

## COMMITTEE OF THE WHOLE – DECEMBER 11, 2006

### **SIGN VARIANCE APPLICATION**

**FILE NO: SV.06-027**

**OWNER: BABYLAND**

**LOCATION: 3175 RUTHERFORD ROAD, BUILDING 'B'  
BLOCK 1, REGISTERED PLAN 65M-3696**

### **Recommendation**

That Sign Variance Application SV.06-027, Babyland, be APPROVED, subject to the following recommendations:

- i) That the sign for the east elevation be reduced to fit with the architectural element;
- ii) That all individual lettering be removed from the north and south elevations of the building ; and
- iii) That the proposed signs for the north and south elevations be located in such a fashion as to be located within the existing architectural elements of the building.

### **Economic Impact**

None.

### **Purpose**

Request to install additional wall signs located at the north, south and east elevations of the subject building as shown on the attached drawings.

### **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 applicant is proposing to install additional wall signs on the north, south and east elevations of the existing building as shown on the attached drawings.

Members of the Sign Variance Committee generally had no objections to the application as submitted provided that the proposed sign areas were reduced in order that they may fit within the existing architectural elements located on the building and that all the individual lettering proposed for the north and south elevations of the building be removed. Committee members are of the opinion that the proposed individual letters for the north and south elevations would create a very cluttered effect for the building.

If Council finds merit in the application, a Sign Permit issued by the Building Standards Department is required prior to construction.

**Attachment**

1. Sketch of Sign (North, South, East Elevations)

**Report prepared by:**

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Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

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**South View**

240"

**FURNITURE**  
**STROLLERS**  
**SAFETY**

**One - Stop  
Shop for  
All Your  
BABY NEEDS**

**CLOTHING**  
**TOYS**  
**GIFT REGISTRIES**

50 Letters 8" each

Spec: Similar to North side



56" @ 56" backlit box

Spec: Full Aluminum body  
Plexiglas face  
Power normal, 110v

Fasteners: Toggle Bolts or Lag Screw & Shi

North



Spec: Formed Plastic letters

Method of installation: Pad, Stud and Silicon directly to the wall



Sign Area 6' @ 18' Letters 36"

## East View

Spec: Exocly like North/South channel letters