

**COMMITTEE OF THE WHOLE SEPTEMBER 2, 2008**

**THE CADILLAC FAIRVIEW CORPORATION LIMITED AND  
COMMUNICATIONS TRAFFIC PLUS (+) INC.  
SIGN VARIANCE APPLICATION FILE NO: SV.06-06  
PROMENADE MALL  
1 PROMENADE CIRCLE, BLOCK 1-4, REGISTERED PLAN 65M-2325**

**Recommendation**

The Commissioner of Planning and the Director of Building Standards recommends:

- 1) That the terms and conditions outlined within the "Draft Agreement" section of this report be approved, and;
- 2) That a by-law be enacted authorizing the execution of the agreement by the Mayor and Clerk.

**Economic Impact**

None.

**Communications Plan**

Councils decision will be communicated to the applicants and other effected parties.

**Purpose**

To consider a report from staff respecting a proposed agreement with the applicants.

**Background - Analysis and Options**

The applicants have applied to the City to allow for six (6) additional ground and column signs at various locations on the subject property as shown on the attached site plan. The applicants are proposing that a portion of the advertising area be made available for use by the City.

The following Committee of the Whole recommendation was adopted without amendment by the Council of the City of Vaughan on June 26, 2006.

"That Sign Variance Application SV.06-06, The Cadillac Fairview Corporation Limited, be APPROVED in principle, and subject to the following conditions:

- 1) That a total of six (6) signs be permitted on the subject lands and that the proposed signs be located in close proximity of the entrances to the mall and away from the service road that services the mall (Promenade Circle.)
- 2) That the signs be restricted to advertise products/services available in the mall.
- 3) Be conditional upon an agreement to the satisfaction of the City respecting various matters that may include, but not limited to, content, location, size, duration and space available for City use and, that upon finalization of the final terms and conditions that the agreement be brought back to Council for consideration."

Discussions respecting the proposed agreement as directed by Council, have been held between the Commissioner of Planning and representatives of Communications Traffic Plus (+) Inc. and the Cadillac-Fairview Corporation.

A draft agreement is proposed, the details of which are submitted for consideration and are as follows:

## DRAFT AGREEMENT

- 1) Parties:
- i) The Cadillac Fairview Corporation Limited
  - ii) Communications Traffic Plus (+) Inc.
  - iii) The Corporation of the City of Vaughan

2) Location: The Promenade Mall – Thornhill

The signs are proposed at various locations on the mall property as shown on Appendix 1.

The signs are being proposed to be located in close proximity to the mall entrances and away from the ring access road pursuant to Councils approval.

3) Number of Signs: A total of six (6) signs are being proposed consisting of 12 sign faces (6 double sided signs) and two different sign types.

- 4 – Column Sign Type (Type C) as shown on Appendix 2
- 2 – Sky Lamp Sign Type (Type SL) as shown on Appendix 3

Each sign face has an advertising area of approximately 1.8 meters by 1.2 meters for a total of 2.1 sqm. ( 6 feet by 4 feet = 24 sqft )

4) Term of Agreement The proposed agreement has a term of five (5) years and is renewable for additional five (5) year periods subject to mutual agreement between the parties. Subject to a 90 day notice period, the agreement may be terminated by any of the parties for any reason.

5) Advertising Content As outlined in Cadillac Fairview Corporation's agreement with Communications Traffic Plus (+) Inc., the advertising content for the proposed signs is restricted to the advertising of business where the business is located on the property. All advertising content shall be in accordance with the City of Vaughan and Region of York advertising policies.

6) Exclusive Use of Advertising Space by the City

- i) Vaughan shall have the exclusive right to the use of three (3) sign faces for a period of two months per year at no costs to the City.
- ii) Subject to providing a 60 day notice to Communications Traffic (+) Inc., Vaughan shall be entitled to use Sign Number "SL1" located near the main entrance to the mall on the Bathurst Street side for a permit of not less than 2 months at any time throughout the year.
- iii) The location and timing for the other two sign faces shall be mutually agreed upon by Communications Traffic (+) Inc. and Vaughan
- iv) Vaughan shall provide the art work to Communications Traffic (+) Inc. for the advertising sign faces.

- v) Communications Traffic (+) Inc., shall provide advertising space and bear all other costs associated with the City signage including production, printing, and installation costs.

Attached as Appendix 4 is a table that summarizes time allocation given to other area municipalities through existing agreements with Communications Traffic (+) Inc., along with the applicant's proposal to Vaughan.

**Relationship to Vaughan Vision 2020**

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

**Regional Implications**

None.

**Conclusion**

Subject to any comments or concerns from Council, Staff are recommending that City proceed with the agreement.

**Attachments**

- Appendix 1 - Site plan showing the location of the proposed signs
- Appendix 2 - Plan showing the Column Sign Type (Type C)
- Appendix 3 - Plan showing the Sky Lamp Sign Type (Type SL)
- Appendix 4 - Table summarizing the Time Allocation for Use by Municipalities.

**Report prepared by:**

John Studdy, Manager of Customer and Administrative Services Ext. 8232

Respectfully submitted,

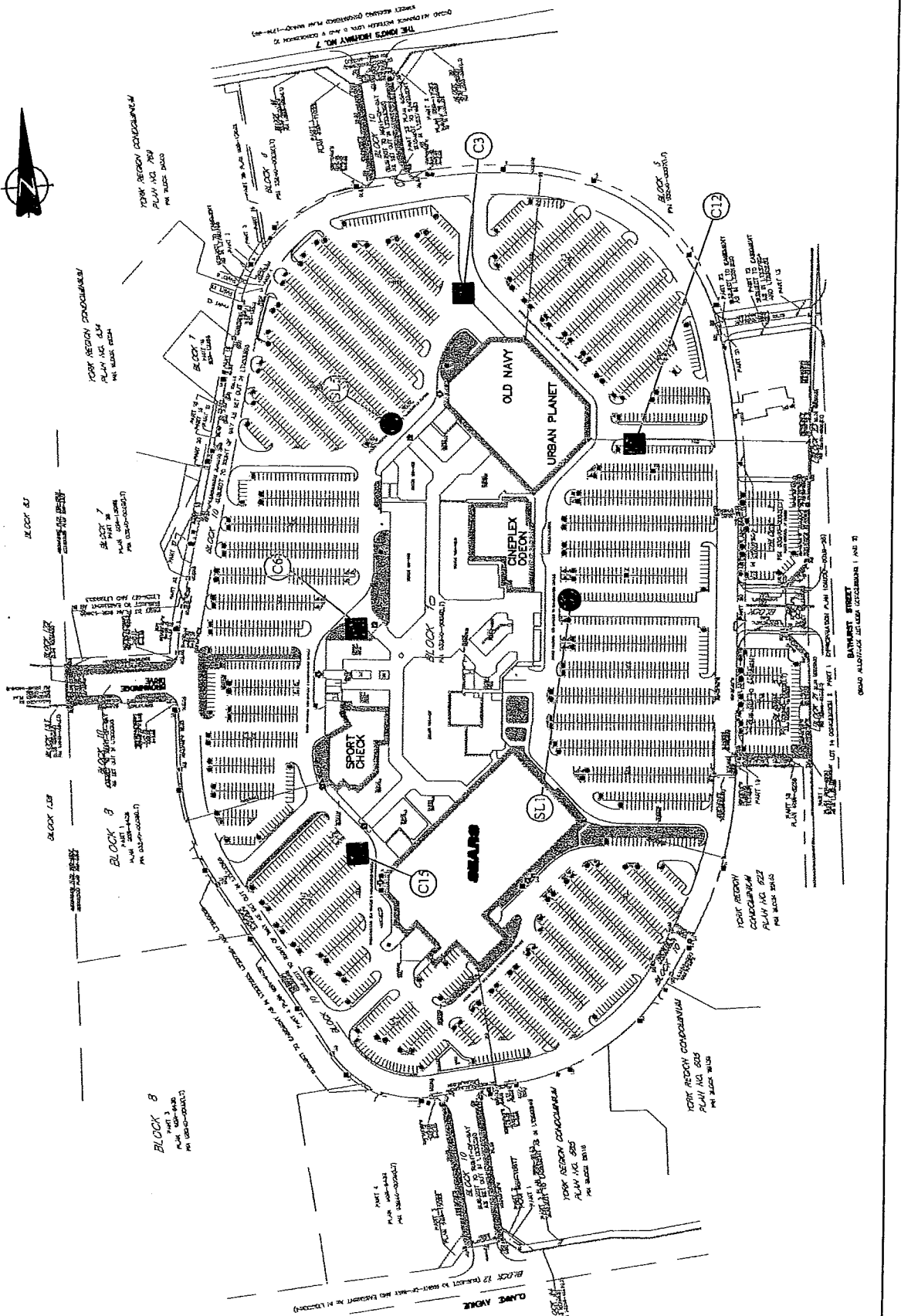
John Zipay  
Commissioner of Planning

Leo Grellette  
Director of Building Standards

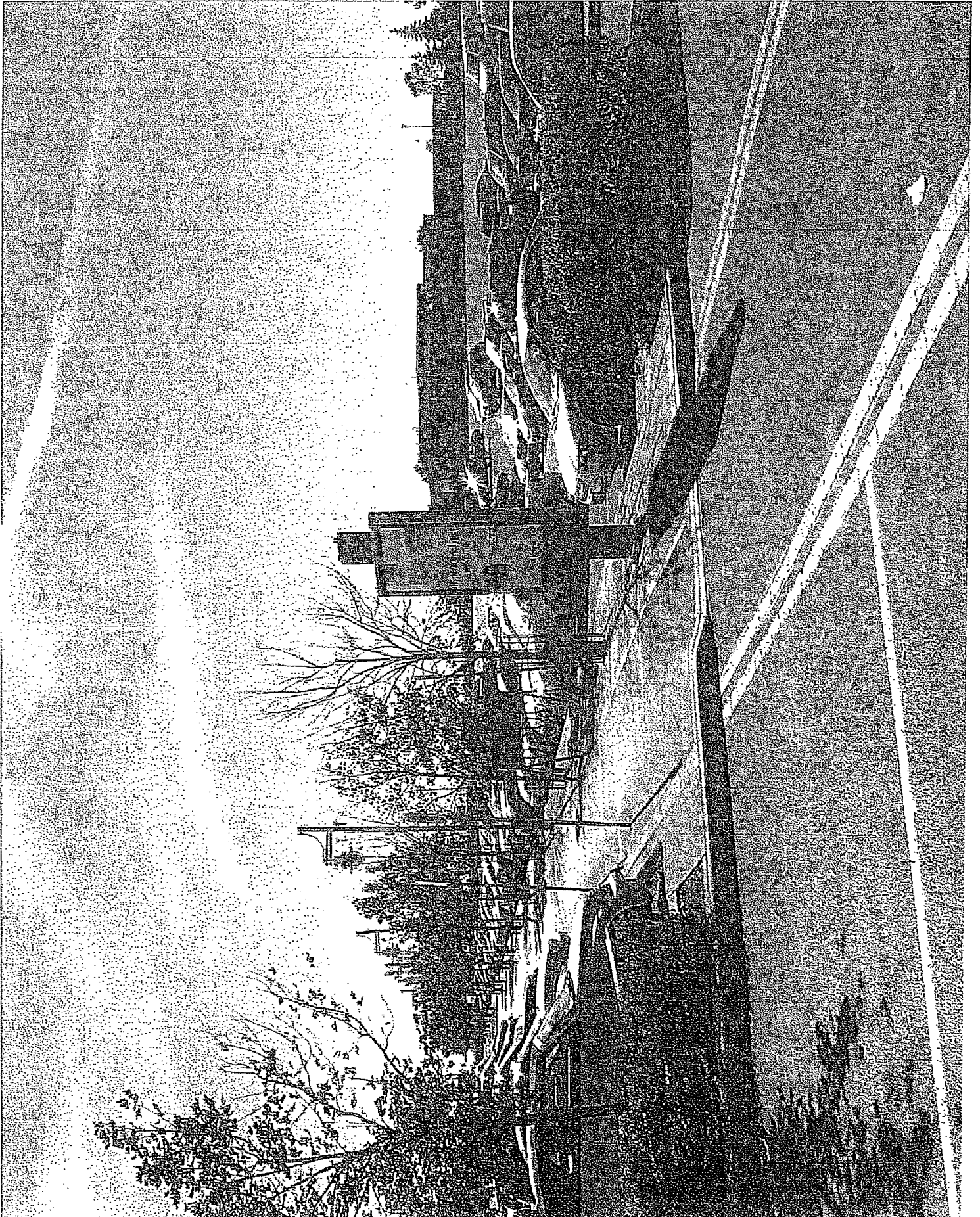
- LEGEND
- COLUMN
  - SKY LAMP

Traffic

Project: THE PROMENADE  
 Client: CADILLAC FAIRVIEW  
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 Date: 2006-02-20  
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Type 'C'





Type 'SL'



2005/11/03

Appendix 4

Table Summarizing the Time Allocation for the Exclusive Use of Signage by Area Municipalities (Existing Agreements)						
Area Municipality	Location	Total Number of Signs & Sign Faces	City's Time Allocation	Percentage of Overall Signage Throughout the Year	Costs	
City of Toronto	Fairview Mall	12 Signs or 24 Sign Faces	6 sign Faces for 2 Months	4%	a) Advertising space and installation provided at no costs to the City. b) The City must pay for the production and printing of the signage.	
			5 Signs Faces of 2 Months			
			4 Sign Faces for 2 Months			
City of Toronto	Woodbine Centre	10 Signs or 20 Sign faces	5 Signs Faces of 2 Months	4%	a) Advertising space and installation provided at no costs to the City. b) The City must pay for the production and printing of the signage.	
City of London	Masonville Place	8 Signs or 16 Sign Faces	4 Sign Faces for 2 Months			
City of Windsor	Devonshire Shopping Centre & Tecumseh Centre	20 Signs or 40 Sign Faces	10 Sign Faces for 2 Months			
City of Richmond B.C.	The Richmond Centre	6 Signs or 12 Sign Faces	3 Signs Faces for 2 Months	4%	a) Advertising space, and installation, provided at no cost to the City b) Production and printing of the signage provided to the City of Vaughan at no cost.	
City of Vaughan	Promenade Mall	6 Signs or 12 Sign faces	3 Sign Faces for 2 Months			