the easterly limit of Martin Grove Road, is removed and all associated permit are revoked; and
 - (q) In addition to the requirements of § 694-5, no sign permit shall be issued with respect to a third party ground sign or electronic ground sign located, in whole or in part, on the premises municipally known as 933 Dixon Road, unless the existing signs described in Subsection 6(m), (n), (o) and (p) are removed and all associated permits have been revoked.
- C. By deleting the phrase "No more than one ground sign" from each of Subsections RR(1)(i)[1], TT(1)(i)[1], and UU(1)(i)[1], of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "No more than one electronic ground sign";
- D. By deleting the phrase "One third party roof sign" from Subsection 2A(4) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One third party electronic roof sign";
- E. By deleting the phrase "One third party ground sign containing electronic static copy and readograph copy" from Subsection 2B(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One electronic ground sign";

- F. By deleting the phrase "existing roof sign" from Subsection 2B(1)(e) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "existing electronic roof sign";
- G. By adding the following as Subsection 2B(1)(i) of Schedule B, Signage Master Plans and Area Specific Amendments:
 - (i) The sign shall display electronic static copy, static copy or readograph copy only.
- H. By deleting the phrase "One third party roof sign containing electronic static copy" from Subsection 2D(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One third party electronic roof sign";
- I. By deleting the phrase "existing roof sign" from Subsection 2D(1)(f) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "existing electronic roof sign";
- J. By adding the following as Subsection 2D(1)(g) of Schedule B, Signage Master Plans and Area Specific Amendments:
 - (g) The sign shall display electronic static copy, or static copy only.
- K. By deleting the phrase "One third party ground sign containing one sign face, facing northerly, displaying electronic static copy" from Subsection 2F(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One third party electronic ground sign containing one sign face, facing northerly";
- L. By inserting the following as Subsection 2F(1)(o) of Schedule B, Signage Master Plans and Area Specific Amendments, and renumbering the remainder of the Subsection accordingly:
 - (o) The sign shall display electronic static copy, or static copy only.
- M. By deleting the phrase "One third party ground sign containing two sign faces, each facing easterly and westerly, each displaying electronic static copy" from Subsection 2G(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One third party electronic ground sign containing two sign faces, each facing easterly and westerly";
- N. By inserting the following as Subsection 2G(1)(o) of Schedule B, Signage Master Plans and Area Specific Amendments, and renumbering the remainder of the Subsection accordingly:
 - (o) The sign shall display electronic static copy, or static copy only.

- O. By deleting the phrase "One third party ground sign containing two sign faces, each facing easterly and westerly, each displaying electronic static copy" from Subsection 2H(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One third party electronic ground sign containing two sign faces, each facing easterly and westerly";
- P. By inserting the following as Subsection 2H(1)(o) of Schedule B, Signage Master Plans and Area Specific Amendments, and renumbering the remainder of the Subsection accordingly:
 - (o) The sign shall display electronic static copy, or static copy only.
- Q. By deleting the phrase "One third party ground sign containing two sign faces, each facing easterly and westerly, each displaying electronic static copy" from Subsection 2I(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One third party electronic ground sign containing two sign faces, each facing easterly and westerly";
- R. By inserting the following as Subsection 2I(1)(o) of Schedule B, Signage Master Plans and Area Specific Amendments, and renumbering the remainder of the Subsection accordingly:
 - (o) The sign shall display electronic static copy, or static copy only.
- S. By deleting the phrase "One third party ground sign containing two sign faces, each facing easterly and westerly, each displaying electronic static copy" from Subsection 2J(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One third party electronic ground sign containing two sign faces, each facing easterly and westerly";
- T. By inserting the following as Subsection 2J(1)(o) of Schedule B, Signage Master Plans and Area Specific Amendments, and renumbering the remainder of the Subsection accordingly:
 - (o) The sign shall display electronic static copy, or static copy only.
- U. By substituting the phrase "electronic ground sign" for the phrase "ground sign" in Subsection 2K(1) of Schedule B, Signage Master Plans and Area Specific Amendments;
- V. By substituting the phrase "third party electronic roof sign" for the phrase "third party roof sign" in Subsection 2L(1) of Schedule B, Signage Master Plans and Area Specific Amendments;
- W. By substituting the phrase "One third party electronic ground sign" for the phrase "One third party ground sign" in Subsection 2Q(1) of Schedule B, Signage Master Plans and Area Specific Amendments;

- X. By substituting the existing Subsection 2Q(1)(c) of Subsection 2Q(1) of Schedule B, Signage Master Plans and Area Specific Amendments, with the following:
- (c) The sign shall display electronic static copy or electronic static copy and static copy, only.
- Y. By substituting the phrase "One third party electronic roof sign " for the phrase "One third party roof sign " in Subsection 2R(1) of Schedule B, Signage Master Plans and Area Specific Amendments;
- Z. By substituting the phrase "One third party electronic ground sign" for the phrase "One third party ground sign" in Subsection 2T(1) of Schedule B, Signage Master Plans and Area Specific Amendments;
- AA. By substituting the phrase "One third party electronic ground sign" for the phrase "One third party ground sign" in Subsection 2U(1) of Schedule B, Signage Master Plans and Area Specific Amendments;
- BB. By substituting the phrase "One third party electronic ground sign" for the phrase "One third party ground sign" in Subsection 2V(1) of Schedule B, Signage Master Plans and Area Specific Amendments;
- CC. By substituting the phrase "One third party electronic ground sign" for the phrase "One third party ground sign" in Subsection 2W(1) of Schedule B, Signage Master Plans and Area Specific Amendments;
- DD. By substituting the phrase "One third party electronic ground sign" for the phrase "One third party ground sign" in Subsection 2Y(1) of Schedule B, Signage Master Plans and Area Specific Amendments;
- EE. By substituting the existing Subsection 2Y(1)(h) of Subsection 2Q(1) of Schedule B, Signage Master Plans and Area Specific Amendments, with the following:
- (h) The sign shall display electronic static copy or electronic static copy and static copy, only.
- FF. By substituting the phrase "A third party electronic ground sign" for the phrase "A third party ground sign" in Subsection 2Y(2) of Schedule B, Signage Master Plans and Area Specific Amendments.
- GG. By substituting the phrase "A third party electronic roof sign" for the phrase "A third party roof sign" in Subsection 2Y(3) of Schedule B, Signage Master Plans and Area Specific Amendments; and
- HH. By substituting the phrase "A third party electronic roof sign" for the phrase "A third party roof sign" in Subsection 2Y(4) of Schedule B, Signage Master Plans and Area Specific Amendments.

4. City of Toronto Municipal Code Chapter 441, Fees and Charges, Appendix C - Schedule 8, Toronto Building, is amended by:
- A. Replacing the entry in column V Fee of \$39.18 with respect to the fee for intake, review, and inspection activities for sign permit applications for Signs other than roof signs and topiary signs - Application for found at Reference No. 123 with the following entry: "\$32.67 per square metre with a minimum fee of \$228.61"; and
 - B. Replacing the entry in column V Fee of \$32.67 with respect to the fee for intake, review, and inspection activities for sign permit renewal applications for Signs other than topiary signs - found at Reference No. 128 with the following entry: "\$19.62".

Enacted and passed on October 2, 2015.

Frances Nunziata,
Speaker

Ulli S. Watkiss,
City Clerk

(Seal of the City)

SCHEDULE "1"

Sign District Map Ward 20: Trinity-Spadina

(Map is on file in the City Clerk's Office, 12th Floor, West Tower, City Hall)