

SIGN VARIANCE APPLICATION
FILE NO: SV.14-007

Sept. 5, 2014

C	<u>11</u>
Item #	<u>7</u>
Report No.	<u>36 (cw)</u>
Council -	<u>September 9/14</u>

Sign Variance Amendment Request

On August 6, at the Sign Variance Committee meeting, Pino Giuliana was told that any changes to the colours of the sign for Promenade Village Dental would be considered as long as they were in the same "family" as that of Oxford Learning Centre.

He was told that the customers preference of light-blue or even white was not allowed because the sign would be in high contrast or too bright compared to the Oxford sign. The customer; PVDental has agreed to change their colours to a more subdued look and has requested to have as their sign colours: light-beige (or cream) letter faces, instead of yellow, and black sides, instead of dark blue, with the carrier box also black, instead of gray-green.

I agree with the "cream & black" option, and I believe that PVDental should not have to conform to Oxford's company colours of yellow & dark blue.

Ultimately all other print and media that PVDental produces will match the colours of this main sign and become an identifier of PVDental,...not Oxford Learning Centre or Tim Hortons or Pizza Pizza or...etc.

The attached layout has various options for PVDental, the first is what we would like to have, the others are secondary.

Thank You for your time in reviewing our requests at the Council Meeting of Sept. 9, 2014.

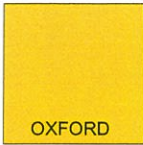


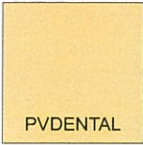




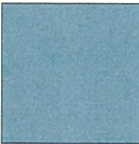



Franco Stolfi
Sign Dimensions Inc

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	FACE	SIDE	BOX
	 OXFORD		
OPTION 1	 PVDENTAL		
OPTION 2			
OPTION 3			
OPTION 4	