

## **Attachment 5: Draft of Proposed Area-Specific Amendment – 700 Lawrence Avenue West**

BY-LAW No. XXX-2017

**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 700 Lawrence Avenue West.**

The Council of the City of Toronto HEREBY ENACTS as follows:

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

XX. 700 Lawrence Avenue West – Notwithstanding §§ 694-22D and 694-24A(8), the premises municipally known as 700 Lawrence Avenue West may contain, subject to all other provisions of this chapter, the following third party signs:

(1) One electronic ground sign, provided:

(a) The sign shall have eight sign faces; which are orientated as follows:

[1] One sign face, known as Sign-Face A, shall face southerly;

[2] Four sign faces, known as Sign-Face B, Sign-Face C, Sign-Face D and Sign-Face E, all of which shall face easterly; and

[3] Three sign faces, known as Sign-Face F, Sign-Face G and Sign-Face H all of which shall face westerly

(b) The sign shall be located at the location indicated as Sign 1 on the diagram indicated at Subsection XX(4),

(c) Sign-Face A shall:

[1] Display only electronic static copy;

[2] Be rectangular in shape;

[3] Have a centre line of the sign face that does not exceed 10.7 metres;

[4] Have a bisecting line of the sign face that does not exceed 8.6 metres;

- [5] Have a sign face top that does not exceed 12.0 metres;
- [6] Display a minimum of 50% of the sign copy, within the hourly operating period on the sign face, as first party copy, or a combination of 50% of the displayed sign copy of goods available at the premises, and 50% of first party copy;
- [7] Display a maximum of 50% of the sign copy, within the hourly operating period on the sign face, as third party copy;

(d) Sign-Face B shall:

- [1] Display only static copy;
- [2] Be rectangular in shape;
- [3] Have a centre line of the sign face that does not exceed 2.5 metres;
- [4] Have a bisecting line of the sign face that does not exceeds 5.6 metres;
- [5] Have a sign face top that does not exceed 7.3 metres;
- [6] Display only sign copy which identifies businesses on the premises;

(e) Sign-Face C shall:

- [1] Display only static copy;
- [2] Be rectangular in shape;
- [3] Have a centre line of the sign face that does not exceed 7.0 metres;
- [4] Have a bisecting line of the sign face that does not exceeds 2.6 metres;
- [5] Have a sign face top that does not exceed 9.1 metres;
- [6] Display only sign copy which identifies businesses on the premises;

(f) Sign-Face D shall:

- [1] Display only static copy;
- [2] Be rectangular in shape;

- [3] Have a centre line of the sign face that does not exceed 2.5 metres;
- [4] Have a bisecting line of the sign face that does not exceeds 6.0 metres;
- [5] Have a sign face top that does not exceed x metres;
- [6] Display only sign copy which identifies the commercial plaza on the premises;

(g) Sign-Face E shall:

- [1] Display only electronic static copy;
- [2] Be rectangular in shape;
- [3] Have a centre line of the sign face that does not exceed 10.7 metres;
- [4] Have a bisecting line of the sign face that does not exceeds 3.1 metres;
- [5] Have a sign face top that does not exceed x metres;
- [6] Display a minimum of 50% of the sign copy, within the hourly operating period on the sign face, as first party copy, or a combination of 50% of the displayed sign copy of goods available at the premises, and 50% of first party copy;
- [7] Display a maximum of 50% of the sign copy, within the hourly operating period on the sign face, as third party copy;

(h) Sign-Face F shall:

- [1] Display only electronic static copy;
- [2] Be rectangular in shape;
- [3] Have a centre line of the sign face that does not exceed 10.7 metres;
- [4] Have a bisecting line of the sign face that does not exceeds 3.1 metres;
- [5] Have a sign face top that does not exceed x metres;

- [6] Display a minimum of 50% of the sign copy, within the hourly operating period on the sign face, as first party copy, or a combination of 50% of the displayed sign copy of goods available at the premises, and 50% of first party copy;
- [7] Display a maximum of 50% of the sign copy, within the hourly operating period on the sign face, as third party copy;

(i) Sign-Face G shall:

- [1] Display only static copy;
- [2] Be rectangular in shape;
- [3] Have a centre line of the sign face that does not exceed 2.5 metres;
- [4] Have a bisecting line of the sign face that does not exceeds 6.0 metres;
- [5] Have a sign face top that does not exceed x metres;
- [6] Display only sign copy which identifies the commercial plaza on the premises;

(j) Sign-Face H shall:

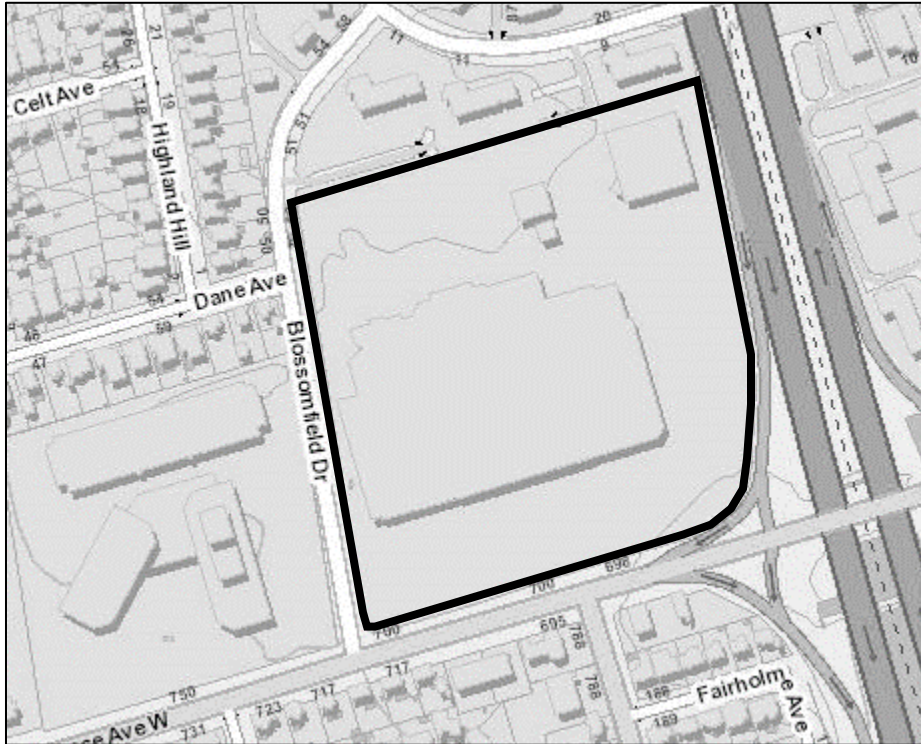
- [1] Display only static copy;
- [2] Be rectangular in shape;
- [3] Have a centre line of the sign face that does not exceed 2.5 metres;
- [4] Have a bisecting line of the sign face that does not exceeds 6.0 metres;
- [5] Have a sign face top that does not exceed 7.3 metres;
- [6] Display only sign copy which identifies the commercial plaza on the premises;

(k) The height shall not exceed 14.63 metres;

(l) The existing ground sign located on the premises at approximately at the location indicated as Sign 1 on the diagram indicated at Subsection XX(4), is removed and all associated permits are revoked;

- (m) The sign shall otherwise comply in all respects with the provisions of this chapter.
- (2) One electronic wall sign, provided:
- (a) The sign shall contain no more than one sign face;
  - (b) The sign shall be located at the location indicated as Sign 2 on the diagram indicated at Subsection XX(4) as Detail Map 1 – 700 Lawrence Avenue West;
  - (c) The sign face area shall not exceed 32.6 square metres;
  - (d) The sign face shall be rectangular;
  - (e) The centre line shall not exceed 3.1 metres;
  - (f) The bisecting line shall not exceed 10.7 metres;
  - (g) The sign face shall display electronic static copy only;
  - (h) The height shall not exceed 10.02 metres;
  - (i) Display a minimum of 50% of the sign copy, within the hourly operating period on the sign face, as first party copy, or a combination of 50% of the displayed sign copy of goods available at the premises, and 50% of first party copy; and
  - (j) Display a maximum of 50% of the sign copy, within the hourly operating period on the sign face, as third party copy.

(3) Area Map 1 – 700 Lawrence Avenue West



 700 Lawrence Avenue West

(4) Detail Map 1 – 700 Lawrence Avenue West

