

COMMITTEE OF THE WHOLE NOVEMBER 1, 2004

SIGN VARIANCE APPLICATION

FILE NO: SV.04-09

OWNER: AMBRIA RESIDENCES INC./RICE DEVELOPMENT

LOCATION: 4620 AND 4700 HIGHWAY NO. 7

PART OF LOT 6, CONCESSION 7

Recommendation

That Sign Variance Application SV.04-09, Ambria Residences Inc./Rice Development, be APPROVED subject to permitting the maintenance of the existing V shaped ground sign 6.1m x 3.05m each sign face and that the existing six (6) ground signs each having a sign area of 1.5 sq. m. be removed.

Purpose

- 1) Enlarge one existing approved (under Permit No. 04-651) double-sided directional ground sign having a dimension of 2.44m x 1.22m for each sign face.
- 2) Enlarge one existing approved (under Permit No. 04-651) V shaped ground sign having a dimension of 6.1 m x 3.05m for each sign face.
- 3) Six double-sided ground signs each having a dimension of 1.22m x 1.22m for each sign face

Background- Analysis and Options

By-Law Requirements (203-92, as amended)

- 6.1 (i) Except as may otherwise be permitted in this by-law, the maximum number of signs that may be erected shall be one (1) only of the following sign types per exterior wall per business premises:

One (1) ground sign per lot

- 6.1 (ii) One (1) additional ground sign may be erected for a lot having a street frontage greater than 125m

- 6.1 (iii) Where a lot abuts two or more streets an additional ground sign may be erected on each street frontage provided that said street has a minimum frontage of 15.0m

- 12.1 (1)(c) Each builder is permitted a maximum of two (2) signs, with a combined sign face area not to exceed 20.0 sq m.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Conclusion

The applicant is requesting a total of 7 ground signs having a total sign area of 61.02 sq m.

Attachments

1. Sketch of Sign

Report prepared by:

John Studdy, Manager of Customer & Administrative Services

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/as

The sign is a double-sided arrow pointing to the right. It features the following elements from left to right:

- The text "Country Estate" in a white serif font on a black background.
- The word "Ambria" in a large, stylized, black serif font with a decorative flourish above the letter 'i'.
- A central square image showing a woman's face framed by an ornate, black wrought-iron gate.
- The text "Condominiums" in a white serif font on a black background.
- A large white arrow pointing to the right, containing the text "Sales Centre" in a bold, black sans-serif font.

8' x 4' Double-sided (Parking Lot Entrance) Sign

Ambria

Country Estate  Condominiums

**Luxury
kitchens and
bathrooms!**

