

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES JANUARY 20, 2015

8. **SIGN VARIANCE APPLICATION**  
**FILE NO: SV.14-013**  
**OWNER: T-STAR CORP.**  
**LOCATION: 1600 LANGSTAFF ROAD**  
**LOT 38, PLAN 65M-2043**  
**WARD 4**  
(Referred)

MOVED by Councillor Yeung Racco  
seconded by Councillor DeFrancesca

- 1) That the modified design as set out in Communication C2, from Mr. Just Cole, Steel Art Signs, Esna Park Drive, Markham, dated January 19, 2015, be approved; and
- 2) That the report of the Sign Variance Committee, dated January December 2, 2014, be received.

CARRIED

Council, at its meeting of December 9, 2014, adopted the following recommendation (Item 37, Report No. 41):

Recommendation of the Committee of the Whole meeting of December 2, 2014:

The Committee of the Whole recommends:

- 1) That consideration of this matter be deferred to the Council meeting of January 20, 2015, to allow further consultation with the applicant; and
- 2) That the deputation of Mr. Just Cole, Steel Art Signs Corp, Esna Park Drive, Markham, be received.

Report of the Sign Variance Committee, dated December 2, 2014

**Recommendation**

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.14-013, T-Star Corp., be REFUSED.

**Contribution to Sustainability**

N/A

**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**

The applicant is requesting to erect one (1) additional wall sign on an existing elevation where a current wall sign exists for the same tenant.

EXTRACT FROM COUNCIL MEETING MINUTES JANUARY 20, 2015

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**Background - Analysis and Options**

Section 6 – General Provisions for All Signs

- 6.1 Limit on Number of signs  
One (1) only of the following sign types per exterior wall per business premises:
  - a) Wall sign
- 6.2 Compliance with Site Development Agreements

**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**

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

**Conclusion**

The Wall elevation would permit a sign up to 20 sq.m. Although the proposed sign and existing wall sign combined is 6.64 sq.m, it does not meet the minimum height requirement of 2.44m above the finished floor level immediately below such sign. In addition, staff have concurred that the support of an additional sign for the purpose of advertising a phrase rather than business identification is unnecessary and creates excessive signage, and would not be keeping with the intent and purpose of the sign bylaw. The applicant currently uses two pylon signs, one wall sign, directional and window signs to assist with conducting their day to day operations.

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:**

Dave Madore  
Supervisor-Licensing & Permits Division, City Clerk's Office  
Ext. 8679

(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.)

# steel art signs

37 Esna Park Drive.  
Markham, Ontario  
L3R 1C9

Fax # (905) 474-0976  
Phone # (905) 474-1678 ext. 236

C	<u>2</u>
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  
Non-Illuminated Letters

SignType(s)  
Scale  
1/2" = 1' - 0"

Date  
12.17.2014

Drawn  
K.B.

Approved  
/

Drawing No.  
PD 140433-A

Revision  
0

Revision Notes  
Na. Description

Date  
00.00.2014

Approvals:  
K. Approved By:

K. Date:

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

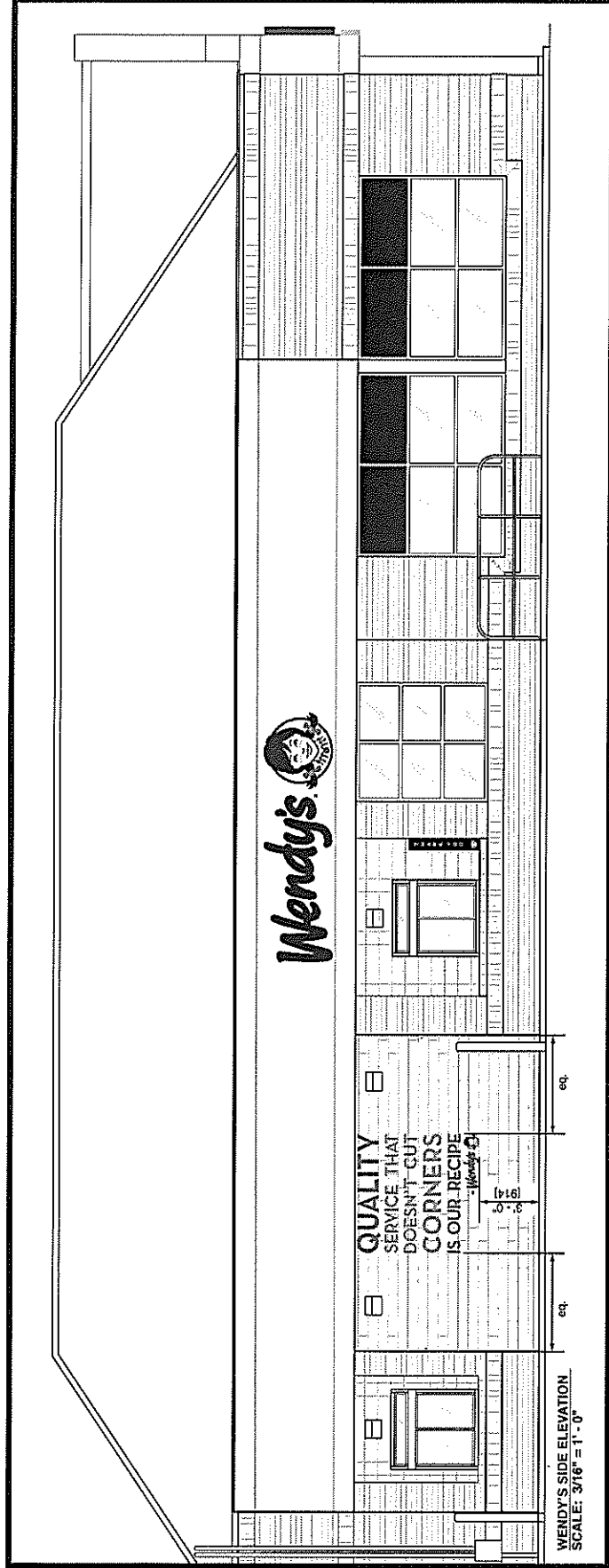
GRAY OPTION 1  
ORIGINAL SIZE LETTERS  
RED WENDY'S

5' - 11 1/2" [1815]

QUALITY  
SERVICE THAT  
DOESN'T CUT  
CORNERS  
IS OUR RECIPE



5' - 1 1/8" [1353]



## **COUNCIL- JANUARY 20, 2015**

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### **Recommendation of the Sign Variance Committee, dated December 2, 2014**

#### **Recommendation**

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.14-013, T-Star Corp., be REFUSED.

#### **Contribution to Sustainability**

N/A

#### **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**

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#### **Background - Analysis and Options**

##### Section 6 – General Provisions for All Signs

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### **Relationship to Vaughan Vision 2020/Strategic Plan**

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### **Regional Implications**

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### **Conclusion**

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### **Attachments**

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2. Sketch of Sign

### **Report prepared by:**

Dave Madore  
Supervisor-Licensing & Permits Division, City Clerk's Office  
Ext. 8679



FRONT VIEW  
Model No. WTL 425 NEW LOGO

12'-5" (3765)



2'-6" (1597)

5'-11 1/2" (1815)

**QUALITY  
SERVICE THAT  
DOESN'T CUT  
CORNERS  
IS OUR RECIPE**

TO MATCH  
MATTHEWS SATIN # MP18214

TO MATCH  
MATTHEWS SATIN  
# MP18140

TO MATCH  
MATTHEWS SATIN # MP18214

SIDE VIEW

SUPPLY AND INSTALL

ONE (1) SET ILLUMINATED SET OF LETTERS AND GAMED (EXTERIOR)

• WENDY'S LETTERS TO BE EMBOSSED 1/8" CLEAR ACRYLIC FACES COMPLETE WITH ACRYLIC VINYL # UC 900-408-T 83081 TO MATCH PANTONE 186C APPLIED TO SECOND SURFACE

RED LED ILLUMINATION

• 1/8" CLEAR ACRYLIC GAMED COMPLETE WITH DIGITAL PRINT APPLIED TO SECOND SURFACE

• FORMED FACES AND RETURNS

• .040" ALUMINUM SIDES AND BACKS PAINTED TO MATCH 313 DARK BRONZE

• WHITE LED ILLUMINATION

• REGISTRATION MARK TO BE CLEAR ACRYLIC COMPLETE WITH ACRYLIC VINYL # UC 900-408-T 83081 TO MATCH PANTONE 186C

• MINIMUM THREE (3) 1/4" X 3/8" HEX HEAD DRIVE SCREWS PER LETTER FOR INSTALLATION

120 VOLT 720W MP CIRCUIT

SCALE: 3/8" = 1'-0"

Permit issued for these letters

Proposed sign area:  
1.575m h x 1.815m w = 2.86 sq.m

Variance required:  
2nd sign on West Elev

SUPPLY AND INSTALL

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

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• 1/4" X 2" LONG THREADED STUD MOUNTING WITH SILICONE

• INSTALL IN POSITION AS SHOWN

• MINIMUM OF THREE (3) STUDS PER LETTER

SCALE: 1/2" = 1'-0"

37 East  
Park Drive  
Mansfield  
Ontario  
CA 91764  
Tel: 951-251-1818  
Fax: 951-251-1815

steelart  
signs

Client

Location

Store # 6458

1600 Langstaff Road

Waukegan, IL

Project Title

Sign Type(s)

Various

Scale

As Shown

Date

10/14/2014

Drawn

Approved

X.B.

Revision

PD 14359-D-1

Revision Notes

No.

Description

Date

1

change of copy of

"QUALITY" AND

"SERVICE THAT"

Approved By:

Approved By:

Date:

Copyright  
All rights reserved. Including the right to  
reproduce in whole or in part without the  
consent of Steel Art Signs Corp.

