

ATTACHMENT 1 – DESCRIPTION OF PROPOSED SIGN AND REQUESTED VARIANCES

Description of Proposed Sign:

One first party electronic ground sign to be located on the premises municipally known as 427 Bloor Street West, as further described as follows:

- a) The sign will contain no more than two sign faces;
- b) If the sign contains two sign faces, the sign faces shall be in a “v-shaped” configuration oriented as follows:
 - i) one facing in an approximate north-westerly direction; and,
 - ii) one facing in an approximate north-easterly direction;
- c) Each face may display static or static and electronic copy;
- d) The sign faces shall comply with the following:
 - i) Have a maximum bisecting line no greater than 2.80 metres;
 - ii) Have a maximum centre line no greater than 1.95 metres;
 - iii) Have a maximum sign face area no greater than 5.46 square metres;
- e) If a sign face does display static and electronic static copy, the sign face shall comply with the following:
 - i) it shall have a section of the sign face that complies with the following:
 - [1] Have a maximum bisecting line no greater than 0.95 metres;
 - [2] Have a maximum centre line of no greater than 1.95 metres;
 - [3] be located below (meaning closer to the sign face bottom) than any section of the sign face containing static copy
- f) The height shall not exceed 3.67 metres;
- g) The sign may be illuminated;

Required Variances:

- 1) The Requirement of § 694-15.A that: Anything not expressly permitted by this chapter is prohibited; be varied to allow the Proposed Sign to be of the first party electronic ground sign type to be erected and displayed in a CR sign district.
- 2) The Requirement of § 694-20.I that: First party signs are permitted to display the following: (1) static copy; or (2) topiary sign copy; or (3) readograph copy; be varied to allow the Proposed Sign to be a first party sign displaying electronic moving copy;
- 3) The Requirement of § 694-25.D(3)(a) that: A CR-Commercial Residential sign district may contain a ground sign, other than a sign providing direction permitted

by Subsection D(2), provided there shall be no more than one such sign erected at each frontage; be varied to allow the Proposed Sign to be of the first party electronic ground sign type to be erected at a frontage containing three first party ground signs.