APPENDIX A – DRAFT BYLAW – SITE SPECIFIC AMENDMENT FOR THE PREMISES MUNICIPALLY KNOWN AS 2 STRACHAN AVENUE

Authority: Planning and Growth Management Committee Item No. __, as adopted by City of Toronto Council on ___, 2012.

Enacted by Council: _____ , 2012

CITY OF TORONTO

BY-LAW No. XXX-2012

To amend Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, to implement an area specific amendment with respect to 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 by adoption of By-law No. 196-2010, enacted Municipal Code Chapter 694, Signs, General; 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 an area; and

WHEREAS Council has determined that, due to the specific nature, and historic uses of a portion of the premises municipally known as 2 Strachan Avenue, an area specific amendment to the provisions of Chapter 694 to permit the erection and display of a specific form of a ground 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 HEREBY ENACTS as follows:

1. Chapter 694, Signs, General, of The City of Toronto Municipal Code is amended by adding the following as Subsection 2.X to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments:

X. 2 Strachan Avenue - Notwithstanding §§ 694-18, 694-22 (C), and 694-24 but subject to all other provisions of this chapter, the area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection X(2) as Area Map 1 – Part of 2 Strachan Avenue, may contain only the following sign:

1. One ground sign provided:

(a) The height shall not exceed 29.0 metres;

(b) The sign shall only display sign copy that:

[1] identifies the location of the National Trade Centre and Exhibition Place;

[2] informs the public of the events occurring in the National Trade Centre and at Exhibition Place, or

[3] advertises, promotes, or directs attention to businesses, goods, services, matters, or activities that are not available at or related to the premises where the sign is located;

(c) The sign shall have no more than five sign faces, and;

[1] Three sign faces shall be oriented to be displayed in an easterly direction and shall comply with the following requirements:

[a] One sign face shall display static or mechanical copy only; and,

[i] The vertical distance between grade and the highest point of the sign face shall not exceed 22.0 metres;

[ii] The sign face area shall not exceed 135.5 square metres;

[iii] No horizontal measurement of the sign face shall exceed 18.3 metres;

[iv] No vertical measurement of the sign face shall exceed 7.4 metres;

[v] The sign face may be illuminated, provided the sign face complies with 694-18;

[b] One sign face shall display static or mechanical copy only; and,

[i] The vertical distance between grade and the highest point of the sign face shall not be less than 22.0 metres and shall not exceed 27.0 metres;

[ii] The sign face area shall not exceed 42.2 square metres;

[iii] No horizontal measurement of the sign face shall exceed 8.6 metres;

[iv] No vertical measurement of the sign face shall exceed 4.9 metres;

[v] The sign face may be illuminated, provided the sign face complies with 694-18;

[c] One sign face shall display static, mechanical or electronic moving copy only; and,

[i] The vertical distance between grade and the highest point of the sign face shall not be less than 22.0 metres and shall not exceed 28.5 metres;

[ii] The sign face area shall not exceed 64.7 square metres;

[iii] No horizontal measurement of the sign face shall exceed 9.8 metres; and,

[iv] No vertical measurement of the sign face shall exceed 6.6 metres;

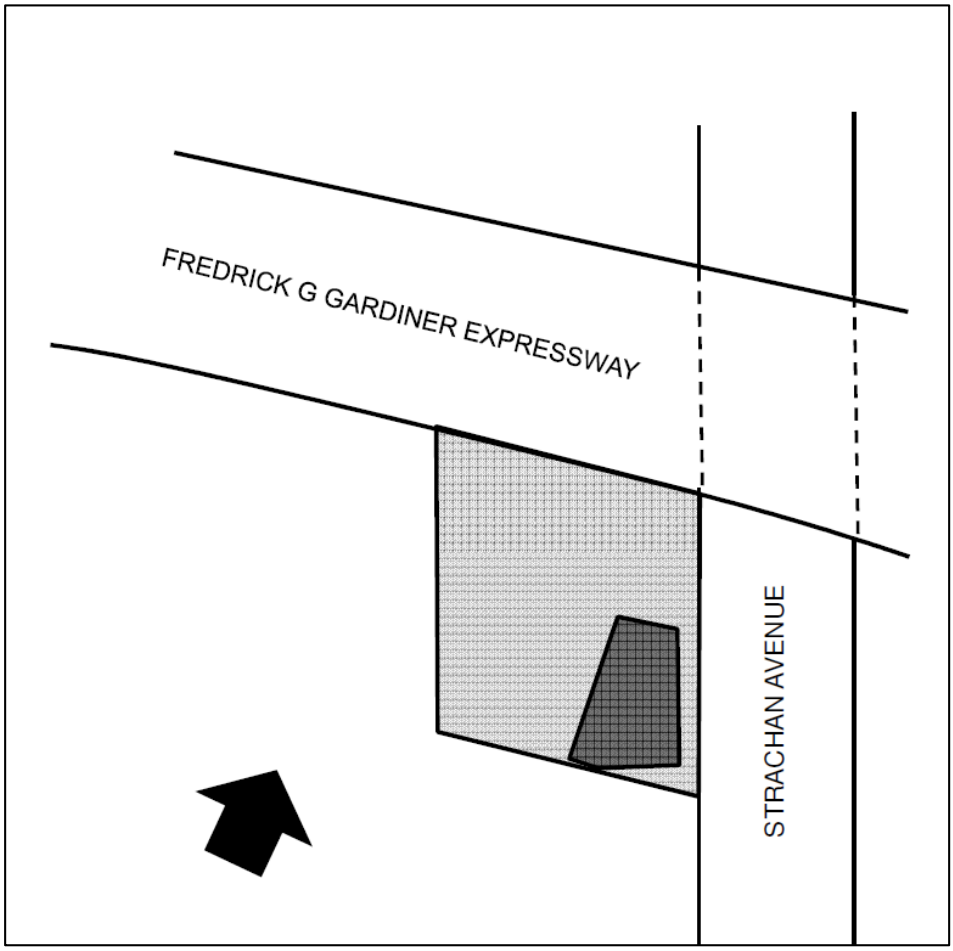
[v] The sign face may be illuminated, provided the sign face complies with 694-18;

[2] Two sign faces shall be oriented to be displayed in a westerly direction which shall comply with following requirements:

(i) the sign faces shall comply with the permissions previously provided under the applicable provisions of Chapter 297, Signs, of the Municipal Code of the former City of Toronto, and By-law No. 211-79 of the former Municipality of Metropolitan Toronto, as amended by By-law No. 243-1999 of the City of Toronto as they applied on the day before this chapter came into effect to the area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection X(2) as Area Map 1 – Part of 2 Strachan Avenue;

(d) The sign shall be erected and displayed entirely within the boundaries of the specific location labeled as Sign Location on the diagram at Subsection X(2) titled Area Map 1 – Part of 2 Strachan Avenue.

2. Area Map 1 – Part of 2 Strachan Avenue



Scale 1:750

Area of the Premises 2 Strachan to which Subsection X(1) applies

Sign Location