

APPENDIX – 1 – DRAFT BY-LAW

To amend Chapter 694, Signs, General, respecting regulations concerning the illumination of signs, signs displaying readograph sign copy, and signs displaying electronic sign copy

The Council of the City of Toronto enacts as follows:

1. Chapter 694, Signs, General, of The City of Toronto Municipal Code is amended as follows:

A. By adding the following definitions to Section 694-1:

BISECTING LINE - The distance across a sign face of a continuous straight line spanning the distance between the sign face top and the sign face bottom, which intersects the centre line at the sign face midpoint;

CENTRE LINE - The distance across a sign face of a continuous straight line parallel to grade, spanning the outermost points of the horizontal boundaries of the sign face, and equidistant from the sign face top and sign face bottom;

COMMERCIAL PLAZA - A building or buildings, held in individual or multiple ownerships or tenancies, containing units for separate occupancy for the purposes of conducting the affairs of a business, profession, service or government;

DISPLAY ZONE – The area located within a semicircle arising from the surface upon which the sign copy is displayed, with the radius established by this chapter, a centre point of the arc being the sign face midpoint, and a baseline parallel to the center line;

ELECTRONIC COPY HEIGHT – The vertical distance between grade and the highest point of the electronic static copy or electronic moving copy display on the sign;

ELECTRONIC FUEL PUMP SIGN - A sign erected or displayed on or attached to a fuel pump authorized by law that displays, in whole or in part, electronic static copy or electronic moving copy;

ELECTRONIC GROUND SIGN - A freestanding sign which is permanently affixed to the ground and not supported in any manner by a building that displays, in whole or in part, electronic static copy or electronic moving copy;

ELECTRONIC SIGN - A sign that displays, in whole or in part, electronic static copy or electronic moving copy and shall include an Electronic Fuel Pump Sign, Electronic Ground Sign, Electronic Overhanging Structure Sign, Electronic Projecting Sign, Electronic Roof Sign, Electronic Topiary Sign, Electronic Window Sign or Electronic Wall Sign;

ELECTRONIC OVERHANGING STRUCTURE SIGN - A sign erected on an overhanging structure that displays, in whole or in part, electronic static copy or electronic moving copy;

ELECTRONIC PROJECTING SIGN - A sign erected on and entirely supported by the wall of a building and which projects more than 0.60 metres from the wall that displays, in whole or in part, electronic static copy or electronic moving copy;

ELECTRONIC ROOF SIGN - A sign located entirely on or above the roof of a building or located entirely on the top of or above the parapet wall of a building that displays, in whole or in part, electronic static copy or electronic moving copy;

ELECTRONIC TOPIARY SIGN - A sign consisting only of shrubs, grasses, flowers, ornamental plants and landscape elements that displays, in whole or in part, electronic static copy or electronic moving copy;

ELECTRONIC WALL SIGN - A sign erected on and entirely supported by the wall of a building with a sign face which projects no more than 0.60 metres from the wall that displays, in whole or in part, electronic static copy or electronic moving copy;

ELECTRONIC WINDOW SIGN - A sign erected, painted, attached, etched, inscribed, or projected onto the inside or outside of any part of a window in a wall, a sign located within or in place of the glass of a window, or any other sign erected or displayed in a manner so as to be visible through the window from the exterior of the building that displays, in whole or in part, electronic static copy or electronic moving copy, but does not include a sign that forms part of a window display;

OCCUPANCY – The use or intended use of a building, or part of a building, for the shelter or support of persons, animals or property;

PROJECTED IMAGE SIGN – A sign which displays sign copy on the sign face, where the sign copy is projected onto the sign face from or by a source external to the sign or sign copy, and shall include all signs where sign copy is projected onto the sign face from or by a source which does not form a component of, or a source which is not permanently affixed to, the sign structure upon which the sign copy is displayed;

RESIDENTIAL USE - The occupancy or use of a building, or part of a building, by persons for whom sleeping accommodation is provided but who are not harboured or detained there to receive medical care or treatment or who are not involuntarily detained there;

SEGMENT DIFFERENCE – The numerical value in metres arising from subtracting the absolute value of the length in metres of two segments of the center line;

SIGN FACE BOTTOM – The vertical distance between grade and the lowest point of a sign face;

SIGN FACE MIDPOINT - The point of intersection of the bisecting line and center line which would result in the center line being divided into two segments with the smallest segment difference;

SIGN FACE TOP – The vertical distance between grade and the highest point of a sign face;

B. By adding the following to § 694-4B:

- (9) Electronic Fuel Pump signs;
- (10) Electronic Ground signs;
- (11) Electronic Overhanging Structure signs;
- (12) Electronic Projecting signs;
- (13) Electronic Roof signs;
- (14) Electronic Topiary signs;
- (15) Electronic Window signs;
- (16) Electronic Wall signs; and
- (17) Projected Image signs.

C. By deleting the phrase "A first party sign" from § 694-6A(1) and replacing it with the phrase "A first party ground sign, overhanging structure sign, projecting sign, roof sign, topiary sign, window sign, or wall sign";

D. By deleting the phrase "A sign" from § 694-6A(3) § 694-6A(5) and § 694-6A(6), and replacing it with the phrase "A ground sign, overhanging structure sign, projecting sign, roof sign, topiary sign, window sign, or wall sign" where ever it appears;

E. By deleting § 694-6A(7) and replacing it with the following:

- (7) Fuel pump signs and Electronic Fuel pump signs provided the total sign face area of all such signs on the premises does not exceed 0.5 square metre; and

F. By adding the following as § 694-9H:

H. Notwithstanding Subsection A, every sign permit issued by the Chief Building Official for the erection, display, modification or restoration of a first party electronic wall sign or electronic ground sign as permitted by

subsections 21C(7), 21C(8), 21I(6) and 21I(7) expires and is null and void where less than 10 separate occupancies are operating to provide businesses, products, activities or services at the premises where the sign is located.

G. By deleting § 694-14K and replacing it with the following:

K. An electronic fuel pump sign is permitted provided:

- (1) The sign shall only be erected or displayed on top of the fuel pump;
- (2) There shall be no more than one such sign on each fuel pump;
- (3) The sign face area shall not exceed 0.2 square metres;
- (4) The sign shall have no more than one sign face;
- (5) The height shall not exceed 2.5 metres;
- (6) The sign shall display electronic static copy or electronic moving copy only;
- (7) The sign shall not face a street except where the sign is obstructed such that it is not visible from the street or except where the sign is set back a minimum of 12.0 metres from the street; and
- (8) Notwithstanding Subsections K(2) and O(2), the total number of electronic fuel pump signs and fuel pump signs erected or displayed on the premises shall not exceed 50 percent of the total number of fuel pumps located on the premises.

H. By adding the following as § 694-14O:

O. A fuel pump sign is permitted provided:

- (1) The sign shall only be erected or displayed on top of the fuel pump;
- (2) There shall be no more than one such sign on each fuel pump;
- (3) The sign face area shall not exceed 0.2 square metre;
- (4) The sign shall have no more than one sign face;
- (5) The height shall not exceed 2.5 metres;

- (6) The sign shall display static copy or mechanical copy only;
- (7) The sign shall not face a street except where the sign is obstructed such that it is not visible from the street or except where the sign is set back a minimum of 12.0 metres from the street; and
- (8) Notwithstanding Subsections K(2) and O(2), the total number of electronic fuel pump signs and fuel pump signs erected or displayed on the premises shall not exceed 50 percent of the total number of fuel pumps located on the premises.

I. By adding the following as § 694-14P:

P. For purposes of subsections 694-25B(2)(f) and 694-25A, C, and D, the term "facing" shall be deemed to include the situation where any portion of a premises are contained within the display zone:

- (1) For purposes of subsections 694-25B(2)(f), the radius for the display zone shall be established as 100 metres plus the measurement in metres of the larger segment of the centre line; and,
- (2) For purposes of subsections 694-25A, C, and D, the radius for the display zone shall be established as 250 metres plus the measurement in metres of the larger segment of the centre line.

J. By deleting § 694-14I(1) and replacing it with the following:

- (1) The message duration shall not be less than 1.0 minute for a first party sign, and 10 seconds for a third party sign;

K. By adding the following as § 694-15B(11) replacing it with the following:

- (11) An electronic roof sign, except a first party electronic roof sign included in a Signage Master Plan consisting solely of first party signs;

L. By deleting § 694-17A(3) and replacing it with the following:

- (3) Any overhanging structure sign, projecting sign, electronic overhanging structure sign, or electronic projecting sign located within 30 metres of the intersection of two streets where the flow of traffic is controlled by traffic lights.

M. By deleting § 694-18C and replacing it with the following:

C. No sign shall be illuminated during the following time-periods:

- (1) Between the hours of 9:00 p.m. and 7:00 a.m. where the sign located in an R sign district, except where:
 - (a) The sign is a first party sign associated with a lawful business which operates during this period and only while the business is actually in operation;
- (2) Between the hours of 9:00 p.m. and 7:00 a.m. where the sign is located within 30 metres of a premises in an R sign district, except where:
 - (a) The sign is a first party sign associated with a lawful business 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.
- (3) Between the hours of 11:00 p.m. and 7:00 a.m. except where:
 - (a) The sign is a first party sign associated with a lawful business 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.

N. By deleting § 694-18E(3) replacing it with the following:

- (3) The illumination shall not increase the light levels within 10.0 metres of all points of the sign face by more than 3.0 lux above the ambient lighting level;

O. By deleting § 694-18E(5) replacing it with the following:

- (5) The illumination shall not exceed 300 nits during the period between sunset and sunrise.

P. By deleting § 694-20G and replacing it with the following:

- G. Notwithstanding §694-20A and § 694-21, the following ground signs and electronic ground signs associated with a drive-through facility permitted by the City's applicable Zoning By-law are permitted in each drive-through lane:

- (1) An electronic ground sign, provided:
 - (a) The sign face area shall not exceed 0.7 square metres
 - (b) The height shall not exceed 2.0 metres
 - (c) Containing electronic static copy or electronic moving copy but not both; and,
 - (d) No more than one electronic ground sign shall be erected.
- (2) A ground sign for the purpose of providing information about the products or services of the drive-through facility provided:
 - (a) The sign face area shall not exceed 6.0 square metres;
 - (b) The height shall not exceed 3.0 metres; and
 - (c) No more than one such sign shall be erected.
- (3) A ground sign for the purpose of providing information about the products or services of the drive-through facility provided:
 - (a) The sign face area shall not exceed 1.8 square metres;
 - (b) The height shall not exceed 2.5 metres; and
 - (c) No more than one such sign shall be erected.
- (4) A ground sign for the purpose of providing direction to a point of vehicular ingress and egress to a drive-through facility 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;
 - (d) There shall be no more than one such sign erected at each point of vehicular ingress and egress to the drive-through facility; and
 - (e) No more than two such signs shall be erected.

Q. By adding the following as § 694-20I:

- I. Signs located on a premises in an R sign district, which are permitted by § 694-21A(4), or § 694-21A(5), may contain readograph copy.
- R. By adding the following as § 694-20J:
 - J. Up to 30 percent of the sign face area of a first party electronic ground sign located on a premises in a C or E sign district may contain electronic static copy to a maximum of 5.0 square metres.
- S. By adding the following as § 694-20K:
 - K. Up to 30 percent of the sign face area of a first party electronic wall sign located on a premises in a C or E sign district sign district may contain electronic copy to a maximum of 3.0 square metres.
- T. By adding the following to § 694-21A(4)
 - (g) The sign may display readograph copy provided:
 - [1] readograph copy does not exceed the lesser of 50 percent of the sign face area or 4.0 square metres; and
 - [2] readograph copy shall be displayed and changed manually only;
- U. By adding the following to § 694-21A(5)
 - (e) The sign may display readograph copy provided:
 - [1] readograph copy does not exceed the lesser of 30 percent of the sign face area or 3.0 square metres; and
 - [2] readograph copy shall be displayed and changed manually only;
- V. By deleting § 694-21C(3)(a) and replacing it with the following:
 - (a) There shall be no more than one ground sign or one electronic ground sign per frontage;
- W. By deleting the phrase " E-Employment sign district and an" from § 694-21E:
- X. By deleting § 694-30B(2) and replacing it with the following:
 - (2) Where the application for variance relates to three or more signs, a projected image sign, or an area or premises which a Signage Master Plan has previously been approved the applicant is required to make an application for variance for a Signage Master Plan and shall:

(a) File application for variance for a Signage Master Plan and other information required for the application in the form and manner approved by the Chief Building Official; and

(b) Shall pay the non-refundable fees prescribed in Chapter 441, Fees and Charges, for the processing of the application for a Signage Master Plan.

Y. By deleting §§ 694-20H(3)(a),(b) and substituting the following therefore:

(a) The total sign face area of all wall signs erected at the first or second storey shall not exceed 50 percent of the area of the wall at the first or second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the premises;

(b) The total sign face area of all wall signs erected above the second storey shall not exceed the lesser of:

[1] 20 percent of the area of the wall above the second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the premises; or

[2] 100 square metres less the sign face area of any electronic wall signs erected on the premises;

Z. By deleting §§ 694-20A,B,C and D and substituting the following therefore:

A. First party signs may advertise, promote, or direct attention to goods available at the premises where the sign is located provided:

(a) in the case of a fuel pump sign, ground sign, wall sign, window sign, overhanging structure sign, roof sign, or topiary sign, the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises does not exceed 30 percent of the sign face area; and

(b) in the case of an electronic wall sign, electronic window sign, electronic ground sign, and electronic overhanging structure sign the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises does not exceed 30 percent of the sign face area.

B. Notwithstanding Subsection A, in the case of:

- (a) a projecting sign, the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises may equal 100 percent of the total sign face area; and
 - (b) an electronic fuel pump sign, electronic roof sign, or electronic topiary sign, may advertise, promote, or direct attention to goods available at the premises.
- C. The total sign face area of all first party wall signs, window signs, overhanging structure signs, electronic wall signs, electronic window signs, and electronic overhanging structure signs erected at the first storey of a building shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected and from which the overhanging structures project.
- D. The total sign face area of all first party wall signs, window signs, overhanging structure signs, electronic wall signs, electronic window signs, and electronic overhanging structure signs erected at the second storey of a building shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected and from which the overhanging structures project.
- AA. By deleting §§ 694-21A(5)(b) and substituting the following therefore:
 - (b) The total sign face area for all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- BB. By deleting §§ 694-21B(4)(c),(d) and substituting the following therefore:
 - (c) The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
 - (d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- CC. By deleting §§ 694-21D(5)(c),(d) and substituting the following therefore:
 - (c) The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the

signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

- (d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

DD. By deleting §§ 694-21E(5)(b),(c) and substituting the following therefore:

- (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 less the sign face area of any electronic wall signs erected on the wall at that storey;
- (c) Notwithstanding Subsection E(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 less the sign face area of any electronic wall signs erected on the wall at that storey;

EE. By deleting §§ 694-21F(4)(b) and substituting the following therefore:

- (b) The total sign face area for all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

FF. By deleting §§ 694-21G(3)(b) and substituting the following therefore:

- (b) The total sign face area for all wall signs erected at the first storey shall not exceed 15 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

GG. By deleting §§ 694-21H(3)(b) and substituting the following therefore:

- (b) The total sign face area for all wall signs erected on a wall shall not exceed 10 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

HH. By adding the following to § 694-21C:

- (7) An electronic wall sign provided:
 - (a) The sign shall not be erected above the second storey;

- (b) Where erected at the first storey, the height shall not exceed 1.5 times the vertical distance between grade and the top boundary of the first storey of the building wall upon which the sign is located, and the sign shall not extend above the sill of the lowest window at the second storey of the wall on which the sign is erected;
- (c) The total sign face area of all electronic wall sign erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the electronic wall sign are erected less the sign face area of any wall signs erected on the wall at that storey;
- (d) The total sign face area of all electronic wall sign erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected less the sign face area of any wall signs erected on the wall at that storey;
- (e) The sign shall not extend above the wall or parapet wall of a building;
- (f) The sign shall not extend beyond either end of the wall on which it is erected;
- (g) The sign shall have no more than one sign face;
- (h) There shall be no more than one electronic sign erected at the premises;
- (i) The sign shall contain electronic static copy and static copy only;
- (j) The electronic copy height does not exceed the vertical distance between grade and the center line of the sign face upon which any electronic static copy is displayed;
- (k) The sign shall not be erected within 60.0 metres of any R, RA, CR, I, or OS sign district;
- (l) The message duration of any electronic static copy displayed shall not exceed 3.0 minutes;
- (m) The sign shall be erected at a frontage of more than or equal to 100 metres; and
- (n) The sign shall be erected on a premises which contains:

[1] A Commercial Plaza containing 10 or more units each containing distinct and separate occupancies which are conducting the affairs of a business, profession, service or government; and,

[2] No building containing an occupancy which is a residential use.

(8) An electronic ground sign provided:

- (a) There shall be no more than one ground sign or one electronic ground sign erected at each frontage;
- (b) The sign face area shall not exceed 20.0 square metres;
- (c) The height shall not exceed 10.0 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;
- (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
- (g) Where the sign has two faces, the sign faces shall be back to back;
- (h) There shall be no more than one electronic sign erected at the premises;
- (i) The sign shall contain electronic static copy and static copy only;
- (j) The electronic copy height does not exceed the vertical distance between grade and the center line of the sign face upon which any electronic static copy is displayed;
- (k) The sign shall not be erected within 60.0 metres of any R, RA, CR, I, or OS sign district;
- (l) The message duration of any electronic static copy displayed shall not exceed 3.0 minutes;
- (m) The sign shall be erected at a frontage of more than or equal to 100 metres; and
- (n) The sign shall be erected on a premises which contains:

- [1] A Commercial Plaza containing 10 or more units each containing distinct and separate occupancies which are conducting the affairs of a business, profession, service or government; and,
- [2] No building containing an occupancy which is a residential use.

II. Add the following as § 694-21I:

I. An E-Employment sign district may contain the following;

(1) An overhanging structure sign provided:

- (a) The sign shall only be erected on an overhanging structure located at the first storey of the building;
- (b) The total sign face area of all signs erected on any part of the overhanging structure shall not exceed 50 percent of the external surface area of that part of the overhanging structure;
- (c) Subsection I(1)(b) does not apply where the sign is displayed in whole or in part above, below, or extending beyond the overhanging structure;
- (d) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than one metre above the overhanging structure; and
- (e) The sign shall not extend beyond either end of the wall from which the overhanging structure projects.

(2) A 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 ground sign, other than a sign providing direction permitted by Subsection I(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 two signs;
 - (c) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall of a building;
 - (d) 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; and
 - (e) The sign shall not extend beyond either end of the wall on which it is erected.
- (5) A wall sign, other than a sign displaying a logo or corporate symbol permitted by Subsection I(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 less the sign face area of any electronic wall signs erected on the wall at that storey;

- (c) Notwithstanding Subsection I (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 less the sign face area of any electronic wall signs erected on the wall at that storey;
 - (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) An electronic wall sign 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 less the sign face area of any wall signs erected on the wall at that storey;
 - (c) Notwithstanding Subsection I (6)(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 less the sign face area of any wall signs erected on the wall at that storey;
 - (d) The sign shall not extend above the wall or parapet wall of a building;
 - (e) The sign shall not extend beyond either end of the wall on which it is erected;
 - (f) The sign shall have no more than one sign face;
 - (g) There shall be no more than one electronic sign erected at the premises;
 - (h) The sign shall contain electronic static copy and static copy only;

- (i) The electronic copy height does not exceed the vertical distance between grade and the center line of the sign face upon which any electronic static copy is displayed;
- (j) The sign shall not be erected within 60.0 metres of any R, RA, CR, I, or OS sign district;
- (k) The message duration of any electronic static copy displayed shall not exceed 3.0 minutes;
- (l) The sign shall be erected at a frontage of more than or equal to 100 metres; and
- (m) The sign shall be erected on a premises which contains:
 - [1] A Commercial Plaza containing 10 or more units each containing distinct and separate occupancies which are conducting the affairs of a business, profession, service or government; and,
 - [2] No building containing an occupancy which is a residential use.

(7) An electronic ground sign provided:

- (a) There shall be no more than one ground sign or one electronic ground sign erected at each frontage;
- (b) The sign face area shall not exceed 20.0 square metres;
- (c) The height shall not exceed 10.0 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;
- (f) The sign shall not be erected within 6.0 metres of the intersection of two street lines;
- (f) Where the sign has two faces, the sign faces shall be back to back;
- (h) There shall be no more than one electronic sign erected at the premises;
- (i) The sign shall contain electronic static copy and static copy only;

- (j) The electronic copy height does not exceed the vertical distance between grade and the center line of the sign face upon which any electronic static copy is displayed;
- (k) The sign shall not be erected within 60.0 metres of any R, RA, CR, I, or OS sign district;
- (l) The message duration of any electronic static copy displayed shall not exceed 3.0 minutes;
- (m) The sign shall be erected at a frontage of more than or equal to 100 metres; and
- (n) The sign shall be erected on a premises which contains:
 - [1] A Commercial Plaza containing 10 or more units each containing distinct and separate occupancies which are conducting the affairs of a business, profession, service or government; and,
 - [2] No building containing an occupancy which is a residential use.

JJ. By deleting § 694-22E and substituting the following therefore:

- E. A third party electronic sign, as permitted by subsections 25A(2), 25B(2), 25D(3), 25D(4), 26H(1), 26H(2), and 26H(5) shall not be erected within 150.0 metres of any other lawful third party sign whether or not erected.

KK. By adding the following as § 694-22F:

- F. Where an application is made for a sign permit to modify or restore a third party sign which no longer complies with Subsection D or E because a variance or by-law amendment was granted by the City permitting the erection of another third party sign, the sign permit shall be issued provided the sign complies in all other respects with this chapter.

LL. By deleting §§ 694-26A(5)(c),(d) and substituting the following therefore:

- (c) The total sign face area of all wall signs erected at the first storey shall not exceed 20 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

- (d) The total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

MM. By deleting §§ 694-26J(5)(c),(d),(e) and substituting the following therefore:

- (c) The total sign face area of all wall signs erected at the first storey shall not exceed 30 percent of the area of the wall at the first storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- (d) The total sign face area of all wall signs erected at the second storey shall not exceed 20 percent of the area of the wall at the second storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;
- (e) The total sign face area of all wall signs erected at the third storey shall not exceed 10 percent of the area of the wall at the third storey on which the signs are erected less the sign face area of any electronic wall signs erected on the wall at that storey;

NN. By deleting §§ 694-26L and substituting the following therefore:

- L. Notwithstanding § 694-20C of this chapter, the total sign face area of all first party wall signs, window signs, overhanging structure signs, electronic wall signs, electronic window signs, and electronic overhanging structure signs erected at the first storey of a building in the Chinatown Special Sign District shall not exceed 30 percent of the area of the wall at the first storey on which the signs are erected and from which the overhanging structures project.

OO. By deleting §§ 694-26M and substituting the following therefore:

- M. Notwithstanding § 694-20D of this chapter, the total sign face area of all first party all first party wall signs, window signs, overhanging structure signs, electronic wall signs, electronic window signs, and electronic overhanging structure signs erected at the second storey of a building in the Chinatown Special Sign District shall not exceed 20 percent of the area of the wall at the second storey on which the signs are erected and from which the overhanging structures project.

PP. By deleting §§ 694-26N and substituting the following therefore:

- N. The total sign face area of all first party wall signs, window signs, overhanging structure signs, electronic wall signs, electronic window

signs, and electronic overhanging structure signs erected at the third storey of a building in the Chinatown Special Sign District shall not exceed 10 percent of the area of the wall at the third storey on which the signs are erected and from which the overhanging structures project.

QQ. By deleting § 694-26I(4) and substituting the following therefore:

- (4) An electronic ground sign containing electronic static copy provided:
 - (a) The sign face area shall not exceed 50.0 square metres;
 - (b) The height shall not exceed 15.0 metres;
 - (c) The sign shall be erected and displayed entirely within the Gardiner Gateway Special Sign District;
 - (d) The sign shall be erected only on a premises where, on the day before this chapter comes into effect, an existing lawful electronic ground sign as defined by this chapter was erected and displayed containing electronic moving copy or electronic static copy as defined by this chapter, and the sign shall replace the existing sign;
 - (e) The sign shall contain electronic static copy and static copy only;
and
 - (f) The number of sign faces shall not exceed that of the existing lawful electronic ground sign.

RR. By replacing §694-25 with the following:

- A. A C-Commercial sign district may contain the following:
 - (1) A wall sign provided:
 - (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 15.0 metres;
 - (c) The sign shall not be erected facing a street;
 - (d) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
 - (e) 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;

- (f) The sign shall not extend beyond either end of the wall on which it is erected;
 - (g) The sign shall have no more than one sign face; and
 - (h) The sign shall not extend above the wall or parapet wall of the building on which it is erected.
- (2) An electronic wall sign provided:
- (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 15.0 metres;
 - (c) The sign shall not be erected facing a street;
 - (d) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
 - (e) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district;
 - (f) Where a sign is located within 250 metres of an R, RA, CR, I, or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district;
 - (g) The sign be located a minimum of 500 metres from any other third party electronic sign located on:
 - [1] the same street, or
 - [2] on a street which forms an intersection with the street on which the sign is located;
 - (i) The sign shall not extend beyond either end of the wall on which it is erected;
 - (j) The sign shall have no more than one sign face;
 - (k) The sign shall contain electronic static copy or static copy only; and
 - (l) The sign shall not extend above the wall or parapet wall of the building on which it is erected.

B. A CR- Commercial Residential sign district may contain the following

(1) A wall sign provided:

- (a) The sign face area shall not exceed 3.0 square metres;
- (b) The height shall not exceed 3.0 metres;
- (c) The sign shall not be erected facing a street;
- (d) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
- (e) The sign shall not be erected within 30.0 metres of any premises located, in whole or in part, in an R, RA, I, or OS sign district;
- (f) The sign shall not extend beyond either end of the wall on which it is erected;
- (g) The sign shall have no more than one sign face; and
- (h) The sign shall not extend above the wall or parapet wall of the building on which it is erected.

(2) An electronic wall sign provided:

- (a) The sign face area shall not exceed 3.0 square metres;
- (b) The height shall not exceed 3.0 metres;
- (c) The sign shall not be erected facing a street;
- (d) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
- (e) The sign shall not be erected within 30.0 metres of any premises located, in whole or in part, in an R, RA, I or OS sign district;
- (f) Where a sign is located within 100 metres of an R, RA, I, or OS sign district, the sign cannot face any premise in the R, RA, I or OS sign district;

- (g) The sign be located a minimum of 100 metres from any other third party electronic sign located on:
 - [1] the same street, or
 - [2] on a street which forms an intersection with the street on which the sign is located;
- (h) The sign shall not extend beyond either end of the wall on which it is erected;
- (i) The sign shall have no more than one sign face;
- (j) The sign shall display static or electronic static copy only; and
- (k) The sign shall not extend above the wall or parapet wall of the building on which it is erected.

C. An E - Employment Sign District may contain the following:

- (1) A ground sign provided:
 - (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 10.0 metres;
 - (c) 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;
 - (d) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
 - (e) 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;
 - (f) There shall be no more than one ground sign or electronic ground sign erected on the premises; and
 - (g) The sign shall have no more than two sign faces.
- (2) An electronic ground sign provided:
 - (a) The sign face area shall not exceed 20.0 square metres;

- (b) The height shall not exceed 10.0 square metres;
- (c) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
- (d) 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;
- (e) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district;
- (f) Where a sign is located within 250 metres of an R, RA, CR, I, or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district;
- (g) The sign be located a minimum of 500 metres from any other third party electronic sign located on:
 - [1] the same street, or
 - [2] on a street which forms an intersection with the street on which the sign is located;
- (h) There shall be no more than one ground sign or electronic ground sign erected on the premises;
- (i) The sign shall display static or electronic static copy only;
- (j) The sign shall have no more than two sign faces; and
- (k) Where the sign has two faces, the sign faces shall be back to back.

D. A U - Utility Sign District may contain the following:

- (1) A ground sign provided:
 - (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 10.0 metres;

- (c) 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;
 - (d) The sign shall only be erected within 30.0 metres of a major street;
 - (e) The sign shall not be erected within 2.0 metres of a property line;
 - (f) The sign shall not be erected within 6.0 metres of a street line;
 - (g) The sign shall not be erected or displayed within 30.0 metres of any premises located, in whole or in part, in an R, RA or OS sign district; and
 - (h) The sign shall have no more than two sign faces.
- (2) A wall sign provided:
- (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 15.0 metres;
 - (c) The sign shall only be erected within 30.0 metres of a major street;
 - (d) 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;
 - (e) The sign shall not extend beyond either end of the wall on which it is erected;
 - (f) The sign shall have no more than one sign face; and
 - (g) The sign shall not extend above the wall or parapet wall of the building on which it is erected.
- (3) An electronic ground sign provided:
- (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 10.0 square metres;

- (c) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
 - (d) 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;
 - (e) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district;
 - (f) Where a sign is located within 250 metres of an R, RA, CR, I, or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district;
 - (g) The sign be located a minimum of 500 metres from any other third party electronic sign located on:
 - [1] the same street, or
 - [2] on a street which forms an intersection with the street on which the sign is located;
 - (h) There shall be no more than one ground sign or electronic ground sign erected on the premises;
 - (i) The sign shall display static or electronic static copy only;
 - (j) The sign shall have no more than two sign faces; and
 - (k) Where the sign has two faces, the sign faces shall be back to back.
- (4) An electronic wall sign provided:
- (a) The sign face area shall not exceed 20.0 square metres;
 - (b) The height shall not exceed 15.0 metres;
 - (c) The sign shall not be erected facing a street;
 - (d) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;

- (e) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district;
- (f) Where a sign is located within 250 metres of an R, RA, CR, I, or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district;
- (g) The sign be located a minimum of 500 metres from any other third party electronic sign located on:
 - [1] the same street, or
 - [2] on a street which forms an intersection with the street on which the sign is located;
- (i) The sign shall not extend beyond either end of the wall on which it is erected;
- (j) The sign shall have no more than one sign face;
- (k) The sign shall contain static or electronic static copy only; and
- (l) The sign shall not extend above the wall or parapet wall of the building on which it is erected.

SS. By deleting Subsection 1C(12) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the following therefore:

- (12) An electronic ground sign copy provided:
 - (a) The sign face area shall not exceed 21.0 square metres;
 - (b) The height shall not exceed 10.0 metres;
 - (c) The sign shall contain electronic static copy and static copy only;
 - (d) The sign shall have no more than two sign faces; and
 - (e) The sign is erected and displayed in the specific location indicated with respect to the sign labelled as Sign B on the diagram titled Map RF1 – 301 Front Street West, Map RF2 - 301 Front Street West, Map RF3 - 301 Front Street West, Map RF4 - 301 Front Street West and Map RF5 - 301 Front Street West as indicated at Subsections C(19), (20), (21), (22) and (23) respectively.

TT. By deleting Subsection 1D(6) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the following therefore:

- (6) A third party electronic ground sign, provided:
 - (a) The sign shall have no more than one sign face;
 - (b) The sign shall face easterly only;
 - (c) The sign shall contain electronic static copy and static copy only;
 - (d) The sign face area shall not exceed 63.0 square metres;
 - (e) The sign face shall not have a horizontal measurement that exceeds 14.65 metres, nor a vertical measurement that exceeds 4.3 metres;
 - (f) The sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected;
 - (g) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
 - (h) 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;
 - (i) 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;
 - (j) There shall be no more than one ground sign or electronic ground sign erected on the premises;
 - (k) The height shall not exceed 13.7 metres;
 - (l) The sign shall be not less than 65.0 metres from Highway 427;
 - (m) The existing third party ground sign located on the premises municipally known as 933 Dixon Road is removed and all associated permit are revoked;
 - (n) The existing third party ground sign located on the premises municipally known as 115 Belfield Road is removed and all associated permit are revoked;

- (o) The existing third party roof sign located on the premises municipally known as 115 Belfield Road is removed and all associated permit are revoked;
 - (p) The existing third party ground sign located approximately 155.0 metres from the southerly limit of Bethridge Road and approximately 9.0 metres from the easterly limit of Martin Grove Road, is removed and all associated permit are revoked; and
 - (q) In addition to the requirements of subsection 694-5, no sign permit shall be issued with respect to a third party ground sign located, in whole or in part, on the premises municipally known as 933 Dixon Road, unless the existing signs described in subsections 6(m), 6(n), 6(o) and 6(p) are removed and all associated permits have been revoked.

- UU. By deleting the phrase "One third party roof sign" from Subsection 2A(4) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One electronic ground sign" therefore;

- VV. By deleting the phrase "One third party ground sign containing electronic static copy and readograph copy" from Subsection 2B(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One electronic ground sign" therefore;

- WW. By deleting the phrase "existing roof sign" from Subsection 2B(1)(e) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "existing electronic roof sign" therefore;

- XX. By adding the following as Subsection 2B(1)(i) of Schedule B, Signage Master Plans and Area Specific Amendments:
 - (i) The sign shall display electronic static copy, static copy or readograph copy only.

- YY. By deleting the phrase "One third party roof sign containing electronic static copy from Subsection 2D(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One third party electronic roof sign" therefore;

- ZZ. By deleting the phrase "existing roof sign" from Subsection 2B(1)(e) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "existing electronic roof sign" therefore;

- AAA. By adding the following as Subsection 2D(1)(g) of Schedule B, Signage Master Plans and Area Specific Amendments:

- (g) The sign shall display electronic static copy, or static copy only.
- BBB. By deleting the phrase "One third party ground sign containing one sign face, facing northerly, displaying electronic static copy" from Subsection 2F(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One third party electronic ground sign containing one sign face, facing northerly" therefore;
- CCC. By inserting the following as Subsection 2F(1)(o) of Schedule B, Signage Master Plans and Area Specific Amendments, and renumbering the remainder of the Subsection accordingly:
 - (o) The sign shall display electronic static copy, or static copy only.
- DDD. By deleting the phrase "One third party ground sign containing two sign faces, each facing easterly and westerly, each displaying electronic static copy" from Subsection 2G(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase " One third party electronic ground sign containing two sign faces, each facing easterly and westerly" therefore;
- EEE. By inserting the following as Subsection 2G(1)(o) of Schedule B, Signage Master Plans and Area Specific Amendments, and renumbering the remainder of the Subsection accordingly:
 - (o) The sign shall display electronic static copy, or static copy only.
- FFF. By deleting the phrase "One third party ground sign containing two sign faces, each facing easterly and westerly, each displaying electronic static copy" from Subsection 2H(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One third party electronic ground sign containing two sign faces, each facing easterly and westerly" therefore;
- GGG. By inserting the following as Subsection 2H(1)(o) of Schedule B, Signage Master Plans and Area Specific Amendments, and renumbering the remainder of the Subsection accordingly:
 - (o) The sign shall display electronic static copy, or static copy only.
- HHH. By deleting the phrase "One third party ground sign containing two sign faces, each facing easterly and westerly, each displaying electronic static copy" from Subsection 2I(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One third party electronic ground sign containing two sign faces, each facing easterly and westerly" therefore;

- III. By inserting the following as Subsection 2I(1)(o) of Schedule B, Signage Master Plans and Area Specific Amendments, and renumbering the remainder of the Subsection accordingly:
- (o) The sign shall display electronic static copy, or static copy only.
- JJJ. By deleting the phrase "One third party ground sign containing two sign faces, each facing easterly and westerly, each displaying electronic static copy" from Subsection 2J(1) of Schedule B, Signage Master Plans and Area Specific Amendments, and substituting the phrase "One third party electronic ground sign containing two sign faces, each facing easterly and westerly" therefore;
- KKK. By inserting the following as Subsection 2J(1)(o) of Schedule B, Signage Master Plans and Area Specific Amendments, and renumbering the remainder of the Subsection accordingly:
- (o) The sign shall display electronic static copy, or static copy only.
- LLL. By substituting the phrase "electronic ground sign" for the phrase "ground sign" in Subsection 2K(1) of Schedule B, Signage Master Plans and Area Specific Amendments.
- MMM. By substituting the phrase "third party electronic roof sign" for the phrase "third party roof sign" in Subsection 2L(1) of Schedule B, Signage Master Plans and Area Specific Amendments.