

ATTACHMENT 1: DESCRIPTION OF THE PROPOSED SIGN AND REQUIRED VARIANCES

Proposed Sign Description:

One third party electronic window sign described as follows:

- a) Contains 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 4.0 meters;
 - ii) Have a maximum center line of no greater than 14.5 meters;
 - iii) Have a maximum sign face area of no greater than 58.0 square meters;
 - iv) Display electronic static copy only;
 - v) Be oriented in a southeasterly direction.
- c) The height shall not exceed 9.1 meters;
- d) Shall be located no closer than 2.75 metres from the southern property line and no closer than 6.30 metres from the eastern property line of the premises municipally known as 4804-4812 Yonge Street.

Required Variances:

- 1) The Requirement of § 694-15A that: Anything not expressly permitted by this chapter is prohibited; be varied to exempt the Subject Premises from this City-wide regulation allowing the Proposed Sign to be erected in a CR-Sign District.
- 2) The Requirement of § 694-22D that: A third party sign shall not be erected within 100.0 metres of any other lawful third party sign whether or not erected; be varied to allow the Proposed Sign to be erected within 100 metres of, but no closer than 80 metres, an existing third party sign located at the property municipally known 4844 Yonge Street.
- 3) The Requirement of § 694-24A(23) that: A third party sign shall not be erected or displayed or cause to be erected or displayed in whole or in part within 450.0 metres of the westerly limit of Yonge Street, from the southerly limit of Highway 401 to northerly limit of Drewry Avenue; be varied to exempt the Subject Premises from this site-specific area restriction, allowing the Proposed Sign to be erected within 450.0 metres, but no closer than 6.3 metres, of the westerly limit of Yonge Street.