

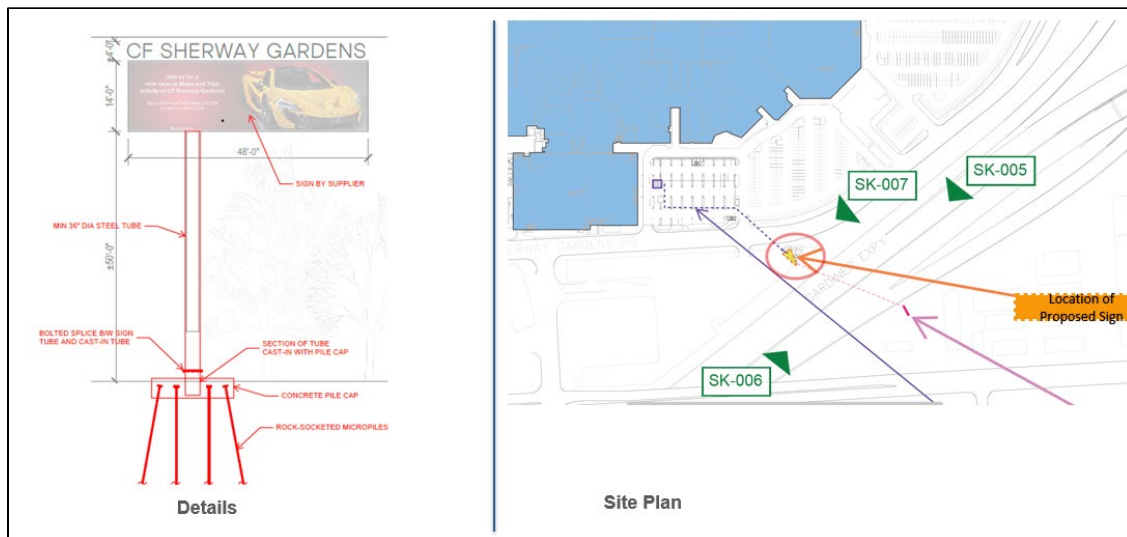
## **ATTACHMENT 1: DESCRIPTION OF THE PROPOSED SIGN, REQUESTED VARIANCES, AND REQUIRED CONDITIONS**

### **Proposed Sign Description:**

A third party electronic ground sign, described as follows:

- a) The height shall not exceed 20.75 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 four rectangular sign faces;
- h) Where the sign has four sign faces, the sign faces shall comply with the following:
  - i) One sign face (Sign Face A) that complies with all of the following:
    - a. Is oriented to face southeast;
    - b. Has a maximum bisecting line of 4.30 metres;
    - c. Has a maximum centre line of 14.65 metres;
    - d. Has a maximum sign face area of 62.45 square metres;
    - e. Is displayed in a V-shaped configuration with Sign Face B; and,
    - f. Displays electronic static copy only
  - ii) One sign face (Sign Face B) that complies with all of the following:
    - a. Is oriented to face southwest;
    - b. Has a maximum bisecting line of 4.30 metres;
    - c. Has a maximum centre line of 14.65 metres;
    - d. Has a maximum sign face area of 62.45 square metres;
    - e. Is displayed in a V-shaped configuration with Sign Face A; and,
    - f. Displays electronic static copy only
  - iii) One sign face (Sign Face C) that complies with all of the following:
    - a. Is oriented to face southeast;
    - b. Has a maximum bisecting line of 1.22 metres;
    - c. Has a maximum centre line of 14.65 metres;

- d. Has a maximum sign face area of 17.85 square metres;
  - e. Is displayed in a V-shaped configuration with Sign Face D;
  - f. Displays static copy only;
  - g. It shall 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.
- iv) One Sign Face (Sign Face D) that complies with all of the following:
- a. Is oriented to face southwest;
  - b. Has a maximum bisecting line of 1.22 metres;
  - c. Has a maximum centre line of 14.65 metres;
  - d. Has a maximum sign face area of 17.85 square metres
  - e. Is displayed in a V-shaped configuration with Sign Face C;
  - f. Displays static copy only;
  - g. It shall 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 25 The West Mall;
- 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 approximately 95.0 metres east of a lawful third party sign at 660 Evans Avenue.
- 2) The Requirement of § 694-24A(17)) that: A third party sign shall not be erected or displayed or cause to be erected or displayed in whole or in part within 400 metres of any limit of any portion of Highway 427 from Evans Avenue to the northly limit of the Weston Subdivision; be varied to allow the Proposed Sign to be erected and displayed in whole within 400 metres of the eastern limit of Highway 427 from Evans Avenue to the northly limit of the Weston Subdivision, specifically within 387 metres of the eastern limit of Highway 427
- 3) The Requirement of § 694 24A(19) that: A third party sign shall not be erected or displayed or cause to be erected or displayed in whole or in part within 400 metres of any limit of the Queen Elizabeth Way; be varied to allow the Proposed Sign to be erected and displayed in whole within 400 metres of a limit of the Queen Elizabeth Way, specifically within 20 metres of the Northern boundary of the Queen Elizabeth Way.
- 4) 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 permitted sign types; be varied to allow the Proposed Sign to be a third party electronic ground sign, which is a sign type not listed as a permitted sign type in CR Sign Districts.