

Attachment 1: Draft of Proposed Area-Specific Amendment –2 STRACHAN AVENUE

BY-LAW No. XXXX-2021

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 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 amending Subsection 2.K to Schedule B to Chapter 694, Signage Master Plans and Area-Specific Amendments, as follows:

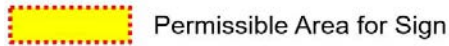
A) the portion from Subsection 2.K which reads "the area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection K(2) as Area Map 1 - Part of 2 Strachan Avenue, may contain only one of the following signs:" is deleted, and replaced with the following:

"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 signs listed in Subsection K(1) or Subsection K(3); and notwithstanding § 694-5B(2), § 694-5B(4), § 694-14E, § 694-14R, § 694-15A, 694-18E § 694-22A, § 694-22D, § 694-24A(2) and § 694-25 but subject to all other provisions of this chapter, area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection K(5)(v), in addition to those first party signs permitted in an OS – Open Space sign district provided for in §694-21H, may contain only the third party sign described in Subsection K(5); and, notwithstanding § 694-5B(2), § 694-5B(4), § 694-14E, § 694-14R, § 694-15A, 694-18E § 694-22A, § 694-22D, § 694-24A(2) and § 694-25 but subject to all other provisions of this chapter, area of the premises municipally known as 2 Strachan Avenue, as delineated with heavy lines on the diagram indicated at Subsection K(6)(w), in addition to those first party signs permitted in an OS – Open Space sign district provided for in §694-21H, may contain only the third party sign described in Subsection K(6):"

B) The following are added to Subsection 2.K to Schedule B to Chapter 694, Signage Master Plans and Area-Specific Amendments as Subsection 2.K(5), and (6):

5. One electronic ground sign located in the vicinity of the southeast corner of British Columbia Dr and Lakeshore Blvd W indicated on the diagram provided at Subsection K(5)(u):
 - a) The sign faces shall be oriented in a southeasterly and northwesterly direction;
 - b) The sign shall contain no more than four sign faces;
 - c) The sign shall contain no more than two sign faces displaying electronic static copy;
 - d) The sign shall contain no more than two sign faces displaying static copy;
 - e) The sign shall not contain any sign faces displaying electronic static copy, if the sign does not contain two sign faces displaying static copy as provided for in this subsection;
 - f) The sign faces displaying electronic static copy shall be rectangular;

- g) If the sign contains more than one sign face displaying electronic static copy, the sign faces shall be in a back to back configuration;
- h) If the sign contains more than one sign face displaying static copy, the sign faces shall be in a back to back configuration;
- i) The centre line of any sign face displaying electronic static copy shall not exceed 6.1 metres;
- j) The bisecting line of any sign face displaying electronic static copy shall not exceed 6.1 metres;
- k) The sign face area of any sign face displaying electronic static copy shall not exceed 37.21 square metres;
- l) Any sign face displaying electronic static copy shall display electronic static copy only;
- m) Any sign faces displaying static copy shall only:
 - [1] Be rectangular
 - [2] displaying only the message "Exhibition Place"; and,
 - [3] be comprised of individually installed letters or like sign components;
- n) The centre line of any sign face displaying static copy shall not exceed 6.09 metres;
- o) The bisecting line of any sign face displaying static copy shall not exceed 0.46 metres;
- p) The sign face area of any sign face displaying static copy shall not exceed 2.8 square metres;
- q) The height of the shall not exceed 10.92 metres;
- r) The sign shall be set back not less than 4.00 metres from street line of the premises nearest to Lakeshore Boulevard West;
- s) The sign shall be set back not less than 17.00 metres from street line of the premises nearest to British Columbia Drive;
- t) The sign shall not be erected within 30.00 metres of the intersection of a major street with any other street;
- u) The sign shall be entirely located within the area indicated by the shaded area bounded by heavy lines on the diagram indicated at Subsection K(5)(u) as Detail Map 1 below



- v) 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 Subsection K(5)(v) as Detail Map 2 below;



6. One electronic ground sign located in the vicinity of the northwest corner of Ontario Drive and Lakeshore Blvd W indicated on the diagram provided in Subsection K(6)(w):

- a) The sign faces shall be oriented in an easterly and westerly direction;
- b) The sign shall contain no more than four sign faces;
- c) The sign shall contain no more than two sign faces displaying electronic static copy;
- d) The sign shall contain no more than two sign faces displaying static copy;
- e) The sign shall not contain any sign faces displaying electronic static copy, if the sign does not contain two sign faces displaying static copy as provided for in this subsection;
- f) The sign faces displaying electronic static copy shall be rectangular;
- g) If the sign contains more than one sign face displaying electronic static copy, the sign faces shall be in a back to back configuration;

- h) If the sign contains more than one sign face displaying static copy, the sign faces shall be in a back to back configuration;
- i) The centre line of any sign face displaying electronic static copy shall not exceed 6.1 metres;
- j) The bisecting line of any sign face displaying electronic static copy shall not exceed 6.1 metres;
- k) The sign face area of any sign face displaying electronic static copy shall not exceed 37.21 square metres;
- l) Any sign face displaying electronic static copy shall display electronic static copy only;
- m) Any sign faces displaying static copy shall only:
 - [1] Be rectangular
 - [2] displaying only the message "Exhibition Place"; and,
 - [3] be comprised of individually installed letters or like sign components;
- n) The centre line of any sign face displaying static copy shall not exceed 6.09 metres;
- o) The bisecting line of any sign face displaying static copy shall not exceed 0.46 metres;
- p) The sign face area of any sign face displaying static copy shall not exceed 2.8 square metres;
- q) The height of the shall not exceed 10.92 metres;
- r) The sign shall be set back not less than 8.00 metres from the street line of the premises nearest to Lakeshore Boulevard West;
- s) The sign shall be set back not less than 10.00 metres from the street line of the premises nearest to Ontario Drive;
- t) The sign shall be set back not less than 10.00 metres from the street line of the premises nearest to Prince Edward Island Crescent;
- u) The sign shall not be erected within 10.00 metres of the intersection of a major street with any other street;
- v) The sign shall be entirely located within the area indicated by the shaded area bounded by heavy lines on the diagram indicated at Subsection K(6)(v) as Detail Map 1 below



 Permissible Area for Sign

- w) 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 Subsection K(6)(w) as Detail Map 2 below

