

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF OCTOBER 30, 2012

Item 30, Report No. 39, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on October 30, 2012.

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ELECTRONIC SIGNS IN HERITAGE AREAS
CITY OF VAUGHAN SIGN BY-LAW 203-92 AS AMENDED

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Commissioner of Planning and Director of Building Standards, dated October 16, 2012:

Recommendation

The Commissioner of Planning and Director of Building Standards recommend that this report be received for information.

Contribution to Sustainability

N/A.

Economic Impact

There is no economic impact resulting from Staff's recommendation

Communications Plan

None at this time.

Purpose

To respond to Council's request for a report regarding electronic signs in heritage areas.

Background - Analysis and Options

On February 21, 2012 Council approved the following recommendation requesting Staff bring forward a report regarding electronic signs in Heritage Areas. The following is the report from Staff.

Heritage Conservation Districts within the City are also Special Sign Districts within the City's Sign By-Law. The above regulations control different aspects of signage with the Heritage Areas.

Heritage Conservation Districts under the Ontario Heritage Conservation Act.

There are four Heritage Conservation Districts within the City of Vaughan. These districts, designated under Part V of the Ontario Heritage Act, include areas of the former villages of Thornhill, Maple, Kleinburg and Woodbridge. Properties within these districts are subject to Heritage Conservation Design Guidelines that were approved by by-law at the time of the creation of the heritage district. These design guidelines include among other matters recommendations respecting commercial signage. The guidelines outline the types of signage, materials and architectural styles that may be used in new constructions or restoration/renovation of existing buildings.

As a general rule commercial signage should integrate with the architecture of the building so that it does not compete with the building or the rest of the historic core area. Signage within the Heritage Conservation Districts is generally required to be constructed from wood or other natural looking materials and externally illuminated using for example, "gooseneck" lighting or other

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similar types of external illumination. These guidelines are to attempt to complement the architecture and heritage nature of the conservation districts. Consideration is also given to other elements such as, corporate branding requirements, size of overall building, and location of signs when reviewing signage for heritage conservation districts. The design guidelines do not permit or encourage the use of modern electronic message centre signs due to the negative visual impact they would have within a heritage conservation district where the architecture, materials and overall look is controlled in order to maintain its heritage character.

There is one existing electronic message sign located on the Mc Michael Art Collections lands within Kleinburg Heritage District. This sign falls within the exceptions provided within the current sign by-law for lands regulated by the Province of Ontario.

Special Sign Districts under Sign By-Law 203-92 as amended.

Properties within the Heritage Conservation Districts are also designated as Special Sign Districts under the City's Sign By-law. These different sign districts are identified on Schedules A to D to the sign by-law and attached as Appendix 1 to this report.

The Special Sign District requirements within the City's Sign By-law while restricting the type and significantly reducing the size and height of all signage the by-law also does not permit the use of Billboard Signs, Mobile Signs, Electronic Message Centers, and other readograph signage (changeable message signs.) As another example, ground signs for multi-unit commercial buildings are reduced from a maximum of 20 sq.m. in area and 7.5 meters in height which is permitted in non-heritage areas, to a maximum of 2.0 sq.m. and 3.0 meters in height within the districts.

The Sign by-Law also requires that all sign permit applications be forwarded to Heritage Staff for their comments respecting compliance with heritage guidelines prior to issuance of a Sign Permit by the Building Standards Department.

The requirements of the City's Sign By-Law attempts to reinforce the requirements of heritage guidelines by limiting the type and size of the signage.

Relationship to Vaughan Vision 2020/Strategic Plan

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

Regional Implications

None.

Conclusion

The requirements of the City's Sign By-Law attempts to reinforce the requirements of heritage guidelines by limiting the type and size of the signage.

Staff are not recommending any changes to the Sign By-Law. Staff request that the report be received for information only.

Attachments

1. Copies of Schedules A to D to Sign By-law 203-92 as amended.

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Report prepared by:

John Studdy, Manager of Customer and Administrative Services

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)