

APPENDIX A:

Signage Master Plan for Specific Subject Premises and Locations containing McDonald's Restaurants– Administrative Design

- The following administrative design will apply to each of the premises listed in Appendix B to this report:
- The following definition shall apply, in lieu of the definition of wall provided in § 694-1:

WALL — Any exterior surface of a building or structure extending up to 2.0 m above the roof and shall include a mansard roof or a parapet wall but shall not include windows or overhanging structures.

1. Anything not expressly permitted by this Signage Master Plan is prohibited.
2. The following are expressly prohibited:
 - A. A sign erected on a tree or a fence;
 - B. A window sign;
 - C. A sign erected on a parked vehicle or trailer where the primary purpose of the vehicle or trailer is the display of the sign;
 - D. A sign erected on a vehicular, railway or pedestrian bridge;
 - E. A sign which obstructs or interferes in any way with the use of any fire escape, fire exit, door, flue, air intake, exhaust, or required parking space or window, but shall not include a window sign permitted by this chapter;
 - F. A sign which interferes with any electrical or telephone wires or associated supports;
 - G. A sign emitting sound or odour;
 - H. A sign discharging any gas, liquid, or solid;
 - I. A sign containing interactive copy; and
 - J. A sign located within a visibility zone.

3. Notwithstanding any district specific provisions provided in § 694-21, and subject to all other relevant provisions provided for in this Chapter, the following first party signs are permitted:

A. An overhanging structure sign provided:

- i. The sign shall not be erected on an overhanging structure located above the first storey of a building;
- ii. The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50% of the external surface area of that part of the overhanging structure;
- iii. Subsection (1)(b) does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
- iv. Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 2.0 metres above the overhanging structure; and
- v. The sign shall not extend beyond either end of the wall from which the overhanging structure projects or above the uppermost portion of the roof on which the sign is erected.

B. Where a ground sign providing direction is erected or displayed:

- i. The sign face area shall not exceed 0.75 square metres;
- ii. The sign shall only display static copy;
- iii. The height shall not exceed 1.8 metres;
- iv. The sign shall have no more than two sign faces; and
- v. There no more than two such signs erected at each point of vehicular ingress and egress to the premises; and,

C. A ground sign for the purposes of identifying the business located on the premises provided:

- i. There shall be no more than one such sign erected at each frontage;

- ii. Notwithstanding Subsection (3)(a), where a frontage exceeds 200 metres, two signs may be erected provided they are separated by a distance of 100 metres;
- iii. 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 20.0 square metres;
- iv. The height shall not exceed:
 - A. 3.5 metres when erected at a frontage less than or equal to 20 metres;
 - B. 5.0 metres when erected at a frontage more than 20 metres but less than or equal to 30 metres;
 - C. 6.0 metres when erected at a frontage more than 30 metres but less than or equal to 40 metres;
 - D. 8.0 metres when erected at a frontage more than 40 metres but less than or equal to 60 metres; or
 - E. 10.0 metres when erected at a frontage more than 60 metres;
- v. The sign shall have no more than two sign faces;
- vi. The sign shall not be erected within 2.0 metres of any property line; and,
- vii. The sign shall not be erected within 6.0 metres of the intersection of two street lines.
- viii. Up to 50% of the sign face area may contain readograph copy to a maximum of 5.0 square metres.

D. A sign located on a light standard for the purposes of advertising goods or products sold on the premises provided:

- i. There shall be no more than 3 such signs erected at the premises;
- ii. The sign face area shall not exceed 2.0 square metres;
- iii. The sign shall only display static copy;
- iv. The sign shall have no more than two sign faces;

- v. The sign faces shall be suspended or displayed on rigid supports;
- vi. The sign shall have a minimum height of 1.5m and a maximum height of 5.0 metres;
- vii. The sign shall not be erected within 6.0 metres of any street line;
- viii. The sign shall not be erected within or interfere with any required parking spaces or drive aisles.

E. A wall sign is provided:

- i. The total sign face area of all wall signs shall not exceed 20 percent of the area of the wall on which the signs are erected;
- ii. The sign shall only display static copy;
- iii. The sign shall not extend above the wall of a building; and,
- iv. The sign shall not extend beyond either end of the wall on which it is erected.

F. A projecting sign provided:

- i. The sign shall not be erected above the first storey;
- ii. The sign shall only display static copy;
- iii. The sign shall not project more than 1.0 m from the wall on which the sign is erected;
- iv. The sign shall have no more than two sign faces;
- v. Where the sign has two sign faces, the sign faces shall be back to back;
- vi. Each sign face shall be perpendicular to the wall of the building on which the sign is erected;
- vii. The sign face area shall not exceed 1.0 square metre; and,
- viii. 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.

G. A roof sign for the purposes of identification provided:

- i. The sign is located on the sloped portion of the roof;
 - ii. The sign shall only display static copy;
 - iii. The sign face area shall not exceed 5.0 square metres;
 - iv. The sign does not extend above the uppermost portion of the roof on which the sign is erected; and,
 - v. The sign shall not extend beyond either end of the roof on which it is erected.
4. The following ground signs associated with a drive-through facility permitted by the City's applicable Zoning By-law are permitted in each drive-through lane:
 - A. A sign containing electronic moving copy or electronic static copy but not both provided:
 - i. The sign face area shall not exceed 0.7 square metres;
 - ii. The height shall not exceed 2.0 metres; and
 - iii. No more than one such sign shall be erected.
 - B. A sign for the purpose of providing information about the products or services of the drive-through facility provided:
 - i. The sign face area shall not exceed 6.0 square metres;
 - ii. The height shall not exceed 3.0 metres; and
 - iii. No more than one such sign shall be erected.
 - C. A sign for the purpose of providing information about the products or services of the drive-through facility provided:
 - i. The sign face area shall not exceed 1.8 square metres;
 - ii. The height shall not exceed 2.5 metres; and
 - iii. No more than one such sign shall be erected.
 - D. A ground sign providing direction with respect to ingress and egress from a drive-through lane provided:

- i. The sign face area shall not exceed 0.75 square metres;
 - ii. The height shall not exceed 1.8 metres;
 - iii. The sign shall only display static copy;
 - iv. The sign shall have no more than two sign faces;
 - v. There no more than one such signs erected at each point of vehicular ingress and egress to the drive-through lane premises;
and,
 - vi. There are no more than three such signs on the premises.
5. No sign shall be illuminated at any time when a smog alert is in effect.
6. All signs shall cease to be illuminated within four hours of the issuance of the smog alert.
7. No sign shall be illuminated between the hours of 11:00 p.m. and 7:00 a.m. except where:
 - A. The sign is associated with a location 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 the Gardiner Gateway Special Sign District
8. Unless otherwise expressly prohibited by this chapter, all signs may be illuminated provided the following requirements are met:
 - A. The sign shall not be up-lit,
 - B. The light shall not project onto any adjacent premises located in an R, RA, CR, I, or OS sign district;

- C. The illumination shall not increase the light levels within 10.0 metres of all points of the sign face by more than 6.5 lux above the ambient lighting level;
- D. The illumination shall not exceed 5,000 nits during the period between sunrise and sunset; and
- E. The illumination shall not exceed 500 nits during the period between sunset and sunrise.

9. No third party signs will be permitted