

TORONTO MUNICIPAL CODE, SIGNS

Chapter 297

SIGNS

§ 297-1. Title.

§ 297-2. Definitions.

§ 297-3. Sign permit required; applicability.

§ 297-4. Application; information required.

§ 297-5. Permit fees.

§ 297-6. Maintenance of signs.

§ 297-7. Removal of dangerous or defective signs.

§ 297-8. Removal of unlawful signs.

§ 297-8.1. Election signs. [Note see now The (new) Municipal Code Chapter 693]

§ 297-9. Signs permitted in G, Gh, Gm, UOS, R1, R1S, R2, R3, R4, R4A, and Q Districts.

§ 297-10. Signs permitted in CR, MCR, RA, T, Tr, IC, I1, I2, I3, and I4 Districts.

§ 297-11. Restrictive exceptions.

§ 297-12. Permissive exceptions.

§ 297-13. Replacement of non-conforming signs.

§ 297-14. Offences.

§ 297-15. Certain existing by-laws to prevail.

§ 297-16. Transition provisions.

Schedule A, Setbacks for Roof Signs from Intersections

Schedule B, Maps

TORONTO MUNICIPAL CODE, SIGNS

[HISTORY: Adopted by the Council of The Corporation of the City of Toronto 1994-05-09 as By-law No. 1994-0337, amended 1994-10-11 by By-law No. 1994-0780.¹ Amendments noted where applicable.]

GENERAL REFERENCES

Fees — See Ch. 178.
Signs in Nathan Phillips Square — See Ch. 237.
No smoking signs — See Ch. 301.
Defacing of signs — See Ch. 313.
Banner signs and other signs along streets — See Ch. 313.
Election signs — See Ch. 313.
Attachment of signs to trees — See Ch. 331.
Zoning — See Ch. 350.

§ 297-1. Title.

This chapter may be cited as the "Sign By-law."

§ 297-2. Definitions.

As used in this chapter, the following terms shall have the meanings indicated:

ALTERATION — A change to a sign structure or to the sign face except:

- A. Removal and replacement of the copy on it; or
- B. Maintenance and repair of a sign, in accordance with this chapter.

ANIMATED COPY — Copy which includes colour or message changes or action or motion and may contain an intermittent or flashing light source or the illusion of intermittent or flashing light, but does not include electronic message display copy.

AREA OF SIGN:

- A. If a sign has a single face, the area of the single face measured to the perimeter frame which forms an integral part of the display, excluding any supports or uprights upon which the sign may be placed.

¹Editor's Note: This by-law was passed under the authority of paragraph 146 of section 210 of the Municipal Act, R.S.O. 1990, c. M.45, as amended.

TORONTO MUNICIPAL CODE, SIGNS

- B. If a sign has individually-mounted logos or like sign components, the aggregate area of all sign faces, measured to the perimeter frame which form the outside shape of each individual component.
- C. If a sign has a tri-vision panel or if a sign has two (2) surfaces or sign boards which are back-to-back or which form an interior angle of not more than sixty-five degrees (65°), the area of one (1) sign face, whichever is larger.
- D. If a sign has two (2) or more surfaces or sign boards and is not included in Subsection C, the aggregate of all sign surfaces or sign boards, measured to the perimeter frame which forms the outside shape of each individual component.

AREA OF COPY — The entire area within a single, continuous perimeter composed of squares, rectangles or other shapes which enclose the outside limits of the advertising message, identification, direction or announcement.

AWNING SIGN — A sign painted or affixed to cloth or plastic, mounted on a frame and attached to a wall of a building, but does not include a canopy sign.

BUILDING FACE — The total area, including openings, of a building facade.

CANOPY SIGN — A sign on a canopy or marquee permanently affixed to a building or structure, but does not include an awning sign.

CHANGEABLE COPY — Copy displaying an electronically-controlled public service message, such as time, temperature or date.

COMMISSIONER — The Commissioner of Buildings and Inspections and includes any person designated by the Commissioner for the purpose of administering and enforcing this chapter.

COPY — The message in letters, numerals or pictorial design on a sign surface, in either permanent or removable form.

DESIGNATED BUILDING — A building which is designated by a by-law under the Ontario Heritage Act² as being of architectural or historical significance.

DESIGNATED OR LISTED PROPERTY:

²Editor's Note: See R.S.O. 1990, c. O.18.

TORONTO MUNICIPAL CODE, SIGNS

- A. A property which is designated by a by-law under the Ontario Heritage Act³ as being of architectural or historical significance; or
- B. A property which has been identified by Council as being of architectural or historical significance.

ELECTION SIGN — [Added 1997-08-21 by By-law No. 1997-0428; superceded by By-law No. 316-2000]

ELECTRONIC MESSAGE DISPLAY COPY — That part of a sign in which the copy is electronically controlled and which displays information in a prearranged sequence containing alphanumeric text, or a corporate symbol or logo or both, and on which the intensity of illumination is maintained at a constant level, but does not include animated copy.

FASCIA SIGN:

- A. **[Amended 1996-12-09 by By-law No. 1997-0014]** A sign mounted wholly against the wall or parapet wall of a building and which projects not more than forty-five hundredths (0.45) metre from the wall, exclusive of platforms or light fixtures; or
- B. A sign mounted between the columns of an arcade, including signs that may also be attached to the soffit, and which projects not more than forty-five hundredths (0.45) metre from the columns, exclusive of platforms or light fixtures. **[Amended 1995-10-20 by By-law No. 1995-0640]**

FLANK — In the case of a corner lot:

- A. The lot line which abuts the narrowest street (except a lane).
- B. Where the streets (other than lanes) have the same width, the lot line which abuts the street with the narrowest roadway.
- C. Where the streets (other than lanes) have the same width and the same width of roadway, the longer of the two (2) lot lines.

FRONT LOT LINE:

- A. The lot line that divides a lot from a street (excluding a lane); or

³Editor's Note: See R.S.O. 1990, c. O.18.

TORONTO MUNICIPAL CODE, SIGNS

- B. In the case of a corner lot, the lot line which abuts the widest street or the street with the widest roadway, excluding lanes, and where the streets have the same width or the same roadway width, the shortest of the two (2) lot lines.

FRONTAGE — The portion of a building or the portion of a lot facing or fronting on a street, other than a lane.

FUEL PUMP SIGN - A sign on, over, beside or between automotive fuel pumps in an automobile service station. **[Added 1999-04-15 by By-law No. 219-1999]**

GRADE — The finished level of the ground directly beneath a sign and, if the ground is not directly beneath a sign, the finished level of the ground closest to the sign.

GROUND SIGN — A free-standing sign, in a fixed location, wholly supported by uprights or braces set in or upon the ground, but does not include a pedestal sign.

HEIGHT OF SIGN — The vertical distance measured from grade to the top of the sign or the sign structure, whichever is higher.

INSTITUTIONAL USE — Consists of any of the following uses: a municipal community centre or arena, a public library, a hospital, a police station, a fire hall, a post office, a public museum, a public art gallery or a community or social agency. **[Added 1995-10-20 by By-law No. 1995-0640]**

LEGAL NON-CONFORMING SIGN:

- A. A sign that was lawfully erected or displayed on or before May 9, 1994, and which does not conform with this chapter, so long as the sign is not in any way substantially altered; or
- B. A sign for which a permit has been issued by the Commissioner under By-law No. 126-92 on or before May 9, 1994, and which does not conform with this chapter, so long as the sign is not in any way substantially altered.

LISTED BUILDING — A building which has been identified by Council as being of architectural or historical significance.

LOT — A parcel of land that has been assigned by registered deed, by zoning by-law⁴ or by the Commissioner, as the case may be, to a particular use, building or structure (excluding signs).

⁴Editor's Note: See Ch. 350, Zoning.

TORONTO MUNICIPAL CODE, SIGNS

MANSARD ROOF — Any portion of a roof that has a pitch of thirty degrees (30°) or less when measured against a vertical plane. **[Added 1996-12-09 by By-law No. 1997-0014]**

MANSARD ROOF SIGN — A sign used for the purposes of identification that is attached to the portion of a mansard roof above the front face of a building. **[Added 1996-12-09 by By-law No. 1997-0014]**

MOBILE SIGN — A sign which is moveable and not permanently affixed to a building or place.

MURAL SIGN — A sign painted directly on the face of a wall.

PEDESTAL SIGN — A free-standing sign erected in a fixed location on the ground and substantially in the form of a monolith, having a height of sign of not more than four and five-tenths (4.5) metres and a horizontal dimension of not more than two and three-tenths (2.3) metres. **[Amended 1996-12-09 by By-law No. 1997-0014]**

PROJECTING SIGN — A sign affixed to a building and projecting out from the building but not mounted flat against the building.

PUMP ISLAND SIGN - A sign at or on a fuel pump island of an automobile service station which conveys information about the fuel sold at that pump island. **[Added 1999-04-15 by By-law No. 219-1999]**

PURPOSE OF THIRD-PARTY ADVERTISING — A purpose intended to market, promote and advertise a business, product or service which is not related to the business, product or service, if any, on the lot on which the sign is located; it may also market, promote and advertise products or goods available on the lot on which the sign is located.

PURPOSE OF DIRECTION — A purpose which provides direction to a place, regulates traffic or designates the location of a parking or loading area.

PURPOSE OF IDENTIFICATION — A purpose which identifies the business, product or service on the lot on which a sign is located or the ownership of the lot.

ROADWAY — The part of the street that is improved, designed or ordinarily used for vehicular traffic.

ROOF SIGN — A sign erected on the top of a roof or parapet of a building. **[Amended 1996-12-09 by By-law No. 1997-0014]**

SIGN — Any device, fixture or structure that uses any colour, form, graphic, illumination, symbol or writing to advertise, identify, announce the purpose of or identify the purpose of

TORONTO MUNICIPAL CODE, SIGNS

a person or entity or to communicate information of any kind to the public, and may include flags, banners or pennants.

SIGN STRUCTURE — The structure which supports or is capable of supporting a sign, including the uprights, bracing and framework of the sign.

TRANSOM WINDOW — A window opening in a frame above a door opening separated by a horizontal member and having glass, panel or louver installed. [**Added 1995-10-20 by By-law No. 1995-0640**]

TRI-VISION PANEL — A panel on a sign face which rotates so as to display a total of three (3) successive sign faces.

§ 297-3. Sign permit required; applicability.

- A. No person shall erect, display or alter a sign located within the City's boundaries unless a permit for the sign, under this chapter, has been obtained from the Commissioner.
- B. Subsection A does not apply to a sign permitted by § 297-9C(1) or a sign complying with the qualifications in § 297-9D(10) to (13) or in § 297-10D (18) and (19), if the sign is not illuminated. [**Amended 1995-10-20 by By-law No. 1995-0640; 1997-08-21 by By-law No. 1997-0428**]
- C. A sign permit shall not be issued to erect, display or alter a sign unless an application for the sign has been approved by the Commissioner as being in conformity with this chapter and all other applicable by-laws of the City.
- D. The provisions of this chapter do not apply to a legal non-conforming sign, if the sign is not substantially altered.
- E. Permit revocation, deferral of revocation and permit transfer shall be in accordance with Article I of Chapter 146, Building Construction and Demolition. [**Added 1995-10-20 by By-law No. 1995-0640**]

§ 297-4. Application; information required.

Every applicant for a permit to erect, display or alter any sign shall file, in duplicate, with the Commissioner, the following information, the accuracy of which shall be verified by a statement signed by the applicant:

TORONTO MUNICIPAL CODE, SIGNS

- A. An application for a sign permit, upon the official forms of the Buildings and Inspections Department.
- B. A dimensioned site plan, showing the street lines and other boundaries of the lot upon which it is proposed to erect the sign and the location of the sign in relation to buildings and other structures on the lot and in relation to buildings and other structures on abutting lots and on those lots located within the minimum distancing requirements for the sign under this chapter. The Commissioner may require that this information, or any part of it, be verified by an Ontario Land Surveyor.
- C. Complete drawings, to scale, showing the location of the proposed sign and the size and type of proposed copy; specifications respecting the construction of the sign and details of the supporting framework and materials to be used in construction.
- D. Drawings of and other information with respect to any building upon which it is proposed to locate the sign as may be necessary for the Commissioner to determine whether the structure of the building will carry the loads and stresses imposed by the erection of the sign without exceeding the stresses specified in the Ontario Building Code; the drawings shall have marked on them, by figures, the height of the building above grade. In the event that the weight of the sign is one hundred fifteen (115) kilograms or more, the structural drawings shall be designed by and bear the seal and signature of a professional engineer and the Commissioner may also require that the installation of the sign be reviewed by a professional engineer. **[Amended 1995-10-20 by By-law No. 1995-0640]**
- E. A photograph clearly showing the location of the proposed sign and adjacent areas. **[Amended 1995-10-20 by By-law No. 1995-0640]**
- F. Where the sign is being erected or displayed on a building, elevations or partial elevations of the side of the building where the sign is being erected or displayed, as may be required by the Commissioner.

§ 297-5. Permit fees.

- A. **[Amended 2001-07-26 by By-law No. 636-2001; repealed by By-law No. 997-2001 which came into effect on January 1, 2002.]**
- B. **[Repealed by By-law No. 997-2001 which came into effect on January 1, 2002.]**
- C. **[Added 1995-10-20 by By-law No. 1995-0640; repealed by By-law No. 997-2001 which came into effect on January 1, 2002.]**

TORONTO MUNICIPAL CODE, SIGNS

- D. Signs that encroach onto the Metropolitan Corporation or City road allowance are subject to an annual surcharge fee under § 313-61 of Chapter 313, Streets and Sidewalks. [Added 1996-12-09 by By-law No. 1997-0014]

§ 297-6. Maintenance of signs.

The owner of the lot on which any sign is located shall maintain the sign, or cause it to be maintained, in a state of good repair at all times.

§ 297-7. Removal of dangerous or defective signs.⁵

- A. Where, in the opinion of the Commissioner, any sign is in a dangerous or defective condition, the Commissioner shall, by notice of violation, require the owner of the lot on which the sign is located to remove or repair the sign within the time specified in the notice.
- B. Upon receipt of a notice of violation from the Commissioner, the owner of the lot shall take the steps necessary to comply with the notice, failing which the Commissioner may cause the sign to be removed at the expense of the owner, and the City may recover the costs incurred by action or in like manner as municipal taxes.
- C. The owner of a lot on which a sign for the purpose of identification of a business or service is located shall, within ninety (90) days following the cessation of the business or service, remove the identification sign.

§ 297-8. Removal of unlawful signs. [Amended 1995-01-17 by By-law No. 1995-0121]

- A. The Commissioner may issue a notice of violation to any person who:
- (1) Has erected and displayed or caused to be erected and displayed a sign without first having obtained a permit to do so; or
 - (2) Having obtained a permit, has caused to be erected and displayed a sign contrary to the approved plans in respect of which the permit was issued.
- B. The notice of violation shall require the person to make the sign comply with this chapter within fourteen (14) days, failing which the Commissioner may cause the sign to be removed at the expense of the owner, and the City may recover the costs

⁵ Editor's Note: This section was passed under the authority of section 326 of the Municipal Act, R.S.O. 1990, c. M.45, as amended.

TORONTO MUNICIPAL CODE, SIGNS

incurred by action or in like manner as municipal taxes. [Amended 1995-06-27 by By-law No. 1995-0464]

§ 297-8.1. Elections signs.⁶ [Added 1997-08-21 by By-law No. 1997-0428; superceded by By-law No. 316-2000]

[NOTE: SEE NOW THE (new) CITY OF TORONTO MUNICIPAL CODE CHAPTER 693]

§ 297-9. Signs permitted in G, Gh, Gm, UOS, R1, R1S, R2, R3, R4, R4A, and Q Districts.

- A. Sign regulations based on zoning district.
- (1) Subject to the exceptions in §§ 297-11 and 297-12, no person shall erect or display or cause to be erected or displayed a sign within any G, Gh, Gm, UOS, R1, R1S, R2, R3, R4, R4A, or Q use district designated by a zoning by-law⁷ unless:
 - (a) It is permitted by this section;
 - (b) It is used for the purpose indicated; and
 - (c) It complies with any applicable qualification.
 - (2) Where a sign is attached to a building or structure in one (1) use district and the sign or any part of it is located in or overhangs a street (excluding a lane) in a different use district, only the by-law provisions applicable to the use district of the building or structure to which the sign is attached shall apply to the sign.
- B. Sign illumination, number of signs permitted and other attributes.
- (1) Unless specifically prohibited by other provisions of this chapter, a sign may be illuminated by the following methods:
 - (a) Internal illumination, where the sign is illuminated by an artificial light source located within the sign or behind the copy, if the light source is shielded or concealed;

⁶Editor's Note: See also Ch. 313, Art. XA, Election Signs.

⁷ Editor's Note: See Ch. 350, Zoning.

TORONTO MUNICIPAL CODE, SIGNS

- (b) Indirect illumination, where the sign face is illuminated by an artificial light source that is intentionally directed towards the sign; or
 - (c) Direct illumination, where the artificial light source is located on the exterior of the sign, but only in conjunction with a neon sign.
- (2) Signs which rotate or which contain tri-vision panels, animated copy, changeable copy or electronic message display copy are not permitted.
 - (3) Unless specifically restricted by other provisions of this chapter, one (1) or more signs are permitted on each lot.
- C. Permitted signs.
- (1) The following are permitted:
 - (a) A sign required by law.
 - (b) A sign painted or posted on the surface of any window or door glass in a building.
 - (c) A plaque identifying a building or structure and its architectural or historic significance under the Ontario Heritage Act, as amended.⁸
 - (d) Temporary non-illuminated signs for the purposes of identification or direction that are used for advertising a fundraising or other event held by an institutional, charitable or other non-profit organization, if the signs, either individually or in combination, are not erected for a period of time or periods of time exceeding ninety (90) days within any one-year period. [**Amended 1995-10-20 by By-law No. 1995-0640**]
 - (e) Signs in City parks, if they comply with Chapter 255, Parks.
 - (f) The installation of a sign within a building.
 - (g) A change in the copy, except for three-dimensional sign copy, displayed on a sign, if the sign has been and continues to be erected in compliance with a permit issued under this chapter or in compliance with a permit issued under by-laws of the City in force

⁸Editor's Note: See R.S.O. 1990, c. O.18.

TORONTO MUNICIPAL CODE, SIGNS

on the date the permit was issued. **[Amended 1997-10-06 by By-law No. 1997-0606]**

- (2) A sign listed in the following table is permitted if:
- (a) The letter "Q" followed by a number is set out below the column for the district and the letter and number is in line with the row that indicates the type and purpose of the sign; and
 - (b) The sign complies with the qualification in Subsection D which bears the number that follows the letter "Q".

Type of Sign	Purpose	G, Gh, Gm UOS	R1 R1S	R2, R3, R4, R4A	Q
Awning sign or canopy sign [Amended 1995-10-20 by By-law No. 1995-0640]	Identification			Q1	Q1
Fascia sign	Identification				Q2
Fascia sign, ground sign, pedestal sign or bulletin board	[1] Identification of a park, playing field, landscaped area or garden [2] Providing community information	Q3	Q3	Q3	Q3
Fascia sign, ground sign or pedestal sign	Direction	Q4	Q4	Q4	Q4
Fascia sign, ground sign or pedestal sign [Amended 1996-12-09 by By- law No. 1997-0014]	[1] Identification [2] Identifying a municipal address [3] Warning, safety or caution	Q5	Q5	Q5	
Fascia sign, ground	[1] Identifying a municipal				Q5

TORONTO MUNICIPAL CODE, SIGNS

sign or pedestal sign [Added 1996-12-09 by By-law No. 1997-0014]	address [2] Warning, safety or caution				
Fascia sign, ground sign, pedestal sign or bulletin board	Any purpose in conjunction with a place of worship or school use	Q6	Q6	Q6	
Fascia sign, ground sign or pedestal sign	Identification of a day nursery	Q7	Q7	Q7	
Fascia sign, ground sign or pedestal sign	Identification of an institutional use or a professional office use within a wholly non-residential building		Q8		
Ground sign or pedestal sign	Identification				Q9
Non-illuminated fascia sign, ground sign or pedestal sign	Advertising a fundraising or other event of a civic, philanthropic, educational or religious nature	Q10	Q10	Q10	Q10
Non-illuminated fascia sign, ground sign or pedestal sign	Advertising the candidacy for a federal, provincial or municipal election	Q11	Q11	Q11	Q11
Non-illuminated fascia sign, ground sign or pedestal sign	Advertising the names of the owner, architect, contractor or other consultant of a building under construction	Q12	Q12	Q12	Q12
Non-illuminated fascia sign, ground sign or pedestal sign	Advertising the sale or lease of a property	Q13	Q13	Q13	Q13

D. Qualifications.

TORONTO MUNICIPAL CODE, SIGNS

The number of each of the following qualifications correspond to the number which follows the letter "Q" in the table in Subsection C.

- (1) **[Amended 1995-10-20 by By-law No. 1995-0640]** An awning sign or a canopy sign used for the purpose of identification is permitted, if:
 - (a) **[Amended 1995-10-20 by By-law No. 1995-0641]** It is used in conjunction with a professional office use in an R4A or Q district, an apartment building or an institutional use;
 - (b) The area of sign is not more than twenty-five hundredths (0.25) square metre for an apartment building, a professional office or an institutional use and, in the case of a professional office within a wholly non-residential building, is not more than two and five-tenths (2.5) square metres;
 - (c) The height of sign is not more than two (2) metres for an apartment building, a professional office or an institutional use and, in the case of a professional office within a wholly non-residential building, is not more than two (2) metres above the level of the first storey;
 - (d) Not more than one (1) sign for the purpose of identification is erected within the frontage of the lot; and
 - (e) It complies with Subsection E.
- (2) A fascia sign used for the purpose of identification is permitted, if:
 - (a) The area of sign is not more than two and five-tenths (2.5) square metres;
 - (b) The height of sign is not more than six (6) metres; and
 - (c) It complies with Subsection E.
- (3) A fascia sign, a ground sign, a pedestal sign or a bulletin board used for the purpose of community information or for the purpose of identification of a park, playing field, landscaped area or garden is permitted, if:
 - (a) The area of sign is not more than two and five-tenths (2.5) square metres;
 - (b) The height of sign is not more than two (2) metres;

TORONTO MUNICIPAL CODE, SIGNS

- (c) In the case of a ground sign or a pedestal sign, only one (1) sign used for the purpose of identification is erected within any frontage of a lot; and
 - (d) It complies with Subsection E.
- (4) A fascia sign, a ground sign or a pedestal sign used for the purpose of direction is permitted, if:
 - (a) The area of sign is not more than one (1) square metre;
 - (b) The height of sign is not more than two (2) metres; and
 - (c) It complies with Subsection E.
- (5) A fascia sign, a ground sign or a pedestal sign used for the purpose of identification, for the purpose of identifying the municipal address of a property or for the purpose of warning, safety or caution is permitted, if:
 - (a) The area of sign is not more than twenty-five hundredths (0.25) square metre;
 - (b) The height of sign is not more than two (2) metres;
 - (c) **[Amended 1995-10-20 by By-law No. 1995-0641]** In the case of a ground sign or a pedestal sign, only one (1) sign used for the purpose of identification is erected within any frontage of a lot;
 - (d) **[Added 1995-10-20 by By-law No. 1995-0641]** In the case of a sign in an R district used for the purpose of identification of a home/work use, such sign may only be used in association with an office of a doctor or dentist; and
 - (e) It complies with Subsection E.
- (6) A fascia sign, a ground sign, a pedestal sign or a bulletin board used for any purpose in conjunction with a place of worship or school use is permitted, if:
 - (a) The area of sign is not more than two and five-tenths (2.5) square metres;

⁹Editor's Note: This by-law also renumbered former Subsection D(5)(d) as Subsection D(5)(e).

TORONTO MUNICIPAL CODE, SIGNS

- (b) The height of sign is not more than two (2) metres;
 - (c) It is erected between the front lot line and the main wall of the place of worship or school;
 - (d) In the case of a ground sign or a pedestal sign, only one (1) sign used for the purpose of identification is erected within any frontage of a lot; and
 - (e) It complies with Subsection E.
- (7) A fascia sign, a ground sign or a pedestal sign used for the purpose of identification of a day nursery is permitted, if:
- (a) The area of sign is not more than one (1) square metre;
 - (b) The height of sign is not more than two (2) metres;
 - (c) In the case of a ground sign or a pedestal sign, only one (1) sign used for the purpose of identification is erected within any frontage of a lot; and
 - (d) It complies with Subsection E.
- (8) **[Amended 1995-10-20 by By-law No. 1995-0640]** A fascia sign, a ground sign or a pedestal sign used for the purpose of identification of an institutional use or a professional office use within a wholly non-residential building is permitted, if:
- (a) The area of sign is not more than two and five-tenths (2.5) square metres;
 - (b) The height of sign is not more than two (2) metres above the level of the first storey;
 - (c) Not more than one (1) sign used for the purpose of identification is erected within the frontage of the lot; and
 - (d) It complies with Subsection E.
- (9) A ground sign or a pedestal sign used for the purpose of identification is permitted, if:

TORONTO MUNICIPAL CODE, SIGNS

- (a) The area of sign is not more than two and five-tenths (2.5) square metres;
 - (b) The height of sign is not more than two (2) metres;
 - (c) In the case of a ground sign or a pedestal sign, only one (1) sign used for the purpose of identification is erected within any frontage of a lot; and
 - (d) It complies with Subsection E.
- (10) A non-illuminated fascia sign, ground sign or pedestal sign used for the purpose of advertising a fundraising or other event of a civic, philanthropic, educational or religious nature is permitted, if:
- (a) The area of sign is not more than two and five-tenths (2.5) square metres;
 - (b) The height of sign is not more than two (2) metres;
 - (c) It is erected not more than six (6) weeks prior to the day of the event to which it relates and is removed within forty-eight (48) hours following the event; and
 - (d) It complies with Subsection E.
- (11) **[Amended 1995-01-17 by By-law No. 1995-0121; 1997-08-21 by By-law No. 1997-0428; superceded by By-law No. 316-2000]**
- (12) A non-illuminated fascia sign, ground sign or pedestal sign used for the purpose of advertising the names of the owner, architect, contractor or other consultant of a building under construction is permitted, if:
- (a) The area of sign is not more than two-tenths (0.2) square metre for every one hundred (100) square metres of the lot, up to a maximum area of sign, in the aggregate, of ten (10) square metres;
 - (b) The height of sign is not more than two (2) metres; and
 - (c) It complies with Subsection E.
- (13) A non-illuminated fascia sign, ground sign or pedestal sign used for the purpose of advertising the sale or lease of a property is permitted, if:

TORONTO MUNICIPAL CODE, SIGNS

- (a) The area of sign is not more than one (1) square metre;
- (b) The height of sign is not more than two (2) metres; and
- (c) It complies with Subsection E.

E. General provisions.

No person shall erect or display or cause to be erected or displayed a sign which:

- (1) Resembles an official traffic signal, traffic sign or other traffic regulating device unless the sign is for the purpose of direction and is erected and displayed entirely on private property;
- (2) Obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device;
- (3) Overhangs a public sidewalk or other pedestrian walkway by more than one (1) metre, except for signs mounted on canopies constructed with an approved encroachment agreement;
- (4) Is closer than six-tenths (0.6) metre from the curb line of a public roadway;
- (5) **[Amended 1997-08-21 by By-law No. 1997-0421]** Except for a sign which projects not more than fifteen-hundredths (0.15) metre over a sidewalk or other pedestrian walkway, has a lesser vertical clearance between a sidewalk or other pedestrian walkway and the lowest point of the sign than two and five-tenths (2.5) metres; or
- (6) Obstructs or otherwise interferes with a window (excluding a fixed transom window) or door of a building except for an awning sign used for the purposes of identification if the sign has a vertical clearance between the sidewalk or other pedestrian walkway below the sign and the lowest point of the sign of not less than two and five-tenths (2.5) metres. **[Amended 1995-10-20 by By-law No. 1995-0640; 1996-12-09 by By-law No. 1997-0014; 1997-08-21 by By-law No. 1997-0421]**

§ 297-10. Signs permitted in CR, MCR, RA, T, Tr, IC, I1, I2, I3, and I4 Districts. [Amended 1995-04-24 by By-law No. 1995-0299; 1995-06-27 by By-law No. 1995-0464; 1995-07-24 by By-law No. 1995-0488; 1995-10-20 by By-law No. 1995-0640; 1996-04-02 by By-law No. 1996-0172; 1996-04-29 by By-law No. 1996-0226]

TORONTO MUNICIPAL CODE, SIGNS

- A. Sign regulations based on zoning designations.
- (1) Subject to the exceptions contained in §§ 297-11 and 297-12, no person shall erect or display or cause to be erected or displayed a sign within any CR, MCR, RA, T, Tr, IC, I1, I2, I3, or I4 District designated by a zoning by-law¹⁰ unless:
 - (a) It is permitted by this section;
 - (b) It is used for the purpose indicated; and
 - (c) It complies with any applicable qualification.
 - (2) Where a sign is attached to a building or structure in one use district and the sign or any part of it is located in or overhangs a street (excluding a lane) in a different use district, only the by-law provisions applicable to the use district of the building or structure to which the sign is attached shall apply to the sign.
- B. Sign illumination, number of signs permitted and other attributes.
- (1) Unless specifically prohibited by any other provisions of this chapter, a sign may be illuminated by the following methods:
 - (a) Internal illumination, where the sign is illuminated by an artificial light source located within the sign or behind the copy, if the source of illumination is shielded or concealed;
 - (b) Indirect illumination, where the sign face is illuminated by an artificial light source that is intentionally directed towards the sign; or
 - (c) Direct illumination, where the artificial light source is located on the exterior of the sign, but only in conjunction with a neon sign or signs containing changeable copy, electronic message display copy or animated copy.
 - (d) **[Added 1999-04-15 by By-law No. 219-1999]** Internal illumination only through the sign box, letters or logos of a canopy sign of an automobile service station where the sign is within fifty (50) metres of an R1, R1S, R2, R3, R4 or R4A use district of a zoning by-law.

¹⁰ Editor's Note: See Ch. 350, Zoning.

TORONTO MUNICIPAL CODE, SIGNS

- (2) Unless specifically permitted by other provisions of this chapter, signs that rotate or which contain tri-vision panels, animated copy, changeable copy or electronic message display copy are not permitted.
- (3) Unless specifically restricted by other provisions of this chapter, one (1) or more signs are permitted on each lot.

C. Types of signs and where permitted.

- (1) A change in the message, a plaque or a sign described in § 297-9C is permitted if the sign complies with any applicable qualification in § 297-9D which bears the number that follows the letter "Q" that is set out in the row that indicates the type and purpose of the sign.
- (2) A sign listed in the following table is permitted if:
 - (a) The letter "Q" followed by a number is set out below the column for the district and the letter and number is in line with the row that indicates the type and purpose of the sign; and
 - (b) The sign complies with the qualification in Subsection D which bears the number that follows the letter "Q".

Type of Sign	Purpose	CR, MCR, RA, T, Tr	IC, I1, I2, I3, I4
Awning sign	Any purpose	Q1	Q1
Canopy sign	Any purpose in conjunction with an automobile service station or gas bar	Q2	Q2
Canopy sign which may contain changeable copy, animated copy or electronic message display copy	Any purpose	Q3	Q3
Fascia sign in the form of a logo, corporate symbol	Identification	Q4	Q4

TORONTO MUNICIPAL CODE, SIGNS

and/or name

<p>Fascia sign or a mansard roof sign which may contain tri-vision panels or changeable copy [Amended 1996-12-09 by By-law No. 1997-0014]</p>	<p>[1] Fascia sign for any purpose [2] Mansard roof sign for the purposes of identification</p>	<p>Q5</p>	
<p>Fascia sign or a mansard roof sign which may contain tri-vision panels or changeable copy or electronic message display copy [Amended 1996-12-09 by By-law No. 1997-0014]</p>	<p>[1] Fascia sign for any purpose [2] Mansard roof sign for the purposes of identification</p>	<p>Q6</p>	
<p>Fuel pump sign [Added 1999-04-15 by By-law No. 219-1999]</p>	<p>Any purpose in conjunction with an automobile service station</p>	<p>Q20</p>	<p>Q20</p>
<p>Ground sign</p>	<p>Any purpose in conjunction with an automotive service station or gas bar</p>	<p>Q7</p>	<p>Q7</p>
<p>Ground sign having an area of sign of not more than 25 square metres and which may contain tri-vision panels or changeable copy</p>	<p>Any purpose</p>	<p>Q8</p>	
<p>Ground sign which may contain tri-vision panels, changeable copy, animated copy or electronic message display copy</p>	<p>Any purpose</p>		<p>Q9</p>
<p>Mobile sign which may contain tri-vision panels, changeable copy, animated copy or</p>	<p>Any purpose</p>		<p>Q10</p>

TORONTO MUNICIPAL CODE, SIGNS

electronic message
display copy

Mural sign	Any purpose	Q11	Q11
Pedestal sign which may contain changeable copy or tri-vision panels	Any purpose	Q12	
Pedestal sign which may revolve, contain changeable copy, tri-vision panels, animated copy or electronic message display copy	Any purpose		Q13
Projecting sign which may contain tri-vision panels or changeable copy	Any purpose	Q14	
Projecting sign which may contain tri-vision panels, changeable copy, animated copy or electronic message display copy	Any purpose		Q15
Pump island sign [Added 1999-04-15 by By-law No. 219-1999]	Any purpose in conjunction with an automobile service station	Q21	Q21
Roof sign which may contain tri-vision panels or changeable copy	Any purpose	Q16	
Roof sign which may contain tri-vision panels, changeable copy, animated copy or electronic message display copy	Any purpose		Q17
Non-illuminated sign	Advertising the names of the owner, architect, contractor or other consultant of a building	Q18	Q18

TORONTO MUNICIPAL CODE, SIGNS

under construction

Non-illuminated sign	Advertising the sale or lease of a property	Q19	Q19
----------------------	---	-----	-----

D. Qualifications.

The number of each of the following qualifications correspond to the number which follows the letter Q in the table contained in Subsection C.

- (1) An awning sign used for any purpose is permitted, if:
 - (a) First storey. **[Amended 1997-08-21 by By-law No. 1997-0421]**
 - [1] In the case of an awning sign erected on a wall which faces a street, the sign identifies a business within the building, is located on a wall that is part of the commercial unit and, if erected on the first storey, the aggregate area of awning, fascia and mansard roof signs is not more than thirty per cent (30%) of the building face of the first storey commercial unit;
 - [2] Despite Subsection D(1)(a)[1], an awning sign, identifying a commercial unit located on the first storey, may project above the commercial unit to that portion of the wall under the lowest sill of any window located on the second storey but in no case more than eight-tenths (0.8) metre above the second floor level, if the aggregate area of awning, fascia and mansard roof signs is not more than thirty per cent (30%) of the building face of the first storey commercial unit;
 - (b) **[Amended 1997-08-21 by By-law No. 1997-0421]** In the case of an awning sign erected on a wall which faces a street, the sign identifies a business within the building, is located on a wall that is part of the commercial unit and, if erected on the second storey, the aggregate area of awning, fascia and mansard roof signs, excluding signage referred to in Subsection D(1)(a)[2], is not more than fifteen per cent (15%) of the building face of the second storey commercial unit;

TORONTO MUNICIPAL CODE, SIGNS

- (c) **[Amended 1997-08-21 by By-law No. 1997-0421]** The awning sign is not erected above the second storey of a building or ten (10) metres above grade, whichever is less;
 - (d) Individual awning signs have an area of sign not exceeding twenty-five (25) square metres;
 - (e) **[Added 1997-08-21 by By-law No. 1997-0421¹¹]** For the purpose of Subsection D(1), where a building has a split-level entrance, each of the storeys immediately above and below grade shall be the first storey; and
 - (f) It complies with Subsection E.
- (2) A canopy sign used for any purpose in conjunction with an automobile service station or gas bar is permitted, if:
- (a) The area of copy of any canopy sign overhanging the gasoline dispensing area is not more than thirty per cent (30%) of the area of the canopy face or the band on which the sign is mounted;
 - (b) It does not extend more than one (1) metre above the uppermost point of the canopy or marquee on which the canopy sign is mounted; and
 - (c) It complies with Subsection E.
- (3) A canopy sign used for any purpose and which may contain changeable copy, animated copy or electronic message display copy used for any purpose is permitted, if:
- (a) It does not extend more than one (1) metre above the uppermost point of the canopy or marquee on which the canopy sign is mounted;
 - (b) The area of copy for a canopy sign on a building that is not a theatre, is not more than six-tenths (0.6) times the area of the perimeter of the canopy or marquee (excluding that portion that abuts the building face);

¹¹Editor's Note: This by-law redesignated former § 297-10D(1)(e) as § 297-10D(1)(f).

TORONTO MUNICIPAL CODE, SIGNS

- (c) The area of copy for a canopy sign on a building that is a theatre, is not more than one (1) times the area of the perimeter of the canopy or marquee (excluding that portion that abuts the building face);
 - (d) In the case of a sign containing changeable copy, animated copy or electronic message display copy, the area of copy is not more than fifty per cent (50%) of the area of sign;
 - (e) In the case of a sign containing changeable copy, animated copy or electronic message display copy, erected on a building other than a motion picture theatre or other theatre, it is not erected above four and five-tenths (4.5) metres above grade; and
 - (f) It complies with Subsection E.
- (4) A fascia sign used for the purpose of identification in the form of a logo, a corporate symbol or name, or both, is permitted, if:
- (a) In the case of an illuminated fascia sign, it is erected on a building having a height of more than thirty-four (34) metres, measured from the level of the ground beneath or opposite the sign;
 - (b) Only one (1) sign is erected or displayed on a building face;
 - (c) It is located within the uppermost storey of the building or the parapet wall of the uppermost storey;
 - (d) The height of the logo, corporate symbol or name or both comprising the sign is not more than three (3) metres;
 - (e) The area of sign is not more than twenty-five (25) square metres; and
 - (f) It complies with Subsection E.
- (5) **[Amended 1996-12-09 by By-law No. 1997-0014]** A fascia sign used for any purpose or a mansard roof sign used for the purposes of identification and which may contain tri-vision panels or changeable copy is permitted, if:
- (a) In the case of a sign containing changeable copy, the area of copy is not more than fifty per cent (50%) of the area of sign;

TORONTO MUNICIPAL CODE, SIGNS

- (b) In the case of a sign containing changeable copy, it is not erected above five (5) metres above grade;
- (c) First storey. **[Amended 1997-08-21 by By-law No. 1997-0421]**
 - [1] In the case of a fascia or mansard roof sign erected on a wall or mansard roof which faces a street, the sign identifies a business within the building, is located on a wall or mansard roof that is part of the commercial unit and, if erected on the first storey, the aggregate area of awning, fascia and mansard roof signs is not more than thirty per cent (30%) of the building face of the first storey commercial unit;
 - [2] Despite Subsection D(5)(c)[1], a fascia sign, identifying a commercial unit located on the first storey, may project above the commercial unit to that portion of the wall under the lowest sill of any window located on the second storey but in no case more than eight-tenths (0.8) metre above the second floor level, if the aggregate area of awning, fascia and mansard roof signs is not more than thirty per cent (30%) of the building face of the first storey commercial unit;
- (d) **[Amended 1997-08-21 by By-law No. 1997-0421]** In the case of a fascia or mansard roof sign erected on a wall or mansard roof which faces a street, the sign identifies a business within the building, is located on a wall or mansard roof that is part of the commercial unit and, if erected on the second storey, the aggregate area of awning, fascia and mansard roof signs, excluding signage referred to in Subsection D(5)(c)[2], is not more than fifteen per cent (15%) of the building face of the second storey commercial unit;
- (e) **[Amended 1997-08-21 by By-law No. 1997-0421]** In the case of a sign erected on a wall or a mansard roof which faces a street, it is not erected above the second storey of a building or ten (10) metres above grade, whichever is less;

TORONTO MUNICIPAL CODE, SIGNS

- (f) **[Added 1997-10-06 by By-law No. 1997-0606¹²]** In the case of a fascia sign used for the purposes of third-party advertising and located on a wall not facing a street, it is not erected on a building historically listed by Council or designated under the Ontario Heritage Act and is not erected above the fourth floor or fifteen (15) metres above grade, whichever is less;
 - (g) The area of sign is not more than twenty-five (25) square metres;
 - (h) **[Added 1997-08-21 by By-law No. 1997-0421¹³]** For the purpose of Subsection D(5), where a building has a split-level entrance, each of the storeys immediately above and below grade shall be the first storey; and
 - (i) It complies with Subsections E and F.
- (6) **[Amended 1996-12-09 by By-law No. 1997-0014]** A fascia sign used for any purpose or a mansard roof sign used for the purposes of identification and which may contain tri-vision panels, changeable copy, animated copy or electronic message display copy is permitted, if:
- (a) In the case of a sign containing changeable copy, animated copy or electronic message display copy, the area of copy is not more than fifty per cent (50%) of the area of sign;
 - (b) First storey. **[Amended 1997-08-21 by By-law No. 1997-0421]**
 - [1] In the case of a fascia or mansard roof sign erected on a wall or mansard roof which faces a street, the sign identifies a business within the building, is located on a wall or mansard roof that is part of the commercial unit and, if erected on the first storey, the aggregate area of awning, fascia and mansard roof signs is not more than thirty per cent (30%) of the building face of the first storey commercial unit;
 - [2] Despite Subsection D(6)(b)[1], a fascia sign, identifying a commercial unit located on the first storey, may project above the commercial unit to that portion of the wall under

¹² Editor's Note: This by-law also provided for the redesignation of former § 297-10D(5)(f), (g) and (h) as § 297-10D(5)(g), (h) and (i), respectively.

¹³ Editor's Note: This by-law also provided for the redesignation of former § 297-10D(5)(g) as § 297-10D(5)(h).

TORONTO MUNICIPAL CODE, SIGNS

the lowest sill of any window located on the second storey but in no case more than eight-tenths (0.8) metre above the second floor level, if the aggregate area of awning, fascia and mansard roof signs is not more than thirty per cent (30%) of the building face of the first storey commercial unit;

- (c) **[Amended 1997-08-21 by By-law No. 1997-0421]** In the case of a fascia or mansard roof sign erected on a wall or mansard roof which faces a street, the sign identifies a business within the building, is located on a wall or mansard roof that is part of the commercial unit and, if erected on the second storey, the aggregate area of awning, fascia and mansard roof signs, excluding signage referred to in Subsection D(6)(b)[2], is not more than fifteen per cent (15%) of the building face of the second storey commercial unit;
 - (d) **[Amended 1997-08-21 by By-law No. 1997-0421]** In the case of a fascia or mansard roof sign erected on a wall or a mansard roof which faces a street, it is not erected above the second storey of a building or ten (10) metres above grade, whichever is less;
 - (e) **[Added 1997-10-06 by By-law No. 1997-0606¹⁴]** In the case of a fascia sign used for the purposes of third-party advertising, it is not erected on a building historically listed by Council or designated under the Ontario Heritage Act;
 - (f) **[Amended 1997-08-21 by By-law No. 1997-0421]** The area of sign is not more than seventy (70) square metres;
 - (g) **[Added 1997-08-21 by By-law No. 1997-0421¹⁵]** For the purpose of Subsection D(6), where a building has a split-level entrance, each of the storeys immediately above and below grade shall be the first storey; and
 - (h) It complies with Subsections E, F and H.
- (7) A ground sign used for any purpose in conjunction with an automobile service station or gas bar is permitted if:

¹⁴Editor's Note: This by-law also provided for the redesignation of former § 297-10D(6)(e), (f) and (g) as § 297-10D(6)(f), (g) and (h), respectively.

¹⁵Editor's Note: This by-law also provided for the redesignation of former § 297-10D(6)(f) as § 297-10D(6)(g).

TORONTO MUNICIPAL CODE, SIGNS

- (a) **[Amended 1999-04-15 by By-law No. 219-1999]**The total number of ground signs and pedestal signs is not more than one (1) per lot, unless two (2) frontages of the lot are greater than thirty (30) metres in length, in which case one (1) ground sign or pedestal sign for each such frontage is permitted for a total of not more than two (2) signs per lot;
 - (b) The area of sign is not more than eleven and six-tenths (11.6) square metres;
 - (c) The height of sign is not more than seven and six-tenths (7.6) metres;
 - (d) It is set back at least two (2) metres from a street line and six (6) metres from the point of intersection of two (2) street lines;
 - (e) Any portion of the sign structure exposed to public view is painted; and
 - (f) It complies with Subsections E and F.
- (8) A third-party ground sign is not permitted in a CR, MCR or RA District, and any other ground sign having an area of sign of not more than twenty-five (25) square metres and which may contain tri-vision panels or changeable copy is permitted, if:
- (a) Only one (1) ground sign for the purpose of identification is erected within any frontage of a lot;
 - (b) It is set back a minimum distance of two (2) metres from a street line and six (6) metres from the point of intersection of two (2) street lines;
 - (c) In the case of a sign containing changeable copy, the area of copy is not more than fifty per cent (50%) of the area of sign and the sign does not project above the first floor of the building;
 - (d) The height of sign is not more than ten (10) metres;
 - (e) Any portion of the sign structure exposed to public view is corrosion-resistant;
 - (f) It is of single-pole or double-pole construction; and

TORONTO MUNICIPAL CODE, SIGNS

- (g) It complies with Subsections E and F.
- (9) A ground sign which may revolve, contain tri-vision panels, changeable copy, animated copy or electronic message display copy is permitted if:
- (a) Only one (1) ground sign exceeding twenty-five (25) square metres is erected within any frontage of a lot;
 - (b) Only one (1) ground sign for the purpose of identification is erected within any frontage of a lot;
 - (c) It is set back a minimum distance of two (2) metres from a street line and six (6) metres from the point of intersection of two (2) street lines;
 - (d) In the case of a sign containing changeable copy, animated copy or electronic message display copy, the area of copy is not more than fifty per cent (50%) of the area of sign;
 - (e) Any portion of the sign structure exposed to public view is corrosion-resistant;
 - (f) It is of single-pole or double-pole construction; and
 - (g) It complies with Subsections E, F and H.
- (10) A mobile sign used for any purpose and which may contain tri-vision panels, changeable copy, animated copy or electronic message display copy is permitted, if:
- (a) Not more than one (1) is displayed within any frontage of the lot;
 - (b) The area of sign is not more than four (4) square metres;
 - (c) The height of sign is not more than two (2) metres;
 - (d) It is set back a minimum distance of three (3) metres from a street line, other than a lane; and
 - (e) It complies with Subsections E and F.
- (11) **[Amended 1997-10-06 by By-law No. 1997-0606]** A mural sign used for any purpose is permitted, if:

TORONTO MUNICIPAL CODE, SIGNS

- (a) The area of sign is not more than:
 - [1] In the case of a non-illuminated sign, one hundred (100) square metres; and
 - [2] In the case of an illuminated sign, twenty-five (25) square metres;
 - (b) In the case of a sign used for the purposes of third-party advertising, the sign is not permitted on a building wall that faces a street or on a building historically listed by Council or designated under the Ontario Heritage Act;
 - (c) **[Amended 1998-04-16 by By-law No. 138-1998]** In the case of a sign located on a wall not facing a street in a CR, MCR, RA, T and Tr zone district, the maximum permitted height of the sign does not exceed the fourth storey or fifteen (15) metres above grade, whichever is less;
 - (d) **[Added 1998-04-16 by By-law No. 138-1998]** In the case of a non-illuminated mural sign located on a wall not facing a street in an I District, the maximum permitted height of the sign does not exceed the fourth storey or fifteen (15) metres above grade, whichever is less;
 - (e) In the case of an illuminated mural sign located on a wall not facing a street in an I zone district, the maximum permitted height is the same as that permitted for an illuminated fascia sign;¹⁶
 - (f) It complies with:
 - [1] Subsection E in the case of a non-illuminated sign;
 - [2] Subsections E and F in the case of an illuminated sign; and
 - [3] Subsections E, F and H in the case of an illuminated mural sign in an industrial district.
- (12) A third-party pedestal sign is not permitted in a CR, MCR or RA District, and any other pedestal sign used for any purpose and which may contain tri-vision panels or changeable copy is permitted, if:

¹⁶Sections § 297-10 D(11)(d) and (e) were renumbered to (e) and (f) 1998-04-16 by By-law No. 138-1998.

TORONTO MUNICIPAL CODE, SIGNS

- (a) **[Amended 1999-04-15 by By-law No. 219-1999]** The total number of ground signs and pedestal signs is not more than one (1) per lot, unless two (2) frontages of the lot are greater than thirty (30) metres in length, in which case one (1) ground sign or pedestal sign for each such frontage is permitted for a total of not more than two (2) signs per lot.
 - (b) In the case of a sign containing changeable copy, the area of copy is not more than fifty per cent (50%) of the area of sign;
 - (c) It is set back a minimum distance of two (2) metres from a street line and six (6) metres from the point of intersection of two (2) street lines; and
 - (d) It complies with Subsections E and F.
- (13) A pedestal sign used for any purpose and which may revolve, contain tri-vision panels, changeable copy, animated copy or electronic message display copy is permitted, if:
- (a) Only one (1) pedestal sign is erected within any frontage of a lot, except where the frontage is at least one hundred (100) metres in length, and in that case, a second pedestal sign may be erected;
 - (b) In the case of a sign containing changeable copy, animated copy or electronic message display copy, the area of copy is not more than fifty per cent (50%) of the area of sign;
 - (c) It is set back a minimum distance of two (2) metres from a street line and six (6) metres from the point of intersection of two (2) street lines; and¹⁷
 - (d) It complies with Subsections E and F.
- (14) A projecting sign used for any purpose and which may contain tri-vision panels or changeable copy is permitted, if:
- (a) It is not erected above the second storey of a building to which it is attached or ten (10) metres above grade, whichever is less;
 - (b) Its thickness is not more than five-tenths (0.5) metre;

¹⁷Editor's Note: By-law No. 1996-0172 redesignated Subsection D(13)(c) as Subsection D(13)(d).

TORONTO MUNICIPAL CODE, SIGNS

- (c) **[Amended 1997-08-21 by By-law No. 1997-0421]** The sign identifies a business within the building, and the area of the sign in aggregate is not more than one-tenth (0.1) square metre for each metre of the building frontage of the commercial unit;
 - (d) In the case of a sign containing changeable copy, the area of copy is not more than fifty per cent (50%) of the area of sign;
 - (e) In the case of an illuminated projecting sign, it is erected a minimum distance of ten (10) metres from a window of a residential use located on the same storey of any building; and
 - (f) It complies with Subsection E.
- (15) A projecting sign used for any purpose and which may contain tri-vision panels, changeable copy, animated copy or electronic message display copy is permitted, if:
- (a) It is not erected above the second storey of a building to which it is attached or ten (10) metres above grade, whichever is less;
 - (b) Its thickness is not more than five-tenths (0.5) metre;
 - (c) **[Amended 1997-08-21 by By-law No. 1997-0421]** The sign identifies a business within the building and the area of the sign in aggregate is not more than one tenth (0.1) square metre for each metre of the building frontage of the commercial unit;
 - (d) In the case of changeable copy, animated copy or electronic message display copy, the area of copy is not more than fifty per cent (50%) of the area of sign;
 - (e) In the case of an illuminated projecting sign, it is erected a minimum distance of ten (10) metres from a window of a residential use located on the same storey of any building; and
 - (f) It complies with Subsection E.
- (16) **[Amended 1996-12-09 by By-law No. 1997-0014]** A roof sign is not permitted in a CR, MCR or RA District, and a roof sign used for any purpose and which may contain tri-vision panels or changeable copy is permitted in a T or Tr District, if:

TORONTO MUNICIPAL CODE, SIGNS

- (a) Not more than one (1) roof sign is erected for each building;
 - (b) It is not erected on buildings more than two (2) storeys or ten (10) metres in height, whichever is less;
 - (c) It does not exceed the maximum height limit set forth in the applicable zoning by-law;¹⁸
 - (d) It is not erected on a designated or listed building or within twelve and five-tenths (12.5) metres of a lot line of a designated property;
 - (e) In the case of a roof sign containing changeable copy, the area of copy is not more than fifty per cent (50%) of the area of sign;
 - (f) The area of sign is not more than twenty-five (25) square metres;
 - (g) In the case of a roof sign containing changeable copy, the height of sign is not more than four and five-tenths (4.5) metres; and
 - (h) It complies with Subsections E, F and G.
- (17) A roof sign used for any purpose and which may contain tri-vision panels, changeable copy, animated copy or electronic message display copy is permitted, if:
- (a) Not more than one (1) roof sign is erected on each building;
 - (b) (Reserved)
 - (c) It is not erected on a designated or listed building or within twelve and five-tenths (12.5) metres of a lot line of a designated property;
 - (d) In the case of a roof sign containing changeable copy, animated copy or electronic message display copy, the area of copy is not more than fifty per cent (50%) of the area of sign;
 - (e) (Reserved)
 - (f) It complies with Subsections E, F, G and H.

¹⁸Editor's Note: See Ch. 350, Zoning.

TORONTO MUNICIPAL CODE, SIGNS

- (18) A non-illuminated sign used for the purpose of advertising the names of the owner, architect, contractor or other consultant of a building under construction is permitted, if:
- (a) The number of signs is not more than one (1) per street frontage;
 - (b) The area of sign is not more than two-tenths (0.2) square metre for every one hundred (100) square metres of the lot up to a maximum area of sign, in the aggregate, of eighteen (18) square metres; and
 - (c) It complies with Subsection E.
- (19) A non-illuminated sign used for the purpose of advertising the sale or lease of a property is permitted, if:
- (a) The area of sign is not more than two-tenths (0.2) square metre for every one hundred (100) square metres of the lot up to a maximum area of sign, in the aggregate, of five (5) square metres;
 - (b) The height of sign is not more than five and five-tenths (5.5) metres; and
 - (c) It complies with Subsection E.
- (20) **[Added 1999-04-15 by By-law No. 219-1999]**A sign, which may be illuminated and which displays the company name, brand, corporate logo and pump number is permitted, if:
- (a) There is not more than one (1) per pump;
 - (b) The area of the sign does not exceed two and eight-tenths (2.8) square metres per side; and
 - (c) The sign contains no third party advertising.
- (21) **[Added 1999-04-15 by By-law No. 219-1999]**A non-illuminated sign affixed to the ground, the canopy or canopy supports of a pump island which identifies the corporate name or logo, fuel type, grade, price and type of service is permitted, if:
- (a) The horizontal dimension of the sign does not exceed the width of the pump island;

TORONTO MUNICIPAL CODE, SIGNS

- (b) The vertical dimension of the sign is not greater than the height of the pump; and
- (c) The sign contains no third party advertising.

E. General provisions.

No person shall erect or display or cause to be erected or displayed a sign which:

- (1) Resembles an official traffic signal, traffic sign or other traffic regulating device unless the sign is erected and displayed for the purpose of direction and is entirely on private property;
- (2) Obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device;
- (3) Overhangs a public sidewalk or other pedestrian walkway by more than one (1) metre, except for signs mounted on canopies constructed with an approved encroachment agreement;
- (4) Is closer than six-tenths (0.6) metre from the curb line of a public roadway;
- (5) **[Amended 1997-08-21 by By-law No. 1997-0421]** Except for a sign which projects not more than fifteen-hundredths (0.15) metre over a sidewalk or other pedestrian walkway, has a lesser vertical clearance between a public sidewalk or other pedestrian walkway and the lowest point of the sign than two and five-tenths (2.5) metres;
- (6) **[Amended 1996-12-09 by By-law No. 1997-0014; 1997-08-21 by By-law No. 1997-0421]** Obstructs or otherwise interferes with a window (excluding fixed transom windows) or door of a building, except for an awning sign used for the purposes of identification if the sign has a vertical clearance between the sidewalk or other pedestrian walkway below the sign and the lowest point of the sign of not less than two and five-tenths (2.5) metres; and
- (7) Is located less than:
 - (a) Ten (10) metres from any lot in an R District, as designated by any applicable zoning by-law;¹⁹

¹⁹ Editor's Note: See Ch. 350, Zoning.

TORONTO MUNICIPAL CODE, SIGNS

- (b) **[Amended 1996-12-09 by By-law No. 1997-0014]** Fifteen (15) metres from any lot in an R or G District, as designated by any applicable zoning by-law, if the sign is erected in a T District, as designated by any applicable zoning by-law; or
- (c) Twenty (20) metres from any lot in an R or G District, as designated by any applicable zoning by-law, if the sign is illuminated or if the sign is a roof sign.

F. Separation of signs.²⁰

- (1) **[Amended 1998-04-16 by By-law No. 138-1998]** No person shall erect or display or cause to be erected or displayed a fascia, ground, roof, pedestal or illuminated mural sign used for the purposes of third party advertising unless it is separated by a minimum radius of sixty (60) metres from any other such sign used for the purposes of third party advertising.
- (2) No person shall erect or display or cause to be erected or displayed a sign having an area of sign of more than seventy (70) square metres, unless it is separated by a minimum distance of three hundred (300) metres from another sign having an area of more than seventy (70) square metres.

G. Roof sign setbacks from certain intersections, street termini and parks.

- (1) No person shall erect or display or cause to be erected or displayed a roof sign within thirty (30) metres of the following intersection of streets, listed alphabetically, and beginning with an east-west street:
 - Bloor Street West and Dundas Street West
 - College Street and Dundas Street West
 - Dundas Street West, Dupont Street and Annette Street
 - King Street West and Dufferin Street
 - Queen Street West and Bathurst Street
 - Queen Street West and Dufferin Street
 - Queen Street West and Spadina Avenue
 - Queen Street West and Strachan Avenue
 - St. Clair Avenue West and Keele Street
- (2) For the purposes of this subsection, the required separation distance from the intersection of streets shall be measured as shown in Schedule A at the end of this chapter.

²⁰Section was renumbered and chart deleted 1998-04-16 by By-law No. 138-1998.

TORONTO MUNICIPAL CODE, SIGNS

- (3) No person shall erect or display or cause to be erected or displayed a roof sign on a lot which:
- (a) Abuts or is within thirty (30) metres of a public park listed in the following table; and
 - (b) Abuts the portion of the street corresponding with the public park, as listed in the following table:

Park	Corresponding Street
Earlscourt Park	St. Clair Avenue West
Moss Park	Queen Street East

- H. Restrictions on fascia signs not facing a street, illuminated mural signs, ground and roof signs in I Districts. [**Amended 1997-10-06 by By-law No. 1997-0606**]

No person shall erect or display or cause to be erected or displayed a fascia sign not facing a street, an illuminated mural sign, a ground sign or a roof sign that does not comply with the size restriction set out in the first column of the following table and the restrictions set out in the same row for setbacks for an illuminated sign, height of sign and the permitted zoning district.

Maximum Size of Sign (square metres)	Minimum Setback From a Lot in an R or G District for Illuminated Sign (metres)	Maximum Height of Fascia Sign Not Facing a Street, Illuminated Mural Sign or Ground Sign (metres)	Maximum Height of Roof Sign (metres)	Zoning District Where Permitted
0 to 25	20	10	15	IC, I1, I2, I3, I4
Over 25 to 50	40	10	15	I2, I3, I4
Over 50 to 70	60	15	15	I3, I4

§ 297-11. Restrictive exceptions.

- A. The following exceptions shall prevail over §§ 297-9 and 297-10, but only to the extent indicated. Unless otherwise indicated in the following exceptions, the signs

TORONTO MUNICIPAL CODE, SIGNS

permitted under this section shall also comply with the applicable provisions in § 297-9 or 297-10 for the district in which the sign is located.

- B. No person shall, within the areas delineated by heavy lines on maps 1 through 16, included in Schedule B at the end of this chapter, erect or display or cause to be erected or displayed:
- (1) A roof sign.
 - (2) A ground sign having an area of sign exceeding twenty-five (25) square metres.
 - (3) A ground sign having a height of sign exceeding nine (9) metres.
 - (4) A ground sign within thirty (30) metres of any Gardiner Expressway ramp, if the sign has a height of sign greater than six and five-tenths (6.5) metres.
 - (5) A ground sign within thirty (30) metres of the northern boundary of the Gardiner Expressway or Lake Shore Boulevard West, between Rees Street and Bathurst Street, if the sign has a height of sign greater than six and five-tenths (6.5) metres.
 - (6) Any other type of sign, except a fascia sign, an awning sign, a canopy sign, a projecting sign, a mural sign, a pedestal sign, or a sign permitted by § 297-9.
- C. No person shall, within the areas delineated by heavy lines on the maps included in Schedule B at the end of this chapter, erect or display or cause to be erected or displayed a roof sign. **[Amended 1995-04-24 by By-law No. 1995-0299]**
- D. No person shall, within the area delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display or cause to be erected or displayed:
- (1) A sign having a height of sign greater than ten and five-tenths (10.5) metres;
 - (2) A sign that, if illuminated, is of a flashing type; or
 - (3) A sign for the purpose of third-party advertising on any lands north of the south limit of Davenport Road.
- E. No person shall, within the area delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display:

TORONTO MUNICIPAL CODE, SIGNS

- (1) Signs for the purpose of third-party advertising; or
 - (2) Illuminated signs.
- F. No person shall, within the area delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display a sign except those permitted by § 297-9.
- G. No person shall, within the area outlined by heavy lines on the map included in Schedule B at the end of this chapter, erect or display a sign, other than a sign or bulletin permitted by § 297-9.
- H. No person shall erect or display, on the building in 1972 on the land municipally known in the year 1988 as 89 Chestnut Street, any sign, except fascia signs, if the signs:
- (1) Have a vertical dimension of not more than three (3) metres.
 - (2) Are not erected on a wall of the building facing in a southerly direction.
 - (3) Are not erected above the elevation of one hundred seventy and eight-tenths (170.8) metres Canadian Geodetic Datum.
 - (4) Are not erected on a wall of the building facing in a westerly or northerly direction, between the elevations of one hundred three and two-tenths (103.2) metres Canadian Geodetic Datum and one hundred sixty-six and two-tenths (166.2) metres Canadian Geodetic Datum.
 - (5) Are not erected on a wall of the building facing in a westerly or northerly direction, above the elevation of one hundred sixty-six and two-tenths (166.2) metres Canadian Geodetic Datum, comprising anything other than the name of the building and, or in the alternative, a device identifying the building.
 - (6) Are not erected on a wall of the building facing in an easterly direction, above the elevation of ninety-five and five-tenths (95.5) metres Canadian Geodetic Datum, comprising anything other than the name of the building or a part or parts of it, or a business carried on by a tenant therein and, or in the alternative, a device identifying the building or part or parts of it, or the business.
 - (7) Are not erected on a wall of the building facing in a westerly direction, below the elevation of one hundred three and two-tenths (103.2) metres Canadian

TORONTO MUNICIPAL CODE, SIGNS

Geodetic Datum, comprising anything other than the name of the building or a part or parts of it, or a business carried on by a tenant therein and, or in the alternative, a device identifying the building or part or parts of it, or the business.

- I. No person shall, within the area delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display:
 - (1) A flashing sign.
 - (2) An illuminated sign having an area of sign greater than five-tenths (0.5) square metre if the sign has a height of sign greater than eight (8) metres.
 - (3) An illuminated sign having an area of sign greater than five-tenths (0.5) square metre facing Gloucester Street, Dundonald Street, Maitland Street or Alexander Street.

- J. No person shall, on the lot municipality known in the year 1988 as 58 Richmond Street East, erect or display any sign, except those permitted by § 297-9.

- K. No person shall, within the area delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display a sign, except any sign used for the purpose of identification or purpose of direction, if it is in the form of metal letters, metal panels or carved stone.

- L. No person shall, on a lot that abuts both Yonge and Granby Streets or both Yonge and McGill Streets, erect an illuminated sign unless:
 - (1) The area of sign is not more than five-tenths (0.5) square metre; and
 - (2) The sign faces only Yonge Street.

- M. No person shall, on a lot that abuts both Mutual Street and the southerly limit of Carlton Street, erect an illuminated sign unless:
 - (1) The area of sign is not more than five-tenths (0.5) square metre; and
 - (2) The sign faces only Carlton Street.

- N. No person shall, on the land known in 1983 as 225 Mutual Street, erect an illuminated sign having an area of sign in excess of five-tenths (0.5) square metre.

TORONTO MUNICIPAL CODE, SIGNS

- O. No person shall, on a lot that abuts both Mutual Street and the northerly limit of Gerrard Street East, erect an illuminated sign unless:
- (1) The area of sign is not more than five-tenths (0.5) square metre; and
 - (2) The sign faces only Gerrard Street East.
- P. No person shall, on a lot that abuts both McGill Street and Church Street or both Granby Street and Church Street, erect an illuminated sign unless:
- (1) The area of sign is not more than five-tenths (0.5) square metre; and
 - (2) The sign faces only Church Street.
- Q. No person shall, on lands delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display a ground sign. **[Amended 1995-04-24 by By-law No. 1995-0299]**
- R. No person shall, within the lands delineated by the heavy lines on the map included in Schedule B at the end of this chapter, erect or display signs except as follows:
- (1) One (1) or more fascia signs indicating the nature of the non-residential occupancy or occupancies of the building if each sign:
 - (a) If illuminated, is of a non-flashing type;
 - (b) Is not more than one (1) metre in height;
 - (c) Does not project more than fourteen-hundredths (0.14) metre from the wall on which it is erected or displayed; and
 - (d) Is erected and displayed only on the non-residential portion of the Bloor Street West facade of the building or buildings.
 - (2) One (1) or more fascia signs indicating access to loading and parking areas if each sign:
 - (a) If illuminated, is of a non-flashing type;
 - (b) Is not more than six-tenths (0.6) metre in height;
 - (c) Does not project more than fourteen-hundredths (0.14) metre from the wall on which it is erected or displayed; and

TORONTO MUNICIPAL CODE, SIGNS

- (d) Is not erected on the north facade of the building or buildings.
 - (3) One (1) or more fascia signs indicating the nature of the residential occupancy or occupancies of the building or buildings if each sign:
 - (a) If illuminated, is of a non-flashing type;
 - (b) Is not more than one (1) metre in height;
 - (c) Does not project more than fourteen-hundredths (0.14) metre from the wall on which it is erected or displayed; and
 - (d) Is not erected on the north facade of the building or buildings.
 - (4) A temporary non-illuminated sign advertising the sale, rental or lease of the building or space therein, not exceeding two and five-tenths (2.5) square metres in area.
- S. No person shall, on the lot known in the year 1987 as 160 Queen Street West, erect or use any sign other than a sign permitted by By-law No. 13409, as amended, and a sign which is softly illuminated and extending not more than two (2) metres northward and two (2) metres westward from the south-east corner of the lot, if the sign shall not exceed one and nine-tenths (1.9) metres in width, two and fifteen-hundredths (2.15) metres in height and twenty-five hundredths (0.25) metre in depth, is constructed of steel framing with aluminum and acrylic facing and bears the wording "Historic Campbell House, 160 Queen Street West" and other wording as required to indicate events taking place from time to time within the building on the lot.
- T. No person shall, on the lands municipally known in the year 1987 as 330 University Avenue, erect or use any sign other than:
- (1) A sign permitted by By-law No. 13409; and
 - (2) Two (2) softly internally illuminated signs comprising the words "Canada Life" and located on the north and south faces of the tower portion of the building presently erected on the lands, if:
 - (a) The signs are centered on the base of the north and south faces of the tower of the existing building.
 - (b) Each sign is located on the base of the tower of the existing building between a height of forty-seven (47) metres above grade and a height of forty-nine (49) metres above grade.

TORONTO MUNICIPAL CODE, SIGNS

- (c) Each sign is not more than eleven and seventy-five hundredths (11.75) metres in length and one and twenty-two hundredths (1.22) metres in height.
 - (d) Each sign comprises the letters that make up the words "Canada Life," with each letter bolted to the base of the tower and made of white plexiglass facing and bronze colour returns, with the white internal tube lighting.

- U. No person shall, on the lands municipally known in the year 1987 as No. 145 Richmond Street West (the south-east corner of University Avenue and Richmond Street West), erect or use any sign other than:
 - (1) A sign permitted by By-law No. 13409; and
 - (2) Two (2) illuminated signs comprising the word "HILTON" one of which is located on the north and one on the south face of the hotel building presently erected on the lands, if:
 - (a) The signs are situated within thirty (30) metres of the west elevation of the building and approximately one and five-tenths (1.5) metres from the top of the building.
 - (b) Each sign is not more than eighteen (18) metres in length and three and five-tenths (3.5) metres in height.
 - (c) The signs are comprised of individual letters made of open metal channels illuminated with white neon tubing.
 - (3) One (1) illuminated sign comprising the word "HILTON" and located over the University Avenue entrance to the hotel building, if:
 - (a) The sign is located no more than five and eighty-six hundredths (5.86) metres above grade.
 - (b) The sign is not more than four and five-tenths (4.5) metres in length and eighty-five hundredths (0.85) metre in height.
 - (c) The sign comprises individual letters made of metal channels illuminated with neon tubing and with white plexiglass facing.

- V. No person shall, on the lands municipally known in the year 1987 as No. 1 University Avenue, erect or use any sign other than:

TORONTO MUNICIPAL CODE, SIGNS

- (1) A sign permitted by By-law No. 13409, as amended; and
 - (2) One (1) illuminated sign in the form of the logo of the Metropolitan Life Insurance Company, if:
 - (a) The sign is situated on the south face of the building and no portion of it is more than six (6) metres from the top of the building.
 - (b) The sign is not more than three (3) metres in length and three (3) metres in height.
 - (c) The sign is constructed and maintained with a blue plexiglass face illuminated internally by fluorescent "U" lamps with the centre of the sign being constructed of nonilluminated green painted sheet metal.
- W. No person shall, on the lands municipally known in the year 1983 as 411 Richmond Street East, erect or display a roof sign having an area of sign greater than twenty-five (25) square metres.
- X. No person shall, on a lot within the area delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect a roof sign having an area of sign greater than twenty-five (25) square metres.
- Y. No person shall, on the lands municipally known in the year 1959 as 561 Avenue Road, erect or display a sign advertising the dining room on the premises or the erection or display of any interior sign visible from the exterior of the building.
- Z. No person shall, on the lands municipally known in the year 1974 as 620 Church Street, erect or display a sign on a wall or window of the building advertising the tuck shop or dry cleaning depot within the building.
- AA. **[Amended 1995-10-20 by By-law No. 1995-0640]** No person shall, on a lot in a CR or MCR District, as designated by the applicable zoning by-law,²¹ within the area delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display any signs except:
- (1) Directional, warning and temporary signs permitted by § 297-9;

²¹Editor's Note: See Ch. 350, Zoning.

TORONTO MUNICIPAL CODE, SIGNS

- (2) Fascia signs on a non-residential building or any portion used for a non-residential purpose, identifying the nature of the occupancy or occupancies of the building, subject to the following conditions and limitations:
- (a) Each sign, if illuminated, shall be of a non-flashing type.
 - (b) Each sign shall consist only of letters not exceeding a vertical dimension of five-tenths (0.5) metre.
 - (c) No portion of a sign shall project above the roof of the building in the case of a flat-roofed building or above the eaves in the case of a pitched-roof building and in no event more than seven and five-tenths (7.5) metres above grade, except as permitted by the qualification in § 297-10D(4).
 - (d) No sign shall project more than five-tenths (0.5) metre out from the wall upon which it is erected or displayed.
 - (e) No sign shall be erected or displayed other than on the main front wall of the building, except that where the building is on a corner lot, one (1) non-illuminated fascia sign complying with the requirements of Subsection AA(2)(b), (c) and (d) may be erected and displayed on the side of the building facing on the flank of the lot;
- (3) Ground signs on the same lot as a non-residential building, identifying the occupancy or occupancies of the building, subject to the following conditions and limitations:
- (a) In the case of an inside lot, not more than one (1) ground sign may be erected between the front lot line and the main wall of the building located opposite the front lot line, and not more than one (1) such sign may be erected between the rear lot line and the main wall of the building located opposite the rear lot line in the case where the rear lot line coincides with a street line.
 - (b) In the case of a corner lot, one (1) ground sign, in addition to the signs referred to in Subsection AA(3)(a), may be erected between the main wall of the building located opposite a flank of the lot and the flank.
 - (c) No ground sign shall exceed one and seven-tenths (1.7) square metres in area, be more than three-tenths (0.3) metre thick or exceed

TORONTO MUNICIPAL CODE, SIGNS

a height of one (1) metre, excluding supports, which shall not exceed six-tenths (0.6) metre in height.

- (d) Each sign, if illuminated, shall have soft internal illumination and shall be of a non-flashing type.
 - (e) Each sign shall be inscribed only with letters, symbols or numbers, or with all or any of them, not exceeding two hundred thirty (230) millimetres in height.
 - (f) Each sign shall be constructed of masonry, tile, plastic, stainless steel or other rust-proof metal, or of all or any of them.
- BB. No person shall, on a lot in the area delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display any sign, except the following:
- (1) Signs permitted by § 297-9.
 - (2) Fascia signs or ground signs used for the purpose of identification, in compliance with § 297-10.
- CC. Signs in the vicinity of City Hall and Nathan Phillips Square. **[Added 1995-02-27 by By-law No. 1995-0192]**
- (1) **[Amended 1995-06-26 by By-law No. 1995-0447]** No person shall, within Area A as delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display any sign on the south face of any building or structure:
 - (a) Having a height of sign of more than ten (10) metres;
 - (b) Having a height of sign of less than ten (10) metres, for any purpose other than a non-illuminated sign for the purpose of identification; and

[1] Subsection CC(1)(b) does not apply to any building or structure within the lands bounded by Dundas Street West, Bay Street, Centre Avenue and Edward Street.
 - (2) No person shall, within Area A as delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display any sign on the east face of any building or structure located on Centre Street, Chestnut Street or Elizabeth Street, having a height of sign of more than ten (10)

TORONTO MUNICIPAL CODE, SIGNS

metres, for any purpose other than a non-illuminated sign for the purpose of identification.

- (3) No person shall, within Area B as delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display any sign on the south or west face of any building or structure located on the east side of Bay Street between Albert Street and Dundas Street West:
 - (a) Having a height of sign of more than ten (10) metres; and
 - (b) Having a height of sign of less than ten (10) metres, for any purpose other than a non-illuminated sign for the purpose of identification.
- (4) No person shall, within Area C as delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display any sign, other than a sign for the purpose of identification or the purpose of direction, on the north face of any building or structure located on the south side of Queen Street West between Bay Street and York Street.
- (5) None of the provisions of this subsection shall apply to prevent the erection or use of a sign extending from the east face of the building known municipally in the year 1994 as No. 120 Chestnut Street, if the sign does not have dimensions of more than nine-tenths (0.9) metre by one and five-tenths (1.5) metres, is supported by a mast arm secured to the front wall of the building and is erected having a height of sign not more than two and nine-tenths (2.9) metres.

DD. **[Added 1995-07-24 by By-law No. 1995-0488]** No person shall, on a lot in an IC, I1 or I2 District within the area outlined by heavy lines on the maps included in Schedule B at the end of this chapter, erect or display a facia sign not facing a street, a ground sign, a roof sign or an illuminated mural sign:

- (1) Having an area of sign of more than twenty-five (25) square metres;
- (2) Having a height of sign of more than ten (10) metres; and
- (3) That is within forty (40) metres of a lot in an R or G District where the sign is illuminated.

EE. No person shall, on a lot within the area delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display any illuminated ground sign or pedestal sign used for the purpose of third-party advertising. **[Added 1995-11-06 by By-law No. 1995-0665]**

TORONTO MUNICIPAL CODE, SIGNS

- FF. No person shall, on a lot within the area delineated by heavy lines on the maps included in Schedule B at the end of this chapter, erect or display any fascia or mural sign used for the purpose of third-party advertising. **[Added 1996-11-18 by By-law No. 1996-0539]**
- GG. No person shall, on a lot within the area delineated by heavy lines on the map included in Schedule B at the end of this chapter, erect or display any fascia or mural sign used for the purpose of third-party advertising. **[Added 1997-01-13 by By-law No. 1997-0051]**
- HH. No person shall, on the lands known in the year 1998 as No. 52 St. Lawrence Street, erect or display a roof sign. **[Added 1999-06-11 by By-law No. 320-1999]**
- II **[Added 2004-05-20 by By-law No. 375-2004]** No person shall, notwithstanding Section 297-11B, erect or display any sign within the area delineated by heavy lines on the map included in Schedule B at the end of this Chapter, except the following:
- (1) within any G, Gh, Gm, UOS, R1, R1S, R2, R3, R4, R4A or Q district designated by a zoning by-law, signs permitted by Section 297-9; and
 - (2) within any CR, MCR, RA, T, Tr, IC, I1, I2, I3 or I4 district designated by a zoning by-law, provided they are in compliance with Section 297-10, awning signs, canopy signs, pedestal signs, fuel pump signs, pump island signs, projecting signs or fascia signs used for the purpose of identification or direction, and not containing animated copy or electronic message display copy.
- JJ. **[Added 2006-06-29 by By-law No. 594-2006]** Despite Subsection B, no person shall erect or display within the area delineated by heavy lines on Maps 1 and 2 included in Schedule B at the end of this chapter:
- (1) A roof sign.
 - (2) Signs for the purpose of third party advertising.
 - (3) Signs which rotate or that contain tri-vision panels, animated copy, changeable copy or electronic message display copy.
 - (4) Video Screen type sign.
 - (5) Box signs, for the purpose of building identification, located at the top floor or at the first level of the building.
 - (6) Signs extending above the top of a building.

TORONTO MUNICIPAL CODE, SIGNS

- (7) At the top floor level of the building, more than one building identification fascia sign located within the frontage of the lot, in the form of individual letters or corporate logo, indicating the nature of the non-residential occupancy or occupancies of the building except in the CR Zone portion of University Avenue, and if the sign is:
 - (a) Erected on a building having a height of more than thirty four (34) metres, measured from the level of the ground beneath or opposite the sign;
 - (b) Located within the uppermost storey of the building or the parapet wall of the uppermost storey;
 - (c) Not more than three (3) metres in height; and
 - (d) Not more than twenty-five (25) square metres in area.
- (8) At the first floor level of the building for the purpose of building identification, more than one (1) illuminated or non-illuminated fascia sign, ground sign, a pedestal sign or a canopy sign within the frontage of the lot with an area of more than two and five-tenths (2.5) square metres.
- (9) Business identification signs located more than four and six-tenths (4.6) metres high from grade or above the first floor level of the building.
- (10) Signs whose aggregate area exceeds fifteen (15) percent of the building face area of the first storey commercial unit.
- (11) Illuminated or non-illuminated boxed sign, fascia sign in the form of individual letters or back-lit canopy sign if not located on a wall that is part of the commercial unit that identifies a business within the building.

§ 297-12. Permissive exceptions.

- A. The following exceptions shall prevail over §§ 297-9, 297-10 and 297-11, but only to the extent indicated. Unless otherwise indicated in the following exceptions, the signs permitted under this section shall also comply with the applicable provisions in § 297-9 or 297-10 for the district in which the sign is located.
- B. Sections 297-10 and 297-11B shall not apply so as to restrict the area of sign, height of sign, projection of sign or location of any sign for the purpose of identification or

TORONTO MUNICIPAL CODE, SIGNS

for the purpose of direction located on the lands shown bounded by heavy lines on the map included in Schedule B at the end of this chapter (SkyDome Stadium/Hotel Complex), provided:

- (1) The signs are not used for the purpose of advertising.
 - (2) The signs are affixed to the Stadium/Hotel building.
 - (3) Canopy signs project not more than four and five-tenths (4.5) metres from the main face of the Stadium/Hotel building, except canopy signs located at the entrance or the easterly or westerly elevations, which may project up to six (6) metres.
 - (4) Projecting signs do not project more than two (2) metres over a public sidewalk.
- C. Section 297-9 shall not apply to the erection or display of a ground sign used for the purpose of identification in conjunction with an automobile service station, located on the lands known municipally in the year 1989 as 866 Avenue Road, if:
- (1) Not more than one (1) ground sign is erected and displayed.
 - (2) The area of each face of ground sign is not more than eleven and six-tenths (11.6) square metres.
 - (3) The height of sign is not more than seven and six-tenths (7.6) metres.
 - (4) No portion of the sign is erected and displayed otherwise than wholly within the area delineated by heavy lines on the map included in Schedule B at the end of this chapter.
- D. Section 297-10 shall not apply to prohibit animated copy or electronic message display copy on signs permitted in CR Districts, as designated by any applicable zoning by-law,²² on lots abutting Yonge Street, between Queen Street and Davenport Road and Church Street, if:
- (1) The area of copy is not more than fifty per cent (50%) of the area of sign.
 - (2) The sign is erected or displayed facing Yonge Street.

²² Editor's Note: See Ch. 350, Zoning.

TORONTO MUNICIPAL CODE, SIGNS

- E. Despite the qualification in § 297-10D(14)(e), illuminated projecting signs erected on the facade of a building facing Yonge Street, on lots located between Queen Street and Davenport Road and Church Street, shall not be required to be set back a minimum distance of ten (10) metres from a window of a residential use.
- F. Section 297-10 shall not apply to prevent the erection of two (2) identical illuminated signs at the level of the parapet wall of the north-easterly and southerly faces, respectively, of the building existing in 1981 on the lands known in 1981 as 400 University Avenue, each sign not exceeding dimensions of five and twenty-nine thousandths by four and nine hundred twenty-six thousandths (5.029 x 4.926) metres, constructed of sheet metal, and in the form of the logo of Travelers Canada.
- G. Section 297-10 shall not apply to prevent the erection of two (2) identical back-lit illuminated signs at the level of the parapet wall of the northerly and southerly faces, respectively, of the building existing in 1982 on the lands known in 1982 as 439 University Avenue, each sign not exceeding a height of four and eleven-hundredths (4.11) metres and a width of five (5) metres, constructed of bronze-coloured anodized aluminum and in the form of the logo of Phoenix of Canada, if a sign then on the northern face of the building is removed.
- H. Section 297-9 shall not apply to prevent the erection or display of fascia signs, projecting signs, pedestal signs or ground signs to premises known in the year 1981 as 509 and 539 Eastern Avenue, if the signs:
- (1) Are for the purpose of identification, purpose of direction or purpose of warning; and
 - (2) Comply with § 297-10.
- I. Section 297-10 shall not apply to prevent the erection or display of two (2) identical white-neon illuminated signs close to the roof line of the northerly and southerly faces, respectively, of the building existing in 1981 on the land known in 1981 as 145 Richmond Street West, each sign containing the logo of Western International Hotels in a five-and-five-tenths-metre circle, and the words "The Westin," in open channel letters the insides of which are painted white and the returns of which are painted bronze, the largest letters of which may be two and forty-four hundredths (2.44) metres in height.
- J. Section 297-10 shall not apply to prevent the erection or display, on the building on the lands known in 1984 as 70 University Avenue, of two (2) identical signs and sign panels at the eighth floor level facing southerly and easterly, respectively, each sign panel having dimensions not in excess of six and one-tenth by one and eight-tenths (6.1 x 1.8) metres, and being constructed of bronze-coloured aluminum, with illuminated

TORONTO MUNICIPAL CODE, SIGNS

letters in the form of the word "Walwyn" not exceeding one (1) metre in height, if any illumination of the letters is not of a flashing or intermittent nature.

- K. Section 297-10 shall not apply to prevent the erection or display of, on the building standing in 1983 on the lands known in 1983 as 522 University Avenue:
- (1) An illuminated sign at the fourteenth floor level of the northern face of the building, the sign having dimensions not in excess of two and forty-four hundredths by three and sixty-six hundredths (2.44 x 3.66) metres, and in the form of the logo of the National Life Assurance Company of Canada, if the illumination of the sign is not of a flashing or intermittent nature; and
 - (2) A non-illuminated fascia sign at a height of not more than eleven and three-tenths (11.3) metres above grade level on the eastern elevation of the building, the sign consisting of metal letters each of which is not more than one (1) metre in height, and in the form of the words "National Life of Canada."
- L. Section 297-10 shall not apply to prevent the erection or display, on the building erected on lands known in the year 1985 as No. 145 King Street West, of an illuminated sign containing the word "Aetna" on the south-west facade above the 27th floor level and not projecting above the roof line of the building, and having dimensions not in excess of eight and twenty-two hundredths by three and one-tenth (8.22 x 3.1) metres, if any illumination is not of a flashing or intermittent nature.
- M. Despite the qualification in § 297-10D(4)(c), fascia signs permitted by the qualification may also be erected on the uppermost storey of any lower portion of the building (including any parapet wall) where the wall of the lower portion is horizontally distanced at least ten (10) metres from the wall of the uppermost storey of the building, if the building is on a lot within the area delineated by heavy lines on the map included in Schedule B at the end of this chapter.
- N. **[Added 1997-04-14 by By-law No. 1997-0178]** Section 297-10 shall not apply to prevent the erection or display on a lot, in the IC District within the area outlined by heavy lines on the map included in Schedule B at the end of this chapter, of a ground or roof sign:
- (1) Having an area of sign not exceeding fifty (50) square metres; and
 - (2) Having a height of sign not exceeding fifteen (15) metres.
- O. **[Added 1997-10-06 by By-law No. 1997-0606]** Section 297-10 shall not apply to prohibit the erection or display of, on a lot zoned CR, MCR or RA located in the areas outlined by heavy lines on the map in Schedule B at the end of this chapter:

TORONTO MUNICIPAL CODE, SIGNS

- (1) A non-illuminated mural sign containing three-dimensional sign copy erected or displayed on a wall or parapet wall on a building, provided that:
 - (a) The area of the mural sign is not more than one hundred (100) metres;
 - (b) The three-dimensional sign copy is not more than fifty per cent (50%) of the total sign area;
 - (c) The three-dimensional sign copy is integrated into, and forms part of, the entire copy of the mural sign;
 - (d) The height of the mural sign does not exceed the fourth storey or fifteen (15) metres above grade, whichever is less;
 - (e) The mural sign is not located on a wall or parapet wall that faces a street; and
 - (f) The mural sign is not located on a building that is either designated under the Ontario Heritage Act or listed on the City of Toronto Inventory of Heritage Properties.

- (2) A non-illuminated mural sign containing three-dimensional sign copy erected or displayed on a wall or parapet wall on a building for which a mural sign permit was issued, prior to October 6, 1997, and has been continuously used to display such mural sign, provided that:
 - (a) The three-dimensional sign copy is not more than fifty per cent (50%) of the total sign area or seventy (70) square metres, whichever is less;
 - (b) The three-dimensional sign copy is integrated into, and forms part of, the entire copy of the mural sign; and
 - (c) The mural sign is not located on a building that is either designated under the Ontario Heritage Act or listed on the City of Toronto Inventory of Heritage Properties.

- (3) **[Amended 1998-04-16 by By-law No. 138-1998]** For the purposes of this exception, "three-dimensional sign copy" means copy that renders a recognizable object in three dimensions and projects not more than one (1) metre from the wall or parapet wall, but does not include a flag, banner, pennant or poster panel.

TORONTO MUNICIPAL CODE, SIGNS

P. [Added 1997-10-06 by By-law No. 1997-0615] Sections 297-10, 297-11 and 297-12 do not apply to any signs erected or displayed on the structure identified as the media tower, located on a building on the lands known in 1997 as No. 306 Yonge Street, if the signs, in their entirety, comply with the following:

- (1) For the purpose of this exception, the following terms have the meanings indicated:

DISPLAY SURFACE — The display surface of the media tower is the area made available on the structure for the purpose of erecting or displaying signage.

DUNDAS STREET WEST ADDITIONAL DISPLAY AREA — The area of the Dundas Street West elevation of the media tower which may be used to erect or display an additional sign, as shown in Schedule B, Map 1, at the end of this chapter.²³

DUNDAS STREET WEST DISPLAY AREA — The area of the Dundas Street West elevation of the media tower which may be used to erect or display signs, as shown in Schedule B, Map 1, at the end of this chapter,²⁴ exclusive of the Dundas Street West additional display area.

DUNDAS STREET WEST NO COVER ZONE — The area of the Dundas Street West elevation of the media tower where no signs are permitted, as shown in Schedule B, Map 2, at the end of this chapter.²⁵

EDWARD STREET ADDITIONAL DISPLAY AREA — The area of the Edward Street elevation of the media tower which may be used to erect or display an additional sign, as shown in Schedule B, Map 3, at the end of this chapter.²⁶

EDWARD STREET DISPLAY AREA — The area of the Edward Street elevation of the media tower which may be used to erect or display signs, as shown in Schedule B, Map 3, at the end of this chapter,²⁷ exclusive of the Edward Street additional display area.

²³Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 1 of 6," at the end of this chapter.

²⁴Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 1 of 6," at the end of this chapter.

²⁵Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 2 of 6," at the end of this chapter.

²⁶Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 3 of 6," at the end of this chapter.

²⁷Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 3 of 6," at the end of this chapter.

TORONTO MUNICIPAL CODE, SIGNS

EDWARD STREET NO COVER ZONE — The area of the Edward Street elevation of the media tower where no signs are permitted, as shown in Schedule B, Map 4, at the end of this chapter.²⁸

GROSS SURFACE DISPLAY AREA — The total area on the media tower structure which may be used to erect or display signs, encompassing the Dundas Street West additional display area, Dundas Street West display area, Edward Street additional display area, Edward Street display area and Yonge Street display area, and exclusive of the sponsor logo three-dimensional sign.

MEDIA TOWER — The media tower structure, supports, uprights, bracing and framework erected on a building existing on the lands known in 1997 as No. 306 Yonge Street for the purpose of supporting signage.

NO COVER ZONE — The area within the media tower structure that is open exposing the underlying structure and where no signage or other covering material is permitted.

SPONSOR LOGO THREE-DIMENSIONAL SIGN — A three-dimensional illuminated sign which may be stationary or revolving and is a sculptural depiction of a logo, corporate symbol, corporate name or product or any combination thereof, which singularly identifies the buildings, its owners or a tenant of the buildings existing in 1997 on the lands known in 1997 as No. 306 Yonge Street and 595 Bay Street.

YONGE STREET DISPLAY AREA — The area of the Yonge Street elevation of the media tower which may be used to erect or display signs, as shown on Schedule B, Map 5, at the end of this chapter.²⁹

YONGE STREET NO COVER ZONE — The area of the Yonge Street elevation of the media tower where no signs are permitted, as shown in Schedule B, Map 6, at the end of this chapter.³⁰

- (2) Illuminated signs which may contain animated copy, changeable copy, electronic message display copy and tri-vision panels are permitted to be erected or displayed on the Dundas Street West display area if:
 - (a) The signs do not encroach into the Dundas Street West no cover zone;

²⁸Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 4 of 6," at the end of this chapter.

²⁹Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 5 of 6," at the end of this chapter.

³⁰Editor's Note: See the map entitled "Area referred to in § 297-12P, Map 6 of 6," at the end of this chapter.

TORONTO MUNICIPAL CODE, SIGNS

- (b) The area of each individual illuminated sign is not more than six hundred eighty-four (684) square metres or less than seventy-two (72) square metres;
 - (c) The height and width of each individual illuminated sign is not more than twenty-eight and five-tenths (28.5) metres;
 - (d) In the case of a sign containing wholly electronic message display copy:
 - [1] The height of sign is not more than twenty (20) metres; and
 - [2] The area of sign is not more than thirty-nine (39) square metres;
 - (e) In the case of a sign containing electronic message display copy which is incorporated into, and forms part of, another permitted sign:
 - [1] The electronic message display is not more than twelve (12) metres wide; and
 - [2] The electronic message display covers not more than twenty-five per cent (25%) of the area of the sign or thirty-nine (39) square metres, whichever is the lesser;
 - (f) In the case of a sign containing animated copy, the area of each individual sign is not more than two hundred eighty-eight (288) square metres, except for one sign which is permitted to have an area of sign of up to five hundred (500) square metres; and
 - (g) No sign is illuminated by indirect illumination except:
 - [1] One sign having an area of sign of not more than two hundred (200) square metres; and
 - [2] Any sign containing elements projecting not less than six-tenths (0.6) metre beyond the front of the sign board/box, providing the projecting elements cover not less than twenty per cent (20%) of the sign area.
- (3) Illuminated signs which may contain animated copy, changeable copy and tri-vision panels are permitted to be erected or displayed on the Edward Street display area if:

TORONTO MUNICIPAL CODE, SIGNS

- (a) The signs do not encroach into the Edward Street no cover zone;
 - (b) The area of each individual illuminated sign is not more than six hundred forty-eight (648) square metres or less than seventy-two (72) square metres;
 - (c) The height and width of each individual illuminated sign is not more than twenty-seven (27) metres;
 - (d) In the case of a sign containing animated copy, the area of each individual sign is not more than two hundred sixteen (216) square metres, except for one sign which is permitted to have a sign area of up to three hundred twenty-five (325) square metres; and
 - (e) No sign is illuminated by indirect illumination except:
 - [1] One sign having an area of sign of not more than two hundred (200) square metres; and
 - [2] Any sign containing elements projecting not less than six-tenths (0.6) metre beyond the front of the sign board/box, providing the projecting elements cover not less than twenty per cent (20%) of the sign area.
- (4) Illuminated signs which may contain animated copy, changeable copy, electronic message display copy and tri-vision panels are permitted to be erected or displayed on the Dundas Street West additional display area and Edward Street additional display area if:
- (a) Not more than one (1) sign is erected in each additional display area;
 - (b) The sign completely covers the additional display area;
 - (c) Signs are erected simultaneously on both the Dundas Street West and Edward Street additional display areas; and
 - (d) No sign is illuminated by indirect illumination except where not less than twenty per cent (20%) of the sign area projects not less than six-tenths (0.6) metre beyond the front of the sign board/box.
- (5) Illuminated signs which may contain animated copy, changeable copy, electronic message display copy and tri-vision panels are permitted to be erected or displayed on the Yonge Street display area if:

TORONTO MUNICIPAL CODE, SIGNS

- (a) The signs do not encroach into the Yonge Street no cover zone;
- (b) Not more than three (3) illuminated signs are displayed at one time;
- (c) The area of each individual illuminated sign is not more than one hundred twenty (120) square metres;
- (d) In the case of a sign containing animated copy:
 - [1] Not more than one (1) sign containing animated copy is displayed at one time; and
 - [2] The area of the sign is not more than sixty (60) square metres;
- (e) In the case of a sign containing wholly electronic message display copy:
 - [1] The height of sign is not more than twenty (20) metres; and
 - [2] The area of sign is not more than forty-five (45) square metres; and
- (f) In the case of a sign containing electronic message display copy which is incorporated into, and forms part of, another permitted sign:
 - [1] The electronic message display is not more than six (6) metres wide; and
 - [2] The electronic message display covers not more than twenty-five per cent (25%) of the area of the sign or thirty-six (36) square metres, whichever is the lesser.
- (6) One (1) illuminated sponsor logo three-dimensional sign may be located on top of the media tower if:
 - (a) The sign is located within an imaginary volume having a length and width of five (5) metres and a height of six (6) metres and is centred on, and affixed to the top of, the media tower; and
 - (b) The area utilized for the sponsor logo three-dimensional sign shall not be included as part of the gross surface display area.
- (7) Despite Subsection P(1) to (6), signs on the media tower shall be erected or displayed so that:

TORONTO MUNICIPAL CODE, SIGNS

- (a) Not more than eighty-five per cent (85%) of the gross surface display area may be utilized for the purposes of third-party advertising;
- (b) Each sign maintains a minimum separation distance from all other signs on the same display area of at least one (1) metre;
- (c) No sign resembles an official traffic signal, traffic sign or other traffic regulating device;
- (d) No sign obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device;
- (e) No sign projects beyond the surface of the media tower display surface except:
 - [1] Signs erected on the Dundas Street West display area, Dundas Street West additional display area, Edward Street display area and Edward Street additional display area are permitted to project not more than three and one-tenth (3.1) metre beyond the surface of the media tower, exclusive of platforms and light fixtures, provided the signs do not project beyond the limits of a plane created by projecting the perimeter of the display surface outward at a ninety-degree angle to the display surface; and
 - [2] Signs erected on the Yonge Street display area are permitted to project, exclusive of platforms and light fixtures:
 - [a] Not more than two (2) metres beyond the surface of the media tower between thirty-one (31) and thirty-seven (37) metres above grade;
 - [b] Not more than two (2) metres beyond the surface of the media tower if erected on the Dundas Street additional display area or Edward Street additional display area;
 - (c) Not more than forty-five hundredths (0.45) metre beyond the surface of the media tower over the remainder of the Yonge Street display surface;

provided the signs do not project beyond the limits of a plane created by projecting the perimeter of the display surface outward at a ninety-degree angle to the display surface;

TORONTO MUNICIPAL CODE, SIGNS

- (f) No sign is erected or displayed as a flag, banner or pennant or is made of cloth, plastic or similar flexible material;
 - (g) All sign and media tower surfaces are sealed or covered in a manner that prevents the exposure of all mechanics, electronics and backings and corrosion; and
 - (h) Indirect illumination, where permitted, is located so as to direct light upwards and solely towards the sign.
- (8) Despite anything else in this chapter, and for greater certainty within this exception, "animated copy" includes video screens which may feature animated graphics, real moving images and/or text utilizing televisions, computer video monitors, liquid crystal displays and similar displays, but does not include projection copy or similarly copy projected onto the media tower from a source originating or located external to the media tower and does not include electronic message display copy.
- Q. **[Added 1998-05-14 by By-law No. 237-1998]** Section 297-10 shall not apply to prohibit the erection or display of signs on the structure identified as a sign screen, located on the lands municipally known in 1997 as No. 241 Wellington Street West, as shown in Schedule B, Map 1 at the end of this chapter, if the signs comply with the following:
- (1) For the purposes of this exception, the following terms have the meaning indicated:
 - DISPLAY SURFACE - The display surface of the sign screen is the area made available on the structure for the purposes of erecting or displaying signage.
 - JOHN STREET DISPLAY AREA - The area of the John Street elevation of the sign screen which may be used to erect or display signs, as shown in Schedule B, Map 2.
 - NO COVER ZONE - The area of the sign screen where no signage is permitted.
 - SIGN PANEL - The display surface contained between two vertical support columns marked with finials, as shown in Schedule B, Map 4.
 - SIGN SCREEN - The sign screen structure, support columns, support trusses, uprights, bracing, framework, covering material, lights, finials and glass canopy, erected on the lands known in 1997 as No. 241 Wellington Street West

TORONTO MUNICIPAL CODE, SIGNS

for the purposes of supporting signage as shown in Schedule B, Maps 1 to 6 inclusive, at the end of this chapter.

WELLINGTON STREET WEST DISPLAY AREA - The area of the Wellington Street West elevation of the sign screen which may be used to erect or display signs, as shown in Schedule B, Map 3.

WELLINGTON STREET WEST NO COVER ZONE - The area on the Wellington Street West elevation of the sign screen where no signage is permitted, as shown in Schedule B, Map 3.

- (2) **[Added 1998-05-14 by By-law No. 237-1998]** A sign screen erected for the purposes of displaying signs used for the purposes of third-party advertising is permitted if:
- (a) The sign screen is in accordance with the drawings contained in Schedule B, Maps 1 to 6 inclusive, at the end of this chapter;
 - (b) No portion of the sign screen is more than twelve and five-tenths (12.5) metres above grade;
 - (c) The glass canopy portion of the sign screen maintains a vertical clearance of not less than three and five-tenths (3.5) metres between a public sidewalk or pedestrian walkway and the lowest portion of the canopy; and
 - (d) Any portion of the sign screen that is exposed to public view is corrosion-resistant.
- (3) **[Added 1998-05-14 by By-law No. 237-1998]** Illuminated signs are permitted to be erected or displayed on the John Street Display Area if:
- (a) The signs are contained within the perimeter limits of the display surface;
 - (b) No more than five (5) sign panels are erected on the John Street Display Area;
 - (c) No more than two (2) signs are erected on each sign panel;
 - (d) The area of each individual sign is not less than twenty-four (24) square metres and not more than seventy-eight (78) square metres; and

TORONTO MUNICIPAL CODE, SIGNS

- (e) The total sign area is not more than three hundred and twenty-four (324) square metres.
- (4) **[Added 1998-05-14 by By-law No. 237-1998]** Illuminated signs are permitted to be erected on the Wellington Street West Display Area if:
- (a) The signs are contained within the perimeter limits of the display surface;
 - (b) The signs do not encroach onto the Wellington Street West No Cover Zone;
 - (c) No more than two (2) sign panels are erected on the Wellington Street West Display Area;
 - (d) No more than two (2) signs are erected on each sign panel;
 - (e) The area of each individual sign is not less than twenty-nine (29) square metres and not more than sixty-eight (68) square metres;
 - (f) The total sign area is not more than one hundred and twenty-seven (127) square metres; and
 - (g) The illumination of signs is controlled with an automatic timing device that restricts illumination to the hours of 7:00 a.m. to 11:00 p.m.
- (5) **[Added 1998-05-14 by By-law No. 237-1998]** The following general provisions also apply:
- (a) All sign panels shall be framed with a non-corrosive metal frame.
 - (b) Only signs that are constructed of a flexible material such as vinyl or plastic are permitted.
 - (c) The signs shall not contain animated copy, changeable copy, electronic message display copy nor tri-vision panels or consist of flags or pennants.
 - (d) The signs are only illuminated with indirect illumination comprising a light source located at the top of the sign screen and directed towards the sign.

TORONTO MUNICIPAL CODE, SIGNS

- (e) No sign shall project more than one-tenth (0.1) metre from the surface of the sign screen.
- (f) A minimum separation distance of two-tenths (0.2) metres between signs is required.
- (g) All display areas shall contain sign copy at all times.
- (h) No sign is erected or displayed on the glass canopy.
- (i) No other types of sign used for the purposes of third-party advertising shall be erected or displayed on the property.
- (j) No sign shall be erected or displayed which resembles an official traffic signal, traffic sign or other traffic regulating device unless the sign is erected and displayed for the purposes of direction and is entirely on private property.
- (k) No sign shall be erected or displayed which obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device.

R. **[Added 1998-11-26 by By-law No. 835-1998]** Section 297-10 shall not apply to prohibit the erection or display of signs hereinafter described and shown in Schedule B, Maps 1 to 4 inclusive, at the end of this chapter, on the Yonge Street elevation of the Eaton Centre located on lands municipally known in 1997 as including No. 1 Dundas Street West, if the signs comply with the following:

- (1) For the purposes of this exception, the following terms shall have the meaning indicated:

DISPLAY SURFACE - The display surface of the sign screen is the area of the building facade which may be used to erect or display signs, as shown in Schedule B, Maps 1 to 4 inclusive.

SIGN TOWER - The sign tower structure, supports, uprights, bracing and framework erected on a building existing on the lands known in 1997 as including No. 1 Dundas Street West for the purpose of supporting signage.

- (2) Nine (9) illuminated fascia signs identified by the number 1 and located as shown in Schedule B, Maps 1 to 3 inclusive, for the purpose of identification or for the purpose of third-party advertising, are permitted to be erected or displayed if there is compliance with Subsection R(10).

TORONTO MUNICIPAL CODE, SIGNS

- (3) Four (4) illuminated fascia signs identified by the number 2 and located as shown in Schedule B, Maps 1 and 3, for the purpose of identification, are permitted to be erected or displayed if there is compliance with Subsection R(10).
- (4) Seven (7) illuminated fascia signs identified by the number 2a and located as shown in Schedule B, Maps 1 to 3 inclusive, for the purpose of identification of the occupant, are permitted to be erected or displayed if there is compliance with Subsection R(10).
- (5) Three (3) illuminated signs identified by the number 3 and located as shown in Schedule B, Map 3, for the purpose of direction to the parking garage within the building, are permitted to be erected or displayed if there is compliance with Subsection R(10).
- (6) One (1) illuminated sign tower located as shown in Schedule B, Map 4, for the purpose of identification or the purpose of third-party advertising, is permitted to be erected or displayed if the illumination is static and not intermittent or flashing and if there is compliance with Subsection R(10).
- (7) Two (2) illuminated signs identified by the number 4 which are supported by the sign tower and located as shown in Schedule B, Maps 2 and 4, for the purpose of identification or the purpose of third-party advertising, are permitted to be erected or displayed if the illumination is static and not intermittent or flashing and if there is compliance with Subsection R(10).
- (8) Two (2) illuminated signs identified by the number 4a which are supported by the sign tower and located as shown in Schedule B, Maps 2 and 4, for the purpose of identification of the name of the building, are permitted to be erected or displayed if the illumination is static and not intermittent or flashing and if there is compliance with Subsection R(10).
- (9) One (1) illuminated canopy sign identified by the number 5 and located as shown in Schedule B, Maps 2 and 4, for the purpose of identification of the name of the building, is permitted to be erected or displayed if there is compliance with Subsection R(10).
- (10) The following general provisions also apply:
 - (a) All signs shall be framed with a non-corrosive metal frame.

TORONTO MUNICIPAL CODE, SIGNS

- (b) The signs shall not contain animated copy, changeable copy, electronic message display copy nor tri-vision panels or consist of flags or pennants.
 - (c) Unless otherwise indicated, the signs are illuminated with internal illumination with the light source located within the sign or behind the copy.
 - (d) All display areas shall contain sign copy at all times.
 - (e) No sign shall be erected or displayed which resembles an official traffic signal, traffic sign or other traffic regulating device unless the sign is erected and displayed for the purposes of direction and is entirely on private property.
 - (f) No sign shall be erected or displayed which obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device.
- S. **[Added 1999-06-11 by By-law No. 370-1999]** Section 297-10 shall not apply to prohibit the erection or display of signs hereinafter described and shown in Schedule B, Maps 1 to 8 inclusive, at the end of this chapter, on the Yonge Street and Dundas Street West elevations of the Eaton Centre located on lands municipally known in 1997 as including No. 1 Dundas Street West, if the signs comply with the following:
- (1) For the purposes of this exception, the following terms shall have the meaning indicated:

ANIMATED SIGNAGE - Illuminated signs which may contain animated copy, changeable copy, electronic message display copy, tri-vision panels, video screens which may feature animated graphics, real moving images and/or text utilizing televisions, computer video monitors, liquid crystal displays, light emitting diode displays, neon displays and similar displays.

CORNER ANIMATED SIGN AREA - A sign area within which a sign may have a maximum size of ten (10) by ten (10) metres to be permitted within a defined area identified by the number 23 at the intersection of Yonge and Dundas Streets as shown in Schedule B, Maps 2, 6 and 7, at the end of this chapter and which may consist of only Animated Signage.

MEDIA TOWER DISPLAY AREA - The area on the surface of the media tower as shown in Schedule B, Maps 2, 6, 7 and 8, at the end of this chapter,

TORONTO MUNICIPAL CODE, SIGNS

which is made available on the structure for the purpose of erecting or displaying signage.

MEDIA TOWER RESTRICTED COVER ZONE “A” - Columns 1 and 7 and the top rail as shown in Schedule B, Maps 2, 3, 6 and 7, at the end of this chapter, where no more than twenty-five (25) per cent of the total aggregate area may be covered by signage otherwise permitted by this by-law at any time.

MEDIA TOWER RESTRICTED COVER ZONE “B” - Upper portion of the media tower as shown in Schedule B, Map 3, 6 and 7, at the end of this chapter, where the greater of fifteen (15) per cent or thirty-two (32) square metres of the total area must not be covered by signage at any time.

ON-SITE SIGNAGE PROJECTION AREA - On-site area as shown in Schedule B, Map 3, at the end of this chapter, where signage is permitted to project beyond the surface of the media tower.

PARAPET SIGNAGE BAND DISPLAY AREA - The area on the surface of the parapet as shown in Schedule B, Maps 6 and 7, at the end of this chapter, which is made available on the structure for the purpose of erecting or displaying signage.

PURPOSE OF IDENTIFICATION - A purpose which identifies the business, product or service on the entire Eaton Centre site.

- (2) Seven (7) illuminated fascia signs identified by the numbers 1, 2, 3, 4, 5, 6 and 9 and located as shown in Schedule B, Maps 1, 4, 5 and 6 inclusive, for the purpose of identification or for the purpose of third-party advertising, with back-lit or front-lit illumination, are permitted to be erected or displayed if there is compliance with Subsection S(11).
- (3) Two (2) illuminated fascia signs which may contain tri-vision panels and identified by the numbers 7 and 8 and located as shown in Schedule B, Maps 1, 5 and 6 inclusive, with back-lit or front-lit illumination, for the purpose of identification or for the purpose of third-party advertising, are permitted to be erected or displayed, if there is compliance with Subsection S(11).
- (4) Seven (7) back-lit only illuminated sign letter signs identified by the numbers 24-29 and 32 and located as shown in Schedule B, Maps 2, 4, 5, 6, 7 and 8 inclusive, for the purpose of identification of the building or an occupant, are permitted to be erected or displayed if there is compliance with Subsection S(11).

TORONTO MUNICIPAL CODE, SIGNS

- (5) Two (2) front-lit or back-lit sign letter signs or fascia signs identified by the numbers 30 and 31 and located as shown in Schedule B, Map 7 inclusive, for the purpose of identification of the building or an occupant, are permitted to be erected or displayed if there is compliance with Subsection S(11).
- (6) Seven (7) fascia signs identified by the numbers 10-16 and located as shown in Schedule B, Maps 4, 5 and 6 inclusive, for the purpose of identification, with back-lit illumination only, are permitted to be erected or displayed if there is compliance with Subsection S(11).
- (7) One (1) rotating illuminated fascia sign, which may contain animated signage, identified by the number 17 and located as shown in Schedule B, Maps 2 and 6, for the purpose of identification or for the purpose of third-party advertising, with back-lit or front-lit illumination, is permitted to be erected or displayed if there is compliance with Subsection S(11).
- (8) The parapet signage band display area and the illuminated signs within the area identified by the numbers 18-21 and located as shown in Schedule B, Maps 2, 6, 7 and 8 inclusive and which may contain animated signage are permitted to be erected or displayed if:
 - (a) at least fifty (50) per cent of the display area contains animated signage by July 1, 2003;
 - (b) illumination for fascia signs is back-lit;
 - (c) illumination for signs consisting of tri-vision panels may be front-lit;
 - (d) signs for the purpose of identification or for the purpose of third-party advertising are permitted; and
 - (e) there is compliance with Subsection S(11).
- (9) The media tower display area and illuminated signs within the area identified by the number 22 and located as shown in Schedule B, Map 3, 6 and 7, media tower restricted cover zone "A", media tower restricted cover zone "B" and on-site signage projection area, which may contain signs for the purpose of identification or for the purpose of third-party advertising and which may contain animated signage, are permitted if:
 - (a) not more than ten (10) per cent of the media tower display area contains signs with an area of less than fifteen (15) square metres each;

TORONTO MUNICIPAL CODE, SIGNS

- (b) front-lit illumination is limited to fifty (50) per cent of the display area, excluding the illumination of signs containing tri-vision panels and three dimensional signage which may be front-lit, and otherwise back-lit illumination is permitted;
 - (c) the minimum average separation between all signs is one (1) metre;
 - (d) any signs projecting beyond the surface of the media tower are within the on-site signage projection area;
 - (e) no flags, banners, pennants, cloth or other forms of plastic or similar flexible material are erected or displayed and otherwise static tension vinyl signs are permitted;
 - (f) all signs and media tower surfaces are sealed or covered in a manner that prevents the exposure of all mechanics, electronics, internal sign elements and minimizes corrosion;
 - (g) indirect sign illumination, where permitted, is located so as to direct light solely toward the sign; and
 - (h) there is compliance with Subsection S(11).
- (10) The corner animated sign area is permitted if any sign within the area does not overlap with any sign permitted within the parapet signage band display area and there is compliance with Subsection S(11).
- (11) The following general provisions also apply:
- (a) All exposed sign framing shall be corrosion resistant.
 - (b) Unless otherwise indicated, the signs or display areas shall not contain animated signage or consist of flags or pennants.
 - (c) Unless otherwise indicated or in the case of tri-vision panels, the signs are illuminated with internal illumination with the light source located within the sign or behind the copy.
 - (d) All display areas shall contain sign copy at all times, save and except areas identified by the numbers 1-9 and 22 as shown on Schedule B, Maps 1, 2, 3, 4, 5, 6 and 7, subject to appropriate repair, maintenance and sign changing.

TORONTO MUNICIPAL CODE, SIGNS

- (e) No sign shall be erected or displayed with resembles an official traffic signal, traffic sign or other traffic regulating device unless the sign is erected and displayed for the purpose of direction and is entirely on private property.

T. **[Added 2000-03-02 by By-law No. 145-2000]** Sections 297-10, 297-11 and 297-12 shall not apply to prohibit the erection or display of signs hereinafter described and shown in Schedule B, Maps 1 and 2 at the end of this chapter, on a structure on lands known in the year 1999 as 10 Dundas Street East, if the signs, in their entirety, comply with the following conditions:

- (1) For the purposes of this exception, the following terms have the meanings indicated:

ANIMATED SIGNAGE - Back or front lit illuminated sign which may be three dimensional and contain animated copy, changeable copy, electronic message display copy, tri-vision panels, video screens which may feature animated graphics, real moving image and/or text utilizing televisions, computer video monitors, liquid crystal displays, light emitting diode displays, neon displays and similar displays, projection copy or similarly copy projected onto the Yonge or Dundas Street building facades from a source originating or located external to the signage.

GROSS SURFACE DISPLAY AREA (G.S.D.A.) - The total area which may be made available on the structure for the purpose of displaying signs in areas A1, A2, B1, B2, C, D, E and F, as shown on Maps 1 and 2.

- (2) Eight (8) illuminated and animated fascia sign areas for purposes of third party and first party advertising are permitted to be erected or displayed on a structure on lands known in the year 1999 as 10 Dundas Street East provided:

- (a) The dimensions, projections and gross surface display area of each respective sign area and as referenced to Maps 1 and 2 are as follows:

Sign Location	Width (m)	Height (m)	Max. Permitted Projection	G.S.D.A. (m ²)
A1	12.00	23.75	.8 m (set into building face)	285.00
A2	12.00	28.55	.8 m (set into building face)	342.60
B1	17.75	9.20	.8 m (proud of building face)	163.30
B2	17.75	13.30	.8 m (proud of building face)	236.10
C	9.00	36.60	.8 m (proud of building face)	329.40
D	8.10	15.20	.8 m (proud of building face)	123.12

TORONTO MUNICIPAL CODE, SIGNS

E	20.80	19.10	.8 m (proud of building face)	397.28
F	9.10	19.10	.8 m (proud of building face)	173.81

- (b) Each sign area maintains a minimum separation distance from all other sign area of at least two metres.
- (c) No sign resembles an official traffic signal, traffic sign or other traffic regulating device.
- (d) No sign obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device or the safe movement of traffic.
- (e) No sign is erected or displayed as a flag, banner, pennant, cloth or other forms of plastic or similar flexible material.
- (f) All sign surfaces are sealed or covered in a manner that prevents the exposure of all mechanics, electronics, internal sign elements and minimizes corrosion.
- (g) If for any period of time after completion of the structure at 10 Dundas Street East that the signage is not in place, the materials in the surface display area shall be such that they are compatible with the finishes and colours of the base building.

U. **[Added 2000-10-05 by By-law No. 885-2000]** Sections 297-10, 297-11 and 297-12 shall not apply to prohibit the erection or display of signs hereinafter described and shown in Schedule B, Maps 1, 2, 3, 4 and 5 at the end of this chapter, on a structure to be erected on lands shown outlined by heavy lines on May 5, if the signs, in their entirety, comply with the following conditions:

- (1) For the purposes of this exception, the following terms have the meanings indicated:

ANIMATED SIGNAGE - Back or front lit illuminated sign which may be three dimensional and contain animated copy, changeable copy, electronic message display copy, tri-vision panels, video screens which may feature animated graphics, real moving image and/or text utilizing televisions, computer video monitors, liquid crystal displays, light emitting diode displays, neon displays and similar displays, projection copy or similar copy projected onto the building facades from a source originating or located external to the signage.

TORONTO MUNICIPAL CODE, SIGNS

GROSS SURFACE DISPLAY AREA (G.S.D.A.) - The total area which may be made available on the structure for the purpose of displaying signs in areas A1, A2, B1, B2, B3, B4 (north), B4 (east), B4 (west), B4 (south), C1 and C2, as shown on Maps 1, 2, 3 and 4.

- (2) Eleven (11) illuminated and animated fascia sign areas for purposes of third party and first party advertising are permitted to be erected or displayed on a structure to be erected on lands shown outlined by heavy lines on Map 5 provided:

- (a) The dimensions and gross surface display area of each respective sign area and as referenced to Maps 1, 2, 3 and 4 are as follows:

Sign Areas	Width (m)	Height (m)	G.S.D.A. (m ²)
A1	8.0	8.2	65.6
A2	8.0	4.0	32.0
B1	31.0	0.6	18.6
B2	26.45	1.7	45.0
B3 (irregular shape)	32.1	27.0	743.7
B4 (north)	8.0	8.0	64.0
B4 (east)	8.0	8.0	64.0
B4 (west)	8.0	8.0	64.0
B4 (south)	8.0	8.0	64.0
C1	8.0	8.2	65.6
C2	8.0	4.0	32.0

- (b) No sign extends beyond the curb line.
- (c) No sign resembles an official traffic signal, traffic sign or other traffic regulating device.
- (d) No sign obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device or the safe movement of traffic.

TORONTO MUNICIPAL CODE, SIGNS

- (e) No sign is erected or displayed as a flag, banner, pennant, cloth or other forms of plastic or similar flexible material.
- (f) All sign surfaces are sealed or covered in a manner that prevents the exposure of all mechanics, electronics, internal sign elements and minimizes corrosion.
- (g) Sign copy shall be maintained at all times. In the event third party signage has not been secured for sign locations within six (6) months of completion of the structure then the signs shall be used for first party purposes.

V. **[Added 2000-10-05 by By-law No. 883-2000]** Sections 297-10, 297-11 and 297-12 shall not apply to prohibit the erection or display of signs hereinafter described and shown in Schedule B, Maps 1, 2 and 3 at the end of this chapter, on a structure on lands known in the year 1999 as 176 Yonge Street, if the signs, in their entirety, comply with the following conditions:

- (1) For the purposes of this exception, the following terms have the meanings indicated:

GROSS SURFACE DISPLAY AREA (G.S.D.A.) - The total area which may be made available on the structure for the purpose of displaying signs in areas 1A, 1B, 1C, 1D, 1E, 1F, 1G, 1H, 1I and 1J, as shown on Maps 1, 2 and 3.

THIRD PARTY SIGNAGE - Signage restricted to identifying products or services available for sale in the structure (The Bay) on the lands known in the year 1999 as 176 Yonge Street.

- (2) Eighteen (18) canopies with skirts containing the text identifying “The Bay” are permitted to be erected on the structure, as shown on Maps 1, 2 and 3.
- (3) Ten (10) illuminated vinyl fascia sign areas for purposes of third party and first party advertising are permitted to be erected or displayed on the structure known in the year 1999 as 176 Yonge Street provided:
 - (a) The dimensions and gross surface display area of each respective sign area and as referenced to Maps 1, 2 and 3 are as follows:

Sign Location	Detailed Reference	Height (m)	Width (m)	G.S.D.A. (m ²)
---------------	--------------------	---------------	--------------	-------------------------------

TORONTO MUNICIPAL CODE, SIGNS

1A	North-Queen Street	11.0	7.54	82.94
1B	North-Queen Street	11.0	7.54	82.94
1C	North-Queen Street	11.0	7.54	82.94
1D	South-Richmond Street	11.0	7.54	82.94
1E	South-Richmond Street	11.0	7.54	82.94
1F	South-Richmond Street	11.0	7.54	82.94
1G	South-Richmond Street	11.0	7.54	82.94
1H	East-Yonge Street	11.0	7.54	82.94
1I	East-Yonge Street	11.0	7.54	82.94
1J	East-Yonge Street	11.0	7.54	82.94

- (b) No sign resembles an official traffic signal, traffic sign or other traffic regulating device.
- (c) No sign obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device or the safe movement of traffic.
- (d) All sign surfaces are sealed or covered in a manner that prevents the exposure of all mechanics, internal sign elements and minimizes corrosion.
- (e) Sign copy shall be maintained at all times. If the sign or signs permitted by this subsection are not continued for any period of time, the framing elements for the signage shall be removed and the structure restored to its former condition, in consultation with the Managing Director of Culture, Culture Division of the Municipality's Economic Development, Culture and Tourism Department, or designate.

W. **[Added 2001-02-01 by By-law No. 49-2001]** Sections 297-10, 297-11 and 297-12 shall not apply to prohibit the erection or display of signs hereinafter described and shown in Schedule B, Maps 1 and 2 at the end of this chapter, on the structure on lands known in the year 2000 as 279 Yonge Street, if the signs, in their entirety, comply with the following conditions:

TORONTO MUNICIPAL CODE, SIGNS

- (1) For the purposes of this exception, the following terms have the meanings indicated:

ANIMATED SIGNAGE - Back or front lit illuminated sign which may be three dimensional and contain animated copy, changeable copy, electronic message display copy, tri-vision panels, video screens which may feature animated graphics, real moving image and/or text utilizing televisions, computer video monitors, neon displays or similar displays.

GROSS SURFACE DISPLAY AREA (G.S.D.A.) - The total area which may be made available on the structure for the purpose of displaying signs in areas A, B1, B2, C1, C2, D and E, as shown on Maps 1 and 2.

- (2) Seven (7) illuminated and animated fascia sign areas for purposes of third party advertising are permitted to be erected or displayed on the structure known in the year 2000 as 279 Yonge Street, as well as a decorative corner pole as dimensioned on Maps 1 and 2, provided:

- (a) The dimensions and gross surface display area of each respective sign area and as referenced to Maps 1 and 2 are as follows:

Sign Areas	Width (m)	Height (m)	G.S.D.A. (m ²)
A	10.211	7.9	80.66
B1	10.541	5.486	57.828
B2	10.49	5.586	57.55
C1	5.105	5.486	28.01
C2	5.639	5.486	30.936
D	5.486	5.486	30.1
E	11.278	7.9	89.09

- (b) The maximum thickness of any sign is 1.0 metre.
- (c) No sign resembles an official traffic signal, traffic sign or other traffic regulating device.
- (d) No sign obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device or the safe movement of traffic.
- (e) No sign is erected or displayed as a flag, banner, pennant, cloth or other forms of plastic or similar flexible material.

TORONTO MUNICIPAL CODE, SIGNS

- (f) All sign surfaces are sealed or covered in a manner that prevents the exposure of all mechanics, electronics, internal sign elements and minimizes corrosion.
- (g) No sign area is to remain without signage.
- (h) The owner enters into a heritage easement agreement with the City pursuant to Section 37 of the *Ontario Heritage Act* respecting the structure known in the year 2000 as 279 Yonge Street.

X. **[Added 2001-04-27 by By-law No. 315-2001]** Sections 297-10, 297-11 and 297-12 shall not apply to prohibit the erection or display of signs hereinafter described and shown in Schedule B, Maps 2, 3 and 4 at the end of this chapter, on a structure on lands known in the year 2000 as 640 Fleet Street, and shown outlined by heavy lines on Map 1 if the signs, in their entirety, comply with the following conditions:

- (1) For the purposes of this exception, the following term has the meaning indicated:

GROSS SURFACE DISPLAY AREA (G.S.D.A.) - The total area which may be made available on the structure for the purpose of displaying signs as shown on Maps 2, 3 and 4.

- (2) Three illuminated vinyl fascia sign areas for the purposes of third-party advertising are permitted to be erected or displayed on the structure on the lands known in the year 2000 as 640 Fleet Street, as shown on Map 1, provided:
 - (a) The dimensions, projections and gross surface display area of each respective sign area and as referenced to Maps 2, 3 and 4 are as follows:

Location	Height (m)	Width (m)	G.S.D.A. (m2)
East Elevation	19.81	13.72	271.79
North Elevation	19.81	30.48	603.80
West Elevation	19.81	31.70	627.98

- (b) No sign resembles an official traffic signal, traffic sign or other traffic regulating device.

TORONTO MUNICIPAL CODE, SIGNS

- (c) No sign obstructs or otherwise interferes with an official traffic signal, traffic sign or other traffic regulating device or the safe movement of traffic.
- (d) Sign copy will be maintained at all times.
- (e) All signs permitted by this by-law shall be removed at the owner's expense, prior to the occupancy of any residential unit on the lands known in the year 2000 as 620-650 Fleet Street, or after a period of five years from the date of the adoption of this by-law, whichever shall first occur.

§ 297-13. Replacement of non-conforming signs. [Amended 1996-03-04 by By-law No. 1996-0127; 1996-04-01 by By-law No. 1996-0168]

Attributes of legal non-conforming signs having an area of sign of sixty-three (63) square metres or more, located on the following lands, may be changed, where the attributes consist of: illumination permitted by § 297-10B(1), changeable copy, electronic message display copy, animated copy or tri-vision panels, if, where a sign contains changeable copy, electronic message display copy or animated copy, the area of copy does not exceed fifty per cent (50%) of the area of sign:

- A. The areas referred to in § 297-11B.
- B. The lands known municipally in the year 1993 as:
 - 1 Atlantic Avenue
 - 2 Atlantic Avenue
 - 153 Dufferin Street
 - 2 Fraser Avenue
 - 9 and 9R Hanna Avenue
 - 24 Jefferson Avenue
 - 10 Ordnance Avenue
 - 30 Ordnance Avenue
 - 1610 Queen Street West
 - 14 Strachan Avenue

§ 297-14. Offences.

TORONTO MUNICIPAL CODE, SIGNS

Any person who contravenes any provision of this chapter is guilty of an offence.³¹

§ 297-15. Certain existing by-laws to prevail.

- A. The provisions related to signs in the following by-laws shall continue in full force and effect, and in the event of conflict between any provision of this chapter and any provision of those other by-laws, the provision in the other by-law prevails to the extent of the conflict:
- (1) By-law No. 12519, being "A By-law Respecting Streets."³²
 - (2) By-law No. 13409, being "A By-law to impose certain restrictions on the use of land fronting or abutting on University Avenue."
 - (3)³³ By-law No. 522-78, being "A By-law to regulate traffic on highways."³⁴
 - (4) Metropolitan Toronto By-law No. 677, being "A By-law To prohibit signs on lands adjacent to certain portions of the Queensway and Queen Street West as amended by By-law No. 824 and Metropolitan Toronto By-law No. 211-79, being "A By-law Prohibiting Signs on Lands Adjacent to Certain Metropolitan Roads."³⁵ [**Amended 1995-10-20 by By-law No. 1995-0640**]
 - (5) Metropolitan Toronto By-law No. 118, being "A By-law Respecting Signs over Metropolitan Roads."

§ 297-16. Transition provisions.

- A. None of the provisions of this chapter shall apply to prevent the erection of a sign, if:
- (1) A sign permit application for the proposal has been filed with the Commissioner before May 9, 1994, and a sign permit for the proposal has not been issued before May 9, 1994; or

³¹Editor's Note: This section was passed under the authority of section 320 of the Municipal Act, R.S.O. 1990, c. M.45, as amended, and, under section 61 of the Provincial Offences Act, R.S.O. 1990, c. P.33, as amended, a person convicted of an offence under this section is liable to a fine of not more than five thousand dollars (\$5,000.).

³²Editor's Note: See Ch. 313, Streets and Sidewalks.

³³Editor's Note: Former Subsection A(3), which referred to by-laws passed under Section 34 of the Planning Act or a predecessor or successor of that Act, was deleted 1995-10-20 by By-law No. 1995-0640, which by-law also provided for the renumbering of former Subsection A(4), (5) and (6) as Subsection A(3), (4) and (5).

³⁴Editor's Note: See Ch. 400, Traffic and Parking.

³⁵Editor's Note: Copies of former Metropolitan Corporation by-laws are available from the City Clerk, City Hall.

TORONTO MUNICIPAL CODE, SIGNS

- (2) An application for a variance from Sign By-law No. 126-92 was filed with the Commissioner of Planning and Development before May 9, 1994, and was subsequently approved by Council, and a sign permit for the proposal has not been issued before May 9, 1994.
- B. The provisions of By-law No. 126-92 shall apply in respect of the erection and use of a sign described in Subsection A.