

ATTACHMENT 1: PROPOSED AMENDMENTS TO CHAPTER 694 TO CREATE AND IMPLEMENT THE WOODBINE SPECIAL SIGN DISTRICT AND TO CHANGE THE SIGN DESIGNATION APPLICABLE TO 555 REXDALE BOULEVARD

BY-LAW No. XXX-2023

To amend City of Toronto Municipal Code Chapter 694, Signs, General, to add to Schedule C, Additional Special Sign Districts, the WB-SSD - Woodbine Special Sign District, to implement updated regulations for the premises municipally known as 555 Rexdale Boulevard, by changing its sign district designation to WB-SSD - Woodbine Special Sign District, by and additional amends in relation to the implementation of the WB-SSD - Woodbine Special Sign District including modification to the site specific restrictions concerning Highway 427 and Highway 27

Whereas under sections 7 and 8 of the City of Toronto Act, 2006 (the "Act"), the City may pass by-laws in respect of the health, safety and well-being of persons and the economic, social and environmental well-being of the City; and

Whereas authority is given to Council to pass by-laws respecting matters related to Structures, including fences and signs under subsection 8(2) of the Act; and

Whereas subsection 8(1) of the Act, provides the City with broad authority to provide any service or thing the City considers necessary or desirable for the public; and

Whereas the City provides the regulation of signs to the citizens of Toronto as a necessary and desirable service; and

Whereas Council has authorized regulations that promote the public's ability to utilize signs to express messages, while ensuring signs are appropriate to their function and compatible with their surroundings; and

Whereas at its meeting of February 22 and 23, 2010, City Council adopted By-law No. 196-2010, which by-law enacted Chapter 694, Signs, General, ("Chapter 694") to the City of Toronto's Municipal Code; and

Whereas Subsection 694-5E of Chapter 694 requires that a proposed sign comply with the regulations established in the provisions of the chapter prior to the issuance; and

Whereas Council has decided that modifications to the provisions concerning signs applicable to specific premises in the City subject to the sign district designation as a Woodbine Special Sign District are appropriate; and

Whereas notice of the intention to enact this by-law has been provided in accordance with the Act and its regulations;

The Council of the City of Toronto enacts:

1. Chapter 694, Signs, General, is amended by adding Schedule "1" to this by-law as Subsections 7 and 8 to Schedule C, Additional Special Sign District Regulations.

2. Municipal Code Chapter 694, Signs, General, is amended as follows:

A. By adding the following section 694-19A as subsection 694-19A(17):

(17) WB-SSD Woodbine Special Sign District;

B. By deleting subsection 694-24A(10), as it currently reads, from section 694-24A and substituting the following therefore:

(10) 400 metres of any limit of Highway 27 from Highway 401 to the northerly limit of the Weston Subdivision, transferred from the Province by Order in Council 535/97;

C. By deleting subsection 694-24A(17), as it currently reads, from section 694-24A and substituting the following therefore:

(17) 400 metres of any limit of any portion of Highway 427 from Evans Avenue to the northly limit of the Weston Subdivision;

D. By adding the following subsections to section 694-24A as subsections 694-24A (10.1), 694-24A (17.1) in appropriate numeric order:

(10.1) 400 metres of any limit of Highway 27 from the southerly limit of Rexdale Boulevard to Steeles Avenue, transferred from the Province by Order in Council 535/97;

(17.1) 400 metres of any limit of any portion of Highway 427 from the southerly limit of Rexdale Boulevard to Steeles Avenue;

3. Schedule A, Maps of Chapter 694, Signs, General, is amended to establish the premises municipally known as 555 Rexdale Boulevard, as the WB-SSD Woodbine Special Sign District, by deleting the map titled Ward 1 – Etobicoke North from Schedule A to Chapter 694, Maps, and substituting a map substantially in accordance with the map attached as Schedule 2 to this by-law.

SCHEDULE "1"
SCHEDULE C, ADDITIONAL SPECIAL SIGN DISTRICT REGULATIONS

1. The Woodbine Special Sign District - WB-SSD - may contain the following first party signs:
 - A. Any sign which complies with the provisions of § 694-21A of this chapter where erected or displayed within the area labelled as WB-SSD-R as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1;
 - B. Any sign which complies with the provisions of § 694-21C of this chapter where erected or displayed within the area labelled as WB-SSD-C as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1;
 - C. Any sign which complies with the provisions of § 694-21D of this chapter where erected within the area labelled as WB-SSD-CR as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1;
 - D. Any sign which complies with the provisions of § 694-21G of this chapter where erected within the area labelled as WB-SSD-U as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1;
 - E. Any sign which complies with the provisions of § 694-21H of this chapter where erected within the area labelled as WB-SSD-OS as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1;
 - F. The Woodbine Special Sign District - WB-SSD - may contain, in addition to the signs permitted by Subsection 1A, B, C, D and E above, the following signs:
 - (1) A ground sign providing direction provided:
 - (a) The aggregate sign face area shall not exceed 40.0 square metres;
 - (b) The sign height shall not exceed 8.00 metres;
 - (c) The sign shall display static copy only;
 - (d) The sign shall not have more than eight sign faces;
 - (e) The signs faces shall:
 - [1] be rectangular;
 - [2] not exceed an area of 5.0 square metres each;
 - (f) The signs shall be located only within an areas labelled as WB-SSD-C, WB-SSD-CR, WD-SSD-OS as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1; and

(g) There shall be no more than 20 such signs shall be located on the premises.

(2) A ground sign providing direction provided:

(a) The aggregate sign face area shall not exceed 6.6 square metres;

(b) The sign height shall not exceed 3.50 metres;

(c) The sign shall display static copy only;

(d) The sign shall not have more than four sign faces;

(e) The signs faces shall:

[1] be rectangular;

[2] not exceed an area of 1.65 square metres each;

(f) The sign shall not be illuminated;

(g) The sign shall not be erected within 2.0 metres of any property line; and

(h) The sign shall not be erected within 6.0 metres from the intersection of two street lines;

(i) The signs shall be located only within an area labelled as WB-SSD-C or an area labelled as WB-SSD-CR as set out on the diagram indicated at Subsection F(15) as 555 Rexdale Boulevard – Map 1; and

(j) No more than seventeen such signs shall be located on the premises.

(3) A ground sign providing direction provided:

(a) The sign face area shall not exceed 9.0 square metres;

(b) The sign height shall not exceed 4.7 metres;

(c) The sign shall display static copy only;

(d) The sign shall not have more than two sign faces;

(e) Where the sign has two faces, the sign faces shall be back to back;

(f) The sign shall not be erected within 2.0 metres of any property line;

(g) The sign shall not be erected within 6.0 metres from the intersection of two street lines;

(h) The sign shall be entirely located within the area labelled as WB-SSD-EZ represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and

(i) No more than four such signs shall be located on the premises.

(4) A ground sign providing direction provided:

(a) The sign face area shall not exceed 1.0 square metre;

(b) The sign height shall not exceed 3.7 metres;

(c) The sign shall display static copy only;

(d) The sign shall not have more than eight sign faces;

(e) The signs faces shall:

[1] be rectangular;

[2] not exceed an area of 1.65 square metres each;

(f) The sign shall not be illuminated;

(g) The sign shall not be erected within 6.0 metres from the intersection of two street lines;

(h) The sign shall be entirely located within the area labelled as WB-SSD-EZ represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and

(i) No more than twenty-one such signs shall be located on the premises.

(5) A ground sign provided:

(a) The sign face area shall not exceed 25.0 square metres;

(b) The sign height shall not exceed 2.6 metres;

(c) The sign shall display static copy only;

(d) The sign shall not have more than one sign face;

(e) The sign shall not be erected within 2.0 metres of any property line;

(f) The sign shall not be erected within 6.0 metres from the intersection of two street lines;

(g) The sign shall be entirely located within the area labelled as WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and

(h) No more than one such sign shall be located on the premises.

(6) A wall sign provided:

(a) The sign face area shall not exceed 25.0 square metres;

(b) The sign height shall not exceed 22.5 metres;

(c) The sign shall display static copy only;

(d) The sign shall not have more than one sign face;

(e) The sign shall not extend above the wall or parapet wall of a building;

(f) The sign shall not extend beyond either end of the wall on which it is erected;

(g) The sign shall be erected on a building located within the area labelled as WB-SSD-EZ , represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2;

(h) The sign shall be located in one of the two areas identified by the letters WMB1 on the diagram indicated as subsection F(17) as 555 Rexdale Boulevard – Map 3; and

(i) No more than two such signs shall be located on the premises.

(7) An overhanging structure sign provided

(a) The sign face area shall not exceed 82.0 square metres;

(b) The sign height shall not exceed 10.0 metres;

(c) Where the sign is displayed in whole or in part above the overhanging structure, it shall not extend more than 2.5 metres above the overhanging structure;

(d) The sign shall display static copy only;

(e) The sign shall not have more than one sign face;

(f) The sign shall not extend beyond either end of the wall from which the overhanging structure projects;

(g) The sign shall be erected on a building located within the area labelled as WB-SSD-EZ , represented by the shaded area bounded by heavy lines on

the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2;

(h) The sign shall be located in the area identified by the letters WMB2 on the diagram indicated as subsection F(17) as 555 Rexdale Boulevard - Map 3; and

(i) No more than one such sign shall be located on the premises.

(8) An electronic ground sign provided:

(a) The sign face area shall not exceed 5.0 square metres;

(b) The sign height shall not exceed 7.9 metres;

(c) The sign shall display electronic static copy only;

(d) The sign shall not have more than two sign faces;

(e) Where the sign has two faces, the sign faces shall be back to back;

(f) The sign shall not be erected within 2.0 metres of any property line;

(g) The sign shall not be erected within 6.0 metres from the intersection of two street lines;

(h) The sign shall be entirely located within the area labelled as WB-SSD-EZ , represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and

(i) No more than ten such signs shall be located on the premises.

(9) An electronic ground sign provided:

(a) The sign face area shall not exceed 2.5 square metres;

(b) The sign height shall not exceed 3.5 metres;

(c) The sign shall display electronic static copy only;

(d) The sign shall not have more than two sign faces;

(e) Where the sign has two faces, the sign faces shall be back to back;

(f) The sign shall not be erected within 2.0 metres of any property line;

(g) The sign shall not be erected within 6.0 metres from the intersection of two street lines;

(h) The sign shall be entirely located within the WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and

(i) No more than seven such signs shall be located on the premises.

(10) An electronic ground sign provided:

(a) The sign face area shall not exceed 4.5 square metres;

(b) The sign height shall not exceed 4.5 metres;

(c) The sign shall display electronic static copy only;

(d) The sign shall not have more than three sign faces;

(e) If the sign contains three sign faces displaying electronic static copy, the sign faces shall form an interior angle of not more than 60 degrees;

(f) The sign shall not be erected within 2.0 metres of any property line;

(g) The sign shall not be erected within 6.0 metres from the intersection of two street lines;

(h) The sign shall be entirely located within the WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and

(i) No more than eleven such signs shall be located on the premises.

(11) An electronic ground sign provided:

(a) The sign face area shall not exceed 19.0 square metres;

(b) The sign height shall not exceed 8.5 metres;

(c) The sign shall display electronic static copy only;

(d) The sign shall not have more than one sign face;

(e) The sign shall not be erected within 2.0 metres of any property line;

(f) The sign shall not be erected within 6.0 metres from the intersection of two street lines;

(g) The sign shall be erected on a building located within the WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2;

(h) No more than two such signs shall be located on the premises.

(12) An electronic ground sign provided:

- (a) The sign face area shall not exceed 17.0 square metres;
- (b) The sign height shall not exceed 6.0 metres;
- (c) The sign shall contain electronic static copy and static copy only;
- (d) The component of the sign face displaying electronic static copy shall not exceed 2.5 square metres;
- (e) The sign shall not have more than two sign faces;
- (f) Where the sign has two faces, the sign faces shall be back to back;
- (g) The sign shall not be erected within 2.0 metres of any property line;
- (h) The sign shall not be erected within 6.0 metres from the intersection of two street lines;
- (i) The sign shall be entirely located within the area labelled as WB-SSD-EZ , represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and
- (j) No more than two such signs shall be located on the premises.

(13) An electronic wall sign provided:

- (a) The sign face area shall not exceed 100.0 square metres;
- (b) The sign height shall not exceed 20.0 metres;
- (c) The sign shall display electronic static copy only;
- (d) The sign shall not have more than one sign face;
- (e) The sign shall not extend above the wall or parapet wall of a building;
The sign shall not extend beyond either end of the wall on which it is erected;
- (f) The sign shall be erected on a building located within the area labelled as WB-SSD-EZ , represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2;
- (g) The sign shall be located in the area on the diagram indicated as subsection F(17) as 555 Rexdale Boulevard – Map 3; and

(h) No more than one such sign shall be located on the premises.

(14) An electronic overhanging structure sign provided: (*GMD2*)

(a) The sign face area shall not exceed 26.0 square metres;

(b) The sign height shall not exceed 6.5 metres;

(c) The sign shall display electronic static copy only;

(d) The sign shall not have more than one sign face;

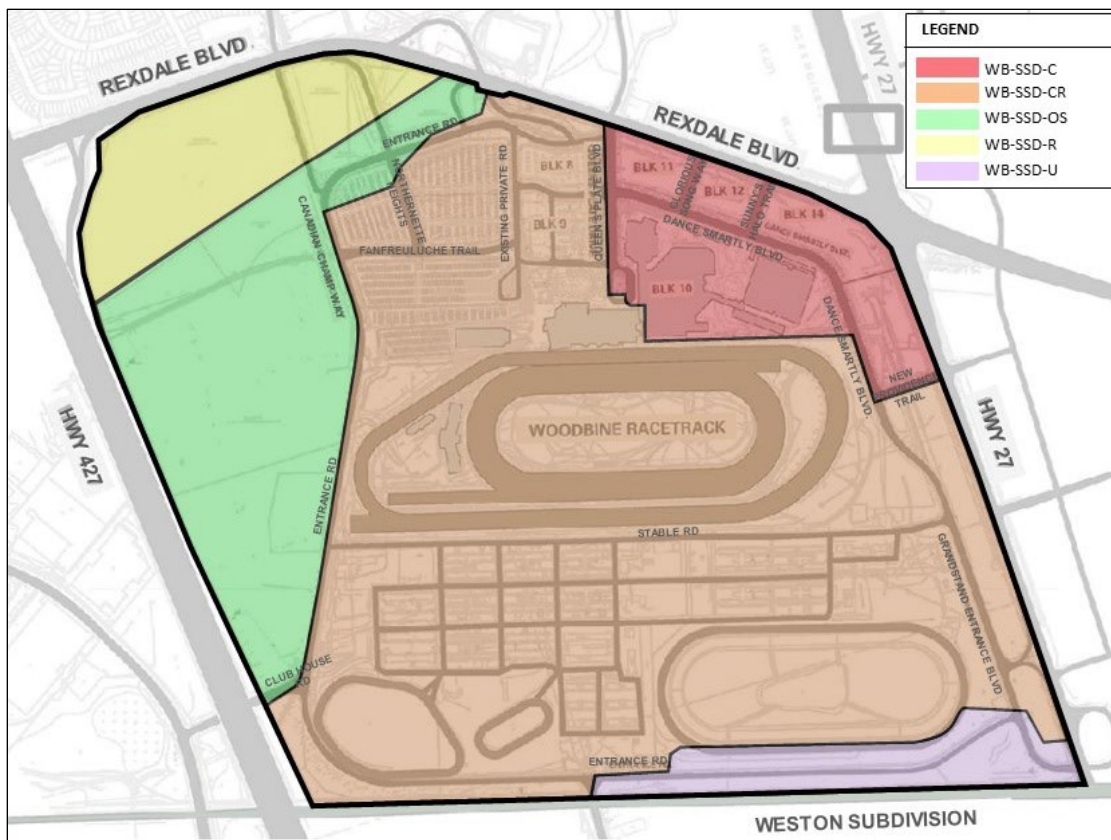
(e) The sign shall not extend beyond either end of the wall from which the overhanging structure projects;

(f) The sign shall be erected on a building located within the area labelled as WB-SSD-EZ , represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2;

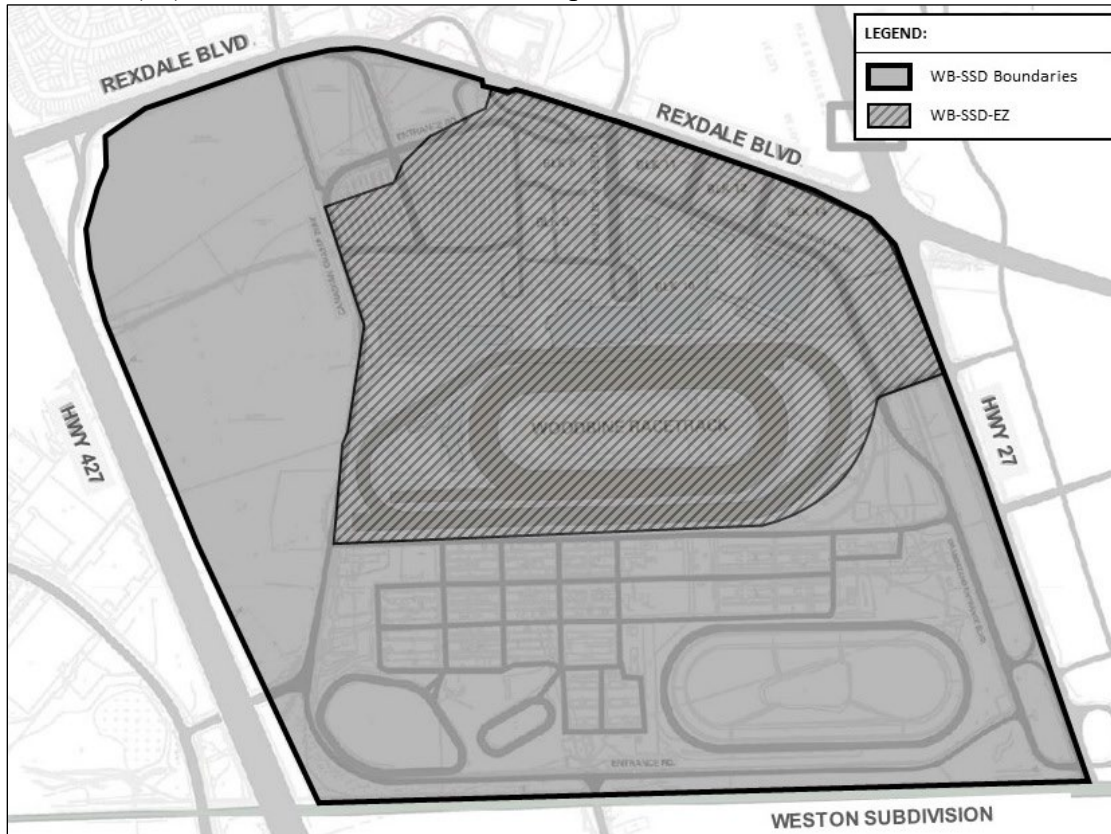
(g) The sign shall be located in one of the two area identified by the letters GDM2 on the diagram indicated as subsection F(17) as 555 Rexdale Boulevard – Map 3; and

(h) No more than two such signs shall be located on the premises.

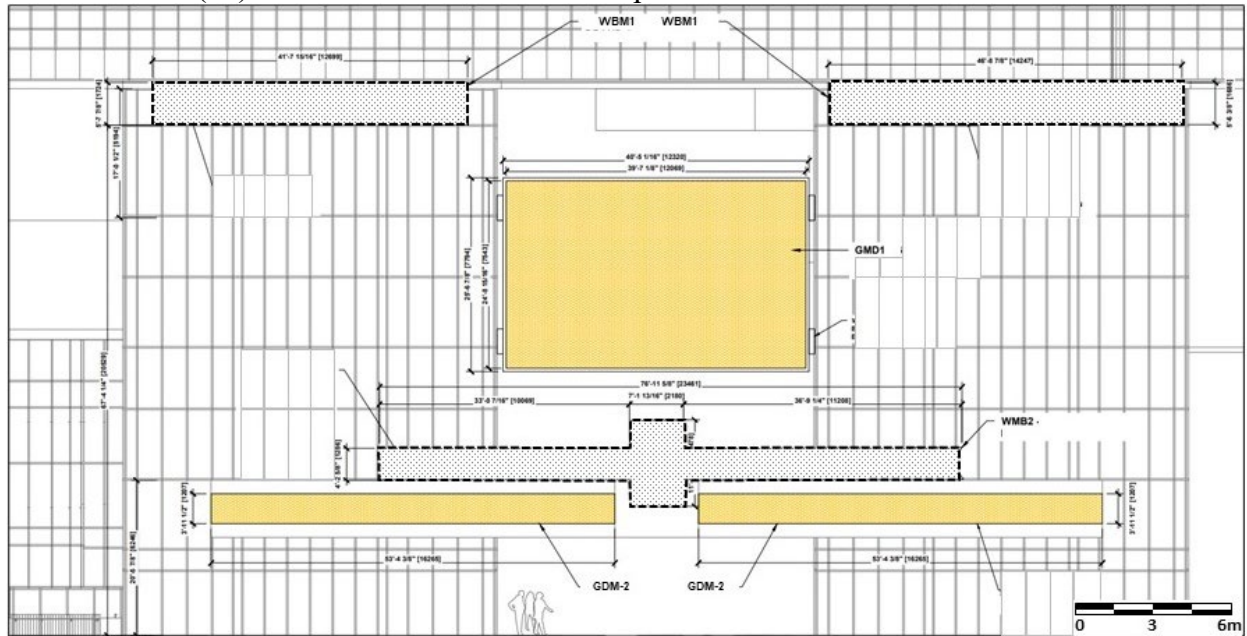
(15) 555 Rexdale Boulevard – Map 1:



(16) 555 Rexdale Boulevard – Map 2:



(17) 555 Rexdale Boulevard – Map 3:



2. The Woodbine Special Sign District - WB-SSD - may contain the following third party signs:

A. An electronic ground sign provided:

- (1) The sign face area shall not exceed 97.0 square metres;
- (2) The height shall not exceed 15.0 metres;
- (3) The sign shall contain no more than four sign faces;
- (4) The sign shall contain no more than two sign faces displaying static copy;
- (5) The sign shall contain no more than two sign faces displaying electronic static copy;
- (6) Any sign faces displaying static copy shall only:
 - [1] be rectangular;
 - [2] display only the name or logo of the Woodbine entertainment attractions located on the premises;
 - [3] be comprised of individually installed letters or like sign components;
 - [4] the centre line of any sign face displaying static copy shall not exceed 12.5 metres;
 - [5] the bisecting line of any sign face displaying static copy shall not exceed 1.1 metres;
 - [6] the sign face area of any sign face displaying static copy shall not exceed 12.0 square metres
- (7) Any sign faces displaying electronic static copy shall only:
 - [1] be rectangular;

- [2] the centre line of any sign face displaying electronic static copy shall not exceed 16.5 metres;
 - [3] the bisecting line of any sign face displaying electronic static copy shall not exceed 5.3 metres;
 - [4] the sign face area of any sign face displaying electronic static copy shall not exceed 85.0 square metres
- (8) 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;
 - (9) If the sign contains more than one sign face displaying electronic static copy, the sign faces shall form an interior angle not exceeding 45 degrees;
 - (10) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
 - (11) The sign shall not be erected within 14.0 metres of the west property line and 3.0 metres of any other property line;
 - (12) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS Sign District;
 - (13) Where a sign is located within 250 metres of an R, RA or OS sign district, the sign cannot face any premise in the R, RA or OS sign district;
 - (14) The sign shall not contain illumination that results in light which projects onto any premises located in an R, RA or OS sign district;
 - (15) The sign shall be located a minimum of 500 metres of any other third party electronic sign located on:
 - [1] the same frontage; or
 - [2] the same properly line adjacent to other premises not within the Woodbine Special Sign District;

B. An electronic ground sign, other than an electronic ground sign permitted by Subsection A above, provided:

- (1) The sign face area shall not exceed 79.0 square metres;
- (2) The height shall not exceed 15.0 metres;
- (3) The sign shall contain no more than four sign faces;
- (4) The sign shall contain no more than two sign faces displaying static copy;
- (5) The sign shall contain no more than two sign faces displaying electronic static copy;

- (6) Any sign faces displaying static copy shall only:
 - [1] be rectangular;
 - [2] display only the name or logo of the Woodbine entertainment attractions located on the premises; and,
 - [3] be comprised of individually installed letters or like sign components;
 - [4] the centre line of any sign face displaying static copy shall not exceed 12.5 metres;
 - [5] the bisecting line of any sign face displaying static copy shall not exceed 1.1 metres;
 - [6] the sign face area of any sign face displaying static copy shall not exceed 14.0 square metres

- (7) Any sign faces displaying electronic static copy shall only:
 - [1] be rectangular;
 - [2] the centre line of any sign face displaying electronic static copy shall not exceed 15.0 metres;
 - [3] the bisecting line of any sign face displaying electronic static copy shall not exceed 4.5 metres;
 - [4] the sign face area of any sign face displaying electronic static copy shall not exceed 66.0 square metres

- (8) 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;

- (9) If the sign contains more than one sign face displaying electronic static copy, the sign faces shall form an interior angle not exceeding 45 degrees;

- (10) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;

- (11) The sign shall not be erected within 14.0 metres of the west property line and 3.0 metres of any other property line;

- (12) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA or OS Sign District;

- (13) Where a sign is located within 250 metres of an R, RA or OS sign district, the sign cannot face any premise in the R, RA or OS sign district;

- (14) The sign shall not contain illumination that results in light which projects onto any premises located in an R, RA or OS sign district;

- (15) The sign shall be located a minimum of 500 metres of any other third party electronic sign on:
 - [1] the same frontage; or
 - [2] the same properly line adjacent to other premises not within the Woodbine Special Sign District;

C. An electronic ground sign, other than an electronic ground sign permitted by Subsections A and B above, provided:

- (1) The sign face area shall not exceed 39.0 square metres;
- (2) The height shall not exceed 14.0 square metres;
- (3) The sign shall contain no more than four sign faces;
- (4) The sign shall contain no more than two sign faces displaying static copy;
- (5) The sign shall contain no more than two sign faces displaying electronic static copy;
- (6) Any sign faces displaying static copy shall only:
 - [1] be rectangular;
 - [2] display only the name or logo of the Woodbine entertainment attractions located on the premises;
 - [3] be comprised of individually installed letters or like sign components;
 - [4] the centre line of any sign face displaying static copy shall not exceed 4.5 metres;
 - [5] the bisecting line of any sign face displaying static copy shall not exceed 2.0 metres;
 - [6] the sign face area of any sign face displaying static copy shall not exceed 9.0 square metres;
- (7) Any sign faces displaying electronic static copy shall only:
 - [1] be rectangular;
 - [2] the centre line of any sign face displaying electronic static copy shall not exceed 4.5 metres;
 - [3] the bisecting line of any sign face displaying electronic static copy shall not exceed 6.6 metres;
 - [4] the sign face area of any sign face displaying electronic static copy shall not exceed 30.0 square metres;
- (8) 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;
- (9) If the sign contains more than one sign face displaying electronic static copy, the sign faces shall be in a back to back configuration;
- (10) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
- (11) The sign shall not be erected within 14.0 metres of the west property line and 3.0 metres of any other property line;

- (12) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA or OS sign district;
- (13) Where a sign is located within 250 metres of an R, RA or OS sign district, the illumination shall not exceed 150 nits;
- (14) The sign shall be located a minimum of 500 metres of any other third party electronic sign located on:
 - [1] the same frontage; or
 - [2] the same property line adjacent to other premises not within the Woodbine Special Sign District;
- (15) The signs shall be located only on the primary points of vehicular access to the premises of the Woodbine Special Sign District; and
- (16) There shall be no more than two such signs erected at the premises.

D. An electronic ground sign, other than an electronic ground sign permitted by Subsections A, B and C above, provided:

- (1) The sign face area shall not exceed 36.0 square metres;
- (2) The height shall not exceed 15.5 square metres;
- (3) The sign shall contain no more than four sign faces;
- (4) The sign shall contain no more than two sign faces displaying static copy;
- (5) The sign shall contain no more than two sign faces displaying electronic static copy;
- (6) Any sign faces displaying static copy shall only:
 - [1] display only the name or logo of the Woodbine Racetrack;
 - [2] be comprised of individually installed letters or like sign components;
 - [3] the centre line of any sign face displaying static copy shall not exceed 0.8 metres;
 - [4] the bisecting line of any sign face displaying static copy shall not exceed 1.3 metres;
 - [5] the sign face area of any sign face displaying static copy shall not exceed 1.0 square metres;
- (7) Any sign faces displaying electronic static copy shall only:
 - [1] the centre line of any sign face displaying electronic static copy shall not exceed 7.6 metres;
 - [2] the bisecting line of any sign face displaying electronic static copy shall not exceed 4.5 metres;
 - [3] the sign face area of any sign face displaying electronic static copy shall not exceed 35.0 square metres;

- (8) 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;
- (9) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
- (10) The sign shall not be erected within 14.0 metres of the west property line and 3.0 metres of any other property line;
- (11) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS Sign District;
- (12) Where a sign is located within 250 metres of an R, RA or OS sign district, the sign cannot face any premise in the R, RA or OS sign district;
- (13) The sign shall not contain illumination that results in light which projects onto any premises located in an R, RA or OS sign district;
- (14) The sign shall be entirely located within the area labelled as WB-SSD-EZ, represented by the shaded area bounded by heavy lines on the diagram indicated at Subsection F(16) as 555 Rexdale Boulevard – Map 2; and
- (15) There shall be no more than two such signs erected at the premises.

SCHEDULE "2"

