

COMMITTEE OF THE WHOLE – JUNE 19, 2006

SIGN VARIANCE APPLICATION

FILE NO: SV.06-06

OWNER: THE CADILLAC FAIRVIEW CORPORATION LIMITED

**LOCATION: 1 PROMENADE CIRCLE, BLOCK 1-4,
REGISTERED PLAN 65M-2325**

Recommendation

That Sign Variance Application SV.06-06, The Cadillac Fairview Corporation Limited, be APPROVED in principal, and subject to the following conditions:

- 1) That a total of six (6) signs be permitted on the subject lands and that the proposed signs be located in close proximity of the entrances to the mall and away from the service road that services the mall (Promenade Circle.)
- 2) That the signs be restricted to advertise products/services available in the mall.
- 3) Be conditional upon an agreement to the satisfaction of the City respecting various matters that may include, but not limited to, content, location, size, duration and space available for City use and, that upon finalization of the final terms and conditions that the agreement be brought back to Council for consideration.

Economic Impact

None.

Purpose

Request to install 4 column (Type "C") and 2 ground signs (Type "SL") at various locations on the subject property as shown on drawings attached to this report.

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.

Applicant's Proposal

The applicant is proposing to install additional pylon signs (column and ground types) at various locations for advertising products and services that are available from retailers within the enclosed mall located on the subject property.

As the proposed signs do not directly relate to a business premises that is located in the mall , under the City's present Sign By-law, the proposed signs are interpreted to be third party advertising and therefore not permitted.

The application was originally heard by the Sign Variance Committee at it's meeting of April 5, 2005 where members expressed concerns over:

- a) the amount of third party advertising being proposed
- b) the potential for increased sign pollution in the area with the cluttering of the site with total number of 18 additional signs.

- c) the location of many of the proposed signs. (eg. Located directly abutting the service road that surrounds and services the mall.)

Subsequent to the meeting, revised proposals were received from the applicant and re-considered by members of the Committee at the Sign Variance Meetings of May 17, 2006 and May 31, 2006.

The present application represents a scaled down version of the original application with an additional proposal by the applicant to make advertising space available for use by the City.

Members of the Sign Variance Committee are of the opinion given the large area of the property/site, a limited number of signs could be considered without adversely detracting from the overall cityscape. Committee are further of the opinion that the proposed signs are relatively small and well proportioned to the primary building facades.

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

If Council finds merit in the application, the following conditions of approval are being recommended:

- 1) That a total of six (6) signs be permitted on the subject lands and that they be located in close proximity of the entrances to the mall and away from the service road that services the mall. (Promenade Circle)
- 2) That the signs be restricted to advertise products/services available in the mall.
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Attachments

1. Site Plan showing the location of the proposed signs.
2. Sketch of Signs
3. Pictures of typical installations.



Report prepared by:

John Studdy. Manager of Customer & Administrative Services (Ext 8232)

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

LEGEND

-  COLUMN
-  SKY LAMP

Project:



THE PROMENADE

Client:

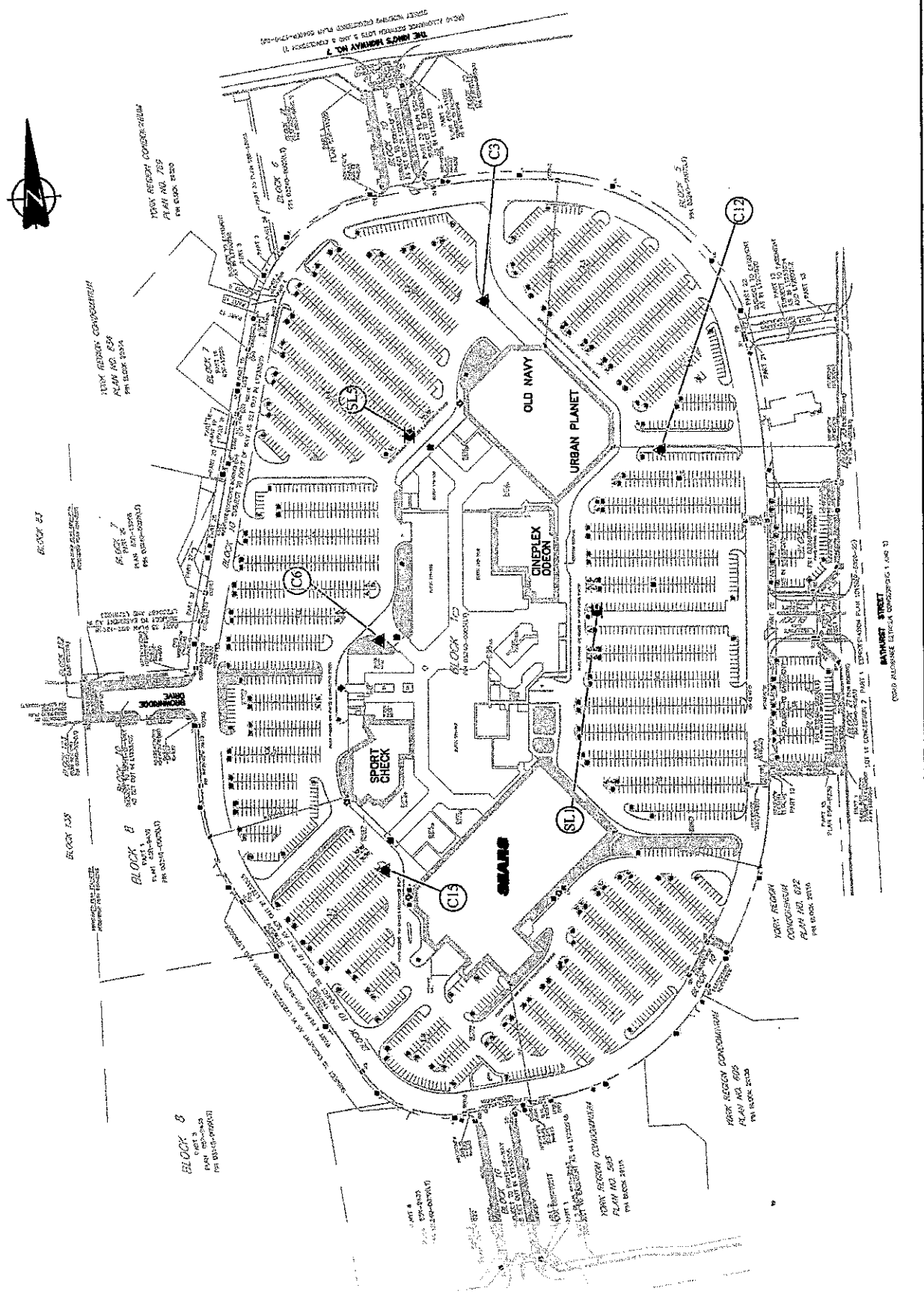
CADILLAC FAIRVIEW

Echelle: N/A

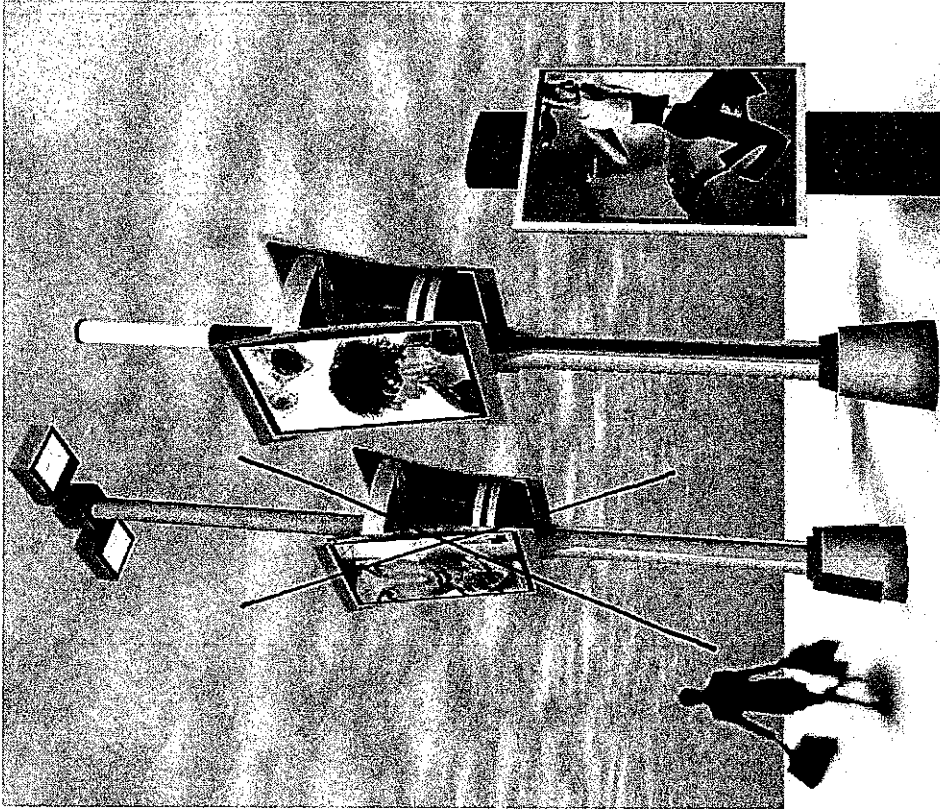
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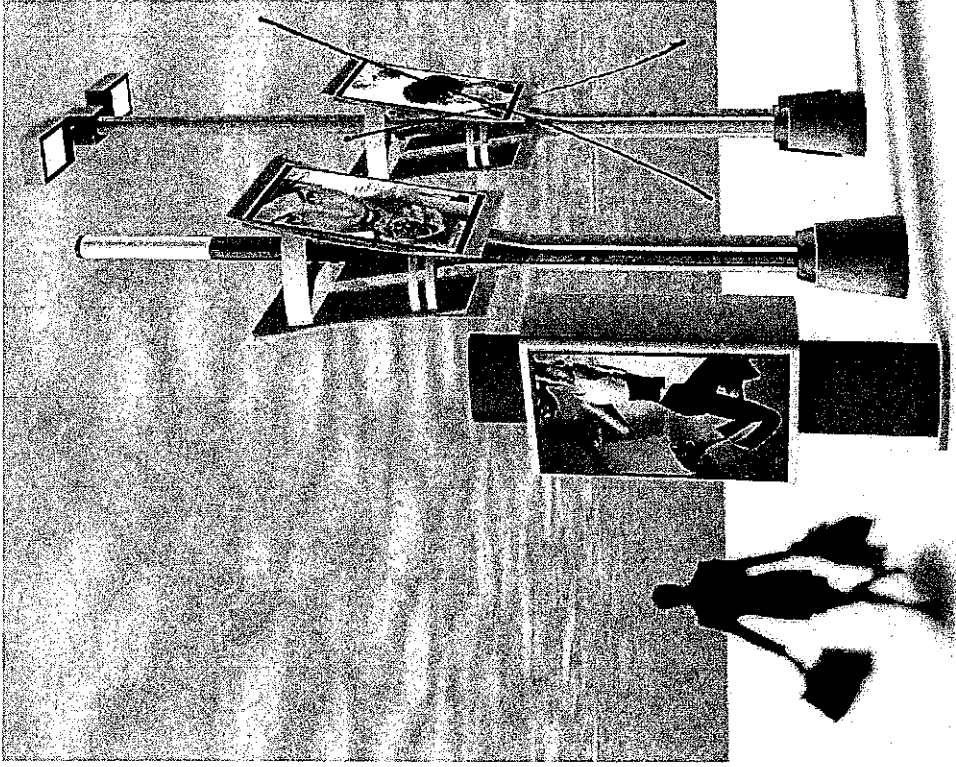
Column and pole units



Colors:
 Dark colors: Tiger Drylac # 49 / 80180
 Light colors: Tiger Drylac # 59 / 93370

Type "C"

Type "SL"



Type 'SL'



2005/11/03

Type 'C'

