

ATTACHMENT 2: DESCRIPTION OF SIGNS AND REQUIRED VARIANCES – APPROVED SIGNAGE MASTER PLAN

Subject to the conditions described below, three 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, as follows:

- a) one sign face:
 1. erected at the first 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 first 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 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.

CONDITION(S)

- The proposed signs are not to be illuminated between the hours of 9:00 p.m. and 7:00 a.m.;
- No signs are to be erected above the second storey; and
- The proposed signs at the first and second storey level are to be designed substantially in accordance with the signs indicated in the Figure below.

Figure – Approved Signage Master Plan



Table: Variances Required to Implement "Approved Signage Master Plan"		
Section	Requirement	Proposed Variances
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
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.	4. 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
		5. 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
		6. 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