

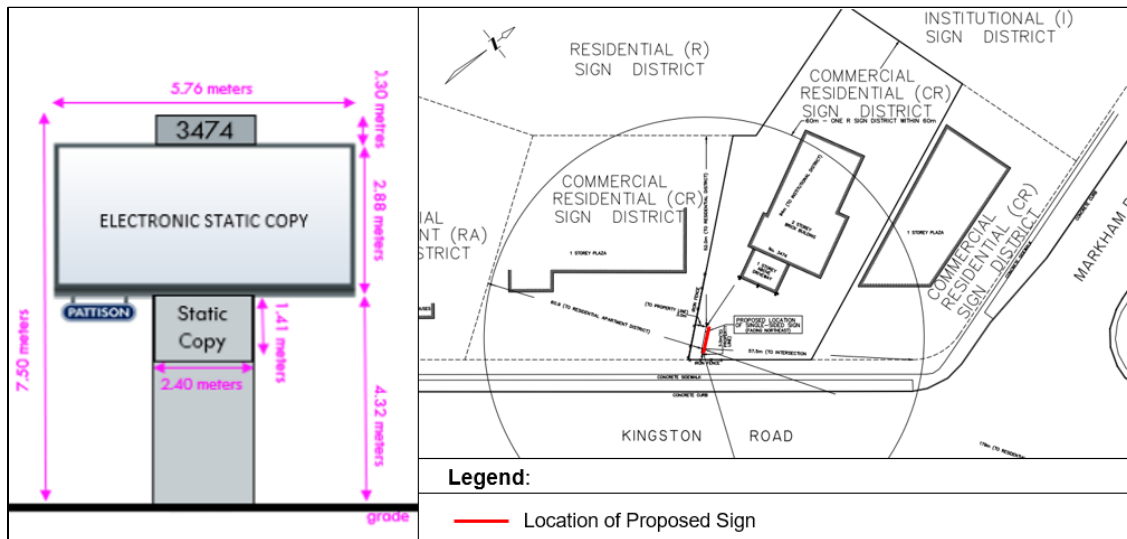
ATTACHMENT 1: DESCRIPTION OF THE PROPOSED SIGN, REQUESTED VARIANCES, AND REQUIRED CONDITIONS

Proposed Sign Description:

A third party electronic ground sign, described as follows:

- a) The height shall not exceed 7.50 metres;
- b) The sign shall not be erected within any required setback of a building from a street as regulated by the City's applicable Zoning By-law;
- c) The sign shall not be erected within 30.0 metres of the intersection of a major street with any other street;
- d) The sign shall not be erected within 60.0 metres of any premises located, in whole or in part, in an I, RA or OS sign district;
- e) The sign shall not be erected within 50.0 metres of any premises located, in whole or in part, in a R sign district;
- f) There shall be no more than one ground sign or one electronic ground sign erected on the premises;
- g) The sign shall have three rectangular sign faces;
- h) Where the sign has three sign faces, the sign faces shall comply with the following:
 - i) One sign face (Sign Face A) that complies with:
 - a. Is oriented to face northeast;
 - b. Has a maximum bisecting line of 2.88 metres
 - c. Has a maximum centre line of 5.76 metres
 - d. Has a maximum sign face area of 16.60 square metres;
 - e. Displays electronic static copy only;
 - ii) One sign face (Sign Face B) that complies with:
 - a. Is oriented to face northeast;
 - b. Has a maximum bisecting line of 1.41 metres;
 - c. Has a maximum centre line of 2.40 metres;
 - d. Is displayed in a back-to-back configuration with Sign Face C;
 - e. The top of the sign face is not greater than the lowest point of Sign Face A;
 - f. Displays static copy only;
 - g. It may be illuminated; and
 - h. Displays sign copy which identifies, advertises, promotes or directs attention to a business, service or activity available at the premises where the sign is located only;

- iii) One sign face (Sign Face C) that complies with:
 - a. Is oriented to face southwest;
 - b. Has a maximum bisecting line of 1.41 metres;
 - c. Has a maximum centre line of 2.40 metres;
 - d. Is displayed in a back-to-back configuration with Sign Face B;
 - e. The top of the sign face is not greater than the lowest point of Sign Face A;
 - f. Displays static copy only;
 - g. It shall not be illuminated; and
 - h. Displays sign copy which identifies, advertises, promotes or directs attention to a business, service or activity available at the premises where the sign is located only.
- i) Shall be located within the premises municipally known in the year of 2026 as 3474 Kingston Road;
- j) Shall be designed and located substantially in accordance with the diagram labeled "Proposed Sign Details" indicated in subsection k) below;
- k) Proposed Sign Details:



Requested Variances:

- 1) 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 placed 65.0 metres of a lawful third party sign at 3493 Kingston Road, but no closer than 100.0 metres of any other lawful third party sign, subject to conditions 1, 2, 3, 4 and 5 below.
- 2) The Requirement of § 694-25B(1) that: A CR-Commercial Residential Sign District may contain a third party sign, provided it is one of the listed wall sign and topiary wall sign types; be varied to allow the Proposed Sign, a third party

electronic ground sign, to be erected and displayed in a CR-Commercial Residential Sign District, subject to conditions 1, 2, 3, 4 and 5 below.

Required Conditions:

Condition 1) Any and all existing first party ground signs located on the Subject Premises shall be removed and all associated permits revoked, prior to the erection or display of the Proposed Sign;

Condition 2) The Proposed Sign shall operate with a reduced brightness of 150 NITS between sunset and sunrise;

Condition 3) Light shielding technology must be installed on the Proposed Sign, which shall prevent light projection on nearby residential properties, to the satisfaction of the Chief Building Official;

Condition 4) The display of sign copy within Sign Face A of the Proposed Sign as noted below in Condition 5 shall be synchronized with the display of sign copy within the third party electronic ground sign located at 3493 Kingston Road, so that both the Proposed Sign, and the third party electronic ground sign located at 3493 Kingston Road transition between sign copy simultaneously;

Condition 5) The Proposed Sign shall conform 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.