

ATTACHMENT 1:

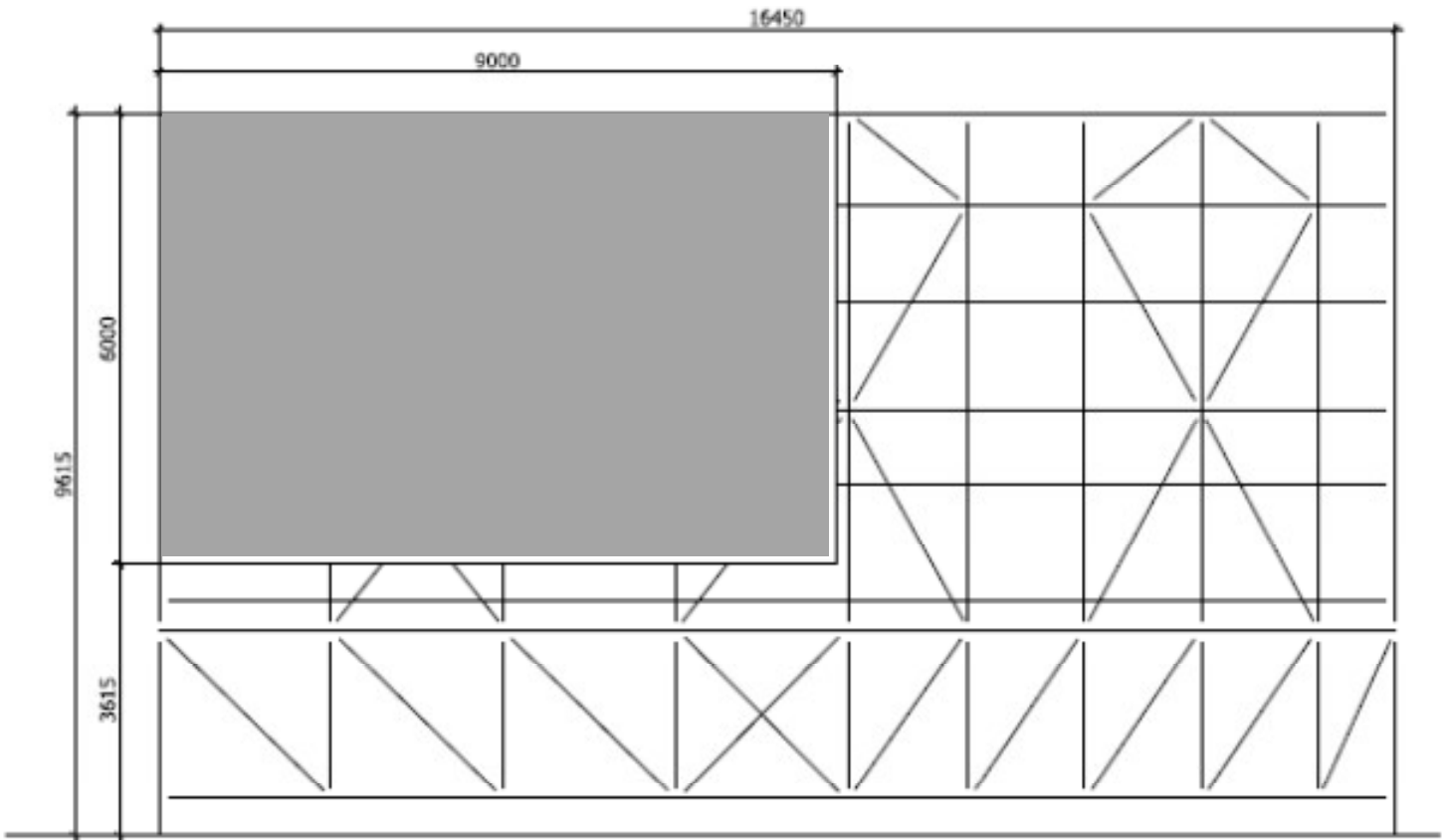
Administrative Design – Proposed amendment to Chapter 694, Signs, General, of the City of Toronto Municipal Code with respect to implementing an Area Specific Amendment on the premises municipally known as 291 Lake Shore Boulevard East in the City of Toronto.

Amend 694 by adding the following to Schedule B to Ch. 694, Signage Master Plan and Area Specific Amendments.

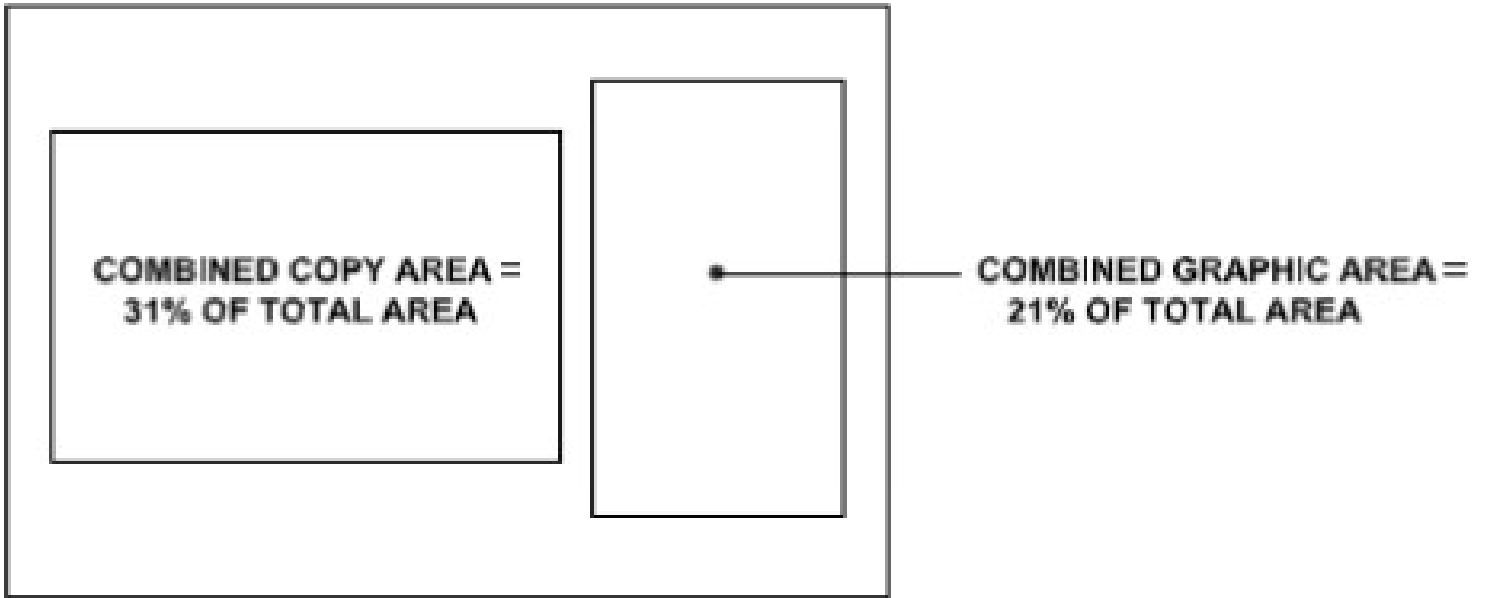
A. 291 LAKE SHORE BOULEVARD EAST - Notwithstanding §694-9, §694-9.1, §694-10 and §694-15B(2), and in addition to those first party signs permitted in a C-Commercial sign district provided for in §694-21C, and subject to all other provisions of this Chapter, the premises municipally known as 291 Lake Shore Boulevard East and legally described as PLAN 694E PT BLK 11 RP 63R2862 PARTS 1 2 AND 3, may contain only the following roof sign:

1. One development sign, provided:
 - (a) The aggregate sign face area of all sign faces shall not exceed 125 square metres;
 - (b) The height shall not exceed 21.21 metres;
 - (c) The sign permit issued by the Chief Building Official for the erection and display of the sign shall expire on June 1, 2015, and shall not be subject to renewal;
 - (d) Where the sign permit has expired, the sign owner shall immediately remove the sign and its appurtenant structure from the premises; and
 - (e) As described in Maps 1 through 6, there shall be no more than three sign faces, generally consistent in size, location, and composition, and:
 - [1] One sign face shall be oriented to be displayed in a northeasterly direction, being 9.00 metres wide by 6.00 metres long, at the uppermost left-hand corner of a structure which is 16.45 metres wide by 9.62 metres long;
 - [2] One sign face shall be oriented to be displayed in a northwesterly direction, being 8.00 metres wide by 5.00 metres long, at the uppermost right-hand corner of a structure which is 16.45 metres wide by 9.62 metres long; and

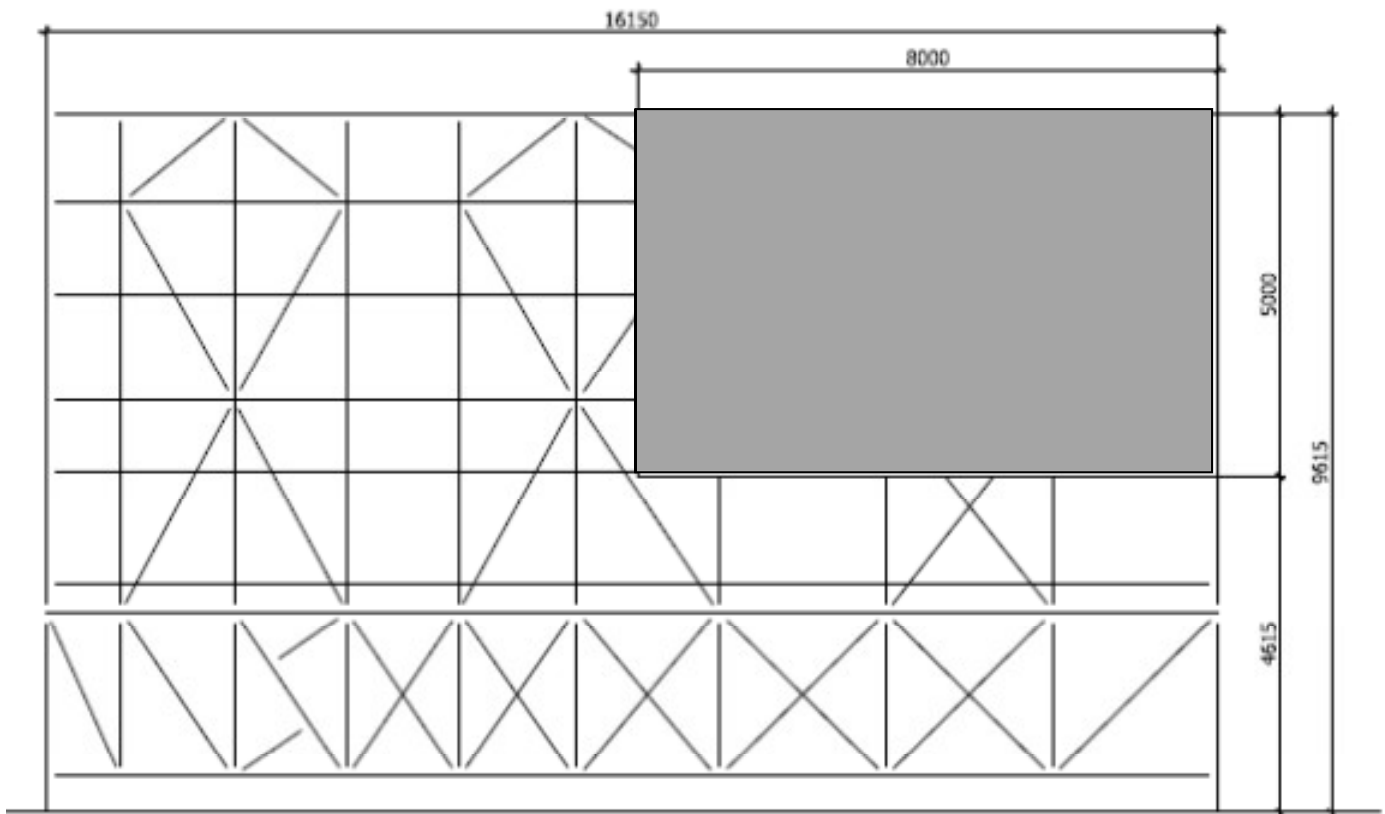
[3] One sign face shall be oriented to be displayed in a northerly direction, being 4.27 metres wide by 7.03 metres long, on a structure which is 4.27 metres wide by 9.62 metres long.



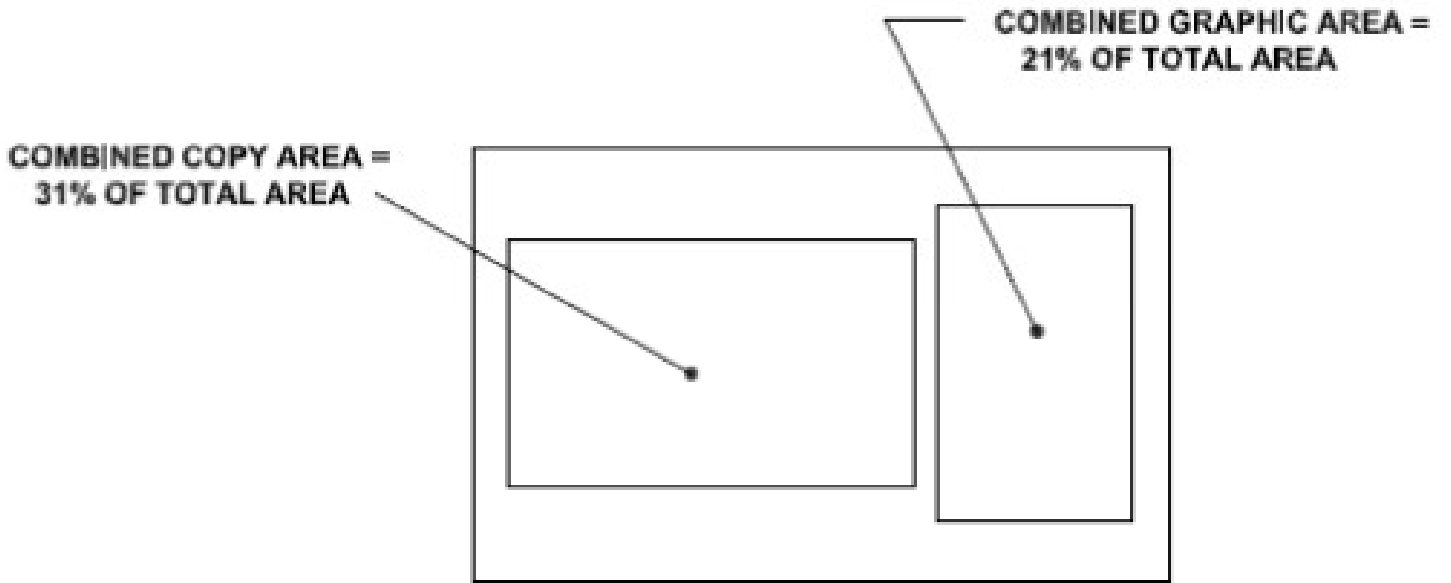
Map 1: Northeasterly facing sign face



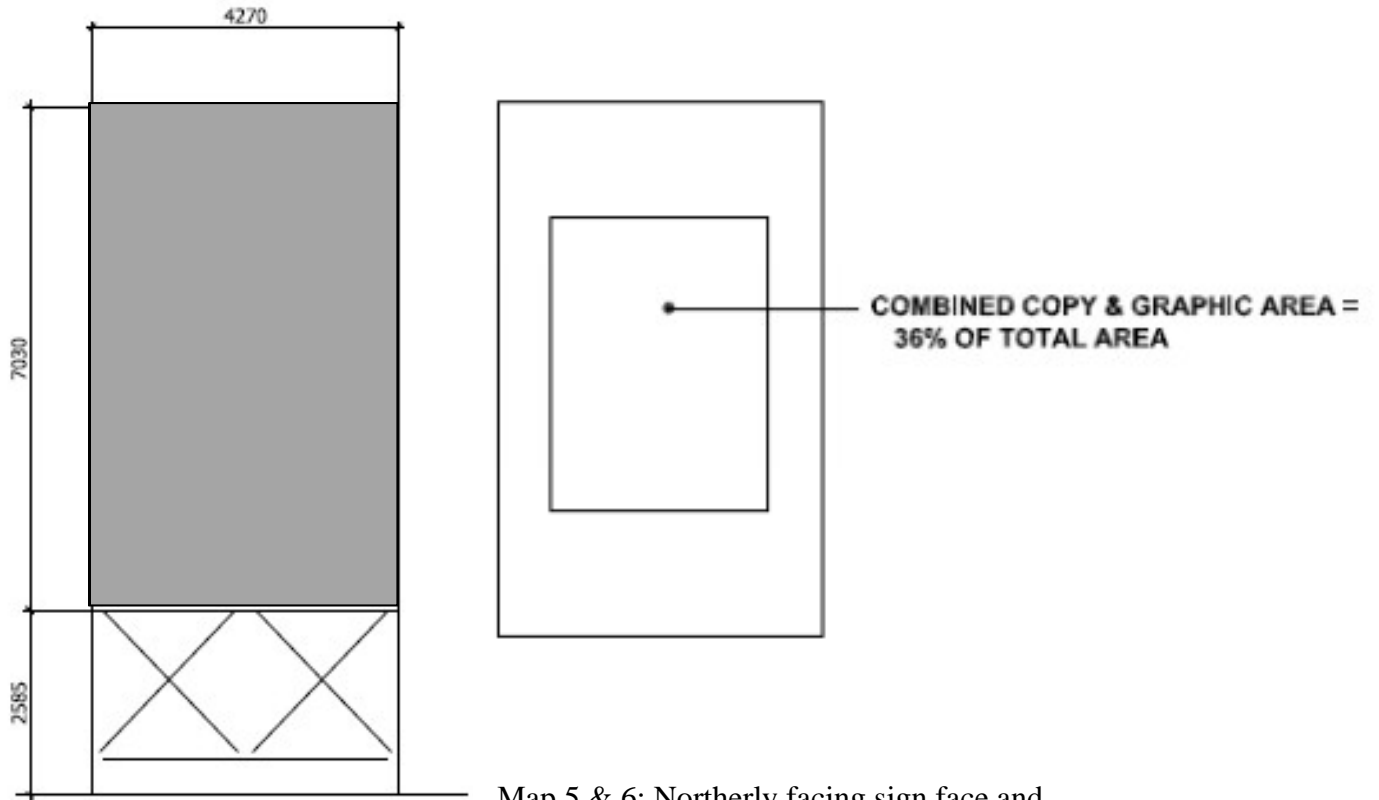
Map 2: Composition of sign copy on northeasterly facing sign face



Map 3: Northwesterly facing sign face



Map 4: Composition of sign copy on northwesterly facing sign face



Map 5 & 6: Northerly facing sign face and composition of sign copy on northerly facing sign face