

ATTACHMENT 1: Description of Signs, Requested Variances and Required Conditions

Proposed Modified Sign Description:

The Proposed Modified Sign is one third party electronic ground sign described as follows:

- a) Contains no more than three sign faces;
- b) The sign shall contain no more than one sign face on the south elevation of the electronic roof sign;
- c) The sign face on the south elevation of the electronic roof sign complies with all of the following:
 - [1] the sign face shall be rectangular;
 - [2] the sign face shall be oriented in a southerly direction;
 - [3] the sign face shall display electronic static copy or electronic moving copy only;
 - [4] the centre line of the sign face shall not exceed 27.5 metres;
 - [5] the bisecting line of the sign face shall not exceed 39.75 metres;
 - [6] the sign face area of the sign face shall not exceed 1,088.0 square metres; and
 - [7] the highest point of the sign face from the top of the roof shall not exceed 39.75 metres;
- d) The sign shall contain no more than one sign face on the north elevation of the electronic roof sign;
- e) The sign face on the north elevation of the electronic roof sign complies with all of the following:
 - [1] the sign face shall be rectangular;
 - [2] the sign face shall be oriented in a northerly direction;
 - [3] the sign face shall display electronic static copy only;
 - [4] the centre line of the sign face shall not exceed 9.5 metres;
 - [5] the bisecting line of the sign face shall not exceed 19.5 metres;

[6] the sign face area of the sign face shall not exceed 185.5 square metres; and

[7] the highest point of the sign face from the top of the roof shall not exceed 39.75 metres;

f) The sign shall contain no more than one sign face on the east elevation of the electronic roof sign;

g) The sign face on the east elevation of the electronic roof sign complies with all of the following:

[1] the sign shall be entirely located on top of an overhanging platform on the easternmost edge of the sign;

[2] the sign face may be shaped in a curved configuration;

[3] the sign face shall display electronic static copy only;

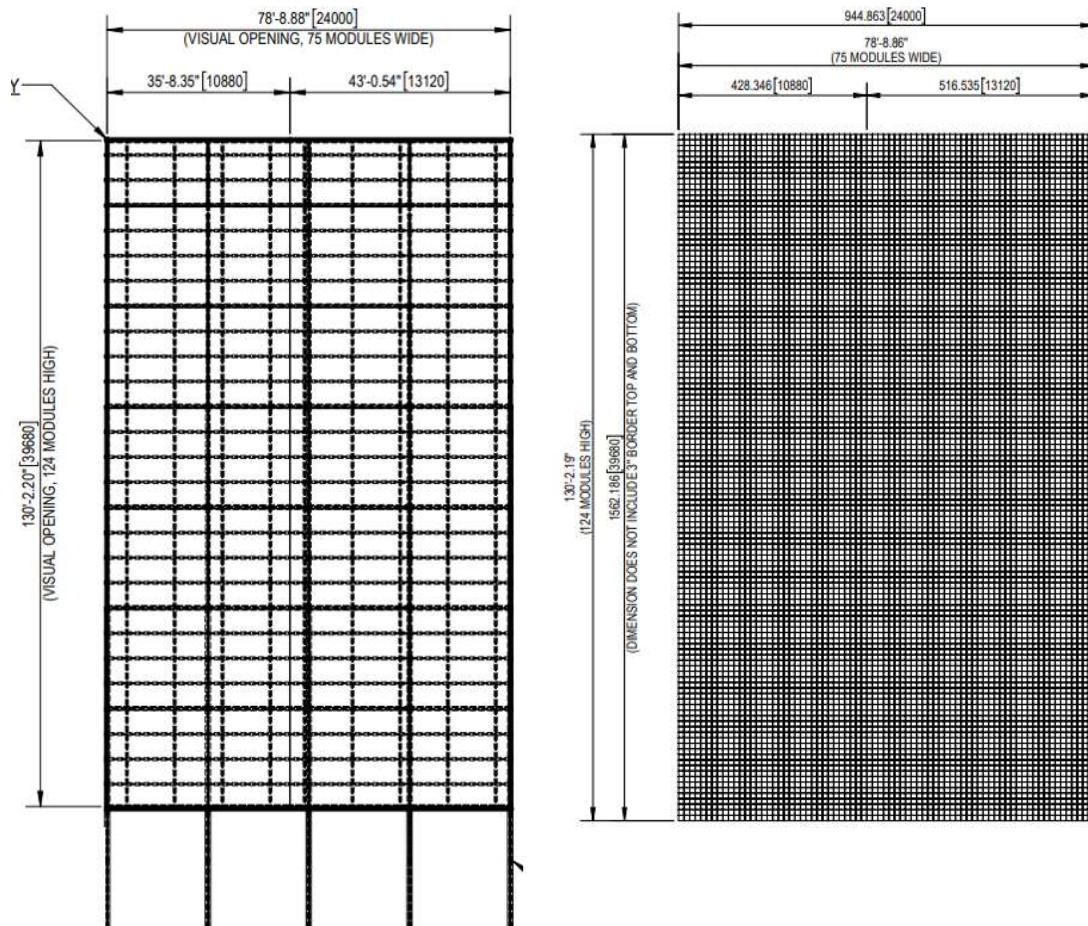
[4] the extent of the arc conforming the centre line of the sign face shall not exceed 9.3 metres;

[5] the bisecting line of the sign face shall not exceed 12.2 metres;

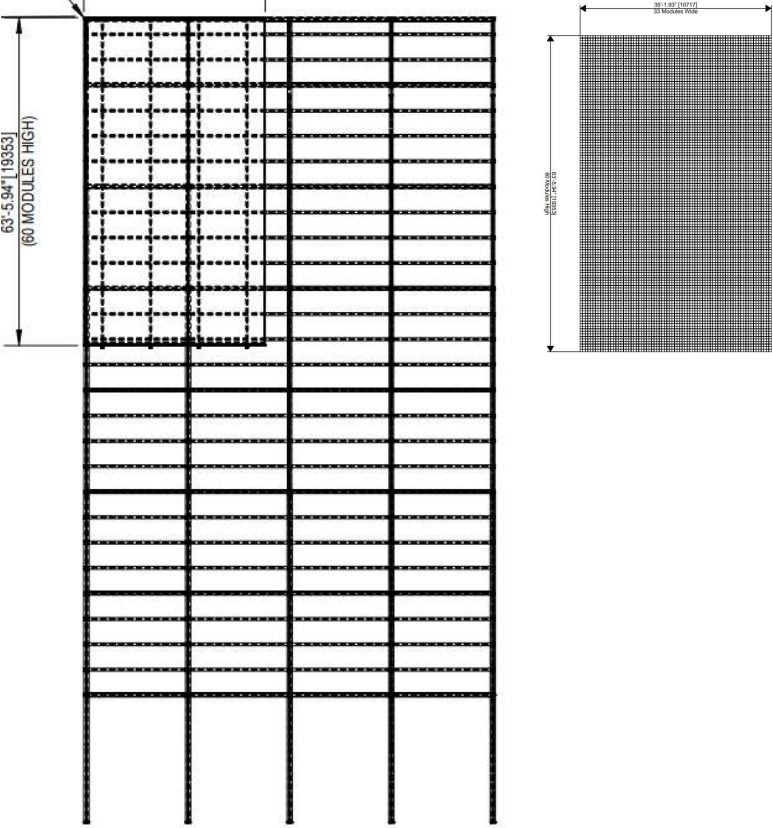
[6] the sign face area of the sign face shall not exceed 112.2 square metres; and

[7] the highest point of the sign face from the top of the roof shall not exceed 12.2 metres;

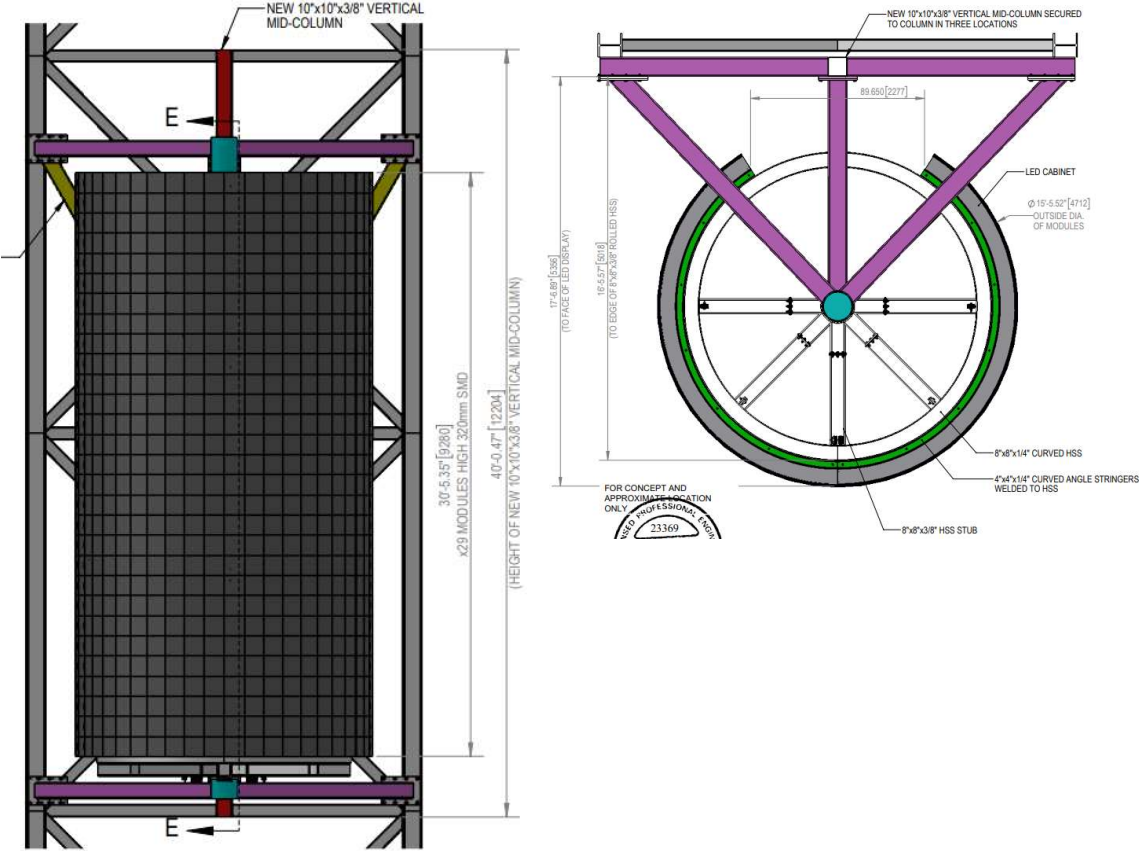
e) Shall be located and oriented substantially in accordance with the diagram labeled "Drawings of the Proposed Sign" indicated in subsection f) below;



North Elevation



East Elevation



Requested Variances:

1) The requirement of Schedule C of Chapter 694, Subsection 4F(1)(a) that: Notwithstanding §§ 694-9B, 694-18E(2), 694-22D and Subsections 4A, and B, of Schedule C, Additional Special Sign District Regulations, but subject to all other provisions of this Chapter, the premises municipally known as 306 Yonge Street, may contain an electronic roof sign provided the sign shall contain no more than two sign faces; be varied to allow the electronic roof sign currently on the premises to be modified as to contain three sign faces, subject to Conditions 1, 2, and 3 below;

2) The Requirement of Schedule C of Chapter 694, Subsection 4F(1)(e)[3] that: Notwithstanding §§ 694-9B, 694-18E(2), 694-22D and Subsections 4A, and B, of Schedule C, Additional Special Sign District Regulations, but subject to all other provisions of this Chapter, the premises municipally known as 306 Yonge Street, may contain an electronic roof sign provided the sign face on the north facing elevation of the electronic roof sign shall display static copy only; be varied to allow be varied to allow the electronic roof sign currently on the premises to be modified as to the face on the north facing elevation to display electronic static copy, subject to Conditions 1, 2, and 3 below.

Required Conditions:

Condition 1) The Proposed Modified Sign have louver technology installed, which shall sufficiently shield illumination from the sign to the satisfaction of the Chief Building Official.

Condition 2) The Proposed Modified Sign shall operate with a reduced brightness of 80 NITS between sunset and sunrise.

Condition 3) The Proposed Modified Sign shall be located, oriented and designed substantially in accordance with the diagrams labeled "Drawings of the Proposed Sign".