

Authority: Planning and Housing Committee  
Item PH23.19, as adopted by City of Toronto  
Council on June 8 and 9, 2021

## CITY OF TORONTO

### BY-LAW 673-2021

**To amend Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, to amend the specific provisions which apply with respect to the area consisting of the premises municipally known as 306 Yonge Street.**

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 at its meeting of July 12, 13, 14 and 15, 2016, City Council adopted By-law 767-2016, which by-law made various amendments to Municipal Code Chapter 694, Signs, General, including adding Schedule C, Additional Special Sign District Regulations, to Chapter 694, Signs, General, which contained specific regulations for the premises known as 306 Yonge Street, which allowed this property to contain a specific form of third party electronic roof sign; 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 Council has decided that, due to the specific nature of the area consisting of the premises municipally known as 306 Yonge Street that an amendment to the specific regulations applicable to 306 Yonge Street, to allow for the erection and display of a different and specific form of a third party electronic roof 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. City of Toronto Municipal Code Chapter 694, Signs, General, is amended by deleting the existing Subsection 4F of Schedule C, Additional Special Sign District Regulations, to Chapter 694, Signs, General, and replacing it with the following:
  - F. Notwithstanding §§ 694-9B, 694-18E(2), 694-22D and Subsections 4A, and B, of Schedule C, Additional Special Sign District Regulations, but subject to all other provisions of this Chapter, the premises municipally known as 306 Yonge Street, may contain the following third party sign:
    - (1) an electronic roof sign provided:
      - (a) The sign shall contain no more than two sign faces;
      - (b) The sign shall contain no more than one sign face on the south facing elevation of the electronic roof sign;
      - (c) The sign face on the south facing elevation of the electronic roof sign complies with all of the following:
        - [1] the sign face shall be rectangular;
        - [2] the sign face shall be oriented in a southerly direction;
        - [3] the sign face shall display electronic static copy or electronic moving copy only;
        - [4] the centre line of the sign face shall not exceed 27.5 metres;
        - [5] the bisecting line of the sign face shall not exceed 39.75 metres;
        - [6] the sign face area of the sign face shall not exceed 1,088.0 square metres; and
        - [7] the highest point of the sign face from the top of the roof shall not exceed 39.75 metres;

- (d) The sign shall contain no more than one sign face on the north facing elevation of the electronic roof sign;
- (e) The sign face on the north facing elevation of the electronic roof sign complies with all of the following:
  - [1] the sign face shall be rectangular;
  - [2] the sign face shall be oriented in a northerly direction;
  - [3] the sign face shall display static copy only;
  - [4] the centre line of the sign face shall not exceed 27.5 metres;
  - [5] the bisecting line of the sign face shall not exceed 39.75 metres;
  - [6] the sign face area of the sign face shall not exceed 1,088.0 square metres; and,
  - [7] the highest point of the sign face from the top of the roof shall not exceed 39.75 metres;
- (f) The existing roof sign located on the premises at approximately at the location indicated is removed and all associated permits are revoked;
- (g) The sign permit issued for the erection and display of the sign shall expire ten years from the date of issuance, and is null and void on its expiry date; and
- (h) For greater clarity, any and all other permits issued by the Chief Building Official for the sign shall expire in accordance with §§ 694-9 and 694-10; and prior to the expiry of the sign permit issued for the erection and display of the sign issued in accordance with Subsection 4F(1)(g), an application may be submitted to the Chief Building Official to renew the sign permit for a further period of five years, provided no modifications or restorations are proposed to the sign.

Enacted and passed on July 16, 2021.

Frances Nunziata,  
Speaker  
(Seal of the City)

John D. Elvidge,  
City Clerk