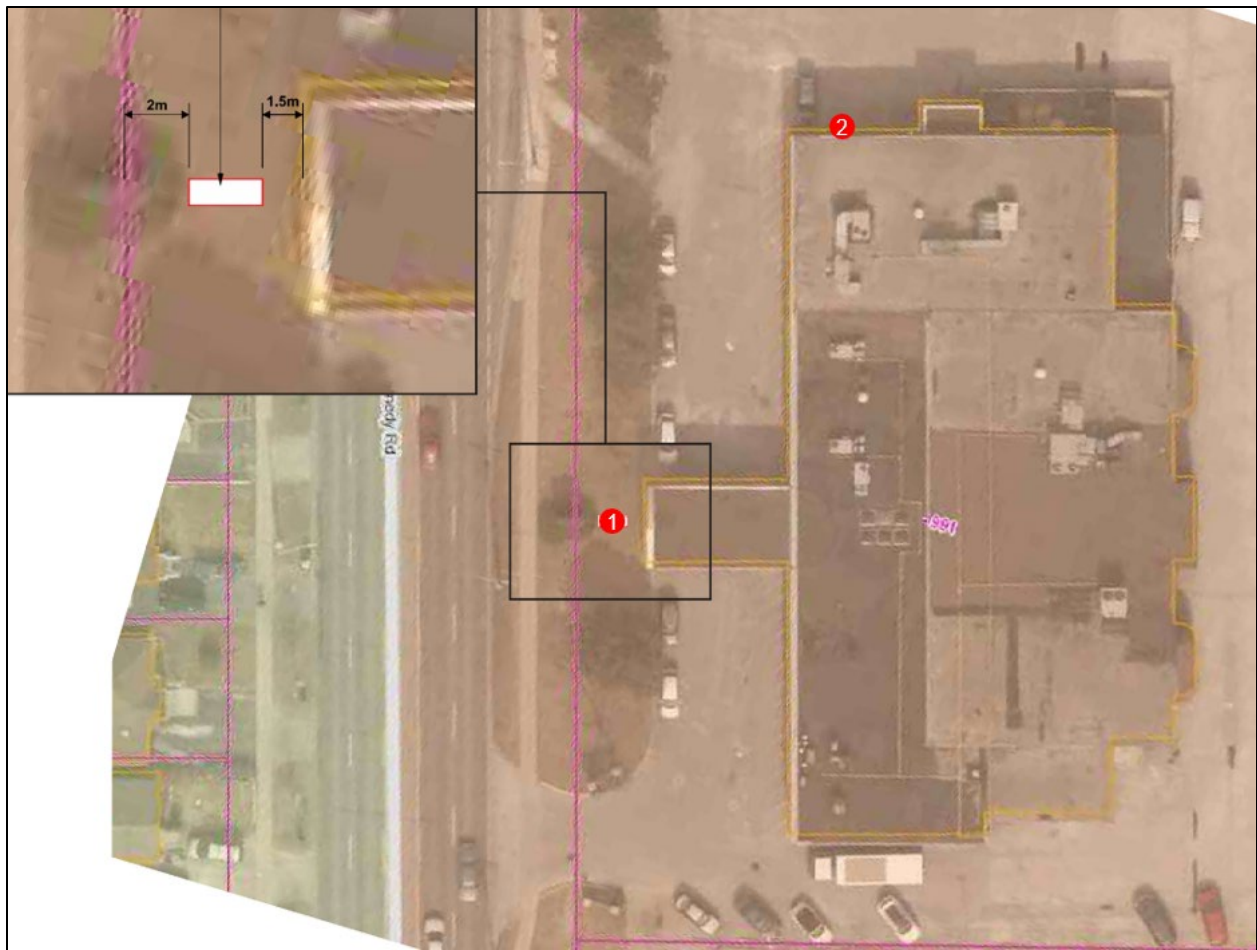


ATTACHMENT 1 – DESCRIPTION OF PROPOSED SIGN VARIANCE

Proposed Sign 1 - Description:

One first party electronic ground sign to be located on the west frontage of the premises municipally known as 991 Kennedy Road, as further described below:

- a) The sign will contain no more than two rectangular sign faces;
- b) If the sign contains two sign faces, the sign faces shall be in a “back-to-back” configuration oriented as follows:
 - i) one facing in an approximate northerly direction; and,
 - ii) one facing in an approximate southerly direction;
- c) The sign faces shall comply with the following:
 - i) Have a maximum bisecting line no greater than 4.30 metres;
 - ii) Have a maximum centre line no greater than 1.55 metres;
 - iii) Have a maximum sign face area no greater than 6.50 square metres;
- d) Each face may display static copy or static and electronic static copies;
- e) If a sign face does display static and electronic static copies, the component of the sign face displaying electronic static copy shall comply with the following:
 - i) Have a maximum bisecting line no greater than 2.15 metres;
 - ii) Have a maximum centre line of no greater than 1.55 metres;
 - iii) Have a height not exceeding
- f) The height shall not exceed 4.90 metres;
- g) The sign may be illuminated;
- h) Shall be located and oriented substantially in accordance with the diagrams labeled "Location of Proposed Sign 1" indicated in subsection i) below;
- i) Location of Proposed Sign 1:



Required Variances, with respect to Proposed Sign 1:

- 1) The Requirement of § 694-14.E that: Signs shall display only static copy unless otherwise expressly permitted by this chapter; be varied to allow the Proposed Sign to display electronic static copy;
- 2) 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;
- 3) 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.

Condition, with respect to Proposed Sign 1:

- 1) Any and all existing first party ground located at 991 Kennedy Road shall be removed and all associated permits be revoked prior to the issuance of the sign permit for the Proposed Sign.

Proposed Sign 2 - Description:

One first party electronic wall sign to be located on the north elevation of the building on the premises municipally known as 991 Kennedy Road, as further described below:

- a) The sign will contain no more than one rectangular sign face;
- b) The sign face shall comply with the following:
 - i) Have a maximum bisecting line no greater than 2.45 metres;
 - ii) Have a maximum centre line no greater than 5.05 metres;
 - iii) Have a maximum sign face area no greater than 12.25 square metres;
- c) Each face may display static copy or electronic static copy;
- d) The height shall not exceed 4.30 metres;
- e) The sign shall not extend above the wall or parapet wall of a building;
- f) The sign shall not extend beyond either end of the wall upon which it is erected;
- e) The sign may be illuminated.

Required Variances, with respect to Proposed Sign 2:

- 1) The Requirement of § 694-14.E that: Signs shall display only static copy unless otherwise expressly permitted by this chapter; be varied to allow the Proposed Sign to display electronic static copy;
- 2) 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 wall sign type to be erected and displayed in a CR sign district;
- 3) 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.