

COMMITTEE OF THE WHOLE JULY 6, 2010

SIGN VARIANCE APPLICATION

FILE NO: SV.10-015

OWNER: RIOTRIN PROPERTIES (VAUGHAN) INC./RIOCAN REIT

LOCATION: 7575 WESTON ROAD, UNIT 115, (ADDITION-ELLE)

LOT 5, CONCESSION 5

WARD 3

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.10-015, Riotrin Properties (Vaughan) Inc./Riocan Reit, be APPROVED subject to the signage design being revised to be channel lettering on an opaque background only and not a box sign.

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

The applicant is proposing to install a 11.15 sqm. (120 sqft.) wall sign on the west building elevation as shown on the attached drawings. The proposed wall sign was not shown on the approved site plan agreement for the property and therefore a sign variance application is required.

Background - Analysis and Options

Bylaw 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.

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 a 11.15 sqm. (120 sqft.) wall sign on the west building elevation as shown on the attached drawings.

Members of the Sign Variance Committee have no objections to the application subject to the signage design being revised to be channel letters on an opaque background and not in a sign box. This is being recommended to provide for a more compatible sign design with existing signage located on the building's elevations.

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 Sign

Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

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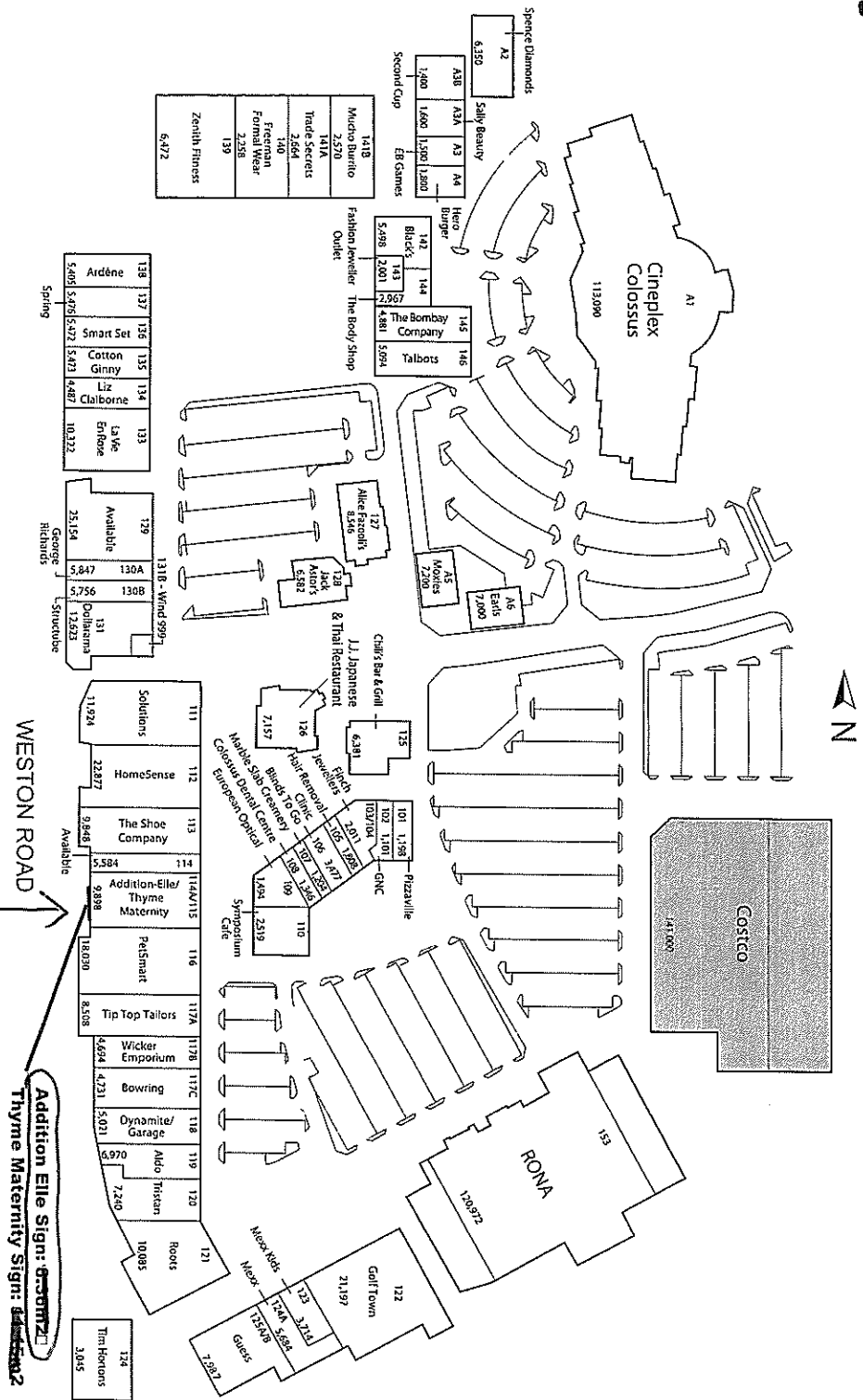
RIOCAN COLOSSUS CENTRE

SI.10-015

HIGHWAY 400

7501, 7575, 7601 & 7621 Westown Road,
10, 20, 11, 21, 31 & 55 Colossus Drive, 16 & 30 Famous Avenue,
Vaughan, Ontario

The purpose of this plan is to identify the approximate location of the Leased Premises in the Shopping Centre. Subject to the terms of the Lease, the landlord reserves the right at any time to relocate, rearrange, alter or expand any part of the Leased Premises from that shown on this plan. Any references on this plan to specific tenants are subject to change from time to time and shall not be deemed to be any representation as to the tenants that are within the Centre. 02/09



HIGHWAY 7

HIGHWAY 407

SUBJECT SIGN

Addition Elle Sign: 62022
Thyme Maternity Sign: 62022

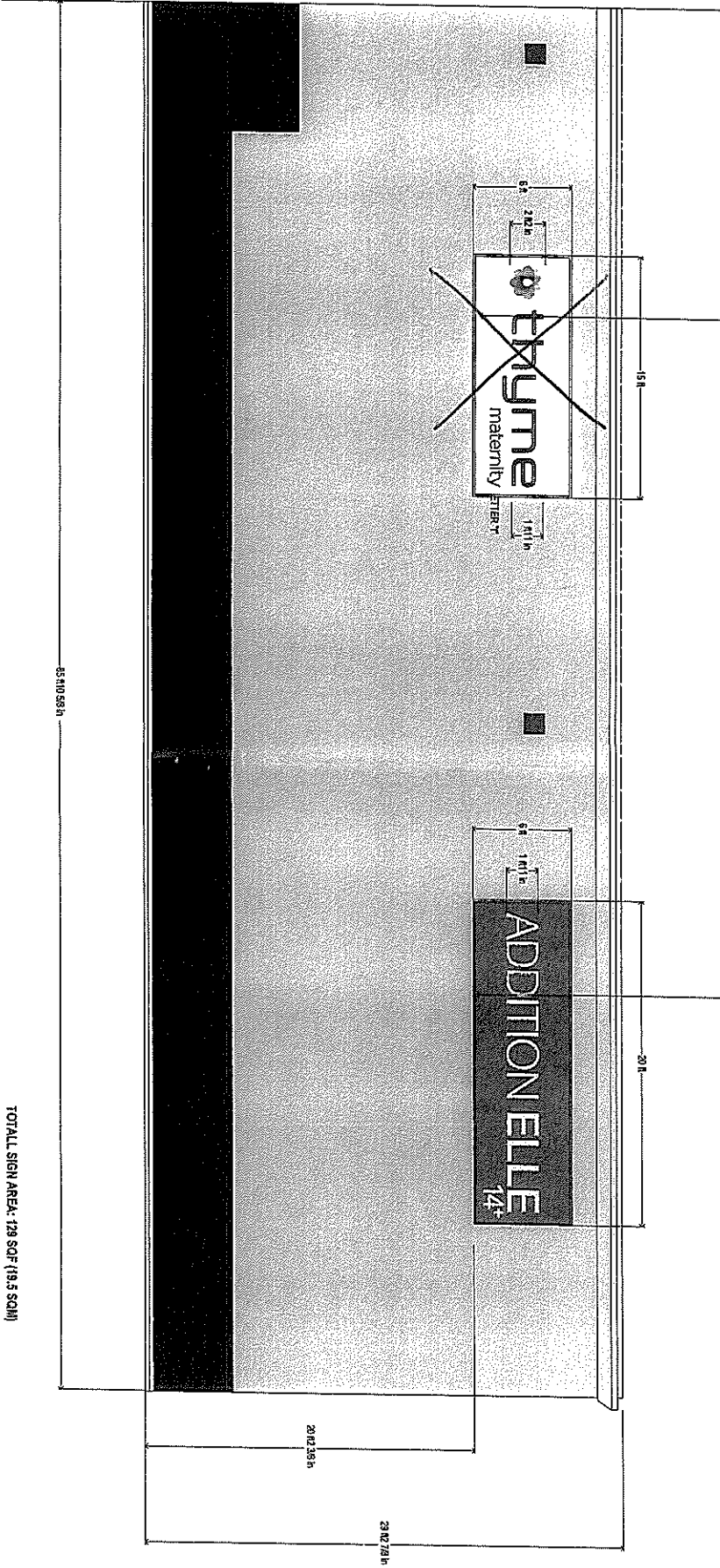
SN-10-015

Subtract Sign

- ILLUMINATED SIGN BOX
- EX2 FILER PAINTED INSIDE WHITE OUTSIDE WHITE
- EX7 FRAME PAINTED WHITE
- ZAGA SHEET METAL BACK PAINTED INSIDE WHITE
- S18 WHITE POLYCARBONATE FACE ON DIGITAL PRINT
- ILLUMINATED BY DAYLIGHT FLUORESCENT LAMPS

- ILLUMINATED SIGN BOX
- EX2 FILER PAINTED INSIDE WHITE OUTSIDE GREY TO MATCH PMS#425
- EX7 FRAME PAINTED GREY TO MATCH PMS#425
- ZAGA SHEET METAL BACK PAINTED INSIDE WHITE
- S18 WHITE POLYCARBONATE FACE ON VINTL GRAPHICS
- ILLUMINATED BY DAYLIGHT FLUORESCENT LAMPS

TOP OF ROOF



TOTAL SIGN AREA: 129 SQF (19.5 SQM)

WOODBRIDGE - REAR
R01