

Authority: Planning and Growth Management Committee Item PG4.9, as adopted by City of Toronto Council on June 10, 11 and 12, 2015

## **CITY OF TORONTO**

### **BY-LAW No. 1159-2015**

**To amend City of Toronto Municipal Code Chapter 694, Signs, General, Schedule B, Signage Master Plans and Area Specific Amendments, to implement an area specific amendment with respect to the premises municipally known as 2751-2753 Eglinton Avenue East.**

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, ("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 Section 694-31A of Chapter 694, Signs, General, permits a person to obtain an amendment to the provisions of the chapter with respect to specific premises or area to establish specific regulations concerning the location, arrangement, type and design of signs to be erected within specific locations to ensure the signs displayed are appropriate to their function and compatible with the nature of the specific premises upon which the signs are located; and

Whereas Section 694-31A of Chapter 694, Signs, General, permits a person to obtain an amendment to the provisions of the chapter for the purpose of permitting the erection and display of a sign which would not comply with §§ 694-5, 694-7, 694-8, 694-9, 694-10, 694-11, 694-12 or 694-13 of Article II; §§ 694-15, 694-16, 694-17, 694-19 or 694-23 of Article III or Articles I, IV, V, VI and VII of Chapter 694; and

Whereas Council has decided that, due to the longstanding historic use, and specific nature of the premises municipally known as 2751-2753 Eglinton Avenue East, an area specific amendment to permit the erection and display of a specific illuminated third party sign is appropriate; and

Whereas notice of the intention to enact this by-law has been provided in accordance with the Act and its regulations;

The Council of the City of Toronto enacts:

- 1.** Municipal Code Chapter 694, Signs, General, is amended by adding Schedule "1" to this by-law as Subsection 2AA to Schedule B, Signage Master Plans and Area Specific Amendments.

Enacted and passed on November 4, 2015.

Frances Nunziata,  
Speaker

Ulli S. Watkiss,  
City Clerk

(Seal of the City)

**SCHEDULE "1"**

AA. 2751-2753 Eglinton Avenue East - Notwithstanding § 694-15B(10), but subject to all other provisions of this Chapter, the area consisting of the premises municipally known as 2751-2753 Eglinton Avenue East, as delineated with heavy lines on the diagram indicated at Subsection AA(2) as Area Map 1 - 2751-2753 Eglinton Avenue East, may contain, in addition to the first party signs permitted by § 694-21D, the following third party sign:

- (1) A ground sign, provided:
  - (a) The sign shall have no more than two sign faces;
  - (b) If the sign has more than one sign face, the sign faces shall be orientated in a back to back fashion;
  - (c) The height shall not exceed 7.65 metres;
  - (d) The sign shall display only static copy or mechanical copy;
  - (e) The sign shall be entirely located within the area indicated by the shaded area bounded by heavy lines on the diagram indicated at Subsection AA(3) as Detail Map 1 - 2751-2753 Eglinton Avenue East;
  - (f) The sign shall contain no sign face that is not rectangular;
  - (g) The sign may be illuminated;
  - (h) If illuminated, the sign shall not be up-lit;
  - (i) The sign shall contain no sign face that has a bisecting line that exceeds 3.05 metres;
  - (j) The sign shall contain no sign face that has a centre line that exceeds 6.10 metres;
  - (k) The sign shall contain no sign face that displays static copy and mechanical copy;
  - (l) The sign shall contain no sign face that has a sign face area that exceeds 20.0 square metres;
  - (m) No third party sign, other than a third party sign lawfully displayed on the premises as of June 10, 2015 is erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection AA(2) as Area Map 1 - 2751-2753 Eglinton Avenue East;

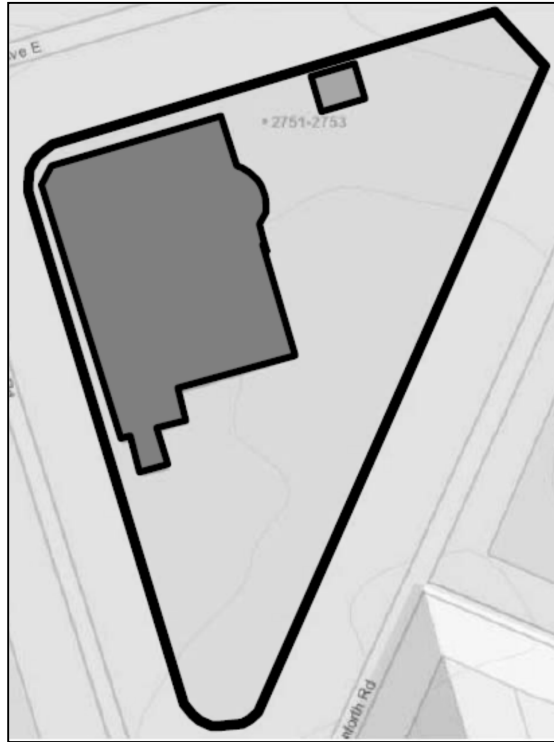
- (n) Each of the two existing third party ground signs located on the premises municipally known as 2787 Eglinton Avenue East and 2791 Eglinton Avenue East are:
- [1] brought into compliance with the applicable by-law and all permits issued thereunder; or
  - [2] removed and all associated permits are revoked;
- (o) 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;
- (p) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street; and
- (q) The sign shall otherwise comply in all respects with the provisions of this chapter.

(2) Area Map 1 - 2751-2753 Eglinton Avenue East



**2751-2753 Eglinton Avenue East**

## (3) Detail Map 1 - 2751-2753 Eglinton Avenue East



- |                                                                                     |                          |
|-------------------------------------------------------------------------------------|--------------------------|
|  | <b>Sign Location</b>     |
|  | <b>Existing Building</b> |