

## **COMMITTEE OF THE WHOLE DECEMBER 1, 2009**

### **SIGN VARIANCE APPLICATION**

**FILE NO: SV.09-022**  
**OWNER: FIRST CAPITAL ASSET MANAGEMENT GROUP**  
**LOCATION: 9306 BATHURST STREET**  
**BLOCK 23, REGISTERED PLAN 65M-3918**  
**WARD 1**

### **Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.09-022, First Capital Asset Management Group, be APPROVED subject to the "Life-Style Images" being removed from the spandrel glass panels.

### **Contribution to Sustainability**

N/A

### **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 wall signs on each building elevation of 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.

Noting the above, where the property is regulated by a site plan agreement approved by the City, only those wall signs and pylon signs approved under the site plan agreement are deemed to be permitted by the City's Sign By-law.

### **Relationship to Vaughan Vision 2020/Strategic Plan**

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 wall signs on each building face as shown on the attached drawings.

Members of the Sign Variance Committee have no objections to the application subject to the "Life-Style Images" being removed from the spandrel glass panels proposed for the east and south elevations.

Members of the Sign Variance committee are of the opinion that the intent and purpose of the City's Sign-By-Law is being maintained.

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

## **Attachments**

1. Sketch of Sign
2. Elevations (East, South and West)

## **Report prepared by:**

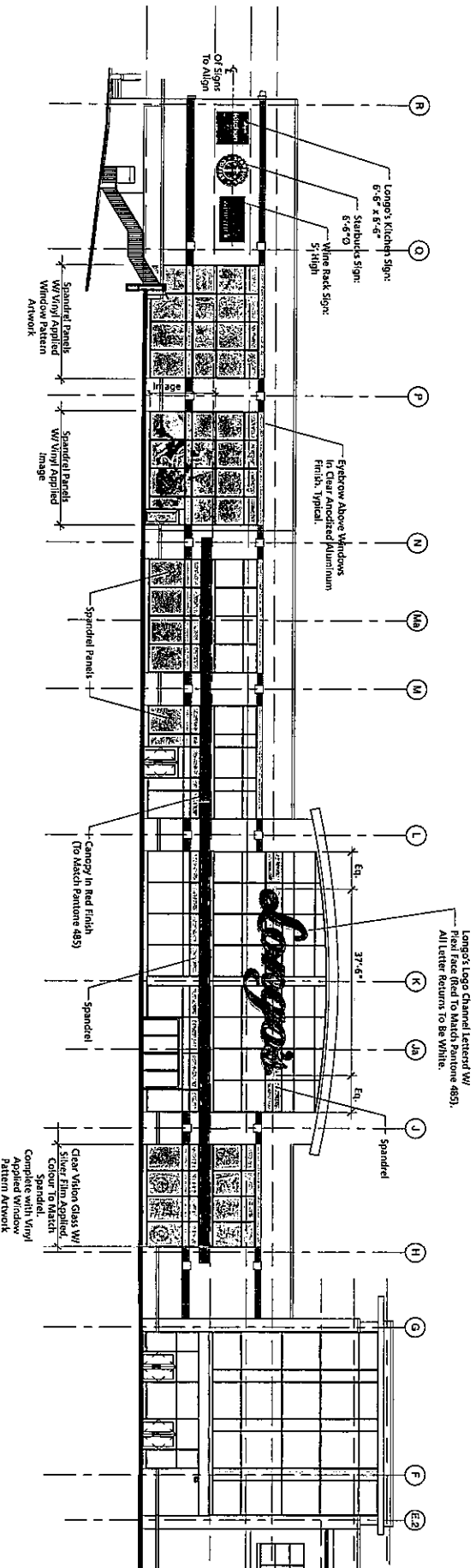
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

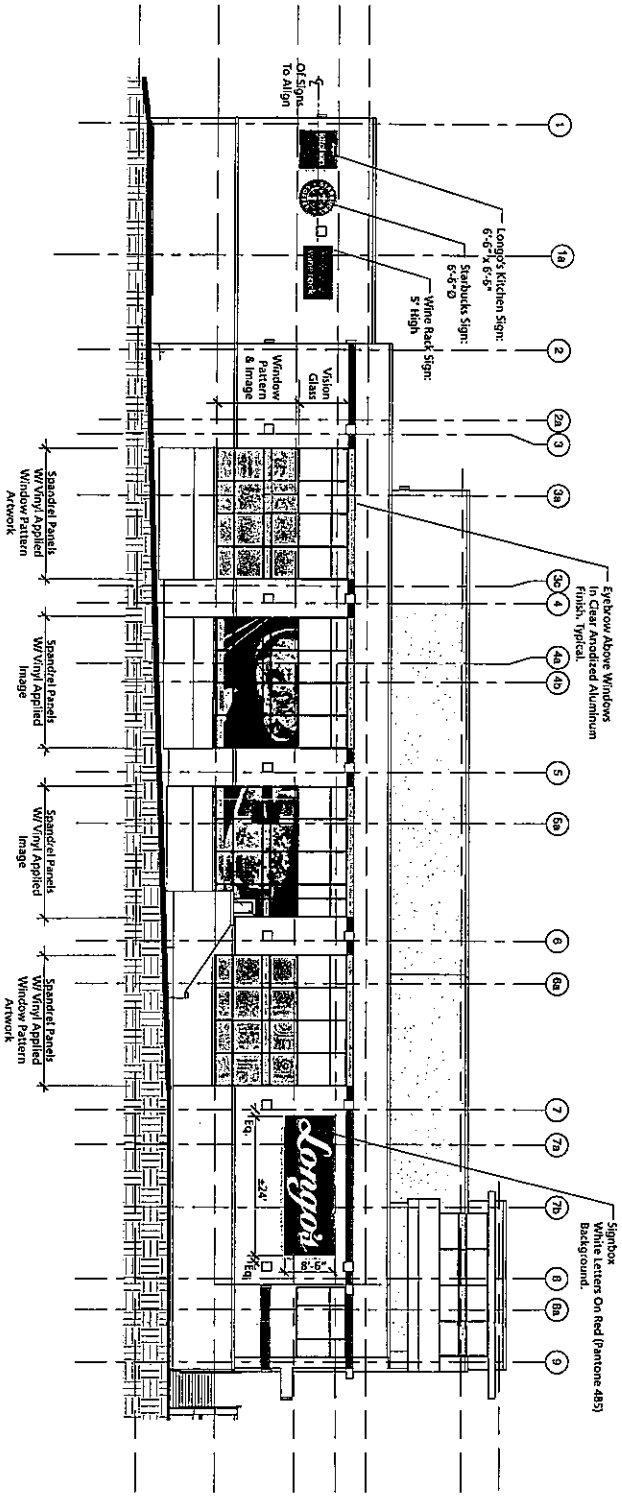
/pa





1 East Elevation - Main Entry  
GC100a

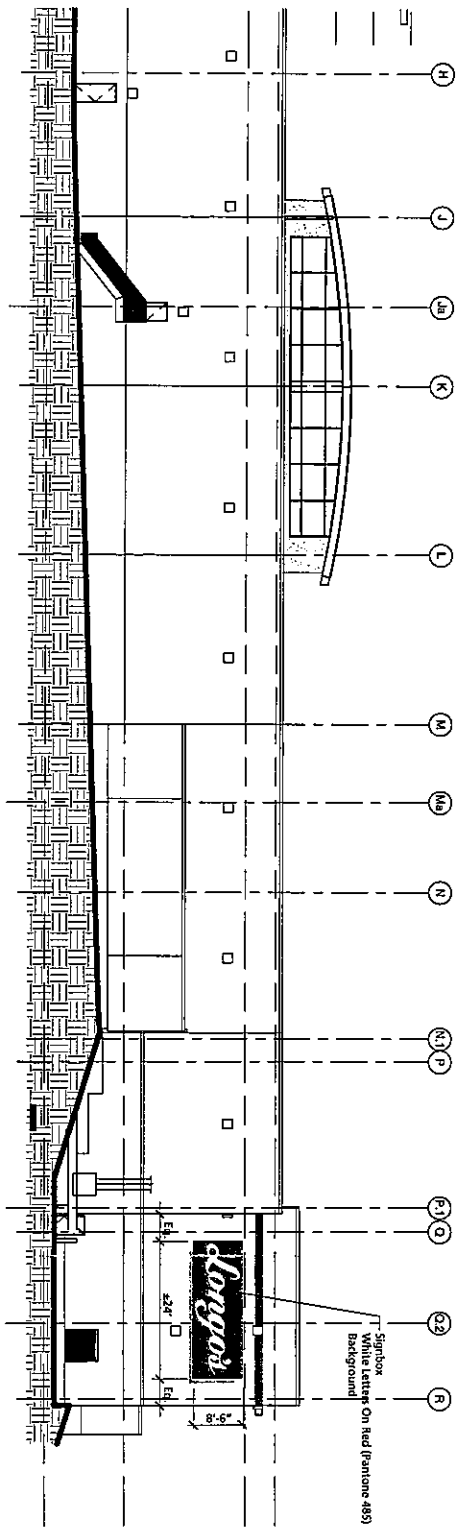
Note:  
All Exterior Signages Are Internally Illuminated  
Unless Otherwise Noted.



2 South Elevation - Rutherford Road  
GCI00b

Note:  
All Exterior Signages Are Internally Illuminated  
Unless Otherwise Noted.

**watt** 12103 Project No. Longo's Graphics Programs  
 Watt International Inc. Project Longo's Rutherford Market Place - Exterior South Elevation  
 Drawing  
 NTS Scale  
 July 30, 2009 Date Issued  
 sp@sbm@wattintl.com Drawn by  
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3 West Elevation - Ilan Ramon Blvd.  
GC1006

Note:  
All exterior signages are internally illuminated unless otherwise noted.

12103 Project No.	Longo's Graphics Programs Project	Longo's Rutherford Market Place - Exterior West Elevation Drawing	N15 Scale	July 30, 2009 Date Issued		apabam@att.net Drawn by
Wall International Inc.						© 2009 an Emory Group Company