

# steel art signs

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Markham, Ontario  
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Item #	<u>Referred</u>
Report No.	<u>N/A</u>
<u>Council - Jan 20, 2015</u>	

To: City of Vaughan

Date: January 19, 2015

From: Just Cole

Attn: Rose Magnifico

REFERENCE RE: SIGN VARIANCE ITEM # SV 14-013 – 1600 LANGSTAFF RD

Dear members of Council,

Following the Committee of the Whole's recommendation that we have consultations with the City staff in particular working with CBCO Leo Grellette we have developed 5 designs which were presented to Wendy's Corporate Canada who then sent them to Wendy's World Headquarters in the US for review.

The various options presented variations upon the same theme, - adding the name Wendy's and/or Wendy's logo to the corporate slogan. This was upon the recommendations of both the Sign Variance Committee as well as the Committee of the Whole. Both Committee's addressed the question on the aspect of identification. It was stated that by adding the Wendy's name and logo, the slogan would be in keeping with the aspect of identification.

To that end, Wendy's World Headquarters reviewed the five options presented to them and selected the option where the slogan is identified with a signature Wendy's name and logo. This was felt to be a balance between the original slogan used nationally and the request of the Sign Variance Committee.

Wendy's has spent many hours and dollars in developing its brand imaging and part of that brand imaging is this slogan used at all Wendy's locations in North America. Wendy's is willing to work with the City by modifying its national slogan for sites in Vaughan.

If this site were subject to a site plan agreement, it is likely that a sign at this location would have been included in the agreement and the content of the signage would not have been in question.

We believe that the proposed modification to the slogan; which would be used only in Vaughan in order to assist in appeasing the concerns with respect to the quantification of identification; addresses the concerns raised by the Sign Variance Committee.

We request that the Council approve the modified slogan design as presented which has been developed with the intent of bridging the concerns previously raised.

Regards,

Just Cole

Permits & Project Coordinator

[jcole@steelart.com](mailto:jcole@steelart.com)

905-474-1678 x 245

Client  
Wendy's

Location  
Store # 5193  
1600 Langstaff Road  
Vaughan, ON  
Project Title

Sign Type(s)  
Non-Illuminated Letters

Date  
12/17/2014

Approved  
K.B.

Revision  
PD 140433-A 0

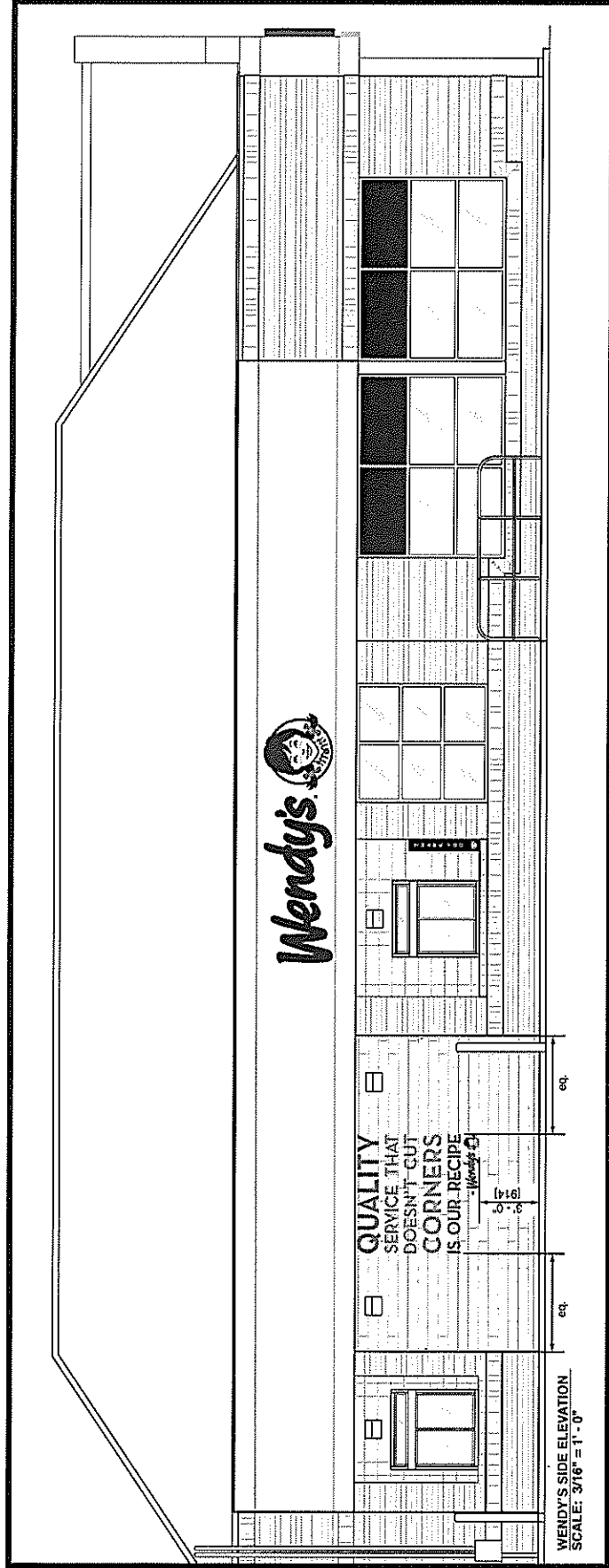
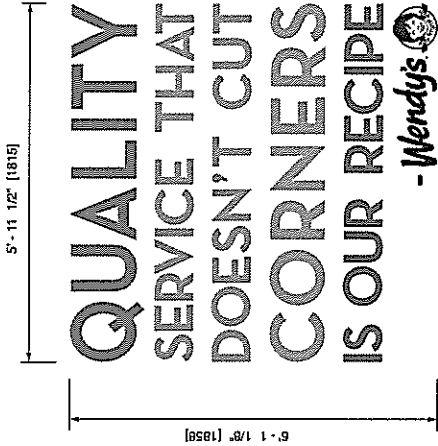
Revision Notes  
Na. Description Date  
0 - 00.00.2014

SUPPLY AND INSTALL

ONE (1) SET OF NON-ILLUMINATED LETTERS (EXTERIOR)

- 3/4" CUT PVC LETTERS ARE TO BE PAINTED AND STUD MOUNTED FLUSH TO WALL.
- "QUALITY" AND "IS OUR RECIPE" COPIES ARE TO BE PAINTED TO MATCH MATTHEWS SATIN # MP18214
- "SERVICE THAT DOESN'T CUT CORNERS" COPY IS TO BE PAINTED TO MATCH MATTHEWS SATIN # MP18140
- 1/4" x 2" LONG THREADED STUD MOUNTING WITH SILICONE
- INSTALL IN POSITION AS SHOWN
- MINIMUM OF THREE (3) STUDS PER LETTER

GRAY OPTION 1  
ORIGINAL SIZE LETTERS  
RED WENDY'S



Approvals:  
K. Approved By:  
K. Date:

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