

**COMMITTEE OF THE WHOLE – MARCH 7, 2005**

**SIGN VARIANCE APPLICATION**

**FILE NO: SV.05-03**

**OWNER: CADILLAC FAIRVIEW CORPORATION LTD. (THE PROMENADE)**

**LOCATION: 1 PROMENADE CIRCLE**

**BLOCK NO. 10, REGISTERED PLAN NO. 65M-2325**

**Recommendation**

That Sign Variance Application SV.05-03, Cadillac Fairview Corporation Ltd. (The Promenade), be REFUSED.

**Purpose**

Request to install various 3<sup>rd</sup> party wall signs and ground signs.

**Background- Analysis and Options**

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

6.2 (a) Where a site plan approved by the City provides standards for signage and the signs for the development comply therewith, such signs shall be deemed to comply with this By-Law.

**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 By-law permits a maximum of three ground signs and only those wall and pylon signs approved as part of the site plan agreement.

The applicant is proposing to install additional ten (10) wall signs immediately adjacent to the main mall entrances, and 16 ground signs throughout the property for the purposes of 3<sup>rd</sup> party advertising. That is advertising that is not related to the businesses within the mall.

The City's Sign By-Law restricts the use of 3<sup>rd</sup> party advertising to a maximum of 100 Poster Panels Signs (Billboards) that are to be located within the City's industrial area. (OPA 450). The by-law further permits a maximum of 3 ground signs on the property.

It was the opinion of the Sign Variance Committee that the applicant's proposal was contrary to many of the principals and concepts of the Sign By-Law, and recommends that the application be refused.

**Attachments**

1. Sketch of Sign

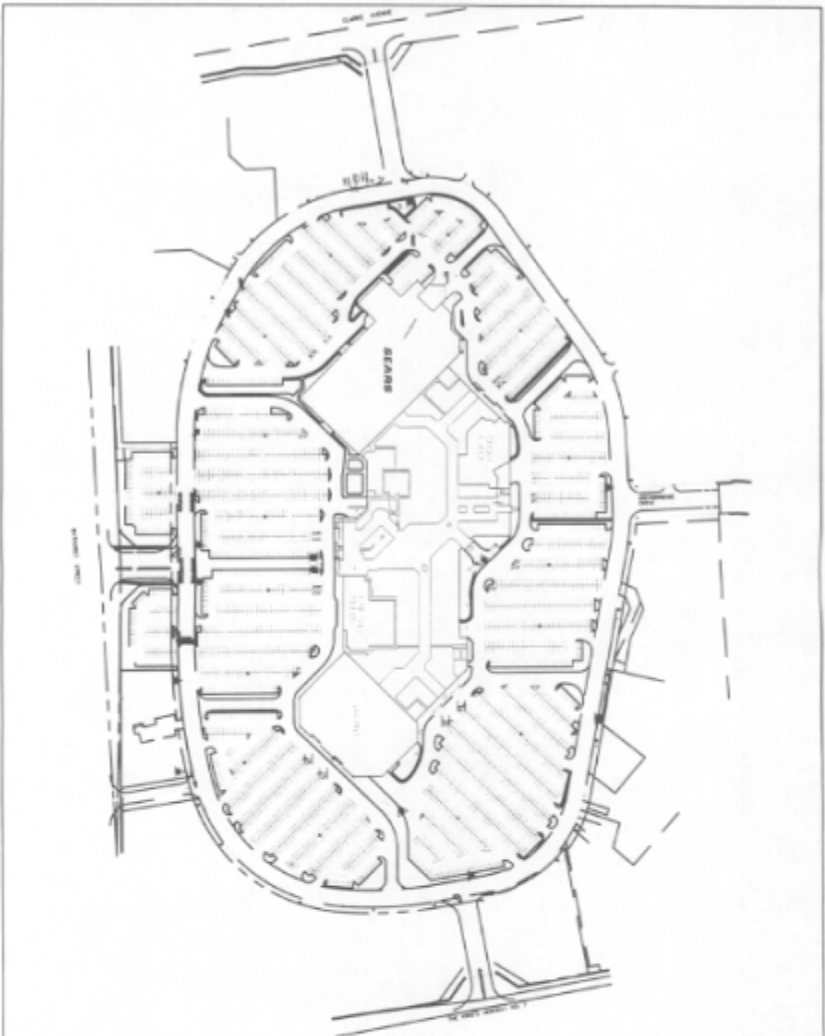
**Report prepared by:**

John Studdy, Manager of Customer & Administrative Services

Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

/as



**LEGEND**

INNER ZONE	1	SHOPS
COLLUM	2	
SWY LAMP	3	
ASBESTOS FIBER UNIT	4	
WALL UNIT F. & E.	5	
CENTER ZONE	6	
COLLUM	7	

**Traffic**

**THE PROMENADE**

Project: CADILLAC FARVIEW

Client: No. 20000

NOA: 04/8/89

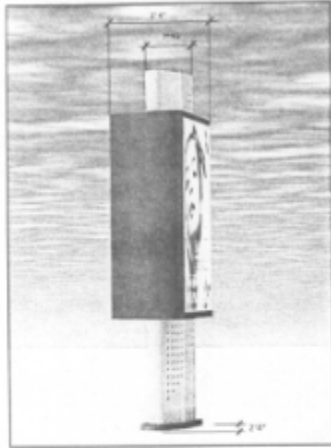
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Traffic   
PHOTOGRAPHIC  
REPRESENTATIONS

Free-standing two sided illuminated  
exterior mall poster unit.



Traffic   
 COLUMN