

Attachment 4: Draft of Proposed Area-Specific Amendment – 2 Strachan Avenue

BY-LAW No. **XXX-2016**

To amend Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, to implement an area specific amendment with respect to the premises municipally known as 2 Strachan Avenue.

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:

A. Deleting the phrase "may contain only the following sign" from Subsection 2K to Schedule B to Chapter 694, Signage Master Plans and Area-Specific Amendments, and replacing it with the phrase "may contain only one of the following signs" so that Subsection 2K reads as follows:

K. 2 Strachan Avenue – Notwithstanding §§ 694-9, 694-22C, 694-24A(3), and 694A(27) but subject to all other provisions of this chapter, the area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection K(2) as Area Map 1 - Part of 2 Strachan Avenue, may contain only one of the following signs:

B. By adding the following to Subsection 2K to Schedule B to Chapter 694, Signage Master Plans and Area-Specific Amendments, as subsection 2K(3):

(3) One electronic third party ground sign provided:

(a) The sign shall contain no more than two sign faces;

(b) The sign faces shall be rectangular;

(c) The horizontal dimension of the sign face shall not exceed 18.3 metres;

(d) The vertical dimension of the sign face shall not exceed 9.14 metres

(e) The sign face area shall not exceed 167.23 square metres;

(f) The centre line of each sign face shall not exceed 30.0 metres;

(g) The bisecting line of each sign face shall not exceed 9.15 metres;

(h) The sign faces shall display electronic static copy only;

- (i) The sign shall only display sign copy that:
 - i. Identifies the location of the National Trade Centre and Exhibition Place;
 - ii. Informs the public of the events occurring in the National Trade Centre and at Exhibition Place, or
 - iii. Advertises, promotes, or directs attention to businesses, goods, services, matters, or activities that are not available at or related to the premises where the sign is located;
- (j) The height shall not exceed 34.6 metres;
- (k) The sign shall be erected and displayed entirely within the boundaries of the specific location labeled as Sign Location on the diagram at Subsection K(2) titled Area Map 1 - Part of 2 Strachan Avenue; and
- (l) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on December 31, 2025, and shall not be subject to renewal.