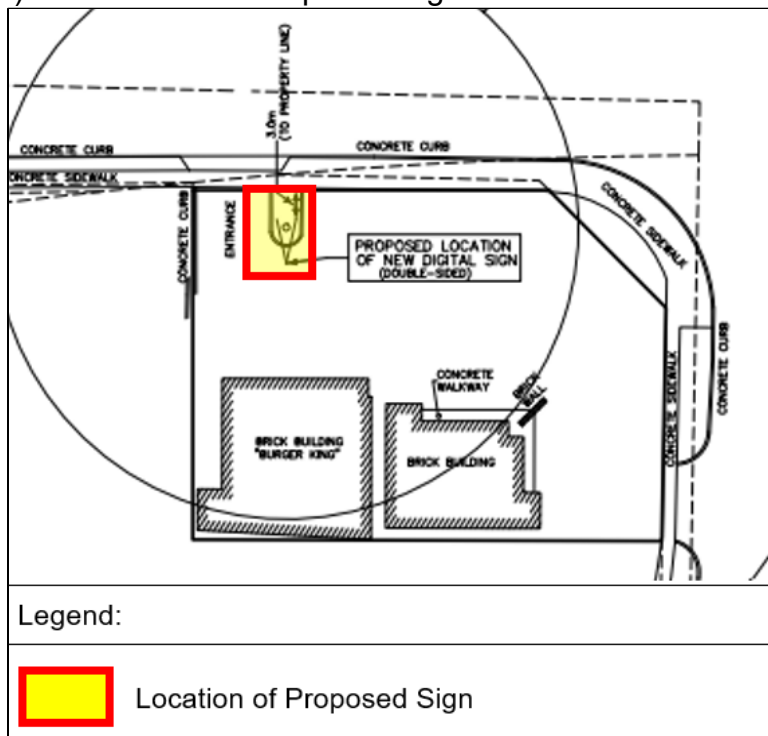


ATTACHMENT 1: DESCRIPTION OF THE PROPOSED SIGN, REQUESTED VARIANCES, AND REQUIRED CONDITIONS

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 "back-to-back" 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 8.0 meters;
- e) Shall be located in accordance with the diagram labeled "Location of the Proposed Sign" indicated in subsection f) below;
- f) Location 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 the Proposed Sign to be a permitted third party electronic ground sign district in a CR-Commercial Residential Sign District, subject to Conditions 1, 2 and 3 below.
- 2) The requirement of § 694-24A(5) that: A third party sign shall not be erected or displayed or caused to be erected or displayed in whole or in part within 400 metres of any limit of Eglinton Avenue East from the easterly limit of Brentcliffe Road to the westerly limit of Victoria Park Avenue; be varied to allow the Proposed Sign to be erected within 400 metres, but no closer than 380 metres, of any limit of Eglinton Avenue East from the easterly limit of Brentcliffe Road to the westerly limit of Victoria Park Avenue, subject to Conditions 1, 2 and 3 below.

Required Conditions:

Condition 1) The variance shall be null and void and have no effect with respect to any application for a permit or renewal of a permit for the Proposed Sign submitted on or after seven years from the date of May 2, 2025; and on or prior to seven years from the date of May 2, 2025 the Proposed Sign shall be removed and all associated permits revoked.

Condition 2) The sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise.

Condition 3) Light shielding technology shall be installed on the Proposed Sign, which shall sufficiently block illumination from the sign to the satisfaction of the Chief Building Official.