

**ATTACHMENT NO. 3 –
DESCRIPTION OF PROPOSED SIGNS AT 277 VICTORIA STREET**

Sign 1 – Proposed Roof Sign (The Sam's Sign)

The proposed roof sign and structure will be located on the roof of 277 Victoria Street and:

- Will extend no more than 15.0 metres above the roof of 277 Victoria Street
- Will have a maximum sign face area of 180 square metres
- Will have a maximum horizontal dimension of 16.0 metres
- Will have a maximum vertical dimension of 11.0 metres
- Will display a total of six sign faces as follows:
 - two sign faces displayed as spinning records,
 - two signs faces located below the spinning records identifying 'Sam the Record Man', and
 - two sign faces displaying “SAM” located above the spinning records
- The Sign will face in a westerly direction
- Will be illuminated in accordance with Chapter 694-18

Sign 2 – Proposed Projecting Sign

The proposed projecting sign and structure will be located on the southern wall of the building directly abutting the Sam's Sign, and:

- Will display a maximum of two sign faces in an easterly and westerly direction
- Will have a maximum sign face area of 80 square metres
- The sign faces will:
 - have a maximum horizontal dimension of 2.0 meters
 - have a maximum vertical dimension of 38.0 metres
 - extend a maximum of 15.0 metres above the roof of 277 Victoria Street
- The sign structure may extend a maximum of 17.0 metres above the roof line
- The sign will be illuminated in accordance with Chapter 694-18