

## **ATTACHMENT 1: DESCRIPTION OF SIGNS AND REQUIRED VARIANCES – PROPOSED SIGNAGE MASTER PLAN**

Seven first party wall signs erected on a purpose-built media tower type addition to the building, as part of a Signage Master Plan at the premises municipally known as 380 Front Street East, described as follows:

- a) one sign face:
  1. erected at the second storey level;
  2. in the shape of a rectangle;
  3. having a total sign face area of 3.93 square metres;
  4. having a horizontal measurement of 2.59 metres;
  5. having a vertical measurement of 1.52 metres;
  6. displaying static copy;
  7. illuminated; and
  8. oriented to be in a westerly direction.
  
- b) one sign face:
  1. erected at the second storey level;
  2. in the shape of a rectangle;
  3. having a total sign face area of 3.93 square metres;
  4. having a horizontal measurement of 2.59 metres;
  5. having a vertical measurement of 1.52 metres;
  6. displaying static copy;
  7. illuminated; and
  8. oriented to be in a westerly direction.
  
- c) one sign face:
  1. erected at the third storey level;
  2. in the shape of a rectangle;
  3. having a total sign face area of 3.93 square metres;
  4. having a horizontal measurement of 2.59 metres;
  5. having a vertical measurement of 1.52 metres;
  6. displaying static copy;
  7. illuminated; and
  8. oriented to be in a westerly direction.
  
- d) one sign face:
  1. erected at the third storey level
  2. in the shape of a rectangle;
  3. having a total sign face area of 3.93 square metres;
  4. having a horizontal measurement of 2.59 metres;
  5. having a vertical measurement of 1.52 metres;
  6. displaying static copy;
  7. illuminated; and
  8. oriented to be in a westerly direction.

e) one sign face:

1. erected at the fourth storey level;
2. in the shape of a rectangle;
3. having a total sign face area of 3.93 square metres;
4. having a horizontal measurement of 2.59 metres;
5. having a vertical measurement of 1.52 metres;
6. displaying static copy;
7. illuminated; and
8. oriented to be in a westerly direction.

f) one sign face:

1. erected at and above the fourth storey level;
2. in the shape of a rectangle;
3. having a total sign face area of 3.93 square metres;
4. having a horizontal measurement of 2.59 metres;
5. having a vertical measurement of 1.52 metres;
6. displaying static copy;
7. illuminated; and
8. oriented to be in a westerly direction.

g) one sign face:

1. erected above the building roof line;
2. in the shape of a rectangle;
3. having a total sign face area of 3.93 square metres;
4. having a horizontal measurement of 2.59 metres;
5. having a vertical measurement of 1.52 metres;
6. displaying static copy;
7. illuminated; and
8. oriented to be in a westerly direction.

**Table: Requested Variances for "Proposed Signage Master Plan"**

Section	Requirement	Proposal
694-20A	First party signs may advertise, promote, or direct attention to goods available at the premises where the sign is located provided the portion of the sign copy which advertises, promotes, or directs attention to goods available at the premises does not exceed 30 percent of the total area of the sign copy.	1. Sign A is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent.
		2. Sign B is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
		3. Sign C is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
		4. Sign D is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
		5. Sign E is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
		6. Sign F is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
		7. Sign G is to have 100 percent of the total area of the sign copy dedicated to advertising or promoting goods available at the premises, rather than the mandated 30 percent
694-21D(5)(a)	A wall sign is permitted in a CR sign district provided the sign is not erected above the second storey.	8. Sign C is to be erected above the second storey of the purpose-built feature wall where the sign is to be erected, specifically on the 3 <sup>rd</sup> floor of the of the building.
		9. Sign D is to be erected above the second storey of the purpose-built feature wall where the sign is to be erected, specifically on the 3 <sup>rd</sup> floor of the building.
		10. Sign E is to be erected above the second storey of the purpose-built feature wall where the sign is to be erected, specifically on the 4 <sup>th</sup> floor of the building.
		11. Sign F is to be erected above the second storey of the purpose-built feature wall where the sign is to be erected, specifically on portions of the 4 <sup>th</sup> floor of the building.

		12. Sign G is to be erected above the second storey of the purpose-built feature wall where the sign is to be erected, specifically above the fourth floor and extending above the roof life of the building.
694-21D(5)(d)	A wall sign is permitted in a CR sign district provided the total sign face area of all wall signs erected at the second storey shall not exceed 10 percent of the area of the wall at the second storey on which the signs are erected.	13. Sign A is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		14. Sign B is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		15. Sign C is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		16. Sign D is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		17. Sign E is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		18. Sign F is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower
		19. Sign G is to occupy 100 percent of the storey of the purpose-built feature wall where the sign is to be erected, rather than the mandated 10 percent of this storey of the Media Tower