

COMMITTEE OF THE WHOLE NOVEMBER 5, 2007

SIGN VARIANCE APPLICATION

FILE NO: SV.07-020
OWNER: EASTON'S GROUP OF HOTELS INC.
LOCATION: 3201 HIGHWAY #7
LOT 5, CONCESSION 5

Recommendation

The City's Sign Variance Committee recommends:

- 1) That Sign Variance Application SV.07-020, Easton's Group of Hotels Inc., be approved as it relates to the proposed wall sign on the west elevation of the building provided that it is constructed in accordance with the attached plan. (Sign "B1")
- 2) That portion of Sign Variance Application SV.07-020 to install Three (3) Signs (Signs "A", "C", & "D") on the existing entrance feature of the development be deferred.

Economic Impact

None.

Communications Plan

The results of this application will be communicated to the applicant through the Secretary to the Sign Variance Committee.

Purpose

Request to install an additional wall sign on the west elevation and additional signs within the entrance features to the subject property as shown on the attached drawings.

Background - Analysis and Options

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.

(The Sign By-law permits only those signs approved on the site plan agreement.)

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.

Regional Implications

Region of York Engineering approval is not required for the proposed signs.

Conclusion

The applicant is proposing to install an additional wall sign on the west elevation of the building (Sign "B1") and three (3) additional signs within the entrance features to the subject property (Signs "A", "C", & "D") as shown on the attached drawings.

Members of the Sign Variance Committee have no objections to the proposed wall sign (Sign "B1") for the west elevation of the building and are of the opinion the intent and purpose of the City's Sign By-Law is being maintained.

Sign Variance Committee members note that the City's Sign By-Law prohibits all signs erected on fences and do not support the applicant's proposal to erect three (3) additional signs on the boundary entrance feature. Committee members are of the opinion that it is not appropriate to install illuminated signs on the entrance feature for the development.

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

Attachments

1. Site Plan
2. Sketch of Signs (A, B1, C, and D)

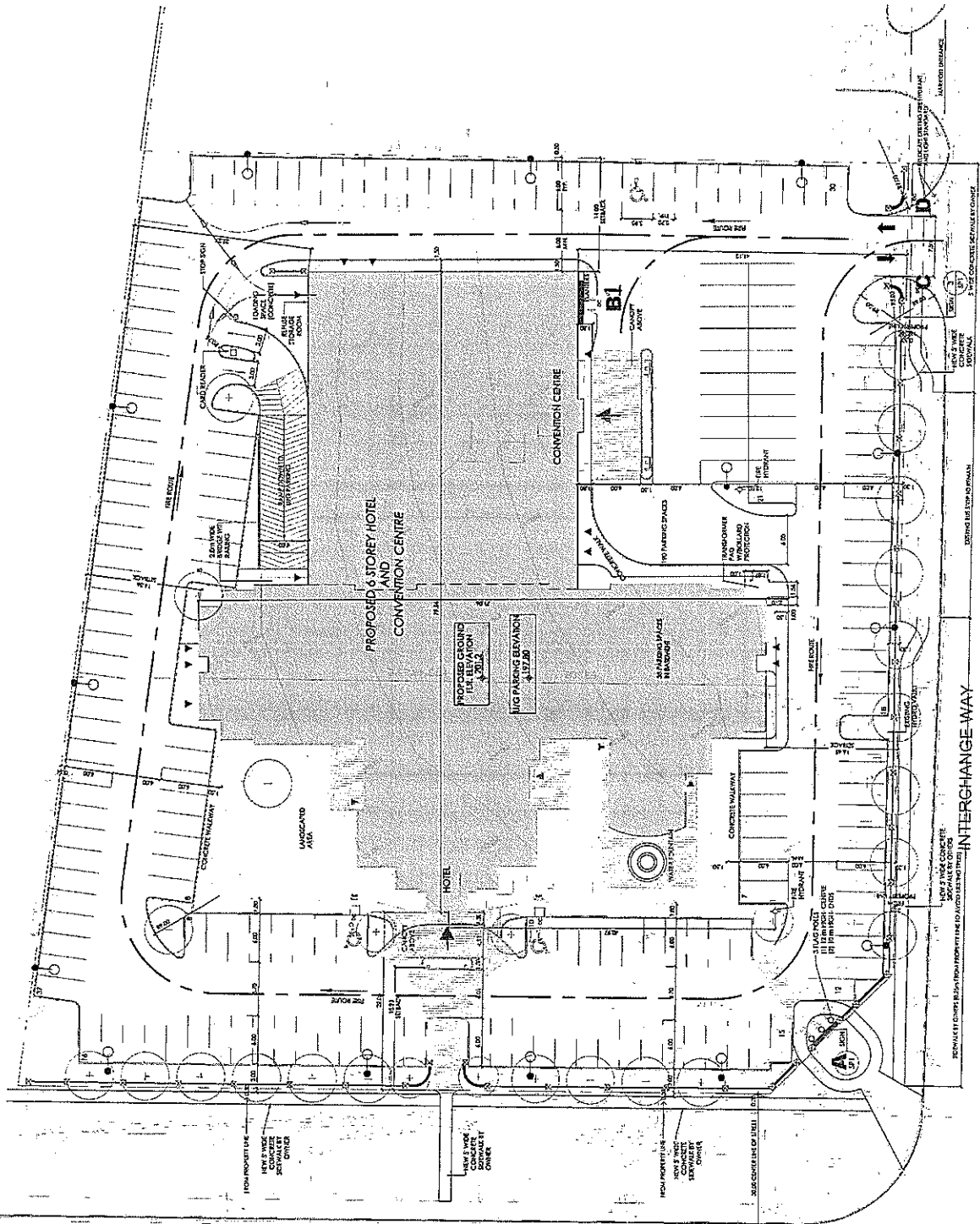
Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

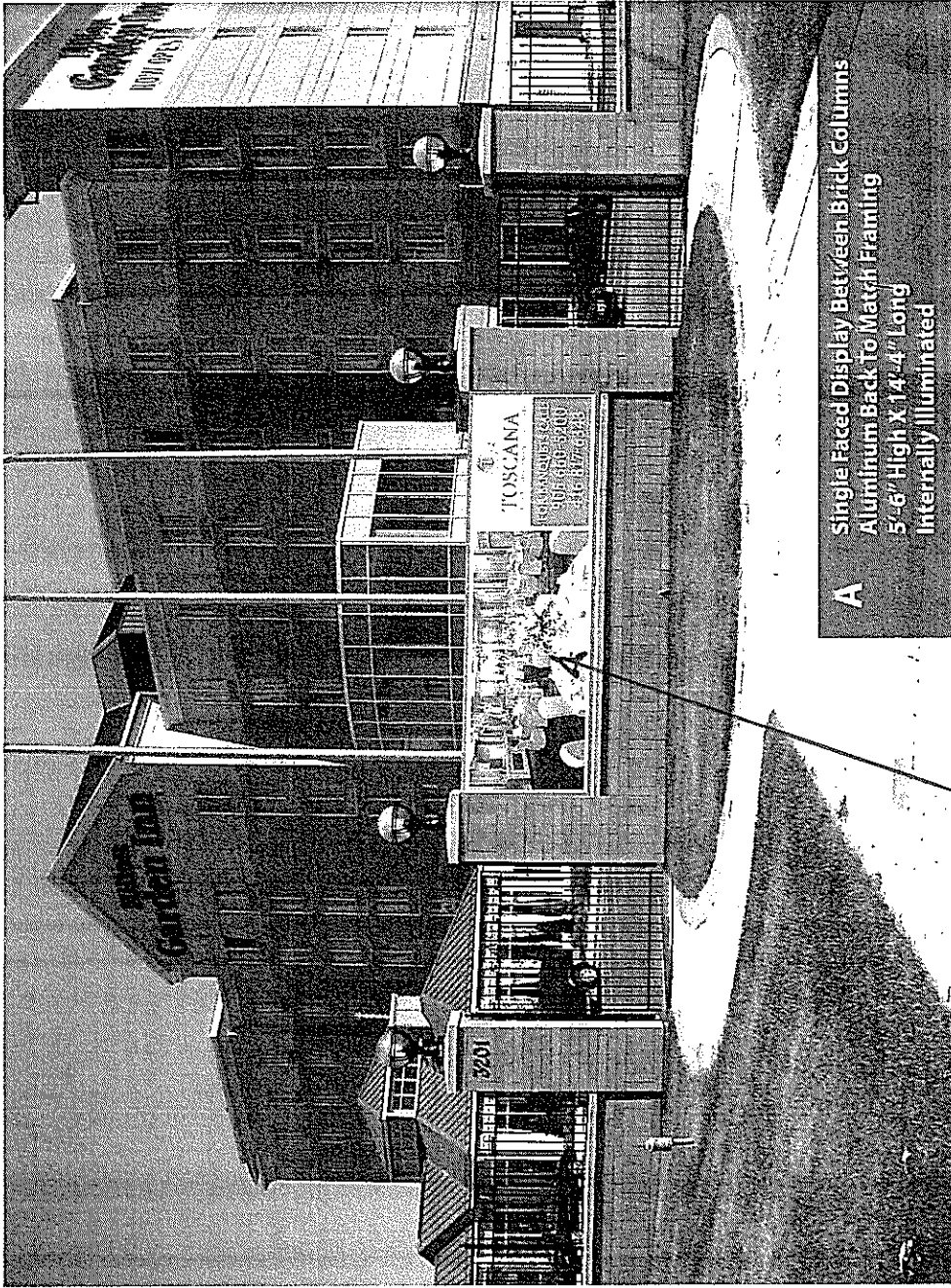
John Studdy
Chair, Sign Variance Committee

/pa



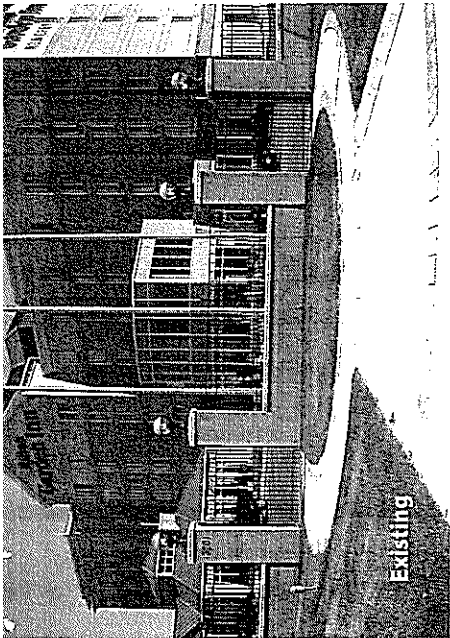
THE KING'S HIGHWAY NO. 7

INTERCHANGE-WAY



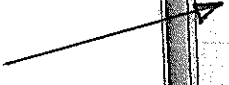
A Single Faced Display Between Brick Columns
Aluminum Back To Match Framing
5'-6" High X 14'-4" Long
Internally Illuminated

Proposed
Sign 'A'



Existing

PROPOSED
SIGN 'B1'

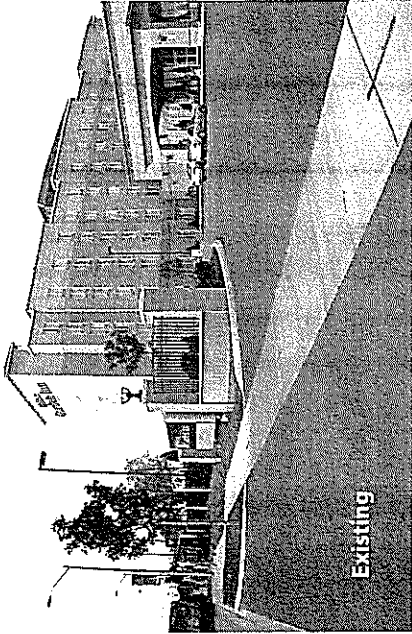


TOSCANA
CONFERENCE CENTRE

B1 - "Toscana" - Individually Illuminated Self Contained Red LED Letters
"Conference Centre" - Aluminum Cabinet Red LED Illuminated Letters
(Aluminum Cabinet Finished To Match Wall Colour)
Letter Heights - Toscana - 2'-11" Conference Centre - 1'-4"

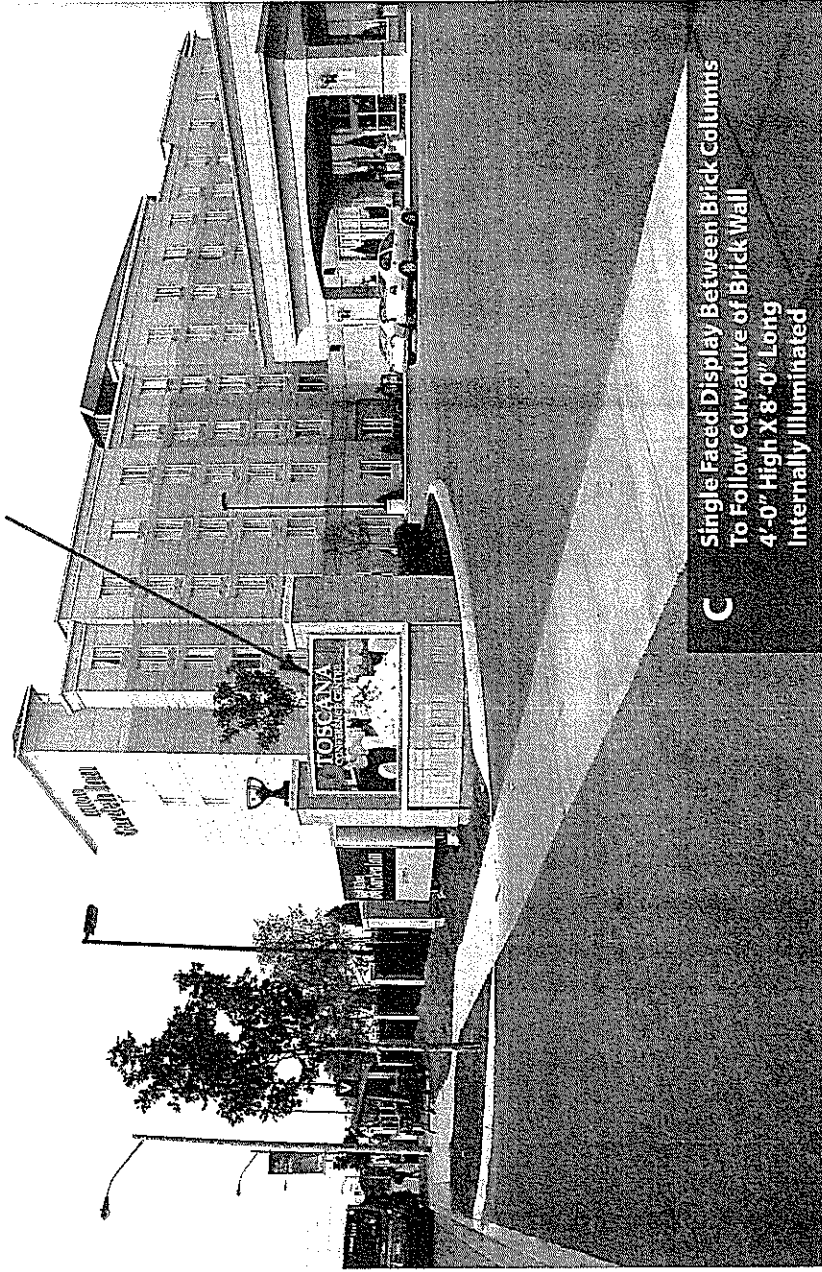
Existing

TRUCK

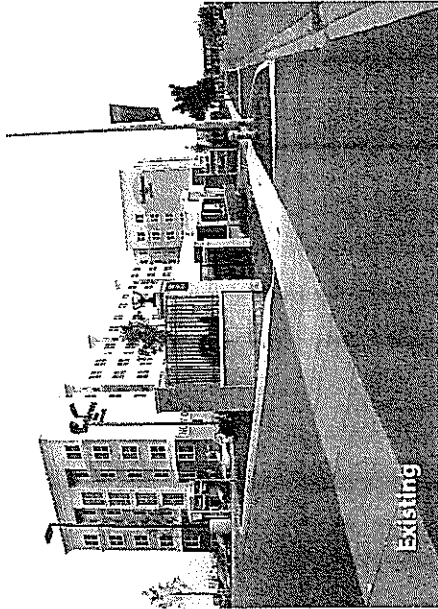


Existing

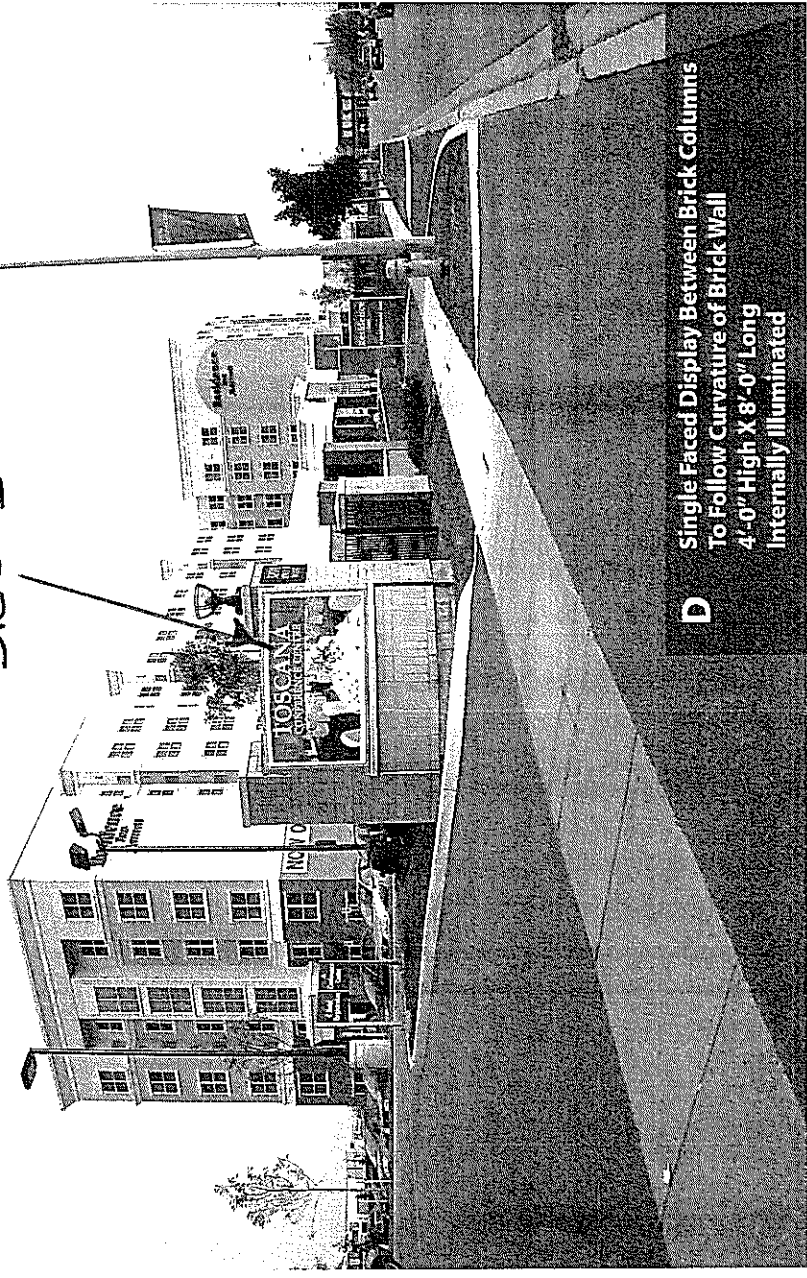
Proposed
Sign 'C'



C
Single-Faced Display Between Brick Columns
To Follow Curvature of Brick Wall
4'-0" High X 8'-0" Long
Internally Illuminated



Proposed
Sign 'D'



D Single Faced Display Between Brick Columns
To Follow Curvature of Brick Wall
4'-0" High X 8'-0" Long
Internally Illuminated