

Appendix A – Draft By-law – Amendments to Schedule 'B', Signage Master Plans and Area Specific Amendments, of Chapter 694, Signs, General, of the City of Toronto Municipal Code

CITY OF TORONTO

BY-LAW No. .

To amend Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, to implement Signage Master Plans with respect to each of the following premises and portions thereof: 2299 Dundas Street West & a portion of 2333 Dundas Street West; 77 Rankin Crescent; 464 Bathurst Street & a portion of 452 Bathurst Street; 254 Adelaide Street West & a portion of 260 Adelaide Street West; 92 Avenue Road & a portion of 90 Avenue Road; 341 Bloor Street West; 344 Bloor Street West; 359 Davenport Road; 720 King Street West; 455 Spadina Avenue; 20 Eglinton Avenue East & a portion of 10 Eglinton Avenue East; 161 Eglinton Avenue East & a portion of 173 Eglinton Avenue East; 2160 Yonge Street & a portion of 2156 Yonge Street; 165 Avenue Road; 387 Bloor Street East; 481 Church Street; 518 Church Street & a portion of 516 Church Street; and 76 Lombard Street & a portion of 87 Richmond Street East.

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, 23, 2010, City Council adopted By-law No. 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 sign permit; and

WHEREAS Section 694-31A of Chapter 694, Signs, General, permits a person to obtain an amendment to the provisions of the chapter to implement a Signage Master Plan on a specific premises or area; and

WHEREAS Council has decided that, due to the specific nature of each of the premises, an amendment to implement a Signage Master Plan for each of the following areas and premises: 2299 Dundas Street West & a portion of 2333 Dundas Street West; 77 Rankin Crescent; 464 Bathurst Street & a portion of 452 Bathurst Street; 254 Adelaide Street West & a portion of 260 Adelaide Street West; 92 Avenue Road & a portion of 90 Avenue Road; 341 Bloor Street West; 344 Bloor Street West; 359 Davenport Road; 720 King Street West; 455 Spadina Avenue; 20 Eglinton Avenue East & a portion of 10 Eglinton Avenue East; 161 Eglinton Avenue East & a portion of 173 Eglinton Avenue East; 2160 Yonge Street & a portion of 2156 Yonge Street; 165 Avenue Road; 387 Bloor Street East; 481 Church Street; 518 Church Street & a portion of 516 Church Street; and 76 Lombard Street & a portion of 87 Richmond Street East; 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 1.F. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments:

F. 2299 Dundas Street West & and a portion of 2333 Dundas Street West –
The area consisting of the premises municipally known as 2299 Dundas Street West & and a portion of the premises municipally known as 2333 Dundas Street West bounded by the southerly, easterly, westerly boundaries of 2333 Dundas Street West and a line 0.30 metres north and parallel to its southerly boundary (the "2333-Dundas Portion") may contain only the following signs:

- (1) The premises municipally known as 2299 Dundas Street West may contain any first party sign provided for in §694-21D;
- (2) The 2333 Dundas Portion may contain any first party sign provided for in §694-21D;
- (3) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;

- (c) The sign shall display static copy only;
- (d) The sign shall be located on the Northern wall of the building located on the premises municipally known as 2299 Dundas Street;
- (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 9.14 metres;
- (f) The sign shall not contain a sign face with a vertical measurement that exceeds 9.14 metres;
- (g) The sign face area shall not exceed 83.58 square metres;
- (h) The height shall not exceed 14.90 metres;
- (i) The sign shall not be erected within 24.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
- (j) The sign shall not be erected within 13.00 metres of any other lawful third party sign whether or not erected;
- (k) The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and
- (l) The sign shall not be erected facing a street.

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

G. 77 Rankin Crescent - The premises municipally known as 77 Rankin Crescent may contain only the following signs:

- (1) Any first party sign provided for in §694-21D; and
- (2) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (d) The sign shall display static copy only;
 - (d) The sign shall be located on the Eastern wall of the building located on the premises municipally known as 77 Rankin Crescent;

- (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 10.67 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 9.14 metres;
 - (g) The sign face area shall not exceed 97.52 square metres;
 - (h) The height shall not exceed 26.67 metres;
 - (i) The sign shall not be erected within 30.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 20.00 metres of any other lawful third party sign whether or not erected;
 - (k) The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and
 - (l) The sign shall not be erected facing a street.
3. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 1.H. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments:
- H. 464 Bathurst Street & a portion of 452 Bathurst Street** – The area consisting of the premises municipally known as 464 Bathurst Street & a portion of the premises municipally known as 452 Bathurst Street bounded by the northerly, easterly, westerly boundaries of 452 Bathurst Street and a line 0.30 metres south and parallel to its northerly boundary (the "452 Bathurst Portion") may contain only the following signs:
- (1) The premises municipally known as 464 Bathurst Street may contain any first party sign provided for in §694-21D;
 - (2) The 452 Bathurst Portion may contain any first party sign provided for in §694-21D;
 - (3) Notwithstanding §694-22A, & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (e) The sign shall display static copy only;

- (d) The sign shall be located on the Southern wall of the building located on the premises municipally known as 464 Bathurst Street;
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 14.60 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 6.10 metres;
 - (g) The sign face area shall not exceed 89.06 square metres;
 - (h) The height shall not exceed 7.90 metres;
 - (i) The sign shall not be erected within 20.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 9.00 metres of any other lawful third party sign whether or not erected;
 - (k) The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and
 - (l) The sign shall not be erected facing a street.
4. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 1.I. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments;:
- I. **254 Adelaide Street West & a portion of 260 Adelaide Street West** – The area consisting of the premises municipally known as 254 Adelaide Street West & a portion of the premises municipally known as 260 Adelaide Street West bounded by the northerly, southerly, easterly boundaries of 260 Adelaide Street West and a line 0.30 metres west and parallel to its easterly boundary (the "260 Adelaide Portion") may contain only the following signs:
- (1) The premises municipally known as 254 Adelaide Street West may contain any first party sign provided for in §694-21D;
 - (2) The 260 Adelaide Portion may contain any first party sign provided for in §694-21D;
 - (3) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;

- (b) The sign shall have no more than one sign face;
 - (f) The sign shall display static copy only;
 - (d) The sign shall be located on the Western wall of the building located on the premises municipally known as 254 Adelaide Street West and the 260 Adelaide Portion;
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 11.60 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 6.10 metres;
 - (g) The sign face area shall not exceed 70.76 square metres;
 - (h) The height shall not exceed 9.14 metres;
 - (i) The sign shall not be erected within 30.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 55.00 metres of any other lawful third party sign whether or not erected;
 - (k) The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and
 - (l) The sign shall not be erected facing a street.
5. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 1.J. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments;:
- J. **92 Avenue Road & a portion of 90 Avenue Road** – The area consisting of the premises municipally known as 92 Avenue Road & a portion of the premises municipally known as 90 Avenue Road bounded by the northerly, easterly, westerly boundaries of 90 Avenue Road and a line 0.30 metres south and parallel to its northerly boundary (the "90 Avenue Portion") may contain only the following signs:
- (1) The premises municipally known as 92 Avenue Road may contain any first party sign provided for in §694-21D;
 - (2) The 90 Avenue Portion may contain any first party sign provided for in §694-21D;

- (3) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, which is expressly permitted to be erected, displayed, modified, or restored, within a heritage conservation district, for purposes of §694-22C, provided:
- (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (g) The sign shall display static copy only;
 - (d) The sign shall be located on the Southern wall of the building located on the premises municipally known as 92 Avenue Road;
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 6.10 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 6.10 metres;
 - (g) The sign face area shall not exceed 37.21 square metres;
 - (h) The height shall not exceed 9.80 metres;
 - (i) The sign shall not be erected within 30.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 100.00 metres of any other lawful third party sign whether or not erected;
 - (k) The sign shall not be located within 15.00 metres of the intersection of a major street with any other street; and
 - (l) The sign shall not be erected facing a street.
6. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 1.K. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments;:
- K. **341 Bloor Street West** - The premises municipally known as 341 Bloor Street West may contain only the following signs:
- (1) Any first party sign provided for in §694-21D; and
 - (2) Notwithstanding §694-22A, & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:

- (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (h) The sign shall display static copy only;
 - (d) The sign shall be located on the Western wall of the building located on the premises municipally known as 341 Bloor Street West;
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 8.23 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 13.72 metres;
 - (g) The sign face area shall not exceed 112.92 square metres;
 - (h) The height shall not exceed 30.00 metres;
 - (i) The sign shall not be erected within 30.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 100.00 metres of any other lawful third party sign whether or not erected; and
 - (k) The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and
7. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 1.L. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments:
- L. **344 Bloor Street West** - The premises municipally known as 344 Bloor Street West may contain only the following signs:
- (1) Any first party sign provided for in §694-21D; and
 - (2) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) No sign shall have more than one sign face;
 - (b) The signs shall display static copy only;
 - (c) The signs shall only be located on the Eastern wall or Western walls of the building only located on the premises municipally known as 344 Bloor Street West;

(d) No more than one sign shall be located on the Eastern wall of the building located on the premises municipally known as 344 Bloor Street West, and where the sign is erected on the Eastern Wall the sign shall comply with the following requirements;

[1] The sign shall not contain a sign face with a horizontal measurement that exceeds 7.92 metres;

[2] The sign shall not contain a sign face with a vertical measurement that exceeds 7.62 metres;

[3] The sign face area shall not exceed 60.35 square metres;

[4] The height shall not exceed 21.40 metres;

[5] The sign shall not be erected within 30.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;

[6] The sign shall not be erected within 23.00 metres of any other lawful third party sign whether or not erected, with the exception of a lawful third party sign located upon the Western wall of the building located on the premises municipally known as 344 Bloor Street West;

[7] The sign shall not be located within 24.00 metres of the intersection of a major street with any other street; and

[8] The sign shall not be erected facing a street.

(e) No more than one sign shall be located on the Western wall of the building located on the premises municipally known as 344 Bloor Street West, and where the sign is erected on the Western wall the sign shall comply with the following requirements;

[1] The sign shall not contain a sign face with a horizontal measurement that exceeds 6.10 metres;

[2] The sign shall not contain a sign face with a vertical measurement that exceeds 9.14 metres;

[3] The sign face area shall not exceed 55.75 square metres;

[4] The height shall not exceed 19.00 metres;

[5] The sign shall not be erected within 30.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;

[6] The sign shall not be erected within 35.00 metres of any other lawful third party sign whether or not erected, with the exception of a lawful third party sign located upon the Eastern wall of the building located on the premises municipally known as 344 Bloor Street West;

[7] The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and

[8] The sign shall not be erected facing a street.

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

M. **359 Davenport Road** - The premises municipally known as 359 Davenport Road may contain only the following signs:

- (1) Any first party sign provided for in §694-21D; and
- (2) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (i) The sign shall display static copy only;
 - (d) The sign shall be located on the Northern wall of the building located on the premises municipally known as 359 Davenport Road;
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 4.27 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 8.23 metres;
 - (g) The sign face area shall not exceed 35.14 square metres;
 - (h) The height shall not exceed 10.25 metres;
 - (i) The sign shall not be erected within 15.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;

- (j) The sign shall not be erected within 20.00 metres of any other lawful third party sign whether or not erected;
 - (k) The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and
 - (l) The sign shall not be erected facing a street.
9. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 1.N. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments;
- N. **720 King Street West** - The premises municipally known as 720 King Street West may contain only the following signs:
- (1) Any first party sign provided for in §694-21C; and
 - (2) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (j) The sign shall display static copy only;
 - (d) The sign shall be located on the Western wall of the building located on the premises municipally known as 720 King Street West;
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 9.14 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 6.10 metres;
 - (g) The sign face area shall not exceed 55.75 square metres;
 - (h) The height shall not exceed 16.60 metres;
 - (i) The sign shall not be erected within 15.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 100.00 metres of any other lawful third party sign whether or not erected;

- (k) The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and
 - (l) The sign shall not be erected facing a street.
10. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 1.O. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments;
- O. **455 Spadina Avenue** - The premises municipally known as 455 Spadina Avenue may contain only the following signs:
- (1) Any first party sign provided for in §694-21D; and
 - (2) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (k) The sign shall display static copy only;
 - (d) The sign shall be located on the Northern wall of the building located on the premises municipally known as 455 Spadina Avenue;
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 6.10 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 9.14 metres;
 - (g) The sign face area shall not exceed 55.75 square metres;
 - (h) The height shall not exceed 11.06 metres;
 - (i) The sign shall not be erected within 30.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 40.00 metres of any other lawful third party sign whether or not erected;
 - (k) The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and
 - (l) The sign shall not be erected facing a street.

11. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 1.P. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments:
- P. 20 Eglinton Avenue East & a portion of 10 Eglinton Avenue East** – The area consisting of the premises municipally known as 20 Eglinton Avenue East & and a portion of the premises municipally known as 20 Eglinton Avenue East bounded by the northerly, southerly, easterly boundaries of 20 Eglinton Avenue East and a line 0.30 metres west and parallel to its easterly boundary (the "10 Eglinton Portion") may contain only the following signs:
- (1) The premises municipally known as 20 Eglinton Avenue East may contain any first party sign provided for in §694-21D;
 - (2) The 10 Eglinton Portion may contain any first party sign provided for in §694-21D;
 - (3) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (l) The sign shall display static copy only;
 - (d) The sign shall be located on the Western wall of the building located on the premises municipally known as 20 Eglinton Avenue East;
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 14.63 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 4.26 metres;
 - (g) The sign face area shall not exceed 62.32 square metres;
 - (h) The height shall not exceed 15.63 metres;
 - (i) The sign shall not be erected within 15.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 100.00 metres of any other lawful third party sign whether or not erected;
 - (k) The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and

(l) The sign shall not be erected facing a street.

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

Q. 161 Eglinton Avenue East & a portion of 173 Eglinton Avenue East – The area consisting of the premises municipally known as 161 Eglinton Avenue East & and a portion of the premises municipally known as 173 Eglinton Avenue East bounded by the northerly, southerly, westerly boundaries of 173 Eglinton Avenue East and a line 0.30 metres east and parallel to its westerly boundary (the "173 Eglinton Portion") may contain only the following signs:

- (1) The premises municipally known as 161 Eglinton Avenue may contain any first party sign provided for in §694-21D;
- (2) The 173 Eglinton Portion may contain any first party sign provided for in §694-21D;
- (3) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (m) The sign shall display static copy only;
 - (d) The sign shall be located on the Eastern wall of the building located on the premises municipally known 161 Eglinton Avenue East and the 173 Eglinton Portion);
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 14.60 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 7.30 metres;
 - (g) The sign face area shall not exceed 106.58 square metres;
 - (h) The height shall not exceed 27.23 metres;
 - (i) The sign shall not be erected within 20.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;

- (j) The sign shall not be erected within 30.00 metres of any other lawful third party sign whether or not erected;
 - (k) The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and
 - (l) The sign shall not be erected facing a street.
13. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 1.R. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments:
- R. 2160 Yonge Street & a portion of 2156 Yonge Street** – The area consisting of the premises municipally known as 2160 Yonge Street & and a portion of the premises municipally known as 2156 Yonge Street bounded by the northerly, easterly, westerly boundaries of 2156 Yonge Street and a line 0.30 metres south and parallel to its northerly boundary (the "2156 Yonge Portion") may contain only the following signs:
- (1) The premises municipally known as 2160 Yonge Street may contain any first party sign provided for in §694-21D;
 - (2) The 2156 Yonge Portion may contain any first party sign provided for in §694-21D;
 - (3) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (n) The sign shall display static copy only;
 - (d) The sign shall be located on the Southern wall of the building located on the premises municipally known as 2160 Yonge Street;
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 12.19 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 5.49 metres;
 - (g) The sign face area shall not exceed 66.92 square metres;
 - (h) The height shall not exceed 12.50 metres;

- (i) The sign shall not be erected within 30.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 100.00 metres of any other lawful third party sign whether or not erected;
 - (k) The sign shall not be located within 15.00 metres of the intersection of a major street with any other street; and
 - (l) The sign shall not be erected facing a street.
14. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 1.S. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments:
- S. **165 Avenue Road** - The premises municipally known as 165 Avenue Road may contain only the following signs:
- (1) Any first party sign provided for in §694-21D; and
 - (2) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (c) The sign shall display static copy only;
 - (d) The sign shall be located on the Southern wall of the building located on the premises municipally known as 165 Avenue Road;
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 6.10 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 9.14 metres;
 - (g) The sign face area shall not exceed 55.75 square metres;
 - (h) The height shall not exceed 9.92 metres;
 - (i) The sign shall not be erected within 30.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 60.00 metres of any other lawful third party sign whether or not erected;

(k) The sign shall not be located within 25.00 metres of the intersection of a major street with any other street; and

(l) The sign shall not be erected facing a street.

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

T. **387 Bloor Street East** - The premises municipally known as 387 Bloor Street East may contain only the following signs:

(1) Any first party sign provided for in §694-21D; and

(2) Notwithstanding §694-22A & D, §694-24A(7), and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:

(a) There shall be no more than one such sign on the premises;

(b) The sign shall have no more than one sign face;

(p) The sign shall display static copy only;

(d) The sign shall be located on the Eastern wall of the building located on the premises municipally known as 387 Bloor Street East;

(e) The sign shall not contain a sign face with a horizontal measurement that exceeds 9.10 metres;

(f) The sign shall not contain a sign face with a vertical measurement that exceeds 9.10 metres;

(g) The sign face area shall not exceed 82.82 square metres;

(h) The height shall not exceed 20.88 metres;

(i) The sign shall not be erected within 30.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;

(j) The sign shall not be erected within 100.00 metres of any other lawful third party sign whether or not erected;

(k) The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and

(l) The sign shall not be erected facing a street.

16. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 1.U. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments:
- U. **481 Church Street** - The premises municipally known as 481 Church Street may contain only the following signs:
- (1) Any first party sign provided for in §694-21D; and
 - (2) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (c) The sign shall display static copy only;
 - (d) The sign shall be located on the Southern wall of the building located on the premises municipally known as 481 Church Street;
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 8.53 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 4.26 metres;
 - (g) The sign face area shall not exceed 36.34 square metres;
 - (h) The height shall not exceed 10.37 metres;
 - (i) The sign shall not be erected within 13.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 43.00 metres of any other lawful third party sign whether or not erected;
 - (k) The sign shall not be located within 15.00 metres of the intersection of a major street with any other street; and
 - (l) The sign shall not be erected facing a street.
17. Chapter 694, Signs, General, of the City of Toronto Municipal Code is amended by adding the following as Subsection 1.V. to Schedule B to Ch. 694, Signage Master Plans and Area Specific Amendments:

V. **518 Church Street & a portion of 516 Church Street** – The area consisting of the premises municipally known as 518 Church Street & and a portion of the premises municipally known as 516 Church Street bounded by the northerly, easterly, westerly boundaries of 516 Church Street and a line 0.30 metres south and parallel to its northerly boundary (the "516 Church Portion") may contain only the following signs:

- (1) The premises municipally known as 518 Church Street may contain any first party sign provided for in §694-21D;
- (2) The 516 Church Portion may contain any first party sign provided for in §694-21D;
- (3) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (r) The sign shall display static copy only;
 - (d) The sign shall be located on the Southern wall of the building located on the premises municipally known as 518 Church Street and the 516 Church Portion);
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 9.14 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 6.10 metres;
 - (g) The sign face area shall not exceed 55.75 square metres;
 - (h) The height shall not exceed 8.71 metres;
 - (i) The sign shall not be erected within 30.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 5.00 metres of any other lawful third party sign whether or not erected;
 - (k) The sign shall not be located within 6.10 metres of the intersection of a major street with any other street; and
 - (l) The sign shall not be erected facing a street.

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

W. 76 Lombard Street & a portion of 87 Richmond Street East – The area consisting of the premises municipally known as 76 Lombard Street & and a portion of the premises municipally known as 87 Richmond Street East bounded by the northerly, southerly, westerly boundaries of 87 Richmond Street East and a line 0.30 metres east and parallel to its westerly boundary (the "87 Richmond Portion") may contain only the following signs:

- (1) The premises municipally known as 76 Lombard Street may contain any first party sign provided for in §694-21D;
- (2) The 87 Richmond Portion may contain any first party sign provided for in §694-21D;
- (3) Notwithstanding §694-22A & D, and §694-25A, but subject to all other provisions of this Chapter, one third party wall sign, provided:
 - (a) There shall be no more than one such sign on the premises;
 - (b) The sign shall have no more than one sign face;
 - (s) The sign shall display static copy only;
 - (d) The sign shall be located on the Eastern wall of the building located on the premises municipally known as 76 Lombard Street;
 - (e) The sign shall not contain a sign face with a horizontal measurement that exceeds 12.19 metres;
 - (f) The sign shall not contain a sign face with a vertical measurement that exceeds 7.62 metres;
 - (g) The sign face area shall not exceed 92.90 square metres;
 - (h) The height shall not exceed 11.08 metres;
 - (i) The sign shall not be erected within 30.00 metres of any premises located in whole, or in part, in an R, RA, or OS sign district;
 - (j) The sign shall not be erected within 60.00 metres of any other lawful third party sign whether or not erected;
 - (k) The sign shall not be located within 30.00 metres of the intersection of a major street with any other street; and

- (1) The sign shall not be erected facing a street.

ENACTED AND PASSED this day of _____, A.D. 2013.

Speaker

City Clerk