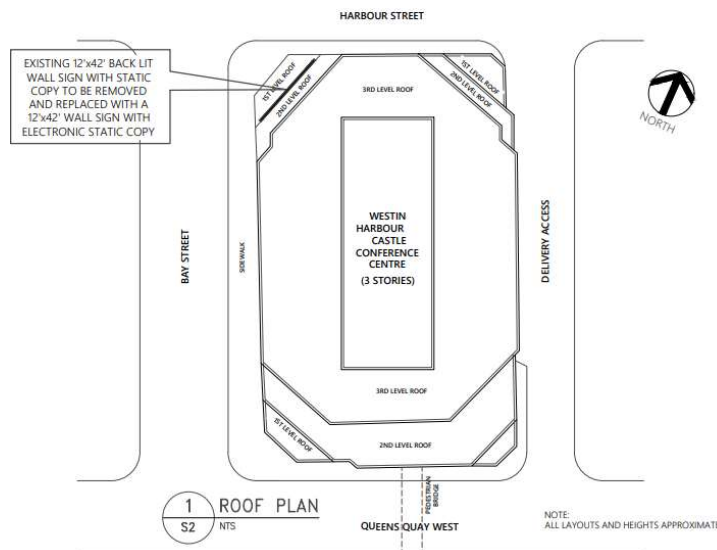


ATTACHMENT 1: DESCRIPTION OF THE PROPOSED SIGN, REQUESTED VARIANCES AND CONDITIONS

Proposed Sign Description:

One third party electronic wall sign described as follows:

- a) Contains no more than one sign face;
- b) The sign face shall comply with the following:
 - i) Have a maximum bisecting line no greater than 3.7 metres;
 - ii) Have a maximum centre line of no greater than 12.8 metres;
 - iii) Have a maximum sign face area no greater than 46.85 square metres;
 - iv) Display electronic static copy, only;
- c) The height shall not exceed 12.8 metres;
- d) Shall be located on the northwest elevation;
- e) Proposed Sign Location:



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 third party electronic wall sign erected and displayed in a CR Sign District, subject to conditions 1, 2,3 and 4 below.
- 2) The Requirement of § 694-24A(3) 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 the F.G. Gardiner Expressway from a point 250 metres

west of Strachan Avenue to the easternmost limit of Booth Avenue; be varied to allow the Proposed Sign to be located closer than 400 metres, but no closer than 130 metres, of any limit of the F.G. Gardiner Expressway subject to conditions 1, 2,3 and 4 below.

Required Conditions:

Condition 1) The existing first party wall sign shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;

Condition 2) The sign shall have a maximum brightness of 150 NITS between sunset and sunrise;

Condition 3) Light shielding technology must be installed on the Proposed Sign, which shall sufficiently block illumination from projecting onto any residential tenancies or occupancies located within 250 metres, to the satisfaction of the Chief Building Official.

Condition 4) The sign shall be located substantially in accordance with the with the diagram labeled "Location of Proposed Sign" indicated in subsection f).