

## **Attachment 1: Draft of Proposed Area-Specific Amendment – 306 Yonge St**

BY-LAW No. XXXX-2021

**To amend Schedule C, Additional Special Sign District Regulations, to Chapter 694, Signs, General, to implement an area-specific amendment with respect to the premises municipally known as 306 Yonge St.**

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 deleting the existing Subsection 4F of Schedule C, Additional Special Sign District Regulations, to Chapter 694, Signs, General, and replacing it with the following:

F. Notwithstanding §694-9B, §694-18E(2), §694-22D and Subsections 4A, and B, of Schedule C, Additional Special Sign District Regulations, but subject to all other provisions of this Chapter, the lands municipally known in the year 2016 as 306 Yonge Street and legally described as PL 2A LT4 WITH ROW, may contain the following third party sign:

1. One electronic roof sign containing no more than two sign faces, as described below:
  - a) The sign shall contain no more than one sign face on the south facing elevation of the electronic roof sign, provided:
    - i. The sign face shall be rectangular;
    - ii. The sign face shall be oriented in a southerly direction;
    - iii. The sign face shall display electronic static copy or electronic moving copy only;
    - iv. The centre line of the sign face shall not exceed 27.5 metres;
    - v. The bisecting line of the sign face shall not exceed 39.75 metres;
    - vi. The sign face area of the sign face shall not exceed 1,088.0 square metres;
    - vii. The highest point of the sign face from the top of the roof shall not exceed 39.75 metres;
  - b) The sign shall contain no more than one sign face on the north facing elevation of the electronic roof sign, provided:
    - i. The sign face shall be rectangular;
    - ii. The sign face shall be oriented in a northerly direction;
    - iii. The sign face shall display static copy only;
    - iv. The centre line of the sign face shall not exceed 27.5 metres;

- v. The bisecting line of the sign face shall not exceed 39.75 metres;
  - vi. The sign face area of the sign face shall not exceed 1,088.0 square metres;
  - vii. The highest point of the sign face from the top of the roof shall not exceed 39.75 metres;
  - viii. 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,
- c) The existing roof sign located on the premises at approximately at the location indicated is removed and all associated permits are revoked;
- d) 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,
- e) 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(r), 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