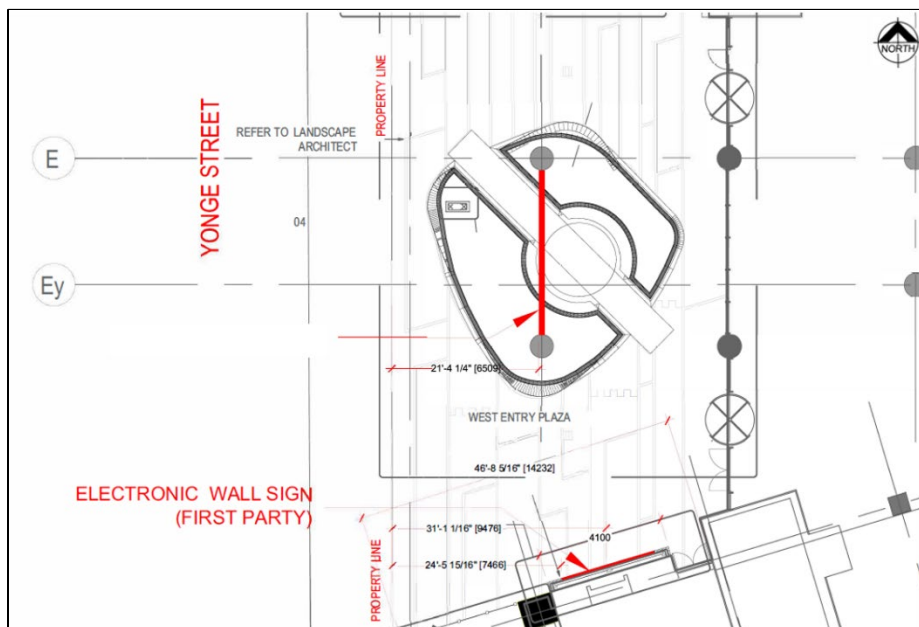


ATTACHMENT 1 – DESCRIPTION OF PROPOSED SIGN VARIANCE

Proposed Sign:

One first party electronic wall sign to be located on the west elevation of the building on the Subject Premises, 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 2.0 metres;
 - ii) Have a maximum centre line no greater than 4.1 metres;
 - iii) Have a maximum sign face area no greater than 8.2 square metres;
 - iv) Be oriented approximately on a northerly direction;
- c) The face may display static copy or electronic static copy;
- d) The height shall not exceed 2.95 metres;
- e) The sign shall only be erected at the first storey;
- f) The sign shall not extend beyond either end of the wall upon which it is erected;
- g) The sign may be illuminated;
- h) The sign shall be located substantially in accordance with the diagram labeled "Location of Proposed Sign" indicated in subsection i) below; and
- i) Location of the Proposed Sign:



Required Variance

1) The Requirement of § 694-15.A that: Anything not expressly permitted by this chapter is prohibited; be varied to allow the erection and display of the Proposed Sign, a first party electronic wall sign type, in a CR sign district.