

# **Attachment 1: Draft of Proposed Area-Specific Amendment – 147 Queen Street East**

BY-LAW No. **XXX-2018**

**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 147 Queen Street East.**

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 second instance of the word "and" in subsection 694-24A(73);
  - B. Deleting the period from subsection 694-24A(74) and substituting a semicolon therefore;
  - C. Adding the following to section 694-24A as subsections 694-24A(75), 694-24A(76), 694-24A(77), 694-24A(78) and 694-24A(79):
    - (75) 100 metres of the outermost limits of the intersection of Greenwood Avenue and a portion of the area defined as the Kingston Subdivision, approximately 455 metres north of Gerrard Street East;
    - (76) 100 metres of the outermost limits of the intersection of Eastern Avenue and a portion of the area defined as the Kingston Subdivision, approximately 170 metres east of Broadview Avenue;
    - (77) 100 metres of the outermost limits of the intersection of Warden Avenue and a portion of the area defined as the Kingston Subdivision, approximately 65 metres south of Danforth Avenue;
    - (78) 100 metres of the outermost limits of the intersection of Dundas Street East and a portion of the area defined as the Kingston Subdivision, approximately 65 metres west of Logan Avenue; and
    - (79) 100 metres of the outermost limits of the intersection of Gerrard Street East and a portion of the area defined as the Kingston Subdivision, approximately 20 metres east of Carlaw Avenue.
2. 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. 147 Queen Street East – Notwithstanding §§ 694-22D & E, and 694-25B(1), the premises municipally known as 147 Queen Street East may contain, in addition to any other third party signs permitted by § 694-25B and subject to all other provisions of this chapter, the following third party sign:

(1) One third party electronic wall provided:

- (a) The sign shall contain no more than one sign face, facing northerly;
- (b) The sign face area shall not exceed 41.63 square metres;
- (c) The sign face shall be rectangular;
- (d) The centre line shall not exceed 3.96 metres;
- (e) The bisecting line shall not exceed 8.53 metres;
- (f) The sign face shall display electronic static copy only;
- (g) The a rectangular portion of the sign face that is bounded by the sign face bottom, a line parallel 1.42 closer to the centre line of the sign face, and two lines perpendicular to the sign face bottom and separated by 3.96 metres ("Bottom 1/6<sup>th</sup> Portion") shall display only the following sign copy:
  - [1] The phrase "Fred Victor Centre";
  - [2] A logo of the Fred Victor Centre;
  - [3] A corporate symbol of the Fred Victor Centre; or
  - [4] A combination of the phrase, logo or corporate symbols described above;
- (h) Notwithstanding §694-18C, the Bottom 1/6<sup>th</sup> Portion shall be illuminated 24 hours per day;
- (i) The highest point of the sign from grade shall not exceed 15.32 metres;
- (j) The sign shall be entirely located within the area indicated by the shaded area bounded by heavy lines on the diagram indicated at Subsection XX(4) as Detail Map 1 – 147 Queen Street East;
- (k) The sign shall not be erected within 20.0 metres of any premises located, in whole or in part, in an R, RA, or OS sign district;
- (l) The sign shall not be within 34 metres of any other third party sign;

(m) 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 – 147 Queen Street East;

(n) The sign shall provide no setback from the premises' Queen Street East frontage;

(o) The sign shall provide no setback from the intersection of Queen Street East and Jarvis Street;

(p) The sign shall 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;

(q) The sign shall not be erected until the third party ground signs, listed in Subsection XX(2) -Table 1, are removed and all associated permits revoked; and

(r) The portion of the sign face that is not the Bottom 1/6<sup>th</sup> Portion ("Remainder Sign Face") shall display non-commercial messaging for a minimum of 16.67% of each hour in which the sign is in operation, and percentages to be measured in accordance with §XX(5)

(2) Table 1

<b>Sign No.</b>	<b>Location</b>	<b>Sign Type</b>	<b>No. of Sign Faces</b>
1	Within the Kingston Subdivision, Greenwood Avenue; north of Gerrard Street East; east side; facing north and facing south	Ground Sign	2
2	Within the Kingston Subdivision, Eastern Avenue; east of Broadview; south side; facing west	Ground Sign	1
3	Within the Kingston Subdivision, Warden Avenue; south of Danforth Avenue; east side; facing north	Ground Sign	1

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|---|--|----------------|---|
| 4 | Within the Kingston<br>Subdivision, Dundas Street East;<br>west of Logan Avenue; south<br>side; facing west        | Ground<br>Sign | 1 |
| 5 | Within the Kingston<br>Subdivision, Gerrard Street East;<br>east of Carlaw Avenue; north<br>side; facing southeast | Ground<br>Sign | 1 |

(3) Area Map 1 – 147 Queen Street East



147 Queen Street East

(4) Detail Map 1 – 147 Queen Street East



(5) For purposes of this subsection, percentage of sign copy displayed on the Remainder Sign Face shall be measured as the total message duration of all sign copy of each sign type, divided by the total message duration of all sign copy displayed within any 60 minute period between the hours of 7:00 a.m. and 11:00 p.m., when the sign is in operation.

(6) Notwithstanding §694-18C(3), the Remainder Sign Face shall be illuminated between the hours of 7:00 a.m. and 11:00 p.m.