

ATTACHMENT 5 – POTENTIAL ALTERNATIVE DESCRIPTION OF THE PROPOSED SIGN, VARIANCES AND CONDITIONS

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 static copy only;
- 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 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;
- h) The sign shall be located on the north frontage on the premises;

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, subject to conditions 1, 2, 3 and 4 below;
- 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 static copy subject to conditions 1, 2, 3 and 4 below; and

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 subject to conditions 1, 2, 3 and 4 below.

Conditions:

- 1) The height of the Proposed Sign shall not exceed 3.67 metres;
- 2) The sign faces of the Proposed Sign shall contain a sign face area not exceeding 5.46 square metres;
- 3) Each face may display static or static and electronic static copy only;
- 4) The Proposed Sign is located and oriented substantially in accordance with the diagrams labeled "Drawing of the Proposed Sign" indicated below;

Drawing of the Proposed Sign

