

COMMITTEE OF THE WHOLE JUNE 18, 2007

SIGN VARIANCE APPLICATION

FILE NO: SV.07-08

OWNER: LIMESTONE GALLERY INVESTMENTS INC.

**LOCATION: 3255 RUTHERFORD ROAD, UNIT 37-44, BUILDING 'L'
BLOCK 1, REGISTERED PLAN NO. 65M-3696**

Recommendation

That Sign Variance Application SV.07-08, Limestone Gallery Investments Inc., be APPROVED, subject to the following:

- i) That the lettering and logo be removed from proposed wall sign to be located within the existing sign box for the building; and;
- ii) That the proposed wall sign to be located above the sign box be reduced in size and the logo removed in accordance with the attached revised plan.

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 along the north side 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.

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 along the north side of the building that is located above the existing sign box and main entrance to the building, as shown on the attached drawing.

At Sign Variance Meeting of May 30, 2007 the Committee received a revised proposal from the applicant to address the initial comments made by Committee members. The applicant's revisions included removal of the text and logo from the proposed sign to be installed with the

existing sign box and a overall reduction in the size of the sign and removal of the logo for the proposed above the sign box.

Sign Variance Committee members generally had no objections to the applicants revised proposal as the signage has been reduced to accommodate the architectural elements of the building. Members of Committee are of the opinion the intent and purpose of the 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. Site Plan
2. Revised Sketch of Sign

Report prepared by:

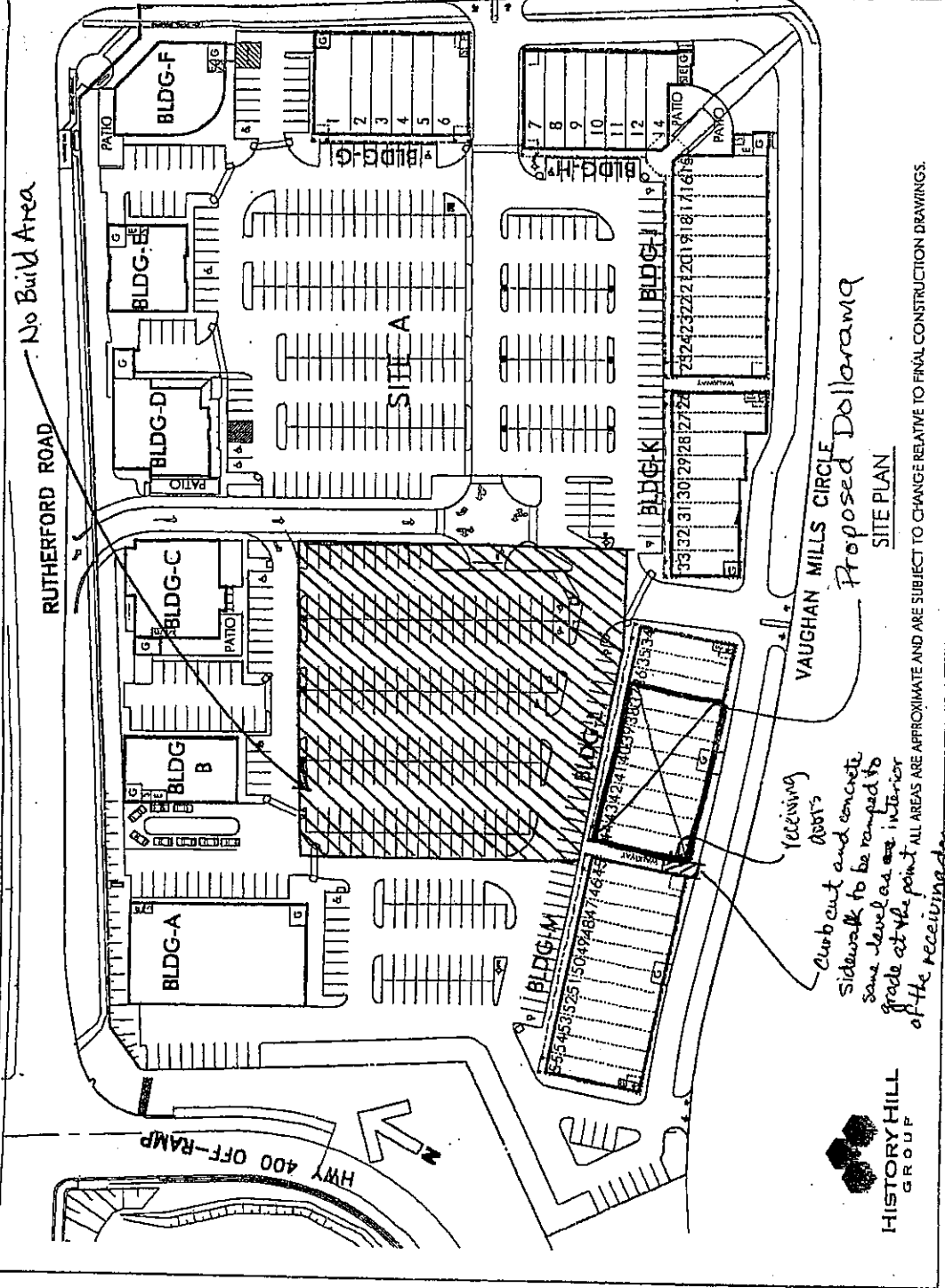
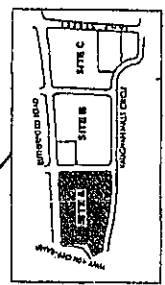
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

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Tuscany/Vaughan Mills



Proposed Dollarway
SITE PLAN

receiving
doors
curb cut and concrete
sidewalk to be ramped to
same level as interior
grade at the point
of the receiving doors

ALL AREAS ARE APPROXIMATE AND ARE SUBJECT TO CHANGE RELATIVE TO FINAL CONSTRUCTION DRAWINGS.



SCHEDULE "C"

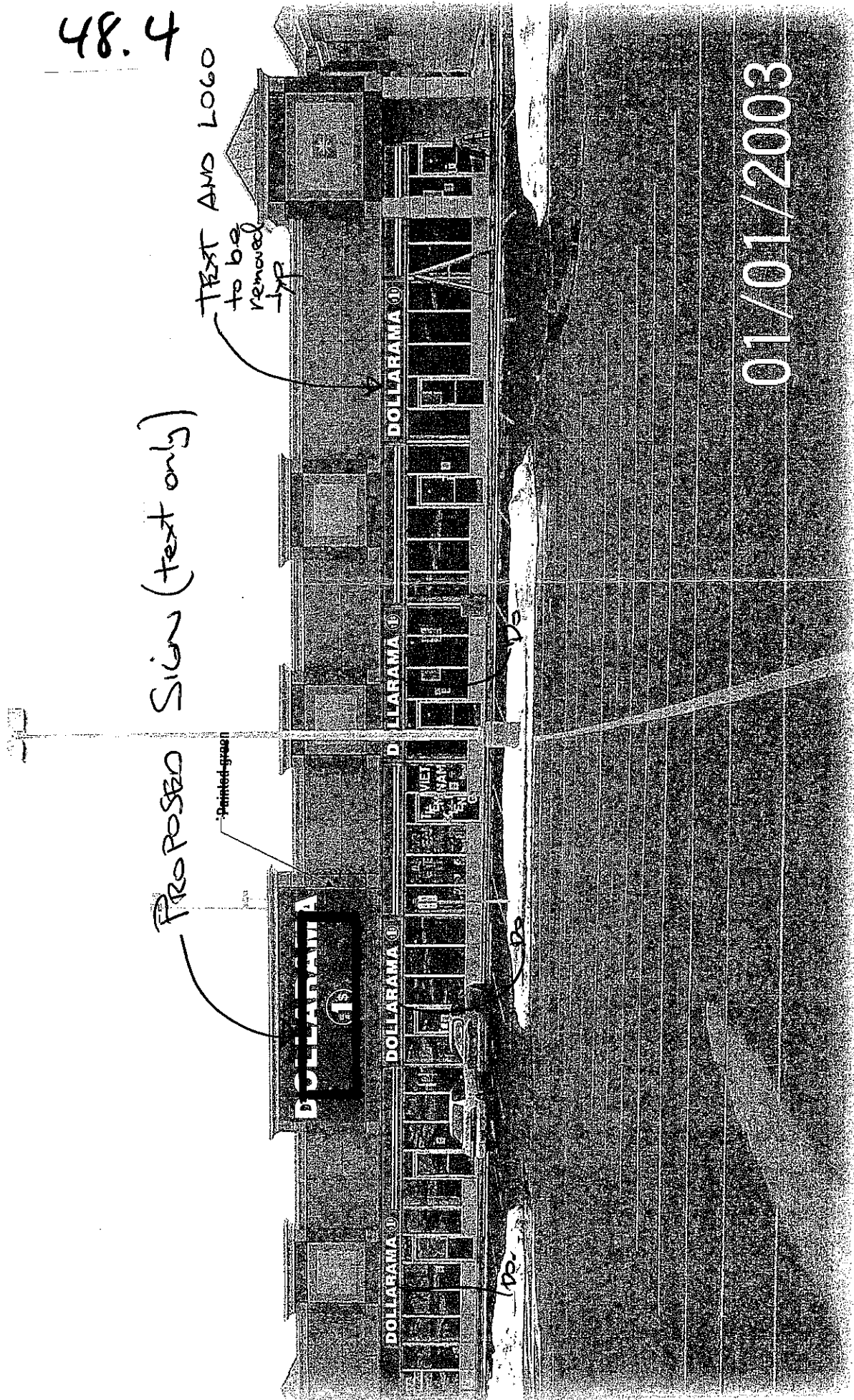
REVISED PLAN

48.4

PROPOSED SIGN (text only)

TEXT AND LOGO
to be
removed
typ

Printed-graphic



STOREFRONT ELEVATION

