

ATTACHMENT 1 – DESCRIPTION OF PROPOSED SIGN VARIANCE

Proposed Sign Description:

Notwithstanding the provisions of 694-21.D, the premises municipally known as 15-35 Mercer Street may contain the following first party wall signs:

- a) The sign shall 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 3.15 metres;
 - ii) Have a maximum centre line no greater than 7.11 metres;
 - iii) Have a maximum sign face area no greater than 22.40 square metres;
- c) The sign shall display static copy only;
- d) The sign shall only be erected on the uppermost storey, mechanical penthouse, or parapet wall;
- e) The height shall not exceed 156.00 metres;
- f) The sign shall not extend above the wall or parapet wall of a building;
- g) The sign shall not extend beyond either end of the wall upon which it is erected;
- h) The sign may be illuminated;
- i) The sign shall be located on the west tower only;
- j) There shall be no more than two of such signs on the premises;
- k) Where two signs are erected, they shall comply with the following:
 - i) One sign shall be erected on the south wall;
 - ii) One sign shall be erected on the north wall;
 - iii) No more than one sign shall be permitted per wall.

Required Variance:

- 1) The Requirement of § 694-21.D(4)(a) that: A CR-Commercial Residential sign district may contain a wall sign displaying the logo or corporate symbol of a business located on the premises provided the sign shall only be erected on an office building containing 10 or more storeys; be varied to allow the Proposed Signs to be located on a building containing 10 or more storeys, with an use other than an office building.