

Attachment 7: Draft of Proposed Area-Specific Amendment – 2 Strachan Avenue

BY-LAW No. XXX-2017

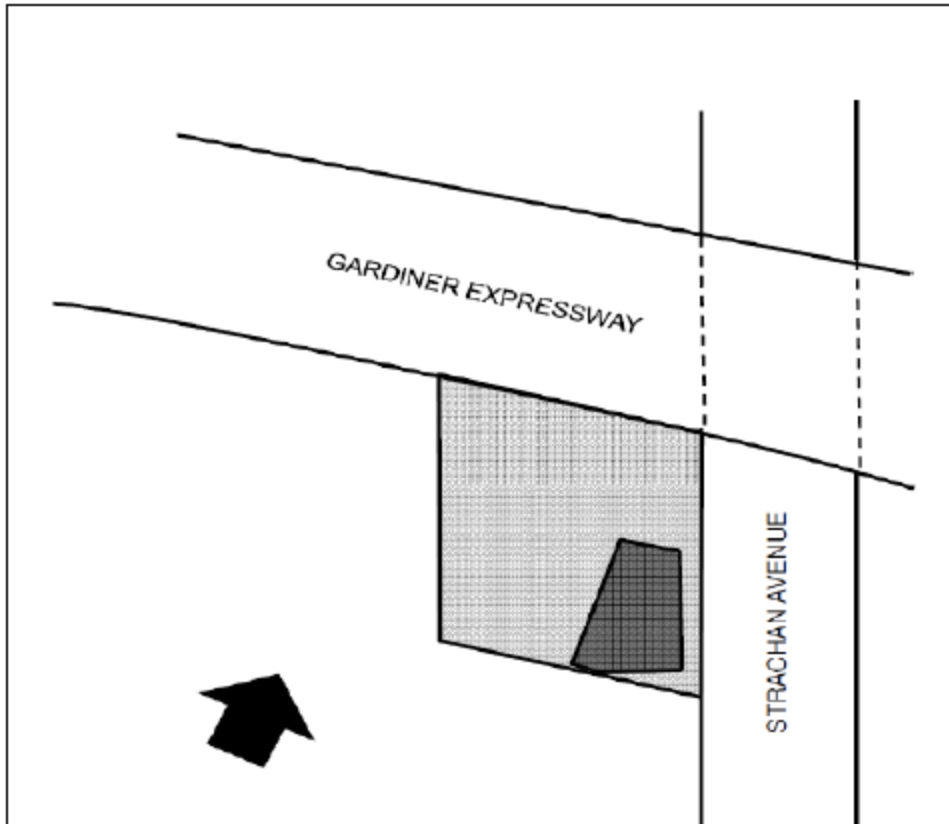
To amend Schedule B, Signage Master Plans and Area Specific Amendments, to Chapter 694, Signs, General, to implement modifications to the area-specific amendment with respect to the premises municipally known as 2 Strachan Avenue.

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, 694-18E(5), 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 third party electronic ground sign provided:
 - (a) The sign shall contain no more than two sign faces;
 - (b) The sign faces shall be rectangular;
 - (c) The centre line of each sign face shall not exceed 17.1 metres;
 - (d) The bisecting line of each sign face shall not exceed 8.6 metres;
 - (e) The sign face area shall not exceed 145.67 square metres;
 - (f) The sign faces shall display electronic static copy only;
 - (g) 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;
 - (h) The height shall not exceed 34.6 metres;
 - (i) 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(4) titled Area Map 2 - Part of 2 Strachan Avenue;
 - (j) The illumination shall not exceed 150 nits during the period between sunset and sunrise; and,
 - (k) 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.
- C. By adding the following to Subsection 2K to Schedule B to Chapter 694, Signage Master Plans and Area-Specific Amendments, as subsection 2K(4):
- (4) Area Map 2 – Part of 2 Strachan Avenue



Scale 1:750



Area of the Premise at 2 Strachan Avenue to which Subsection K(2) applies



Sign Location