

APPENDIX A:

Administrative Design – Proposed amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code, with respect to implementing an Area Specific Amendment on the premises municipally known as 378 Yonge Street in the City of Toronto.

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

- A. 378 YONGE STREET – Notwithstanding §§ 694-15B, 694-18C(2), and 694-26B but subject to all other provisions of this Chapter, the following sign is permitted in addition to any sign(s) permitted by §694-26A, on the premises municipally known as 378 Yonge Street:
1. One third party roof sign containing no more than three sign faces and no more than one architectural lighting column, each sign face set back not less than 0.61 metres from the building edge, provided:
 - a) Each of the three sign faces shall provide a minimum of 5 percent of the daily sign copy displayed for non-commercial messaging;
 - b) One sign face, containing electronic static copy and facing northerly, shall not exceed a sign face width of 6.74 metres and a sign face length of 4.27 metres, and shall be erected so that the height of the sign (inclusive of any border or frame) does not exceed 17.26 metres from grade and 5.22 metres (inclusive of any border or frame) from the top of the parapet wall, and providing a clearance between the top of the parapet wall and the underside of the sign face of not less than 0.61 metres;
 - c) One sign face, containing electronic static copy and facing easterly, shall not exceed a sign face width of 6.74 metres and a sign face length of 4.27 metres, and shall be erected so that the height of the sign (inclusive of any border or frame) does not exceed 17.26 metres from grade and 5.22 metres (inclusive of any border or frame) from the top of the parapet wall, and providing a clearance between the top of the parapet wall and the underside of the sign face of not less than 0.61 metres; and
 - d) One sign face, containing electronic static copy and facing southerly, shall not exceed a sign face width of 6.74 metres and a sign face length of 4.27 metres, and shall be erected so that the height of the sign (inclusive of any border or frame) does not exceed 17.26 metres from grade and 5.22 metres (inclusive of any border or frame) from the top of the parapet wall, and providing a clearance between the top of the parapet wall and the underside of the sign face of not less than 0.61 metres.