

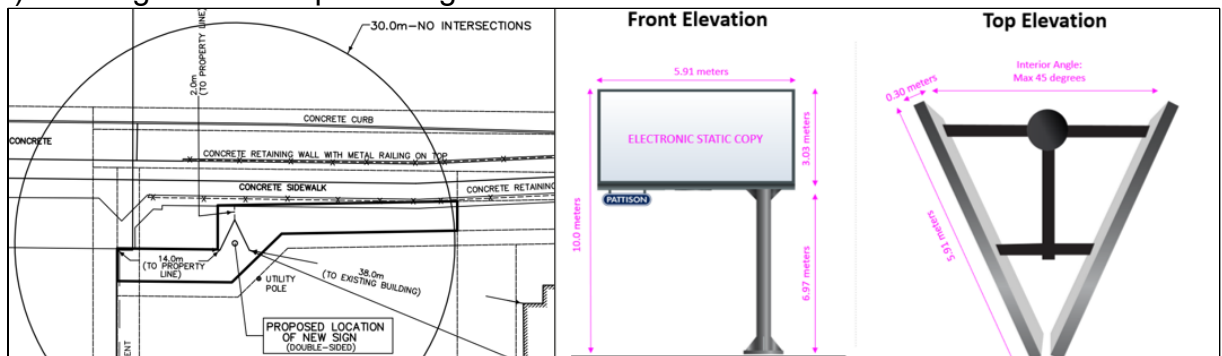
ATTACHMENT 1: DESCRIPTION OF THE PROPOSED SIGN, REQUESTED VARIANCE, AND REQUIRED CONDITIONS

Proposed Sign Description:

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

- a) Contains no more than two rectangular sign faces;
- b) Where the sign has two sign faces, the sign faces shall be displayed in a "V-shape" configuration, oriented as follows:
 - i) one facing in an approximate easterly direction; and,
 - ii) one facing in an approximate westerly direction;
- c) Each sign face shall comply with the following:
 - i) Have a maximum bisecting line no greater than 3.03 meters;
 - ii) Have a maximum center line no greater than 5.91 meters;
 - iii) Have a maximum sign face area no greater than 17.95 square meters;
 - iv) Display electronic static copy only;
- d) The height shall not exceed 10.0 meters;
- e) Shall be located and oriented substantially in accordance with the diagram labeled "Drawings of the Proposed Sign" indicated in subsection f) below;

f) Drawings of the Proposed Sign:



Requested Variances:

- 1) The Requirement of § 694-15A that: Anything not expressly permitted by Chapter 694 is prohibited; be varied to allow a third party electronic ground sign district in a C Sign District, subject to Conditions 1, 2, 3, 4 and 5 below.

Required Conditions:

- Condition 1) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an R, RA, CR, I or OS sign district.

Condition 2) The sign shall not face any premise in the R, RA, CR or I sign district located within 250 metres, nor any premise in the OS sign district located within 200 metres.

Condition 3) The sign shall be located a minimum of 500 metres from any other third party electronic sign located on the same street, or on a street which forms an intersection with the street on which the sign is located.

Condition 4) Light shielding technology shall be installed on the Proposed Sign;

Condition 5) The sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise.

Condition 6) There shall be no more than one ground sign or electronic ground sign erected on the premises.

Condition 7) The sign shall be located, oriented and designed substantially in accordance with the diagrams labeled "Drawings of the Proposed Sign", as per indicated in subsection f).