

Attachment 6: Draft of Proposed Area-Specific Amendment – 2263-2287 Yonge Street

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 2263-2287 Yonge Street.

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. 2263-2287 Yonge Street – Notwithstanding §694-22D, the premises municipally known as 2263-2287 Yonge Street may contain, subject to all other provisions of this chapter, the following third party signs:

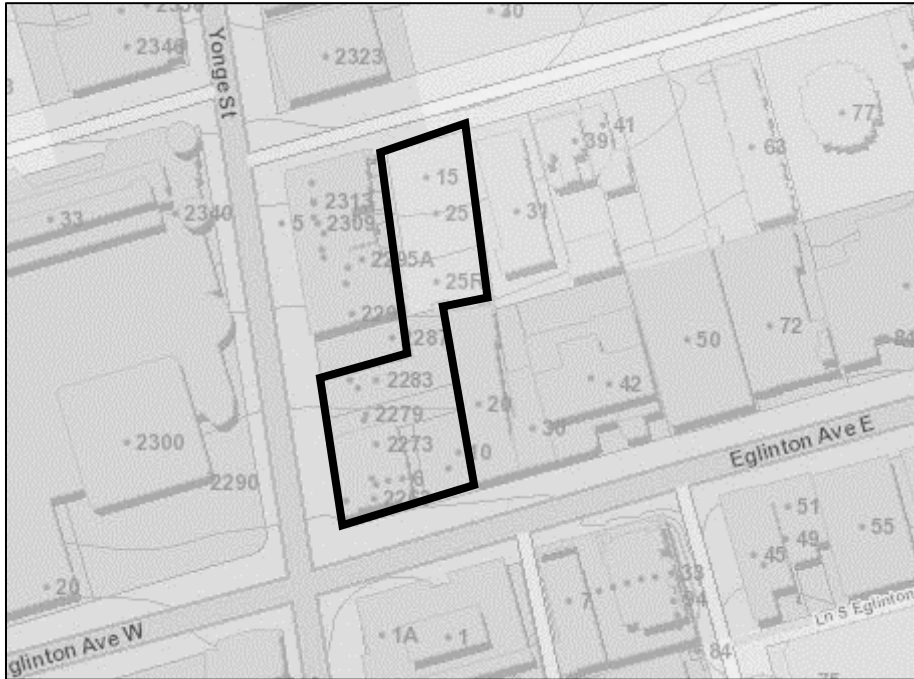
(1) One electronic ground sign provided:

- (a) The sign shall contain no more than one irregular-shaped and non-contiguous sign face;
- (b) The sign shall be located at the location indicated as Sign 1 on the diagram indicated at Subsection XX(4) as Detail Map 1 – 2263-2287 Yonge Street;
- (c) The centre line of the of sign face shall not exceed 11.1 metres;
- (d) The vertical dimension of the sign face shall not exceed 17.3 metres;
- (e) The sign face area shall not exceed 191.81 square metres;
- (f) The sign face shall display electronic static copy only;
- (g) The height shall not exceed 17.3 metres;
- (h) The sign shall not be erected within 25.0 metres of the intersection of a major street with any other street;
- (i) The sign shall not be erected within 50.0 metres of any premises located, in whole or in part, in an R, RA, or OS sign district;
- (j) The sign shall be set back not less than 1.0 metre from the southerly property line;

- (k) The sign shall display a minimum of 40% of the sign copy, within the hourly operating period on the sign face, as art;
 - (l) The sign shall display a maximum of 60% of the sign copy, within the hourly operating period on the sign face, as third party copy; and
 - (m) Except as otherwise permitted by this chapter, no other third party sign is erected or displayed within the area delineated with heavy lines on the diagram indicated at Subsection XX(3) as Area Map 1 – 2263-2287 Yonge Street;
- (2) One electronic wall sign, provided:
- (a) The sign shall contain no more than two sign faces;
 - (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 – 2263-2287 Yonge Street;
 - (c) The sign face area of each sign face shall not exceed 11.34 square metres;
 - (d) Each sign face shall be rectangular;
 - (e) The centre line of each sign face shall not exceed 3.9 metres;
 - (f) The bisecting line of each sign face shall not exceed 2.9 metres;
 - (g) Each sign face shall display electronic static copy only;
 - (h) The height shall not exceed 7.6 metres;
 - (i) The sign shall be set back not less than 2.22 metres from the westerly property line;
 - (j) The sign shall be set back not less than 14.81 metres from the southerly property line;
 - (i) The sign shall display a minimum of 40% 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) The sign shall display a maximum of 60% of the sign copy, within the hourly operating period on the sign face, as third party copy; and
 - (m) Except as otherwise permitted by this chapter, no other third party sign is erected or displayed within the area delineated with heavy lines on the

diagram indicated at Subsection XX(3) as Area Map 1 – 2263-2287
Yonge Street;

(3) Area Map 1 – 2263-2287 Yonge Street



 2263-2287 Yonge Street

(4) Detail Map 1 – 2263-2287 Yonge Street



Sign Location



2263-2287 Yonge Street