

COMMITTEE OF THE WHOLE – FEBRUARY 7, 2005

SIGN VARIANCE APPLICATION

FILE NO: SV.04-15
OWNER: CADILLAC FAIRVIEW CORP. LTD.
LOCATION: 1 PROMENADE CIRCLE
BLOCK 10, PLAN 65M-2325

Recommendation

That Sign Variance Application SV.04-15, Cadillac Fairview Corp. Ltd., be APPROVED as proposed.

Purpose

Request to install a wall sign having an area of 11.5 m² and located above the 1st floor, which the tenant occupies.

Background- Analysis and Options

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

- 8.2 (a) The area of a wall sign shall not exceed 0.75m per linear horizontal meter of the exterior wall of a building upon which such sign is located. In multiple occupancy buildings or shopping centers, the sign area for each business premises shall be proportional to the length of the exterior wall forming part of the premises. Notwithstanding the foregoing, the total area of a wall sign per business premises shall not exceed 20 sq m or be limited to not less than 2.0 sq m.
- 6.6 (f) Wall signs shall only be located at the storey having direct access to a street, except that where a premises occupies all stories in a multi storey building the wall sign may be erected on the next storey immediately above the storey having direct access to the street.

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 By-law permits a maximum sign area of 9.6 m² located within the storey occupied by the tenant. The applicant is requesting a wall sign having a total area of 11.5 m² and located above the 1st floor which the tenant occupies.

Members of the Sign Variance Committee noted that the proposed sign is located on a large exterior wall of the existing mall. The proposed sign is to replace an existing sign that is to be removed. Members concurred with the applicant's opinion that it is not practical to locate the sign in accordance with the by-law.

Members were of the opinion that the intent of the Sign By-Law is being maintained.

Upon approval of the sign variance application by Council, a Sign Permit is required to be issued by the Building Standards Department.

Attachments

1. Sketch of Sign

Report prepared by:

John Studdy, Manager of Customer & Administrative Services

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/as

