ATTACHMENT 1:

Administrative Design – Proposed amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing an Signage Master Plan on the premises municipally known as 933 Dixon Road.

1. Amend 694 by adding the following to Schedule B to Ch. 694, Signage Master Plan and Area Specific Amendments.

A. Notwithstanding §§694-22A, 694-24A(17), and 694-25B, but subject to all other applicable provisions of this Chapter, the premises municipally known as 933 Dixon Road may contain only the following signs:

(1) A first party overhanging structure sign provided:

   a) The sign shall only be erected on an overhanging structure located at the first storey;
   b) Where the overhanging structure is located at the first storey of a building, 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;
   c) Where the overhanging structure is located at the second storey of a building, the total sign face area of all signs erected on any part of the overhanging structure shall not exceed 25% of the external surface area of that part of the overhanging structure;
   d) Subsections (1)(b) and (c) do not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
   e) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 1 metre above the overhanging structure; and
   f) 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 metres;
   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 ground sign, other than a sign providing direction permitted by Subsection (2), provided:

   a) There shall be no more than one such sign erected at each frontage;
b) 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 15.0 square metres;
c) The height shall not exceed 7.5 metres;
d) The sign shall have no more than two sign faces;
e) The sign shall not be erected within 2.0 metres of any property line; and
f) The sign shall not be erected within 6.0 metres of the intersection of two street lines.

(4) A wall sign displaying the logo or corporate symbol of a business located on the premises provided:

a) The sign shall only be erected on an office building containing 10 or more storeys;
b) There shall be no more than one sign erected on each wall of a building to a maximum of four signs;
c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
d) Each sign shall display identical sign copy;
e) The sign face area shall not exceed 20 percent of the area of the wall at the uppermost storey, mechanical penthouse or parapet wall on which the sign is erected to a maximum of 25.0 square metres; and
f) The sign shall not extend beyond either end of the wall on which it is erected.

(5) A first party wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection (4), provided:

a) The sign shall only be erected at the first storey;
b) The total sign face area for all wall signs erected on a wall shall not exceed 15 percent of the area of the wall at the first storey on which the signs are erected;
c) Notwithstanding Subsection (5)(b), the total sign face area of all wall signs erected on an office building shall not exceed 20 percent of the area of the wall at the first 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 on which it is erected.

(6) A third party ground sign, provided:

a) The sign shall have no more than one sign face,
b) The sign shall face east only;
c) The sign may display electronic static copy;
d) The sign face area shall not exceed 63.0 square metres, being 14.65 metres wide by 4.30 metres long;
e) The sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected.
f) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street
g) 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;

h) The sign shall not be erected within any required setback of a building from a street as regulated by the City’s applicable Zoning By-law

i) There shall be no more than one ground sign erected on a premises; and

j) The height shall not exceed 13.70 metres;

k) The sign shall be not less than 65 metres from Highway 427;

l) The existing third party ground sign located on the premises municipally known as 115 Belfield Road is removed and all associated permit are revoked

m) The existing third party roof sign located on the premises municipally known as 115 Belfield Road is removed and all associated permit are revoked

n) The existing third party ground sign located approximately 155 metres from the southerly limit of Bethridge road and approximately 9.0 metres from the easterly limit of Martin Grove Road, as identified in Schedule 1 below, is removed and all associated permit are revoked

Schedule 1 – Approximate location of Sign described in n) above.

2. Amend 694 by adding the following to the restrictions on the erection and display of third party signs as contained in §694-24. Site-specific area restrictions.

   (1) 100 metres of any limit of the property municipally known as 115 Belfield Road; and

   (2) 100 metres of the outermost limits of 155 metres from the southerly limit of Bethridge road and approximately 9.0 metres from the easterly limit of Martin Grove Road as identified in Schedule 1 above.