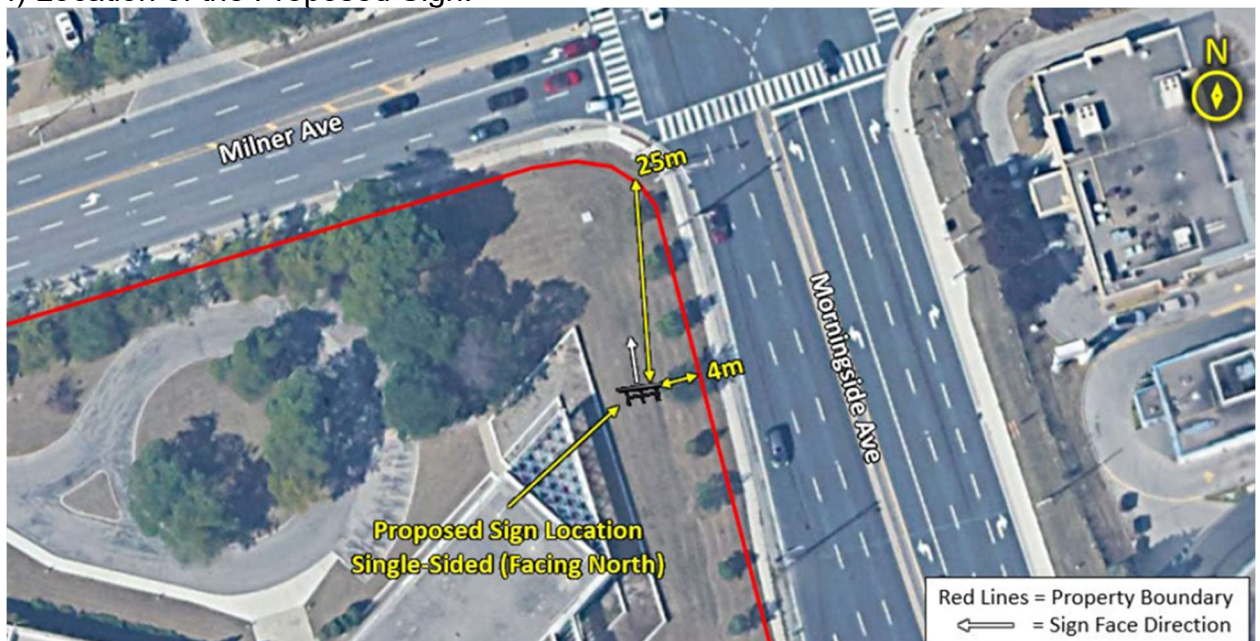


ATTACHMENT 1: DESCRIPTION OF THE PROPOSED SIGN, REQUIRED VARIANCES AND CONDITIONS

Proposed Sign Description:

One third party electronic ground 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 2.88 meters;
 - ii) Have a maximum center line of no greater than 5.76 meters;
 - iii) Have a maximum sign face area of no greater than 16.59 square meters;
 - iv) Display electronic static copy only;
- c) The sign face shall be oriented in an approximate northerly direction;
- d) The height shall not exceed 10.0 meters;
- e) Shall be located and oriented substantially in accordance with the diagram labeled "Location of Proposed Sign" indicated in subsection e) below;
- f) Location of the Proposed Sign:



Required Variances:

- 1) The Requirement of § 694-24A(14) 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 any portion of Highway 401 contained within the municipal boundaries of the city; be varied to allow the Proposed Sign to be erected within 400 metres, but no closer than 205 metres, of the northerly limit of Highway 401, subject to Conditions 1, 2 and 3 below;
- 2) The Requirement of § 694-25C(2)(c) that: An E – Employment Sign District may contain a third-party electronic ground sign, provided the sign shall not be erected within 30.0 metres of the intersection of a major street with any other street; be varied to allow the Proposed Sign to be located within 30.0 metres, but no closer than 25.0 metres, of the intersection of Milner Avenue with Morningside Avenue, subject to Conditions 1, 2 and 3 below;
- 3) The Requirement of § 694-25C(2)(e) that: An E – Employment Sign District may contain a third-party electronic ground sign provided the sign shall not be erected within 60.0 metres of any premises located, in or whole or in part, in an R, RA, CR, I, or OS sign district; be varied to allow the Proposed Sign to be located no closer than 56.0 metres from a premises located in a CR sign district, while not being able to be within 60.0 metres of any premises located in an RA, I or OS sign district, subject to Conditions 1, 2 and 3 below;
- 4) The Requirement of § 694-25C(2)(f) that: An E – Employment Sign District may contain a third-party electronic ground sign, provided where a sign is located within 250 metres of an R, RA, CR, I or OS sign district, the sign cannot face any premise in the R, RA, CR, I or OS sign district; be varied to allow the Proposed Sign to be located no closer than 56.0 metres of, and facing, a premises located in a CR sign district, no closer than 174 metres of, and facing, a premise located in a R sign district, and no closer than 153 metres of, and facing, a premise located in an I sign district, while not being able to be within 250 metres of, and facing, any premises located in an OS or RA sign district, subject to Conditions 1, 2 and 3 below;
- 5) The Requirement of § 694-25.C(2)(g)[1] that: An E-Employment Sign District may contain an electronic ground sign provided the sign be located a minimum of 500 metres for any other third party sign located on the same street; be varied to allow the Proposed Sign to be located no closer than 175 metres from the third party electronic sign located at 1176 Morningside Avenue, while not being able to be within 500 metres of any other third party electronic sign located on the same street, subject to Conditions 1, 2 and 3 below.

Conditions:

Condition 1) The Proposed Sign shall conform in all respects to the specifications set out in the Proposed Sign Description in this Attachment, including but not limited to the number of sign faces, configuration, orientation of sign faces, copy displayed, maximum height, maximum sign face area, and location.

Condition 2) The existing trees and associated landscaping located along the north and east frontage of the Subject Premises shall be retained and maintained in healthy conditions to secure that screening provided in the year of 2026 between the Proposed Sign and the existing third party sign located to the north the Premises is not diminished.

Condition 3) The Proposed Sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise.