

Authority: Planning and Housing Committee Item PH23.17,  
as adopted by City of Toronto Council on June 8 and 9, 2021

## **CITY OF TORONTO**

### **BY-LAW 671-2021**

**To amend Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, to further amend the area specific provisions which apply with respect to the area consisting of the premises municipally known as 2 Strachan Avenue.**

Whereas under sections 7 and 8 of the City of Toronto Act, 2006 (the "Act"), the City may pass by-laws in respect of the health, safety and well-being of persons and the economic, social and environmental well-being of the City; and

Whereas subsection 8(1) of the Act, provides the City with broad authority to provide any service or thing the City considers necessary or desirable for the public; and

Whereas the City has the authority to pass by-laws respecting matters related to Structures, including fences and signs under subsection 8(2) of the Act; and

Whereas the City provides the regulation of signs to the citizens of Toronto as a necessary and desirable service; and

Whereas Council has authorized regulations that promote the public's ability to utilize signs to express messages, while ensuring signs are appropriate to their function and compatible with their surroundings; and

Whereas at its meeting of February 22 and 23, 2010, City Council adopted By-law 196-2010, which by-law enacted Chapter 694, Signs, General, to the City of Toronto's Municipal Code; and

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

Whereas Section 694-31A of Chapter 694, Signs, General, permits a person to apply for an amendment to the provisions of the chapter for the purpose of permitting a proposed sign of a sign class or a sign type that is not permitted in the sign district where the sign is proposed to be erected; and

Whereas Chapter 694, Signs, General, contains regulations which do not permit third party signs on the premises municipally known as 2 Strachan Avenue, but for the fact that Council has previously adopted an area specific amendment to permit the erection and display of a third party signs on portions of premises municipally known as 2 Strachan Avenue, and has twice before amended these regulations; and

Whereas Council has decided that, due to the specific nature of the area consisting of the premises municipally known as 2 Strachan Avenue that a further amendment to the area specific

amendment to permit the erection and display of electronic ground signs in other specific portions of the portions of premises municipally known as 2 Strachan Avenue 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. City of Toronto Municipal Code Chapter 694, Signs, General, is amended by amending Subsection 2K to Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, as follows:
  - A. the portion from Subsection 2K which reads "the area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection K(2) as Area Map 1 - Part of 2 Strachan Avenue, may contain only one of the following signs:" is deleted, and replaced with the following:


"the area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection K(2) as Area Map 1 - Part of 2 Strachan Avenue, may contain only one of the signs listed in Subsection K(1) or Subsection K(3); and notwithstanding §§ 694-5B(2), 694-5B(4), 694-14E, 694-14R, 694-15A, 694-18C(2), 694-18E, 694-22A, 694-22D, 694-24A(2) and 694-25 but subject to all other provisions of this chapter, area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection K(5)(w), in addition to those first party signs permitted in an OS – Open Space sign district provided for in §694-21H, may contain only the third party sign described in Subsection K(5); and, notwithstanding §§ 694-5B(2), 694-5B(4), 694-14E, 694-14R, 694-15A, 694-18C(2), 694-18E, 694-22A, 694-22D, 694-24A(2) and 694-25 but subject to all other provisions of this chapter, area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection K(6)(x), in addition to those first party signs permitted in an OS – Open Space sign district provided for in §694-21H, may contain only the third party sign described in Subsection K(6):"
  - B. The following are added to Subsection 2K to Schedule B, Signage Master Plans and Area Specific Amendments, as Subsection 2K(5), and (6):
    5. One electronic ground sign located in the vicinity of the southeast corner of British Columbia Drive and Lake Shore Boulevard West indicated on the diagram provided at Subsection K(5)(w):
      - (a) the sign faces shall be oriented in a southeasterly and northwesterly direction;
      - (b) the sign shall contain no more than four sign faces;

- (c) the sign shall contain no more than two sign faces displaying electronic static copy;
- (d) the sign shall contain no more than two sign faces displaying static copy;
- (e) the sign shall not contain any sign faces displaying electronic static copy, if the sign does not contain two sign faces displaying static copy as provided for in this subsection;
- (f) the sign faces displaying electronic static copy shall be rectangular;
- (g) if the sign contains more than one sign face displaying electronic static copy, the sign faces shall be in a back to back configuration;
- (h) if the sign contains more than one sign face displaying static copy, the sign faces shall be in a back to back configuration;
- (i) the centre line of any sign face displaying electronic static copy shall not exceed 6.1 metres;
- (j) the bisecting line of any sign face displaying electronic static copy shall not exceed 6.1 metres;
- (k) the sign face area of any sign face displaying electronic static copy shall not exceed 37.21 square metres;
- (l) any sign face displaying electronic static copy shall display electronic static copy only;
- (m) any sign faces displaying static copy shall only:
  - (i) Be rectangular;
  - (ii) Display only the message "Exhibition Place"; and
  - (iii) Be comprised of individually installed letters or like sign components;
- (n) the centre line of any sign face displaying static copy shall not exceed 6.09 metres;
- (o) the bisecting line of any sign face displaying static copy shall not exceed 0.46 metres;

- (p) the sign face area of any sign face displaying static copy shall not exceed 2.8 square metres;
- (q) the height of the sign shall not exceed 10.92 metres;
- (r) the sign shall be set back not less than 4.00 metres from street line of the premises nearest to Lake Shore Boulevard West;
- (s) the sign shall be set back not less than 17.00 metres from street line of the premises nearest to British Columbia Drive;
- (t) the sign shall not be erected within 30.00 metres of the intersection of a major street with any other street;
- (u) the sign shall not be illuminated between the hours of 11:00 p.m. and 6:00 a.m.;
- (v) the sign shall be entirely located within the area indicated by the shaded area bounded by heavy lines on the diagram indicated here below in Subsection K(5)(v) as Detail Map 1:

Detail Map 1



 Permissible Area for Sign

- (w) there shall be no more than one third party ground sign erected or displayed within the area delineated with heavy lines on the diagram indicated here below in Subsection K(5)(w) as Detail Map 2:

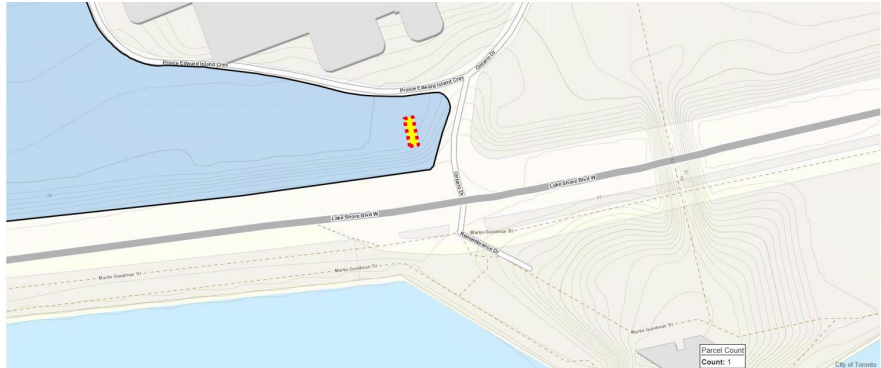
Detail Map 2




6. One electronic ground sign located in the vicinity of the northwest corner of Ontario Drive and Lake Shore Boulevard West indicated on the diagram provided in Subsection K(6)(w):
  - (a) the sign faces shall be oriented in a easterly and westerly direction;
  - (b) the sign shall contain no more than four sign faces;
  - (c) the sign shall contain no more than two sign faces displaying electronic static copy;
  - (d) the sign shall contain no more than two sign faces displaying static copy;
  - (e) the sign shall not contain any sign faces displaying electronic static copy, if the sign does not contain two sign faces displaying static copy as provided for in this subsection;
  - (f) the sign faces displaying electronic static copy shall be rectangular;
  - (g) if the sign contains more than one sign face displaying electronic static copy, the sign faces shall be in a back to back configuration;
  - (h) if the sign contains more than one sign face displaying static copy, the sign faces shall be in a back to back configuration;
  - (i) the centre line of any sign face displaying electronic static copy shall not exceed 6.1 metres;
  - (j) the bisecting line of any sign face displaying electronic static copy shall not exceed 6.1 metres;

- (k) the sign face area of any sign face displaying electronic static copy shall not exceed 37.21 square metres;
- (l) any sign face displaying electronic static copy shall display electronic static copy only;
- (m) any sign faces displaying static copy shall only:
  - (i) Be rectangular;
  - (ii) Display only the message "Exhibition Place"; and
  - (iii) Be comprised of individually installed letters or like sign components;
- (n) the centre line of any sign face displaying static copy shall not exceed 6.09 metres;
- (o) the bisecting line of any sign face displaying static copy shall not exceed 0.46 metres;
- (p) the sign face area of any sign face displaying static copy shall not exceed 2.8 square metres;
- (q) the height of the sign shall not exceed 10.92 metres;
- (r) the sign shall be set back not less than 8.00 metres from street line of the premises nearest to Lake Shore Boulevard West;
- (s) the sign shall be set back not less than 10.00 metres from the street line of the premises nearest to Ontario Drive;
- (t) the sign shall be set back not less than 10.00 metres from the street line of the premises nearest to Prince Edward Island Crescent;
- (u) the sign shall not be erected within 10.00 metres of the intersection of a major street with any other street;
- (v) the sign shall not be illuminated between the hours of 11:00 p.m. and 6:00 a.m.;
- (w) the sign shall be entirely located within the area indicated by the shaded area bounded by heavy lines on the diagram indicated here below in Subsection K(6)(w) as Detail Map 3:

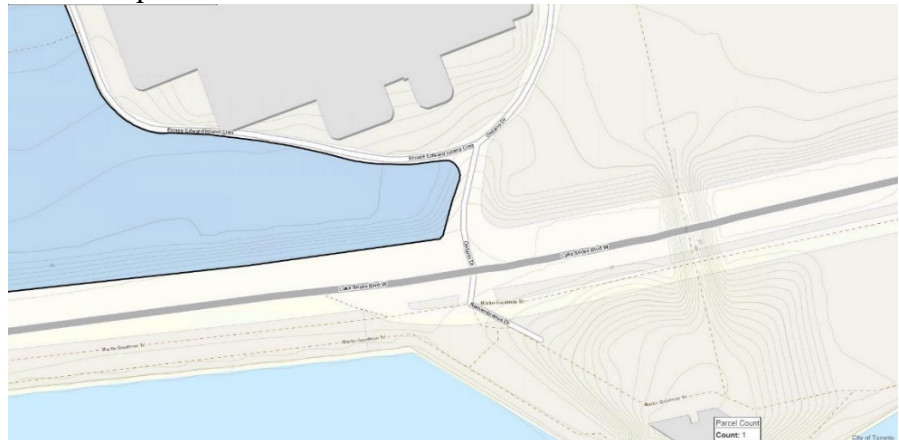
## Detail Map 3



 Permissible Area for Sign

- (x) the sign shall be entirely located within the area indicated by the shaded area bounded by heavy lines on the diagram indicated here below in Subsection K(6)(x) as Detail Map 4:

## Detail Map 4



Enacted and passed on July 16, 2021.

Frances Nunziata,  
Speaker  
(Seal of the City)

John D. Elvidge,  
City Clerk