

Attachment 1: Draft of Proposed Chapter 694, Signs. General, Amendment

BY-LAW No. XXXX-2025

To amend City of Toronto Municipal Code Chapter 694, Signs, General, to add several new definitions, to establish new regulations concerning exemptions from permit for Bike-Share Signs, and to add Schedule D, Description of Bike-Share Signs.

The Council of the City of Toronto HEREBY ENACTS as follows:

1. Chapter 694, Signs, General, is amended as follows:

- A. By adding the following definitions alphabetically in the appropriate place to Section 694-1:

BIKE SHARE PROGRAM: A program that offers short-term bicycle rentals, through the use of a bike share system.

BIKE SHARE STATION: A structure designated and utilized for the temporary storage of bicycles that are part of a bike share program.

BIKE-SHARE SIGN: A sign erected or displayed on or attached to a Bike Share Station, including a sign erected or displayed on or attached to bicycle which is attached or affixed in any manner to a Bike Share Station

BIKE SHARE SYSTEM: A collection of two or more dedicated locations operated in tandem where bicycles are made available for short-term use by individuals.

BIKEWAYS: Lands within the municipal park system designated for pedestrian and bicycle travel and use, by Municipal Code Chapter 886, Footpaths, Pedestrian Ways, Bicycle Paths, Bicycle Lanes and Cycle Tracks.

PARK: Land and land covered by water and all portions of it owned by or made available by lease, agreement, or otherwise to the City, that is or may be established, dedicated, set apart or made available for use as public open space or golf course, and that has been or may be placed under the jurisdiction of the General Manager, including any and all buildings, structures, facilities, erections, and improvements located in or on the land, save and except where the land is governed by other by-laws of the City.

PARK ROAD: Any roadway that is designated as a park road in the City's road classification system, as amended from time to time.

- B. By modifying the GROUND SIGN definition in Section 694-1 by adding the sentence “and shall include a Bike-Share Sign”, to read as follows:

GROUND SIGN - A freestanding sign which is permanently affixed to the ground and not supported in any manner by a building, and shall include a Bike-Share Sign.

C. By adding the following Subsection to Section 694-6(A):

(10). A Bike Share Sign provided that the Bike Share Sign complies with all of the relevant provisions contained in Schedule D

D. By adding the following Subsection to Section 694-14:

S. For purposes of Subsections 694-21A to I and 694-25C and D, Bike-Share signs erected or displayed in Bike Share Stations, in accordance with Subsections 1N(1) and 1N(2) of Schedule D, shall not be considered a ground sign on a premises, provided they comply in all other respects with the provisions of this Chapter;

E. By adding Schedule D, Regulation of Bike-Share Signs.

**SCHEDULE D,
REGULATION OF BIKE-SHARE SIGNS**

1. Bike-Share Signs - For the purposes of this Schedule, subject to all other provisions of this chapter, but notwithstanding subsection 694-15.B(3), Bike Share Stations may contain signs, provided:

- A. For the purposes of this Schedule, the Bike Share Docking Stations may contain the following components, depicted the Diagram 1 – Bike-Share Sign Reference Diagram indicated at Subsection P:
 - (1) Type A: An element for payment operations and provision of operating instructions;
 - (2) Type B: One or more elements for the affixing of bicycles;
 - (3) Type C: A double-faced element for the display of information and identification;
 - (4) Type D: A element for the display of information and identification and other messaging;
- B. The Bike-Share Sign's, with the exception of sign faces on Type D components, sign faces shall display first party copy only;
- C. The Bike-Share Sign's sign faces shall display static copy only;
- D. The Bike-Share Sign shall not be illuminated;
- E. The component labelled as Type A in Diagram 1 – Bike-Share Sign Reference Diagram, as depicted at Subsection P, (the Kiosk element of the Bike-Share Sign) may contain the following:
 - (1) No more than three sign faces;
 - (2) The aggregate sign-face area for all sign faces shall not exceed 0.8 square metres;
 - (3) The maximum height shall not exceed 1.8 metres;
 - (4) The sign faces shall display associated information like maps, pass options, pricing, and usage guidelines, and the primary purpose of the sign copy displayed may not be the identification of the operator of the associated Bike Share Program;
 - (5) There may be no more than one Type A component affixed to the Bike Share Station;
 - (6) The Sign faces shall be entirely located in the component labelled as Type A in the Diagram 1 – Bike-Share Sign Reference Diagram indicated at Subsection O.
- F. The component labelled as Type B in Diagram 1 – Bike-Share Sign Reference Diagram, as depicted at Subsection P, (the Docking element of the Bike-Share Sign) may contain the following:

- (1) No more than four sign faces located on a single Type B component;
- (2) The aggregate sign-face area for all sign faces located on a single Type B component shall not exceed 1.0 square metre;
- (3) The maximum height shall not exceed 0.8 metres;
- (4) The sign faces shall display first party sign copy consisting only of the name, logo or corporate symbol of the operator of the associated Bike Share Program;
- (5) There may be more than one Type B component affixed to the Bike Share Station;
- (6) The Sign faces shall be entirely erected and displayed on elements labelled as Type B in the Diagram 1 – Bike-Share Sign Reference Diagram indicated at Subsection O.

G. The component labelled as Type C in Diagram 1 – Bike-Share Sign Reference Diagram, as depicted at Subsection P, (the Map and Panel element of the Bike-Share Sign) may contain the following:

- (1) No more than two sign faces;
- (2) The maximum sign face area of each sign face shall not exceed 1.5 square metres;
- (3) The maximum height shall not exceed 2.0 metres;
- (4) When the sign contains two sign faces, they shall comply with the following:
 - (a) One sign face shall only display first party content, consisting of the name, logo or corporate symbol of the operator of the associated Bike Share Program;
 - (b) One sign face shall only display associated information like maps, pass options, pricing, and usage guidelines, or non-commercial messaging;
- (5) There may be no more than one Type C component affixed to the Bike Share Station;
- (6) The Sign faces shall be entirely located in the component labelled as C in the Diagram 1 – Bike-Share Sign Reference Diagram indicated at Subsection O.

H. The component labelled as Type D in Diagram 1 – Bike-Share Sign Reference Diagram, as depicted at Subsection O, (the Bicycle element of the Bike-Share Sign) may contain the following:

- (1) No more than six sign faces;
- (2) The maximum sign face area of all sign faces displayed on a Type D component shall not exceed 0.45 square metres;
- (3) The maximum height shall not exceed 1.5 metres;

- (4) The Sign Faces may only display the following sign copy:
 - (a) first party copy, which consists of the name, logo or corporate symbol of the operator of the associated Bike Share Program;
 - (b) third party sign copy; or,
 - (c) non-commercial messaging;
- (5) There may be more than one Type D element affixed to the Bike Share Station;
- (6) The maximum sign face area of all sign faces erected on Type D components shall not exceed 25.0 square metres;
- (7) The Sign faces shall be entirely located on the components labelled as D in the Diagram 1 – Bike-Share Sign Reference Diagram indicated at Subsection O.
- I. No sign faces or sign copy are located on any other component of the Bike Share Docking Station, including the entirety of the sign structure associated thereto;
- J. The Bike-Share Sign shall not be located within a visibility zone;
- K. The Bike-Share Sign shall not be erected within 6.0 metres of the intersection of two street lines;
- L. The Bike-Share Sign shall not be erected closer than 100.0 metres, measured horizontally from any point on the sign, from another Bike-Share Sign;
- M. If located within 30.0 metres of the intersection of two streets where the flow of traffic is controlled by traffic lights, the General Manager of Transportation Services shall provide written authorization;
- N. The Bike-Share Signs shall not be erected or displayed, or caused to be erected or displayed, on Bike Share Stations, without a sign permit issued by the Chief Building Official, excepted when they are located:
 - (1) On Park land, in accordance with an approval granted by the General Manager of Parks, Forestry and Recreation, provided the sign shall be erected and displayed entirely within a Park Road or a Bikeway or within 6.0 metres of the outermost limit of a Park Road or a Bikeway, and provided it complies in all other respects with the provisions of this Chapter;
 - (2) Otherwise, on other premises, subject to an approval from the Chief Building Official provided the sign shall be erected and displayed within 6.0 metres of the public right of way measured from the street line, and provided it complies in all other respects with the provisions of this schedule;
 - (3) For greater clarity, signs erected or displayed, or caused to be erected or displayed, on a Bike Share Station located, in whole or in part, on locations other than depicted in

Subsections 1N(1) and 1N(2) shall be required to obtain a permit from the Chief Building Official, and shall comply in all respects with the provisions of this Chapter, with the exception of this schedule, concerning first party ground signs or third party ground signs, as applicable, within the sign district where the Bike Share Station is located;

O. Diagram 1 – Bike-Share Sign Reference Diagram:

