

PRELIMINARY SIGN BY-LAW RESEARCH

Your sign check

Sample storefront

MUNICIPALITY Toronto	SIGN TYPE Wall / fascia sign
SIGN DISTRICT C — Commercial	PREPARED September 27, 2026

Details still need confirmation

The information available does not settle every requirement. Confirm the open items before relying on this result.

Proposed versus permitted

CHECK	PROPOSED / ENTERED	PUBLISHED LIMIT	RESULT
Sign face area	3.6 m ² (10.0% of wall)	20% of first-storey wall area ~ 7.2 m ²	WITHIN LIMIT
MTO control area	Not checked	Confirm on MTO permit-control map	CONFIRM
Height limit on the wall	Check the elevation	at the first storey, no taller than 1.5 times the height of that storey (grade to the top of the first storey), and never above the sill of the lowest second-storey window	CONFIRM

Selected checks shown here. The full comparison and citations follow in the detailed findings.

What to do next

1. Confirm whether a separate provincial highway sign permit is required
2. Confirm the current sign district and property-specific amendments before relying on this design
3. Confirm how existing signs affect this proposal

1 additional items are listed in the detailed findings.

Basis of this result

Sign district or category: C — Commercial (selected by you). Measurements: entered by you. Sign faces: Single entered sign area; face-count comparison not used for this sign type. (Dimensions and face count supplied by you.). Existing signs: Not confirmed (User-provided inventory; not independently verified.).

Reference 7DA2B867-B553. Source links, verification dates and the complete input record follow.

Preliminary research — not a permit or municipal approval

This report summarizes and calculates information from published municipal sources, based on the inputs and selections shown in it. It is not a permit or municipal approval, and it is not legal or professional advice. Verify anything you will rely on for design, fabrication, installation or permitting with the applicable municipality or authority having jurisdiction.

DETAILED FINDINGS / SUPPORTING RULES

Calculated area limit for the selected rule: 7.2 m² (78 sq ft)

Based on the wall you entered. The sign you asked about is 3.6 m² (39 sq ft), which is within that figure. Conditional on the selected classification and measurement basis. Confirm existing signage, site-specific exceptions, permits and other approvals; this is an area check, not permission to install. Source currency: later amendments and site-specific provisions are not fully verified by this calculation. Confirm the current governing text with the municipality.

Details to confirm

1. Confirm whether a separate provincial highway sign permit is required
2. Confirm the current sign district and property-specific amendments before relying on this design
3. Confirm how existing signs affect this proposal
4. Check whether the building is on the city's heritage list

Selected sign rules — applicability still to confirm

SIGN TYPE	HERE	SELECTED AREA LIMIT	THE RULE
On the building Fascia, wall sign, channel letters	CONDITIONAL	7.2 m ² · 78 sq ft	20% of first-storey wall area · not above the second storey.
Freestanding Pylon or monument out front	CONDITIONAL	up to 20.0 m ² · 215 sq ft	0.3 m ² per metre of frontage, capped at 20.0 m ² · height graduated by frontage · 1 per frontage.
Projecting Blade sign off the wall	CONDITIONAL	1.0 m ² · 11 sq ft	Capped at 1.0 m ² , projecting no more than 1 m, not above the second storey, with at least 2.5 m clear from the ground or sidewalk to its lowest point.
Small directional Entrance or drive-aisle sign	CONDITIONAL	0.5 m ² · 5.4 sq ft	a fixed maximum of 0.5 m ² · no taller than 1.5 m (4' 11") · 2 per vehicular entrance.
New face, same frame Replacing the face of a sign already there	UNRESOLVED	—	A face replacement may be a copy change, maintenance or an alteration under the applicable by-law. Confirm the existing sign's lawful status and whether changes to its face, structure, area or illumination require a permit. A permit exemption does not establish permission to install.
Window signs & graphics Lettering, decals and signs behind glass	Review needed	—	Window-sign calculations are not yet verified for this municipality and category. Confirm classification, coverage, placement and permit requirements with the municipality.

Your sign against the published standards

STANDARD	ALLOWABLE	PROPOSED	REF
MTO control area	Confirm on MTO permit-control map	Not checked	PTHIA s.34(2) CHECK

STANDARD	ALLOWABLE	PROPOSED	REF	
Height limit on the wall	at the first storey, no taller than 1.5 times the height of that storey (grade to the top of the first storey), and never above the sill of the lowest second-storey window	Check the elevation	§694-21(C)(5)(b)–(d); §694-1 (wall sign)	CHECK
Sign face area	20% of first-storey wall area ~ 7.2 m ²	3.6 m ² (10.0% of wall)	§694-21(C)(5)(b)–(d); §694-1 (wall sign)	CLEAR
Storey	not above the second storey	Ground-floor storefront	§694-21(C)(5)(b)–(d); §694-1 (wall sign)	CLEAR
Projection from wall	max 0.6 m	Check the section	§694-21(C)(5)(b)–(d); §694-1 (wall sign)	CHECK

Can you light it?

Yes, with conditions — Permitted without a variance, with real conditions

§694-18E opens with “all signs may be illuminated provided the following requirements are met”.

Brightness	5,000 nits by day · 300 nits at night Binds every illuminated sign here, not just digital ones — a plain internally lit box face is in scope.
Light spill	3 lux above ambient, within 10 m of the sign face
Hours	Dark 11 p.m. to 7 a.m., subject to the exceptions in §694-18C. 9 p.m. in an R or RA district, or within 30 m of an R premises. §694-18C
Up-lighting	Prohibited §694-18E(1)
Near housing	Light may not project onto adjacent premises in an R, RA, CR, I or OS district — institutional and open space count, so a school or park next door triggers it. §694-18E(2)

Worth knowing before you design it

No first-party sign may be lit while a smog alert is in effect, and all first-party signs must go dark within four hours of the alert being issued (§694-18A–B).

DIGITAL OR CHANGING MESSAGE — PERMITTED, WITH CONDITIONS

Where it can go	Electronic wall and ground signs, by district
Minimum hold	1 minute minimum; an electronic wall or ground sign may not hold a message for more than 3 minutes
Transitions	1 second, with no motion, dissolve, blink or flash during it
Brightness change	Illumination may not change more than 25% between successive messages
From housing	60 m from any R, RA, CR, I or OS district (quoted for the C district)

Also In a C district: not at a frontage of less than 100 m, and only on a commercial plaza of 10 or more units. In an E district: not on a premises with a residential use.

Sections §694-14I, §694-21C(7)–(8), §694-21I(6)–(7)

What it costs and how long

Permit fee	Total unresolved — confirm the applicable minimum, building-permit component and total billable area with the municipality. The current first-party permit page lists \$37.71/m² with a \$263.87 sign-fee minimum for wall, ground, projecting and overhanging structure signs, plus a listed \$70.67 building-permit component where applicable. Those minimum components do not equal the general sign page's stated \$334.53 total; that page also retains a \$253.72 sign minimum. The enacted fee schedule labels the \$37.71 rate per sign, while the application pages say per square metre. Confirm the charging unit, minimum, billable faces, building component and total for the exact work. No confirmed total or fee range is calculated. Note: The 2026 first-party page gives a \$263.87 sign minimum, while the general page retains \$253.72. Adding the listed \$70.67 building component gives \$334.54, not its stated \$334.53 total. By-law 247-2026 Appendix C Schedule 8 row 123 says per sign; application pages say per square metre. Total and charging basis remain unresolved; do not treat these figures as a range.
How long the City takes	Published review-outcome targets: 3 days for three signs or fewer after all required documents; 10 business days for four or more after required documents and fees. Heritage properties have separate conditions; resubmissions have no standard timeline. Confirm the applicable service stream and current target; these are not permit-issuance promises.
If it needs a variance	\$971.16 · decided by Not confirmed from the by-law text we hold Appeal: 20 days to the Sign Variance Committee, \$883. Allow about three months, including the 30-day posting and the appeal period. First-party; a third-party sign is \$2,039.44.
About the fee	Toronto's application pages describe an area-based fee, but the enacted schedule labels the rate per sign. Confirm the charging unit and billable faces before budgeting.
Professional review — Professional design/review not resolved	The entered details do not establish whether professional design or construction review is required. The 2024 Ontario Building Code Compendium, Division C, Articles 1.2.1.2.(6)–(7) and 1.2.2.1.(8)–(9), distinguishes design from construction review and permits an architect, professional engineer or both for these sign provisions. Confirm the applicable Code edition, sign classification, each face area, total weight, height and mounting with the municipal building-permit office. Being below a listed threshold does not clear other structural or local requirements. Official Code source: https://www.publications.gov.on.ca/store/20170501121/Free_Download_Files/301880.pdf

Address review flags

Screening of the picked point, not a parcel survey or permit approval. Unmapped areas may still require review.

MTO HIGHWAY CONTROL AREA — NOT CONFIRMED · CHECK MANUALLY

Pick an address suggestion to check available maps. Otherwise, use the existing manual review.

Manual review: no qualified automated source.

HERITAGE CONSERVATION DISTRICT — NOT CONFIRMED · CHECK MANUALLY

Pick an address suggestion to check available maps. Otherwise, use the existing manual review.

Manual review: no qualified automated source.

HERITAGE REGISTER — NOT CONFIRMED · CHECK MANUALLY

Pick an address suggestion to check available maps. Otherwise, use the existing manual review.

Manual review: no qualified automated source.

CONSERVATION AUTHORITY AREA — NOT CONFIRMED · CHECK MANUALLY

Pick an address suggestion to check available maps. Otherwise, use the existing manual review.

Manual review: no qualified automated source.

METROLINX RAIL CORRIDOR — NOT CONFIRMED · CHECK MANUALLY

Pick an address suggestion to check available maps. Otherwise, use the existing manual review.

Manual review: no qualified automated source.

What to watch

Provincial highway not checked yet

Nobody has confirmed whether this property sits within 400 m of a provincial highway. The address alone will not always tell you — a street that runs to a 400-series interchange reads like any other street. Consequence: Confirm the provincial control-area mapping before committing to the work.

Confirm current Toronto sign schedules

The stored main chapter predates later amendments. 1517-2025

(<https://www.toronto.ca/legdocs/bylaws/2025/law1517.pdf>) replaces district maps and renames the Sankofa Square

district; 704-2026 (<https://www.toronto.ca/legdocs/bylaws/2026/law0704.pdf>) corrects maps and changes listed Willowdale

premises; 1211-2026 (<https://www.toronto.ca/legdocs/bylaws/2026/law1211.pdf>) replaces the Ward 13 map for 3385

Dundas Street West. Property-specific rules include 1515-2025 (<https://www.toronto.ca/legdocs/bylaws/2025/law1515.pdf>)

and 1516-2025 (<https://www.toronto.ca/legdocs/bylaws/2025/law1516.pdf>). 224-2025

(<https://www.toronto.ca/legdocs/bylaws/2025/law0224.pdf>) adds Schedule D for Bike Share signs. This check does not match your parcel to those amendments or establish that a special sign class follows the general formula. Consequence:

Before relying on the selected area limit, provide the address and sign location to Toronto's sign-permit office. Check the

latest Schedule A map and any applicable Schedule B or C property-specific provisions. For a Bike Share sign, review

Schedule D rather than applying the ordinary ground-sign rules. Confirm the exact work and classification with Toronto;

retain the applicable map, amendment and confirmation with your project.

Confirm how existing signs affect this proposal

The individual size limit does not establish unused wall or property capacity. Other signage has not been confirmed. No shared-area deduction has been calculated for this selection. Consequence: Record the other signs and ask which share the cited allowance. Do not subtract every sign on the property from a per-wall or per-sign limit.

Nobody has checked whether this is a heritage property

We cannot tell from the by-law and we cannot tell from the address. If the building is designated under the Ontario Heritage Act, or sits inside a Heritage Conservation District, a separate heritage approval is required on top of everything above — and heritage staff can require changes to materials, illumination and how the sign is fixed to the wall.

Consequence: Check the municipal heritage register and any conservation district requirements before finalising the design and quote.

What this check assumes

Unless marked as coming from a government map, the following inputs were not verified against a municipal record. Sign permits are not published as open data by any municipality in this set, and an existing sign is not proof that one was ever permitted. These came from the person running the check, or from a default.

ASSUMED	TAKEN AS	WHY IT MATTERS
Signs already on the property	Not confirmed	No shared-area deduction is calculated for this selection. Confirm which signs, if any, share the per-wall or per-sign limit. Remaining capacity has not been established.
Whether the property is within 400 m of a provincial highway	NOT CHECKED	A separate provincial permit may be required. The address alone does not establish whether the property is in a controlled area. Confirm the provincial control-area mapping and any permit requirements.
The sign district	C — COMMERCIAL	Confirm the sign district on the City's SignView map — Toronto keeps its own sign-district schedule and it is not the zoning designation. You set this by hand. We do not yet resolve it from the address.
The wall you measured	36.0 m ²	The by-law measures a specific wall plane. A recess, a stepped bay or a raised feature is often measured on its own rather than across the whole elevation — that detail alone has cost variances.

The by-law itself

Governing document	Municipal Code Chapter 694 — Signs, General Chapter 694 · Consolidated 3 June 2024 · PDF
Where to read it	https://www.toronto.ca/legdocs/municode/1184_694.pdf

Read this before you read the by-law

Chapter 694 has no section called “fascia signs” — it regulates by sign class and sign district, and the §694-21 tables are unusable until you have found the property in Schedule A. Page numbers print as 694-N, not 1-N, so a page jump would land wrong; use the section numbers.

WHAT YOU WANT	WHERE IT IS	PAGE
Wall / fascia area	§694-20, then the district table in §694-21	—
Ground sign area and height	§694-21, district tables	—
Variance	§694-30; Sign Variance Committee at §§694-32–694-39	—
Structure	§694-5B(6) — no sign permit until the Chief Building Official's approval under the Building Code Act is obtained, where applicable	p.14
Chapter 693 — election and temporary signs	https://www.toronto.ca/legdocs/municode/1184_693.pdf	
Sign permit page	https://www.toronto.ca/services-payments/building-construction/sign-permits-information/	
Fee schedule	https://www.toronto.ca/services-payments/building-construction/sign-permits-information/making-a-sign-application/first-party-sign-permit/	

Where these numbers came from

The records below describe earlier research activity and age warnings. They do not establish complete amendment currency, property applicability or independent professional validation. Unreviewed historical statements remain research records, not confirmed

conclusions.
Each figure carries the month it was last checked and the kind of source. Anything over a year old, or a fee we checked before the most recent January fee increase, is marked out of date and was left out rather than shown.

FIGURE	STATUS	DETAIL
By-law text	FRESH	verified Sep 2026 · by-law text · 4 separate checks. Chapter 694, consolidation dated June 3 2024. Re-read again on 22 September 2026, clause by clause. s.694-21C(5)(c) and 21D(5)(c) give 20% of the first-storey wall and 10% of the second; 21C(3)(c) and 21D(3)(c) give 0.3 m² per metre of frontage to 20.0 m². The five ground-sign height bands in 21C(3)(d) came back verbatim — 3.5 m to 20 m, 5.0 m to 30 m, 6.0 m to 40 m, 8.0 m to 60 m, 10.0 m beyond — and they have now been built into the calculation rather than left as a sentence, so the frontage the user has already given produces the limit instead of a paragraph.
Size and count rules	FRESH	verified Sep 2026 · by-law text · 3 separate checks
Permit fees	FRESH	verified Sep 2026 · municipal permit page · 2 separate checks. Conflict: The 2026 first-party page gives a \$263.87 sign minimum, while the general page retains \$253.72. Adding the listed \$70.67 building component gives \$334.54, not its stated \$334.53 total. By-law 247-2026 Appendix C Schedule 8 row 123 says per sign; application pages say per square metre. Total and charging basis remain unresolved; do not treat these figures as a range.
Variance cost	FRESH	verified Sep 2026 · municipal permit page · 2 separate checks

Report record

What this report was produced from. We keep every past version of the rules, so this report can be re-created later from the details below. Keep this report with the project records.

Generated	2026-09-27 23:19 (UTC-04:00)
Report reference	7DA2B867-B553 Computed from the inputs, rules and software build below.
Municipality	Toronto
Sign district or category	C — Commercial selected by you
Sign type	Wall / fascia sign selected by you
Measurements	entered by you
Sign faces	Single entered sign area; face-count comparison not used for this sign type. Dimensions and face count supplied by you.
Existing signs	Not confirmed User-provided inventory; not independently verified.
By-law	Municipal Code Chapter 694 — Signs, General — Consolidated 3 June 2024 Source link under “The by-law itself” above.
Sections relied on	PTHIA s.34(2); §694-21(C)(5)(b)–(d); §694-1 (wall sign)

Rules version	In use since 2026-09-28 (reference code toronto-16deca49f5) Earlier versions are kept.
How we verify	Version 2026-09
Software version	e65737b5ca
Terms of Use	Version 2026-09-27.4