

PH6.11 - Attachment 1

Attachment 1: Draft of Proposed Area-Specific Amendment – 2378-2410 Eglinton Avenue East

BY-LAW No. XXXX-2019

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 2378-2410 Eglinton Avenue 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 adding the following as Subsection 2.XX to Schedule B to Chapter 694, Signage Master Plans and Area-Specific Amendments:

XX. 2378-2410 Eglinton Avenue East – Notwithstanding §§ 694-9B, 694-18E(2) & 694-25B, but subject to all other provisions of this chapter, the premises municipally known as 2378-2410 Eglinton Avenue East may contain, in addition to those first party signs permitted in a CR-Commercial Residential sign district provided for in §694-21D, only the following third party sign:

1. One electronic ground sign provided:
 - a) The sign shall contain no more than two sign faces;
 - b) The sign faces shall be in a "back-to-back" configuration;
 - c) The sign faces shall be rectangular;
 - d) The centre line of each of sign faces shall not exceed 6.10 metres;
 - e) The bisecting line of each of the sign faces shall not exceed 3.10 metres;
 - f) The sign face area of each of the two sign faces shall not exceed 20.00 square metres;
 - g) The easterly-facing sign face shall display electronic static copy only;
 - h) The westerly-facing sign face shall display static copy only;
 - i) The height shall not exceed 10.0 metres;
 - j) The sign shall be set back not less than 94.00 metres from the westerly property line;
 - k) The sign shall be set back not less than 2.00 metres from the easterly property line;
 - l) The sign shall be set back not less than 3.00 metres from street line of the premises separating the premises from Eglinton Avenue East;

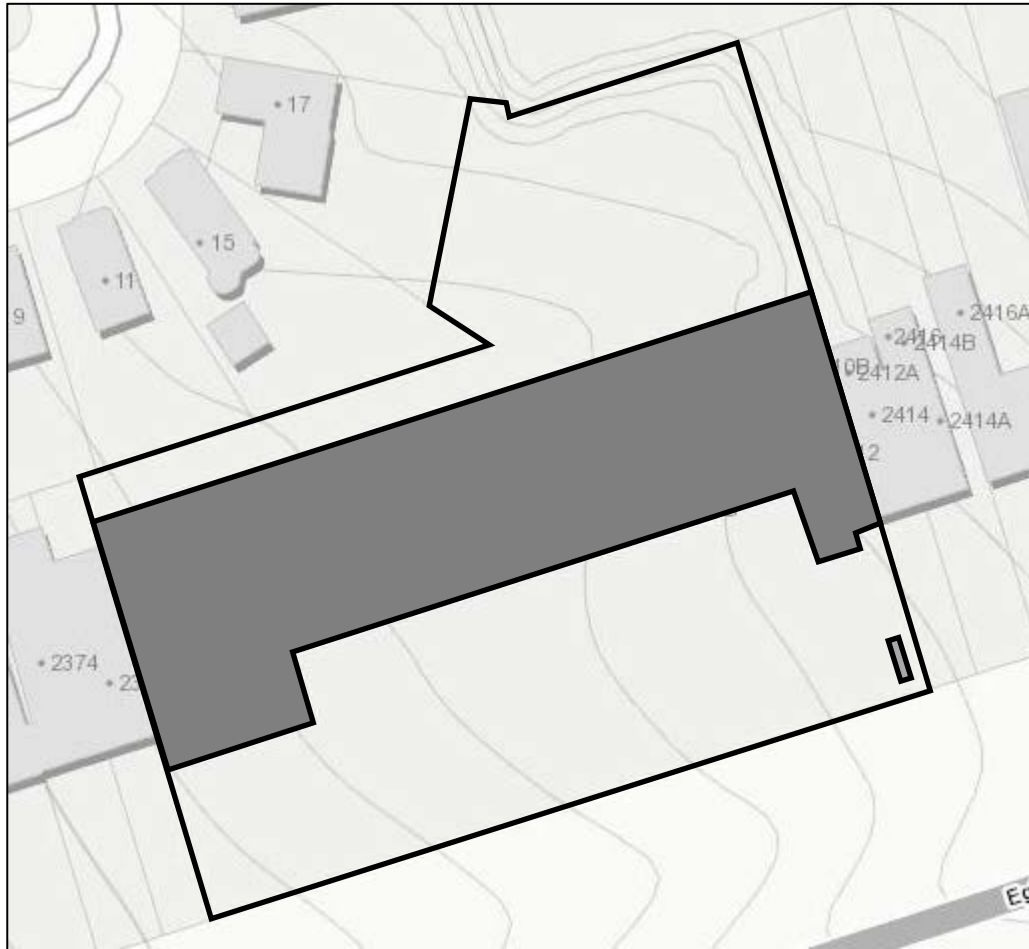
- m) The sign shall not be erected within 30.00 metres of the intersection of a major street with any other street;
- n) The sign shall not be erected within 60.00 metres of any premises located, in whole or in part, in an R, RA, I or OS sign district;
- o) The sign shall not be erected within 85.00 metres of any other lawful third party sign whether erected or not;
- 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 be entirely located within the area indicated by the shaded area bounded by heavy lines on the diagram indicated at §XX.2 as Detail Map 1 – 2378-2410 Eglinton Avenue East;
- r) There shall be no more than one third party ground sign erected or displayed within the area delineated with heavy lines on the diagram indicated at §XX.2 as Detail Map 1 – 2378-2410 Eglinton Avenue East;
- s) Light created through the illumination of the sign or the display of sign copy by the sign shall not project onto any portion of a building in an R or RA sign district containing residential tenancies or occupancies located within 250 metres of the premises;
- t) The sign contains no other physical projections other than that required to satisfy the requirements of §XX.1(s);
- u) In addition to the requirements of §694-5, no sign permit shall be issued with respect to a third party sign located, in whole or in part, on the premises municipally known as 2378-2410 Eglinton Avenue East unless the existing third party signs located on the premises are removed and all associated permits have been revoked;
- v) The sign permit issued for the erection and display of the sign shall expire ten years from the date of issuance, and is null and void on its expiry date; and,
- w) For greater clarity, any and all other permits issued by the Chief Building Official for the sign shall expire in accordance with §§ 694-9 & 694-10; and prior to the expiry of the sign permit issued for the erection and display of the sign issued in accordance with §XX.1(v), an application may be submitted to the Chief Building Official to renew the sign permit for a further period of five years, provided no modifications or restorations are proposed to the sign.

2. Detail Map 1 – 2378-2410 Eglinton Avenue East



Permissible Area for Sign

Existing Building