

COMMITTEE OF THE WHOLE SEPTEMBER 2, 2008

SIGN VARIANCE APPLICATION

FILE NO: SV.08-010

OWNER: CALLOWAY REIT INC.

LOCATION: 57 NORTHVIEW BLVD, LOT 6, CONCESSION 5

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.08-010, Calloway REIT Inc., be APPROVED, subject to the wall signs on the east and west side of the buildings be reduced to a maximum of .75 sq.m. per meter of the sign wall.

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 two graphic wall signs on each building face (south and west sides) 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.

The Sign By-Law permits only those signs shown on the approved site plan agreement.

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

Region of York Engineering approval is not required for the proposed signs.

Conclusion

The applicant is proposing to install two graphic wall signs on each building face (south and west sides) as shown on the attached drawings.

Members of the Sign Variance Committee have generally no objections to the application as submitted, provided that the overall signage is reduced to more reflect the size of the building's elevations. Committee members are therefore recommending that the maximum area of the signage not exceed 0.75 sqm. per meter of the building's wall.

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.

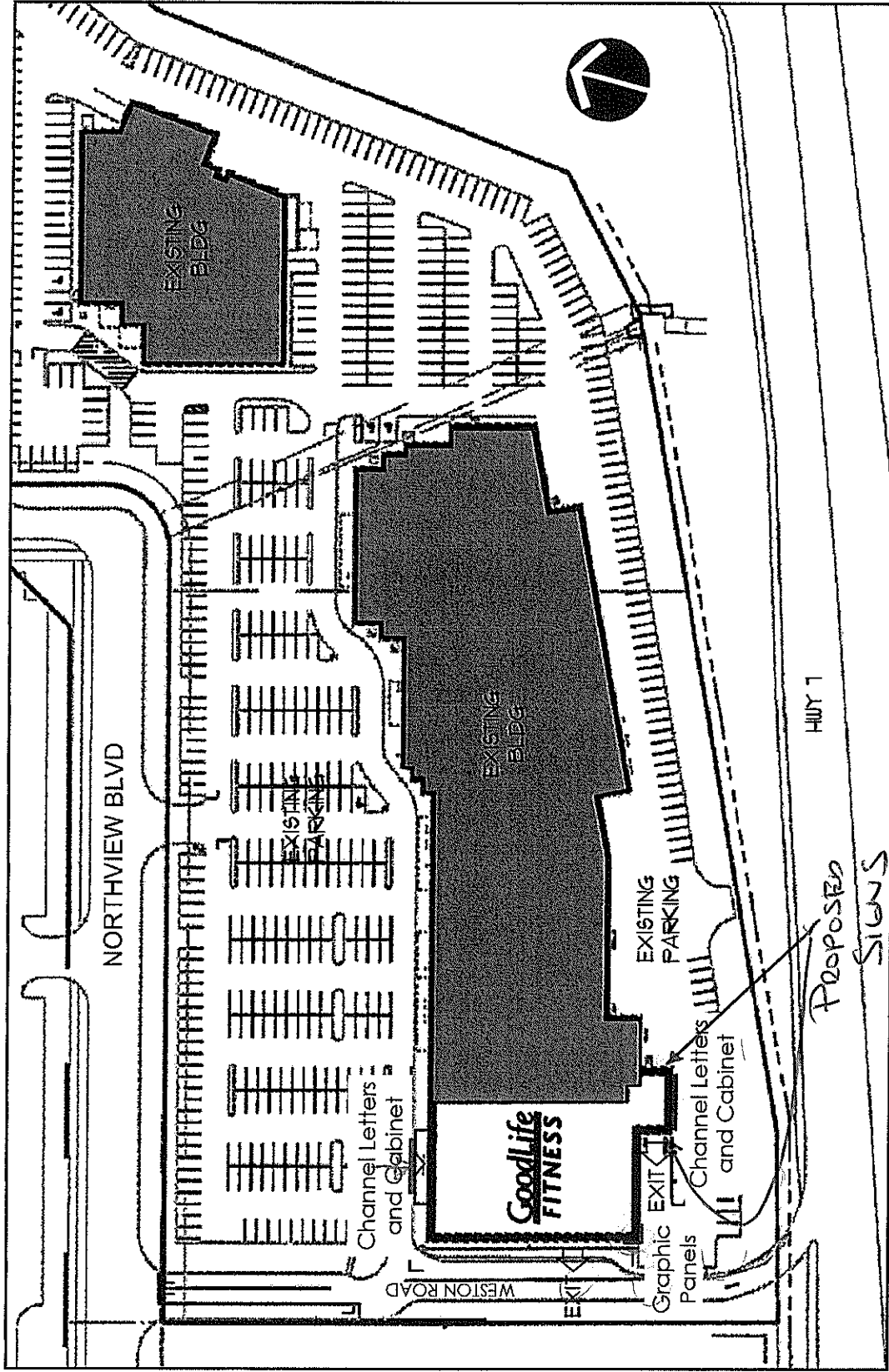
Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/pa

SITE PLAN:

Installation Detail Typical



April 24, 2008
GoodLife Fitness Clubs
Vaughan - Western Rd., Toronto


470 Industrial Avenue
Woodstock Ontario N4S 7L1
Tel: 519.421.4470 • Fax: 519.421.4472

signifymedia_{inc.}

Approved Approved with changes

Signature: _____

Date: _____

 AVERY A6340-T RED

SOUTH - ILLUMINATED CHANNEL LED LETTERS THRU-WALL INSTALLATION:
Channel LED letters from aluminum construction with 6" deep returns painted black
Letter faces from 3/16" thick white acrylic with pressure sensitive red translucent vinyl
graphics, held in place using matching red trim caps
Letter illuminated using red LEDs and remote transformers
Installed onto building fascia

SIZING IS TYPICAL FOR BOTH ELEVATIONS

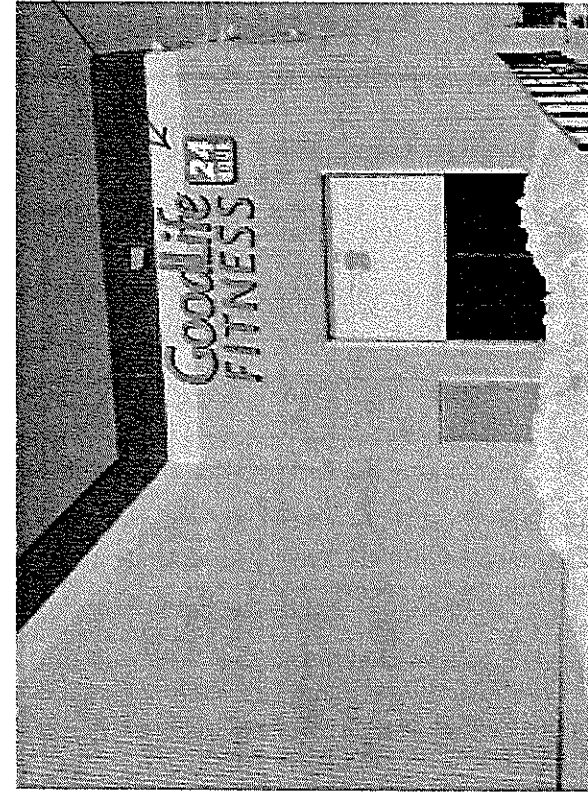
GoodLife Fitness: 164"W x 74.2"H

24 Hour sign cap: 64"W x 62"H

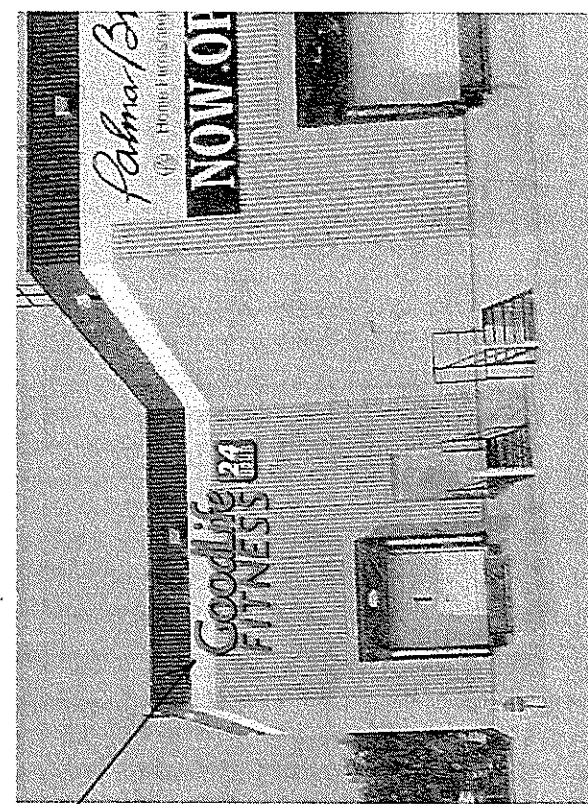
Size of G: 32.44"W x 32.88"H

Size of F: 18"W x 27.832"H

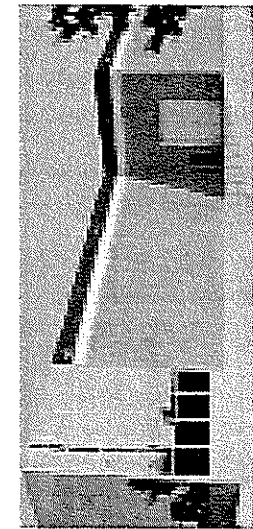
Proposed Signs



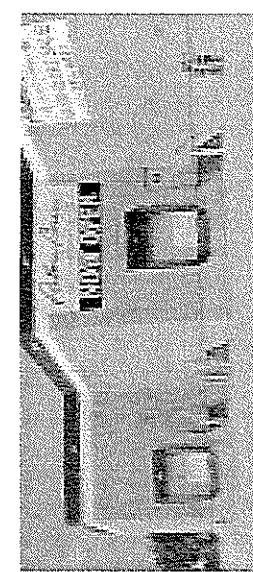
West Elevation



East Elevation



West Elevation



East Elevation