

Authority: Planning and Growth Management Committee Item PG25.2, adopted as amended, by City of Toronto Council on January 31 and February 1, 2018

**CITY OF TORONTO**

**BY-LAW 315-2018**

**To amend City of Toronto Municipal Code Chapter 694, Signs, General, to implement an area-specific amendment with respect to the premises municipally known as 440 Front Street West.**

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 at its meeting of February 22 and 23, 2010, City Council adopted By-law 196-2010, which by-law enacted Chapter 694, Signs, General, ("Chapter 694") to the City of Toronto's Municipal Code establishing 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 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 signs to be erected within a specific location to ensure the signs displayed are appropriate to their function and compatible with the specific location; and

Whereas Council has decided that, due to the use and specific nature of the premises municipally known as 440 Front Street West, an area specific amendment to establish a series of regulations that would permit the erection and display of specific first party overhanging structure signs; projecting signs; ground signs; electronic ground signs; wall signs, as well as a third party electronic projecting sign, and electronic wall signs is appropriate; and

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

The Council of the City of Toronto enacts:

1. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding Schedule 1 to this by-law as Subsection 2HH to Schedule B to Chapter 694, Signage Master Plans and Area Specific Amendments.

Enacted and passed on March 27, 2018.

Frances Nunziata,  
Speaker

Ulli S. Watkiss,  
City Clerk

(Seal of the City)

**SCHEDULE 1**

- HH. 440 Front Street West - Notwithstanding §§ 694-21D, 694-22D and E and 694-24A(3), the premises municipally known as 440 Front Street West, subject to all other provisions of this chapter, may contain only the following first party signs and the following third party signs:
- (1) A first party overhanging structure sign provided:
    - (a) The sign shall not be erected on an overhanging structure located above the third storey of a 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 HH(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 first party 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 metre;
    - (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 first party wall sign provided:
    - (a) The sign shall not be erected above the third storey;
    - (b) The height shall not extend above the sill of the lowest window of the storey immediately above the sign on the wall where the sign is erected;
    - (c) The total sign face area of all wall signs shall not exceed 20 percent of the area of the wall at the storey on which the signs are erected;

- (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 upon which it is erected.
- (4) A first party projecting sign provided:
- (a) The sign shall not be erected above the second storey;
  - (b) The sign shall not project more than 1.0 metre from the wall on which the sign is erected;
  - (c) The sign shall have no more than two sign faces;
  - (d) Where the sign has two sign faces, the sign faces shall be back to back;
  - (e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - (f) The sign face area shall not exceed 1.0 square metres; and
  - (g) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises.
- (5) A first party projecting sign other than a sign permitted under subsection HH(4) provided:
- (a) The sign shall not be erected above the second storey;
  - (b) The sign shall not project more than 1.85 metre from the wall on which the sign is erected;
  - (c) The sign shall have no more than two sign faces;
  - (d) Where the sign has two sign faces, the sign faces shall be back to back;
  - (e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - (f) Each sign face shall be perpendicular to the street line separating the premises from Wellington Street West;
  - (g) The sign face area shall not exceed 11.0 square metres;
  - (h) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises;

- (i) The sign shall be entirely located upon the northernmost wall of a building located within the shaded area bounded by heavy lines and labelled as A on the diagram indicated at Subsection HH(25) and entitled Zone Map - 440 Front Street West;
  - (j) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as A on the diagram indicated at Subsection HH(25) and entitled Zone Map - 440 Front Street West; and
  - (k) There shall be no more than two such signs within the shaded area bounded by heavy lines and labelled as A on the diagram indicated at Subsection HH(25) and entitled Zone Map - 440 Front Street West.
- (6) A first party projecting sign other than a sign permitted under subsection HH(4) provided:
- (a) The sign shall not be erected above the second storey;
  - (b) The sign shall not project more than 1.85 metre from the wall on which the sign is erected;
  - (c) The sign shall have no more than two sign faces;
  - (d) Where the sign has two sign faces, the sign faces shall be back to back;
  - (e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - (f) Each sign face shall be perpendicular to the street line separating the premises from Wellington Street West;
  - (g) The sign face area shall not exceed 11.0 square metres;
  - (h) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises;
  - (i) The sign shall be entirely located upon the northernmost wall of a building located within the shaded area bounded by heavy lines and labelled as B on the diagram indicated at Subsection HH(25) and entitled Zone Map - 440 Front Street West;
  - (j) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as B on the diagram indicated at Subsection HH(25) and entitled Zone Map - 440 Front Street West; and

- (k) There shall be no more than two such signs within the shaded area bounded by heavy lines and labelled as B on the diagram indicated at Subsection HH(25) and entitled Zone Map - 440 Front Street West.
- (7) A first party projecting sign other than a sign permitted under subsection HH(4) provided:
- (a) The sign shall not be erected above the second storey;
  - (b) The sign shall not project more than 1.85 metre from the wall on which the sign is erected;
  - (c) The sign shall have no more than two sign faces;
  - (d) Where the sign has two sign faces, the sign faces shall be back to back;
  - (e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - (f) Each sign face shall be perpendicular to the street line separating the premises from Wellington Street West;
  - (g) The sign face area shall not exceed 11.0 square metres;
  - (h) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises;
  - (i) The sign shall be entirely located upon the northernmost wall of a building located within the shaded area bounded by heavy lines and labelled as C on the diagram indicated at Subsection HH(25) and entitled Zone Map - 440 Front Street West;
  - (j) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as C on the diagram indicated at Subsection HH(25) and entitled Zone Map - 440 Front Street West; and
  - (k) There shall be no more than two such signs within the shaded area bounded by heavy lines and labelled as C on the diagram indicated at Subsection HH(25) and entitled Zone Map - 440 Front Street West.
- (8) A first party electronic ground sign provided:
- (a) The sign face area shall not exceed 4.5 square metres;
  - (b) The height shall not exceed 3.25 metres;
  - (c) The sign shall have no more than two sign faces, described as follows:

- [1] Each sign face may display static copy and electronic static copy; and
  - [a] The component displaying electronic static copy shall not have a sign face area that exceeds 4.0 square metres;
  - [b] The component displaying static copy shall not have a sign face area that exceeds 0.5 square metres;
  - [c] The component displaying static copy may only display copy consisting of the logo or corporate symbol of a business located on the premises, or the logo or corporate symbol of the premises; and
  - [d] Notwithstanding § 694-20A, 100 percent of the component of the sign face displaying electronic static copy may advertise, promote, or direct attention to goods and services available at the premises where the sign is located;
- (d) Where the sign has two sign faces, the sign faces shall be back to back;
- (e) The sign shall be erected no closer than 0.0 metres from the street line separating the premises from Wellington Street West;
- (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
- (g) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as H on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West; and
- (h) There shall be no more than one such sign within the shaded area bounded by heavy lines and labelled as H on the diagram indicated at Subsection HH(25) and entitled Zone Map - 440 Front Street West.
- (9) A first party electronic ground sign provided:
  - (a) The sign face area shall not exceed 4.5 square metres;
  - (b) The height shall not exceed 3.25 metres;
  - (c) The sign shall have no more than two sign faces, described as follows:
    - [1] Each sign face may display static copy and electronic static copy; and

- [a] The component displaying electronic static copy shall not have a sign face area that exceeds 4.0 square metres;
  - [b] The component displaying static copy shall not have a sign face area that exceeds 0.5 square metres;
  - [c] The component displaying static copy may only display copy consisting of the logo or corporate symbol of a business located on the premises, or the logo or corporate symbol of the premises; and
  - [d] Notwithstanding § 694-20A, 100 percent of the component of the sign face displaying electronic static copy may advertise, promote, or direct attention to goods and services available at the premises where the sign is located;
- (d) Where the sign has two sign faces, the sign faces shall be back to back;
  - (e) The sign shall be erected no closer than 0.0 metres from the street line separating the premises from Wellington Street West;
  - (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
  - (g) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as I on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West; and
  - (h) There shall be no more than one such sign within the shaded area bounded by heavy lines and labelled as I on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West.
- (10) A first party electronic ground sign provided:
- (a) The sign face area shall not exceed 4.5 square metres;
  - (b) The height shall not exceed 3.25 metres;
  - (c) The sign shall have no more than two sign faces, described as follows:
    - [1] Each sign face may display static copy and electronic static copy; and
      - [a] The component displaying electronic static copy shall not have a sign face area that exceeds 4.0 square metres;
      - [b] The component displaying static copy shall not have a sign face area that exceeds 0.5 square metres;

- [c] The component displaying static copy may only display copy consisting of the logo or corporate symbol of a business located on the premises, or the logo or corporate symbol of the premises; and
  - [d] Notwithstanding § 694-20A, 100percent of the component of the sign face displaying electronic static copy may advertise, promote, or direct attention to goods and services available at the premises where the sign is located;
  - (d) Where the sign has two sign faces, the sign faces shall be back to back;
  - (e) The sign shall be erected no closer than 0.0 metres from the street line separating the premises from Front Street West;
  - (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
  - (g) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as J on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West; and
  - (h) There shall be no more than one such sign within the shaded area bounded by heavy lines and labelled as J on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West.
- (11) A first party electronic ground sign provided:
- (a) The sign face area shall not exceed 4.5 square metres;
  - (b) The height shall not exceed 3.25 metres;
  - (c) The sign shall have no more than two sign faces, described as follows:
    - [1] Each sign face may display static copy and electronic static copy; and
      - [a] The component displaying electronic static copy shall not have a sign face area that exceeds 4.0 square metres;
      - [b] The component displaying static copy shall not have a sign face area that exceeds 0.5 square metres;
      - [c] The component displaying static copy may only display copy consisting of the logo or corporate symbol of a business located on the premises, or the logo or corporate symbol of the premises; and



- [d] Notwithstanding § 694-20A, 100 percent of the component of the sign face displaying electronic static copy may advertise, promote, or direct attention to goods and services available at the premises where the sign is located;
  - (d) Where the sign has two sign faces, the sign faces shall be back to back;
  - (e) The sign shall be erected no closer than 0.0 metres from the street line separating the premises from Front Street West;
  - (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
  - (g) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as K on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West; and
  - (h) There shall be no more than one such sign within the shaded area bounded by heavy lines and labelled as K on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West.
- (12) A first party electronic ground sign provided:
- (a) The sign face area shall not exceed 4.5 square metres;
  - (b) The height shall not exceed 3.25 metres;
  - (c) The sign shall have no more than two sign faces, described as follows:
    - [1] Each sign face may display static copy and electronic static copy; and
      - [a] The component displaying electronic static copy shall not have a sign face area that exceeds 4.0 square metres;
      - [b] The component displaying static copy shall not have a sign face area that exceeds 0.5 square metres;
      - [c] The component displaying static copy may only display copy consisting of the logo or corporate symbol of a business located on the premises, or the logo or corporate symbol of the premises; and
      - [d] Notwithstanding § 694-20A, 100 percent of the component of the sign face displaying electronic static copy may advertise, promote, or direct attention to goods and services available at the premises where the sign is located;

- (d) Where the sign has two sign faces, the sign faces shall be back to back;
  - (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) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as L on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West; and
  - (h) There shall be no more than one such sign within the shaded area bounded by heavy lines and labelled as L on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West.
- (13) A first party wall sign displaying the logo or corporate symbol of a business located on the premises provided:
- (a) The sign face area shall not exceed 40 percent of the area of the wall at the uppermost storey or parapet wall on which the sign is erected;
  - (b) The sign shall only be erected at the uppermost storey or parapet wall of a building located within the area of the bounded by heavy lines and labelled as F on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (c) The sign shall only display static copy;
  - (d) The sign shall contain only one sign face;
  - (e) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as F on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (f) The sign shall be entirely located upon the easternmost wall or the westernmost wall of a building located within the shaded area bounded by heavy lines and labelled as F on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (g) The sign shall not extend beyond either end of the wall on which it is erected; and
  - (h) There shall be no more than two such signs within the shaded area bounded by heavy lines and labelled as F on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West.

- (14) A first party wall sign other than a sign permitted under subsection HH(3) provided:
- (a) The sign face area shall not exceed 20 percent of the area of the wall at the storey on which the sign is erected;
  - (b) The sign shall only be erected at the third storey of a building located within the area of the bounded by heavy lines and labelled as D on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (c) The sign shall only display static copy;
  - (d) The sign shall contain only one sign face;
  - (e) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as D on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (f) The sign shall be entirely located upon the southernmost wall of a building located within the shaded area bounded by heavy lines and labelled as D on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (g) The sign shall not extend above the wall or parapet wall of a building upon which it is located;
  - (h) The sign shall not extend beyond either end of the wall on which it is erected; and
  - (i) There shall be no more than one such sign within the shaded area bounded by heavy lines and labelled as D on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West.
- (15) A first party wall sign other than a sign permitted under subsection HH(3) provided:
- (a) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey or parapet wall on which the sign is erected;
  - (b) The sign shall only be erected at uppermost storey or parapet wall of a building located within the area of the bounded by heavy lines and labelled as E on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (c) The sign shall only display static copy;
  - (d) The sign shall contain only one sign face;

- (e) The sign shall be entirely located upon the southernmost wall of a building located within the shaded area bounded by heavy lines and labelled as E on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West; and
  - (f) The sign shall not extend beyond either end of the wall on which it is erected.
- (16) A first party wall sign other than a sign permitted under subsection HH(3) provided:
- (a) The sign face area shall not exceed 40 percent of the area of the wall at the uppermost storey or parapet wall on which the sign is erected;
  - (b) The sign shall only be erected at uppermost storey or parapet wall of a building located within the area of the bounded by heavy lines and labelled as F on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (c) The sign shall only display static copy;
  - (d) The sign shall contain only one sign face;
  - (e) The sign shall be entirely located upon the southernmost wall of a building located within the shaded area bounded by heavy lines and labelled as F on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West; and
  - (f) The sign shall not extend beyond either end of the wall on which it is erected.
- (17) A first party wall sign other than a sign permitted under subsection HH(3) provided:
- (a) The sign face area shall not exceed 20 percent of the area of the wall at the storey on which the sign is erected;
  - (b) The sign shall only be erected at the fourth storey of a building located within the area of the bounded by heavy lines and labelled as G on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (c) The sign shall only display static copy;
  - (d) The sign shall contain only one sign face;

- (e) The sign shall be entirely located upon the southernmost wall of a building located within the shaded area bounded by heavy lines and labelled as G on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (f) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as G on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (g) The sign shall not extend above the wall or parapet wall of a building upon which it is located; and
  - (h) The sign shall not extend beyond either end of the wall on which it is erected.
- (18) A first party projecting sign other than a sign permitted under subsection HH(4) provided:
- (a) The sign shall be erected on the first and second storey of a building located within the shaded area bounded by heavy lines and labelled as D on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (b) The sign shall not be erected above the second storey;
  - (c) The sign shall not project more than 2.5 metre from the wall on which the sign is erected;
  - (d) The sign shall have no more than two sign faces;
  - (e) Where the sign has two sign faces, the sign faces shall be back to back;
  - (f) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - (g) Each sign face shall be perpendicular to the street line separating the premises from Front Street West;
  - (h) The sign face area shall not exceed 7.85 square metres;
  - (i) Each sign face shall contain static copy and readograph copy;
  - (j) The component of the sign face displaying readograph copy shall not exceed 2.2 square metres;
  - (k) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises;

- (l) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as D on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (m) The sign shall be entirely located upon the southernmost wall of a building located within the shaded area bounded by heavy lines and labelled as D on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West; and
  - (n) There shall be no more than one such sign within the shaded area bounded by heavy lines and labelled as D on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West.
- (19) A first party projecting sign other than a sign permitted under subsection HH(4) provided:
- (a) The sign shall be erected on the first storey of a building located within the shaded area bounded by heavy lines and labelled as A on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (b) The sign shall not be erected above the first storey;
  - (c) The sign shall not project more than 1.25 metre from the wall on which the sign is erected;
  - (c) The sign shall have no more than two sign faces;
  - (d) Where the sign has two sign faces, the sign faces shall be back to back;
  - (e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - (f) Each sign face shall be parallel to the street line separating the premises from Wellington Street West;
  - (g) The sign face area shall not exceed 2.0 square metres;
  - (h) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises;
  - (i) The sign shall be located upon the easternmost wall of a building located within the shaded area bounded by heavy lines and labelled as A on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;

- (j) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as A on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West; and
  - (k) There shall be no more than one such sign within the shaded area bounded by heavy lines and labelled as A on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West.
- (20) A first party ground sign provided:
- (a) The sign face area shall not exceed 3.25 square metres;
  - (b) The height shall not exceed 3.5 metres;
  - (c) The sign shall have no more than two sign faces:
  - (d) Where the sign has two sign faces, the sign faces shall be back to back;
  - (e) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
  - (f) The sign shall be erected no closer than 1.0 metres from any street line;
  - (g) The sign shall be only display static copy;
  - (h) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as L on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West; and
  - (i) There shall be no more than one such sign within the shaded area bounded by heavy lines and labelled as L on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West.
- (21) A third party electronic projecting sign provided:
- (a) The sign shall not be erected above the third storey;
  - (b) The sign shall not project more than 3.8 metres from the wall on which the sign is erected;
  - (c) The sign shall have no more than two sign faces, described as follows:
    - [1] Each sign face may display static copy and electronic static copy; and
      - [a] The component displaying electronic static copy shall not have a sign face area that exceeds 16.5 square metres;

- [b] The component displaying static copy shall not have a sign face area that exceeds 28.0 square metres;
  - [c] The component of the sign face displaying electronic static copy shall display first party sign copy for a minimum of 40 percent of each hour in which the sign is in operation, and shall display a maximum of 60 percent of third party sign copy for each hour in which the sign is in operation, percentages to be measured in accordance with HH(24); and
  - [d] The component of the sign face displaying static copy shall display first party sign copy only;
- (d) Where the sign has two sign faces, the sign faces shall be back to back;
  - (e) Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
  - (f) Each sign face shall be perpendicular to the street line separating the premises from Front Street West;
  - (g) The sign face area shall not exceed 44.5 square metres;
  - (h) The sign shall not be erected closer than 6.0 metres, measured horizontally from any point on the sign, from another projecting sign on the same premises;
  - (i) The sign shall be located upon the southernmost wall of a building located within the shaded area bounded by heavy lines and labelled as F on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (j) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as F on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West; and
  - (k) There shall be no more than one such sign within the shaded area bounded by heavy lines and labelled as F on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West.
- (22) A third party electronic wall sign provided:
- (a) The sign shall have no more than one sign face;
  - (b) The sign shall contain electronic static copy;



- (c) The sign shall display first party sign copy for a minimum of 40 percent of each hour in which the sign is in operation, and shall display a maximum of 60 percent of third party sign copy for each hour in which the sign is in operation, percentages to be measured in accordance with HH(24);
  - (d) The sign face area shall not exceed 98.8 square metres;
  - (e) The height shall not exceed 11.7 metres;
  - (f) The sign face shall be orientated as to face Front Street West and Spadina Avenue;
  - (g) The sign shall be located upon both the southernmost wall and easternmost wall of a building located within the shaded area bounded by heavy lines and labelled as G on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (h) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as G on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West; and
  - (i) There shall be no more than one such sign within the shaded area bounded by heavy lines and labelled as G on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West.
- (23) A third party electronic wall sign provided:
- (a) The sign shall have no more than one sign face;
  - (b) The sign shall contain electronic static copy only;
  - (c) The sign shall display first party sign copy for a minimum of 40 percent of each hour in which the sign is in operation, and shall display a maximum of 60 percent of third party sign copy for each hour in which the sign is in operation, percentages to be measured in accordance with HH(24);
  - (d) The sign face area shall not exceed 48.5 square metres;
  - (e) The height shall not exceed 6.9 metres;
  - (f) The sign face shall be orientated as to face Spadina Avenue;
  - (g) The sign face shall be rectangular in shape; and
- [1] Shall not have a centre line that exceeds 13.25 metres; and
- [2] Shall not have a bisecting line that exceeds 3.65 metres;

- (h) The sign shall be located upon the easternmost wall of a building located within the shaded area bounded by heavy lines and labelled as G on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (i) The sign shall be entirely located within the shaded area bounded by heavy lines and labelled as G on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (j) There shall be no more than one such sign within the shaded area bounded by heavy lines and labelled as G on the diagram indicated at Subsection HH(25) and entitled Zone Map – 440 Front Street West;
  - (k) The sign shall be erected no closer than 60.0 metres from the street line separating the premises from Wellington Street West;
  - (l) The sign shall not extend above the wall or parapet wall of a building; and
  - (m) The sign shall not extend beyond either end of the wall upon which it is erected.
- (24) For purposes of this subsection, percentage of sign copy displayed shall be measured as the total message duration of all sign copy of each sign type, divided by the total message duration of all sign copy displayed within any 60 minute period between the hours of 7:00 a.m. and 11:00 p.m. when the sign is in operation.

(25) Zone Map – 440 Front Street West

