

COMMITTEE OF THE WHOLE SEPTEMBER 3, 2002, 2002

SIGN VARIANCE APPLICATION

FILE NO.: SV.02-012

OWNER: BEUTEL GOODMAN REAL ESTATE CORP.

LOCATION: 101 EXCHANGE AVENUE

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.02-012, Beutel Goodman Real Estate Corp., be APPROVED subject to the existing signage being in compliance with the City's Sign By-law.

Purpose

Applicant is requesting to install additional signage on the east and north elevation of the building.

Background - Analysis and Options

By-Law Requirements (203-92, as amended)

"6.1 (i) One (1) only of the following sign types per exterior wall per business premises:

- 1) wall sign.."

Conclusion

Applicant is requesting to install one additional sign on each elevation. The sign face measures 6.04m x 1.87m; total sign face 11.29m². Total length of the east facade is 64.2m and the north facade is 38.48m.

Attachments

1. Sketch of Sign

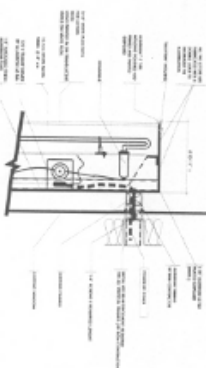
Report prepared by:

John Studdy, Manager of Customer & Administrative Services

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/pa



DESCRIPTION:
ONE SET OF LIGHTING CHANNELS, LETTERS, SIGNATURES AND ADDRESS SIGNAGE FOR THE EAST ELEVATION OF THE BUILDING.
AREAS:
121 SQ FT OF 11.25M²

DESCRIPTION:
ONE SET OF SIGNAGE FOR ADDRESS LETTERS AND SIGNATURES.
AREAS:
6 SQ FT OF 0.56M²

TYPICAL DETAILS
CHANNEL LETTERS
SIGNATURE LETTERS
ADDRESS SIGNAGE

| | |
|--------------|---------------------|
| CONSTRUCTION | 2010 |
| DESIGNER | 2010 |
| DATE | 12/13/10 |
| PROJECT | 101 EXCHANGE AVENUE |
| CLIENT | PRIZM |

International Néon

CLIENT: PRIZM

ADDRESS: 101 EXCHANGE AVENUE
CITY: CHICAGO, IL
TELEPHONE: 773.444.4444
FAX: 773.444.4444

SITE: PRIZM, NEW YORK OFFICE

ADDRESS: 101 EXCHANGE AVENUE
CITY: CHICAGO, IL
TELEPHONE: 773.444.4444
FAX: 773.444.4444

DESIGN:

DATE: 12/13/10
REVISED: 12/13/10
DESIGNER: PUN 150
DRAWN: MORGAN/UP/2010/PROJECT/101 EXCHANGE AVENUE

Prizm - East Elevation

1-800-906-NEON

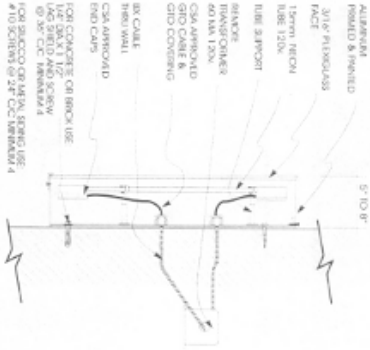


North Elevation
Not Scale



FROM VIEW - CHANNELS
SCALE 3/4\"/>

DESCRIPTION: Channel Letter
LOCATION: 1125 W. UNIVERSITY AVE. TORONTO, ONTARIO
AREA:
 121 K2 or 11.26m²



INSTALLATION DETAIL
Channel Letters
SCALE: NONE



CLIENT: PRISZM
ADDRESS: 181 EXCHANGE AVENUE
 VILLENCEY, MONTREAL, QUEBEC
TEL: _____ **FAX:** _____

SITE: 1125 W. UNIVERSITY AVE.
 VILLENCEY, MONTREAL, QUEBEC
TEL: _____ **FAX:** _____

DESIGN: REV DATE: _____
 DATE: _____
 FILE: W:\PROJECTS\1125 W. UNIVERSITY AVE.SWG

1-800-906-NEON

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|----------|----------|----|
| REVISION | DATE | BY |
| 1 | 28/05/02 | DO |
| 2 | 22/06/02 | SP |
| 3 | 17/08/02 | DO |
| 4 | 18/03/02 | DO |