

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 25, 2013**

Item 6, Report No. 28, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 25, 2013.

**6**

**SIGN VARIANCE APPLICATION  
FILE NO: SV.13-008  
OWNER: EXTENDED STAY HOTELS  
LOCATION: 3600 STEELES AVENUE WEST  
BLOCK 4, 65M-2310  
WARD 4**

**The Committee of the Whole recommends approval of the recommendation contained in the following report of the Sign Variance Committee, dated June 11, 2013:**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.13-008, Extended Stay Hotels, be APPROVED.

**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 proposing to install 6 (six) new signs at various locations as shown on the attached plans.

**Background - Analysis and Options**

Sign By-law Requirements (By-Law 203-92, as amended):

- 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.

Noting the above, where the property is regulated by a site plan agreement approved by the City, only those wall signs and pylon signs approved under the site plan agreement are deemed to be permitted by the City's Sign By-Law.

**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.

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 25, 2013**

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**Regional Implications**

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

**Conclusion**

The applicant is proposing to install 6 (six) new signs at various locations as shown on the attached plans. The proposed signs are associated with a re-branding of the subject property/building. The proposed signs were not shown on the approved Site Plan agreement for the property.

The proposed signage has a similar size and location to the original signs for the subject property/building.

Members of the Sign Variance Committee have reviewed the application and have no objections to the application as submitted. In the Committee's opinion, the intent and purpose of the City's Sign By-law is being maintained.

If Council finds merit in the application, a Sign Permit issued by the Building Standards Department is required.

**Attachments**

1. Site Plan
2. Photo of Signs 1 to 6

**Report prepared by:**

John Studdy, Manager of Customer & Administrative Services Ext 8232

(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.)

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John Studdy, Manager of Customer & Administrative Services Ext 8232

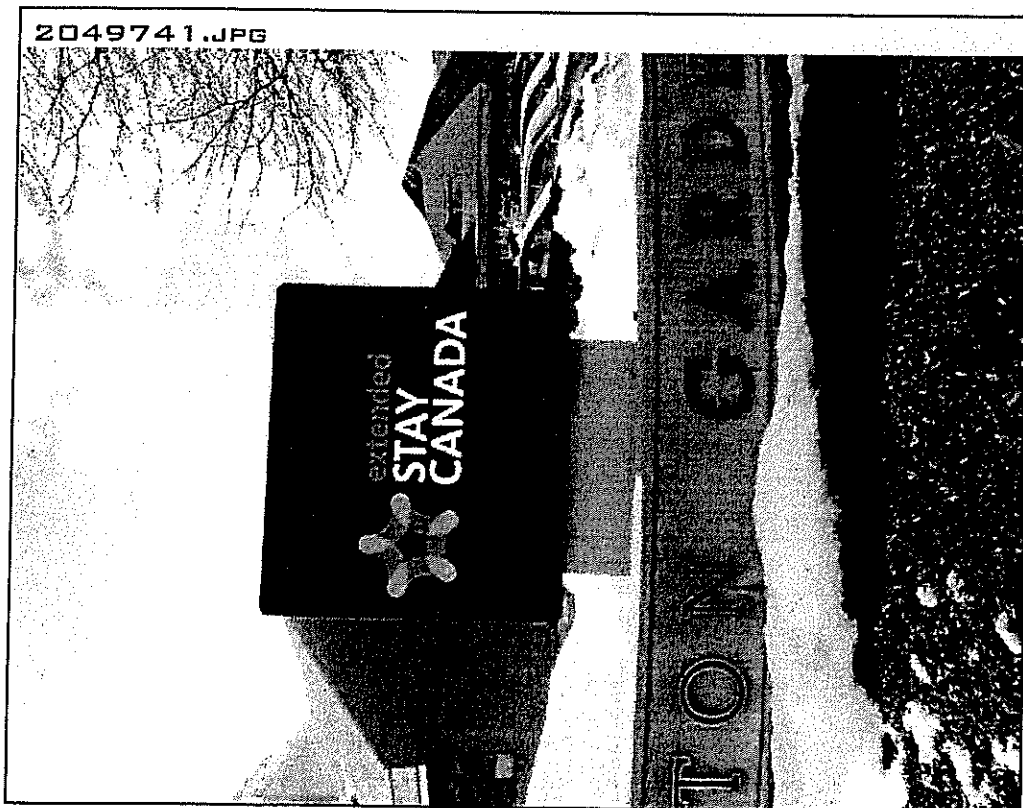
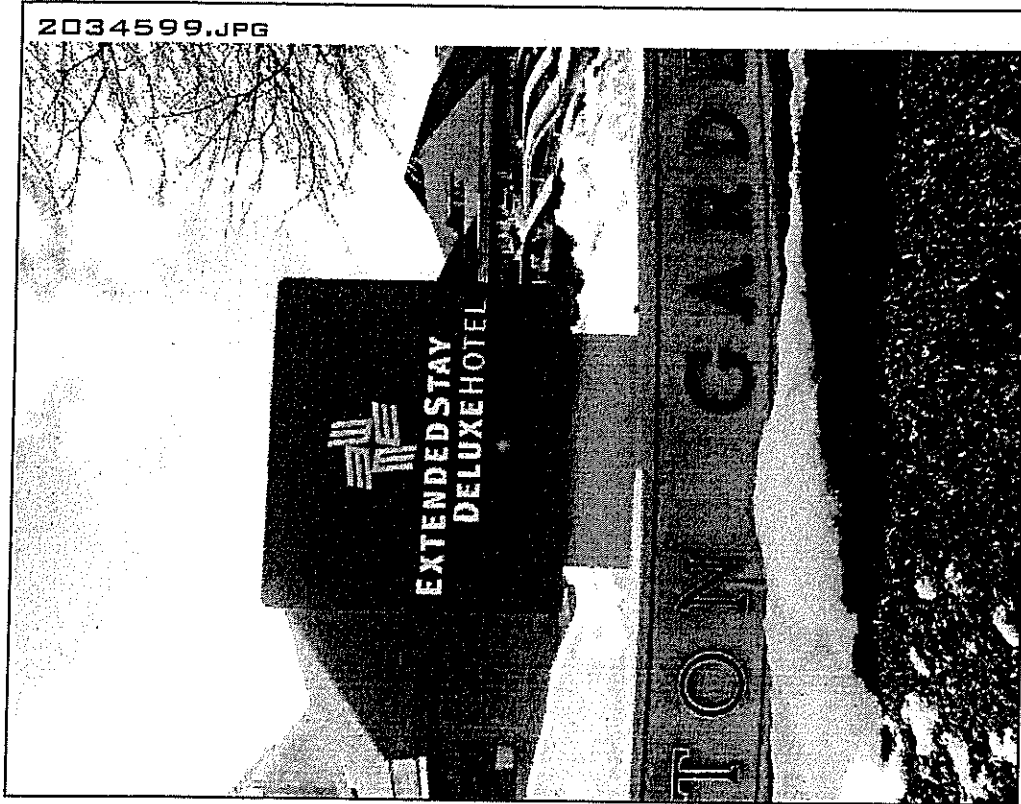
Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

/as



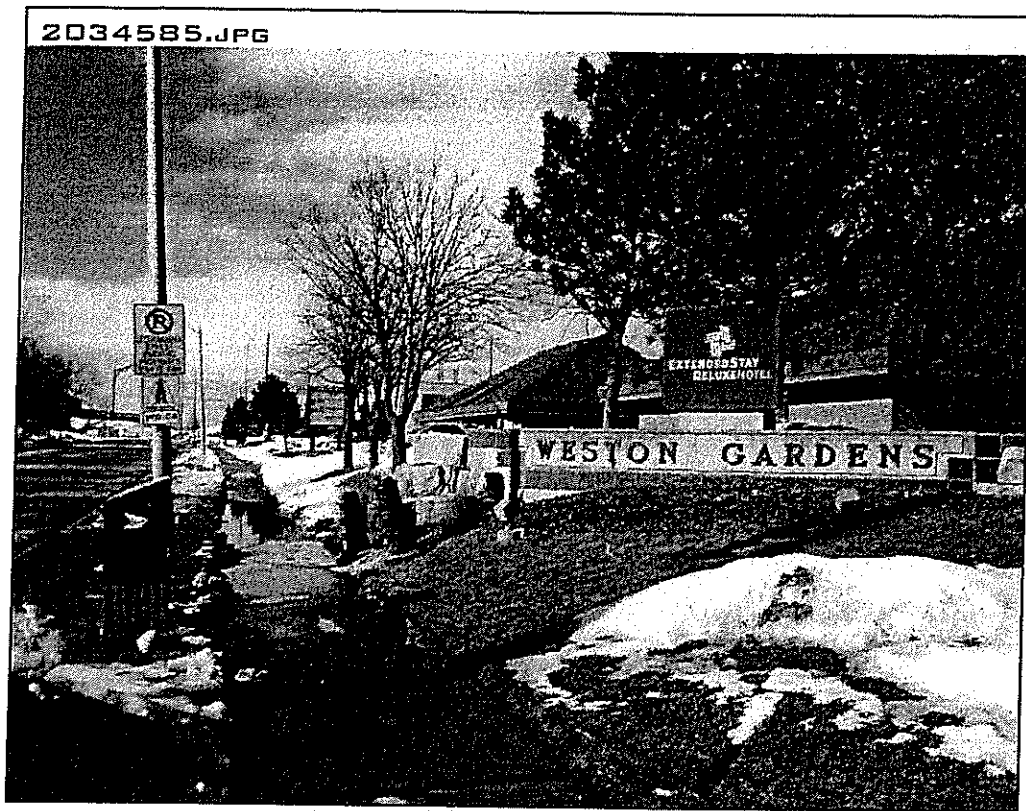
PHOTO EDITS



Sign 1

ESH01251 Toronto - Vaughan - 3600 Steeles Avenue West Vaughan , ON

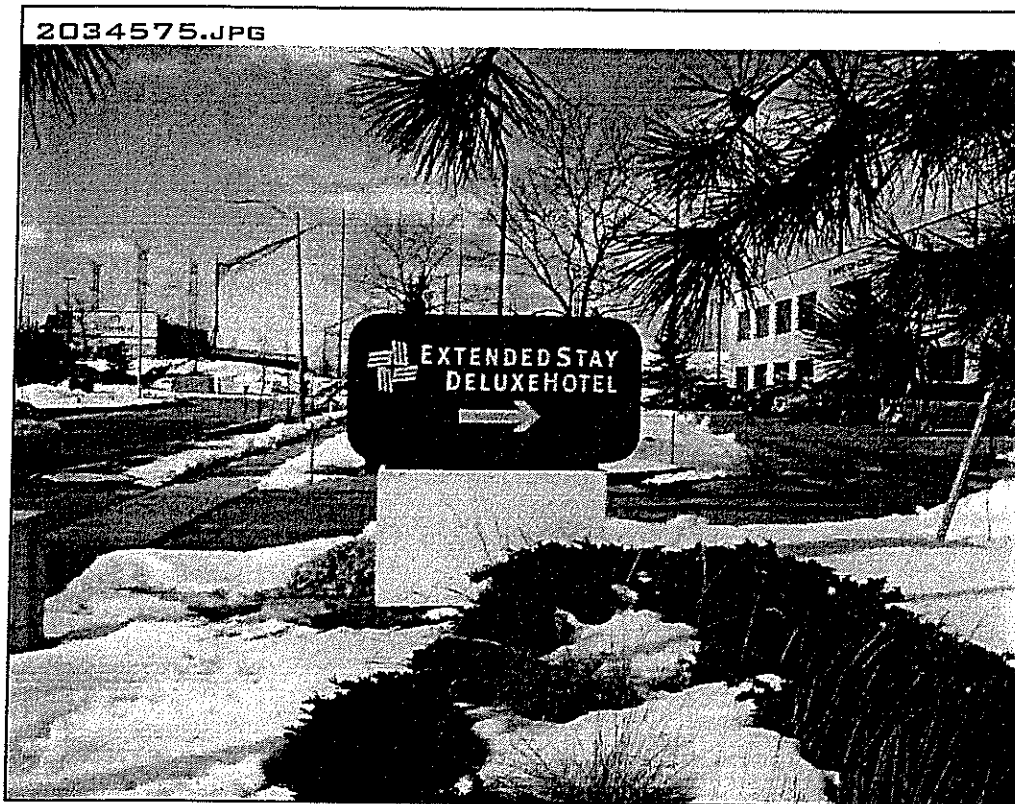
PHOTO EDITS



Sign 2

ESH01251 Toronto - Vaughan - 3600 Steeles Avenue West Vaughan , ON

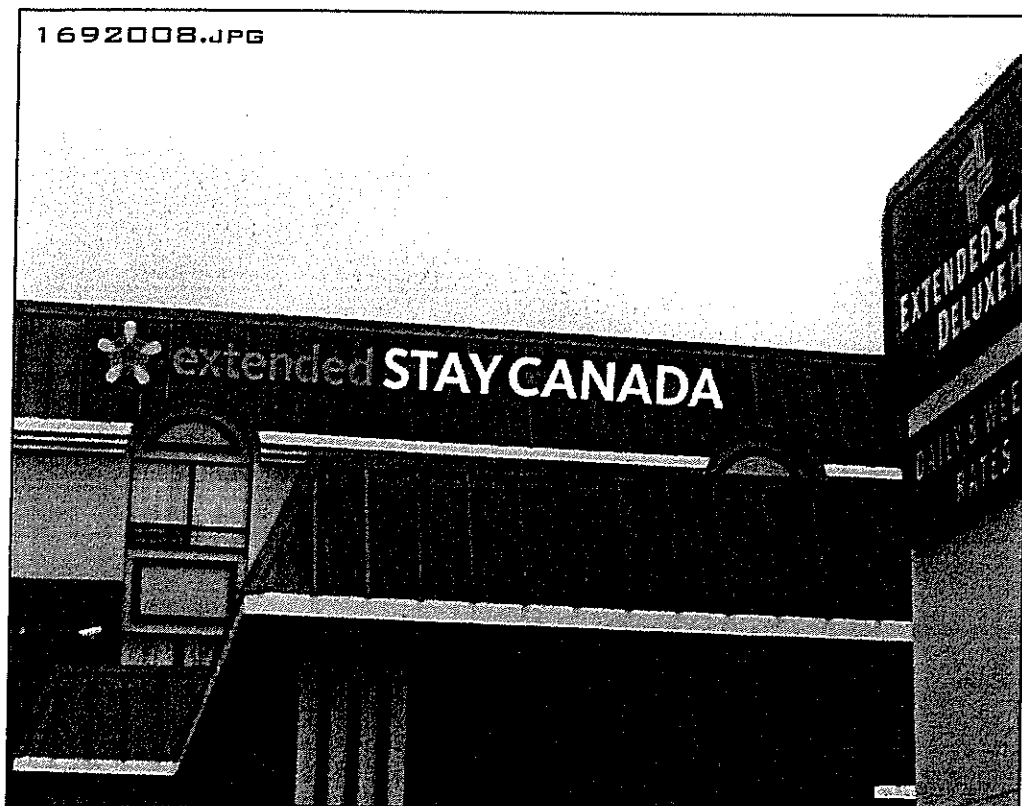
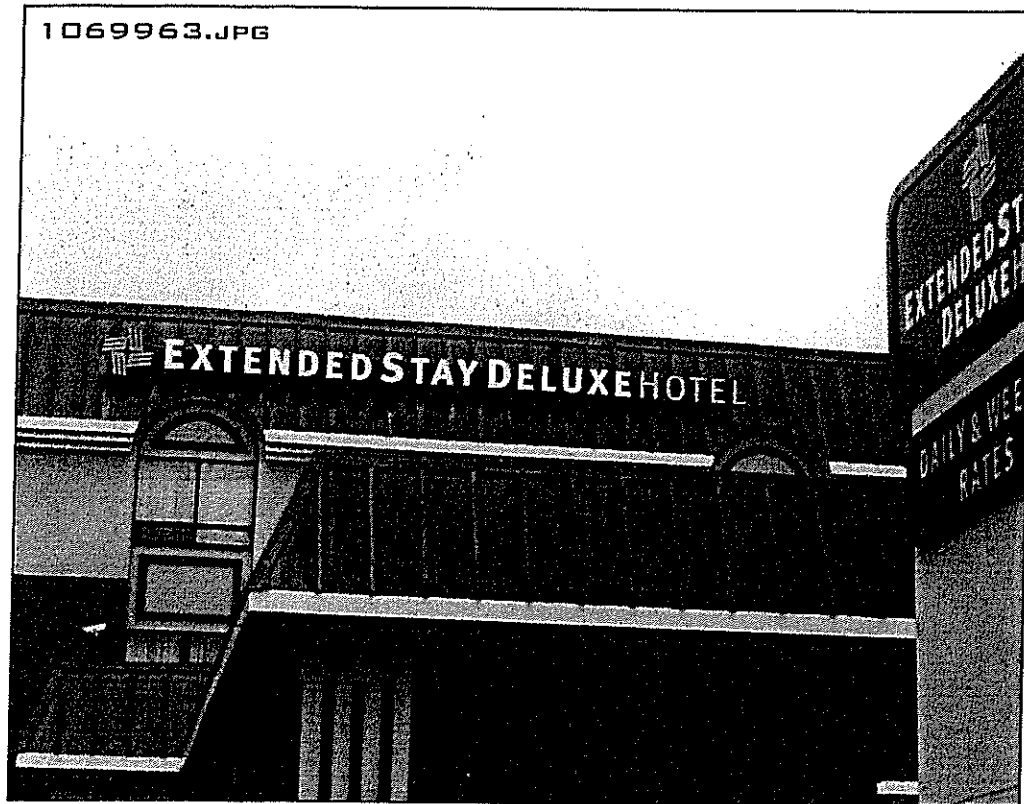
PHOTO EDITS



Sign 3  
Director Ct.  
entrance

ESH01251 Toronto - Vaughan - 3600 Steeles Avenue West Vaughan , ON

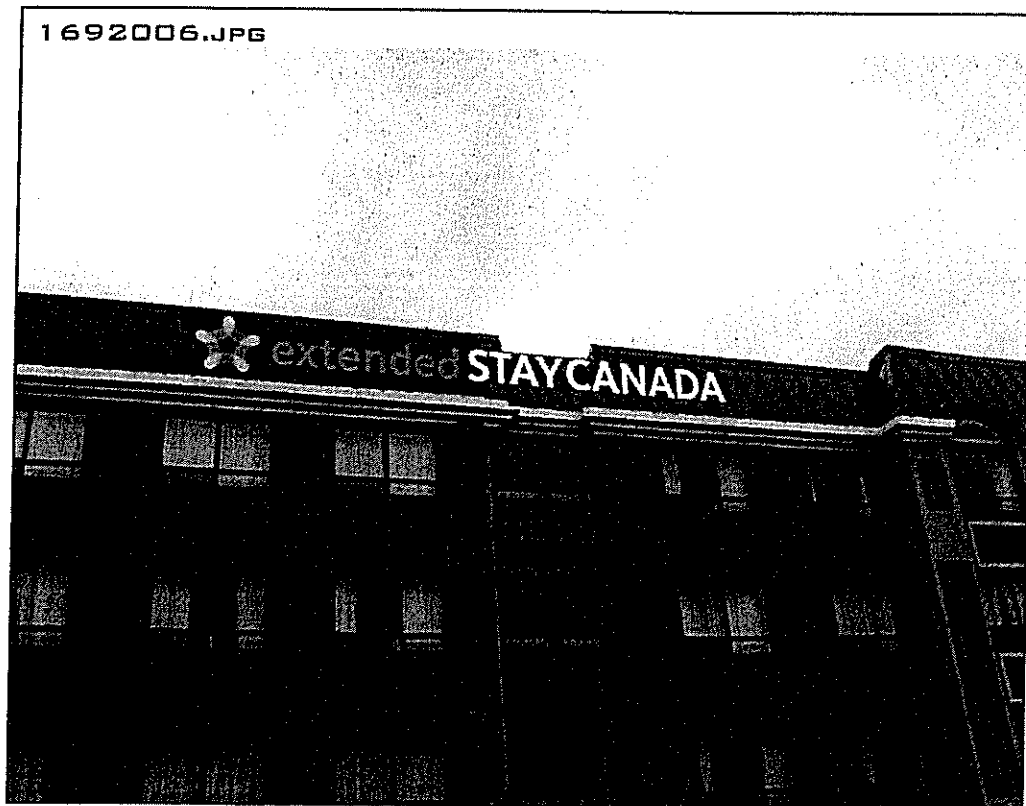
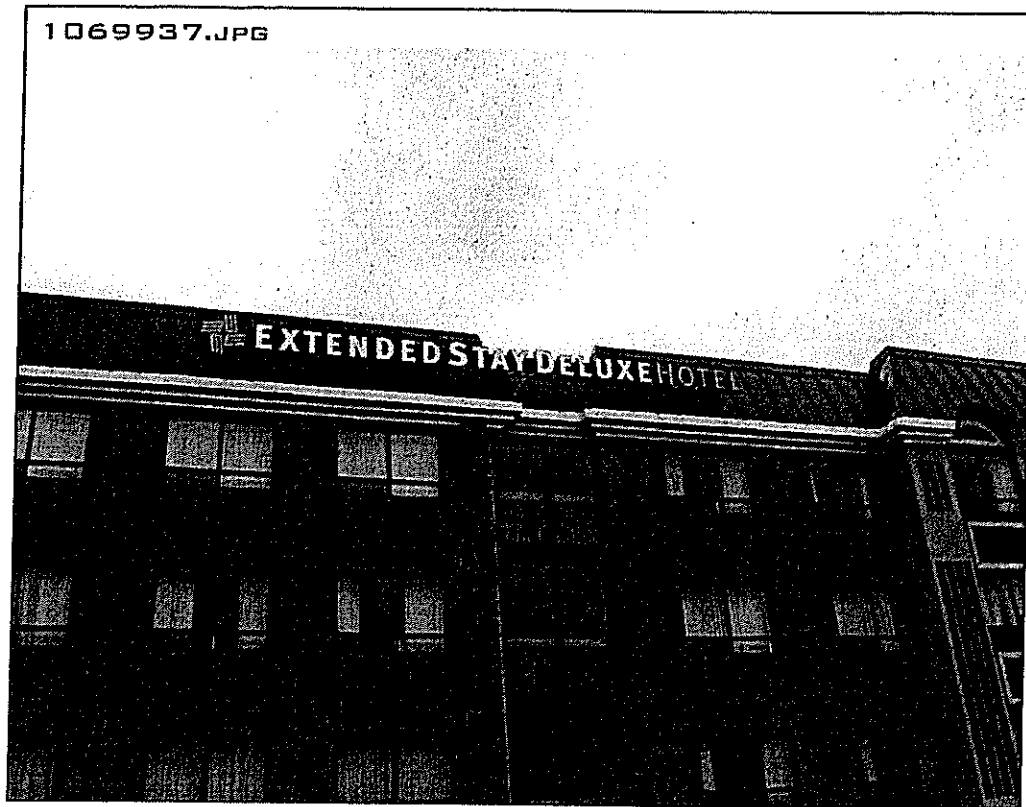
PHOTO EDITS



Sign 4

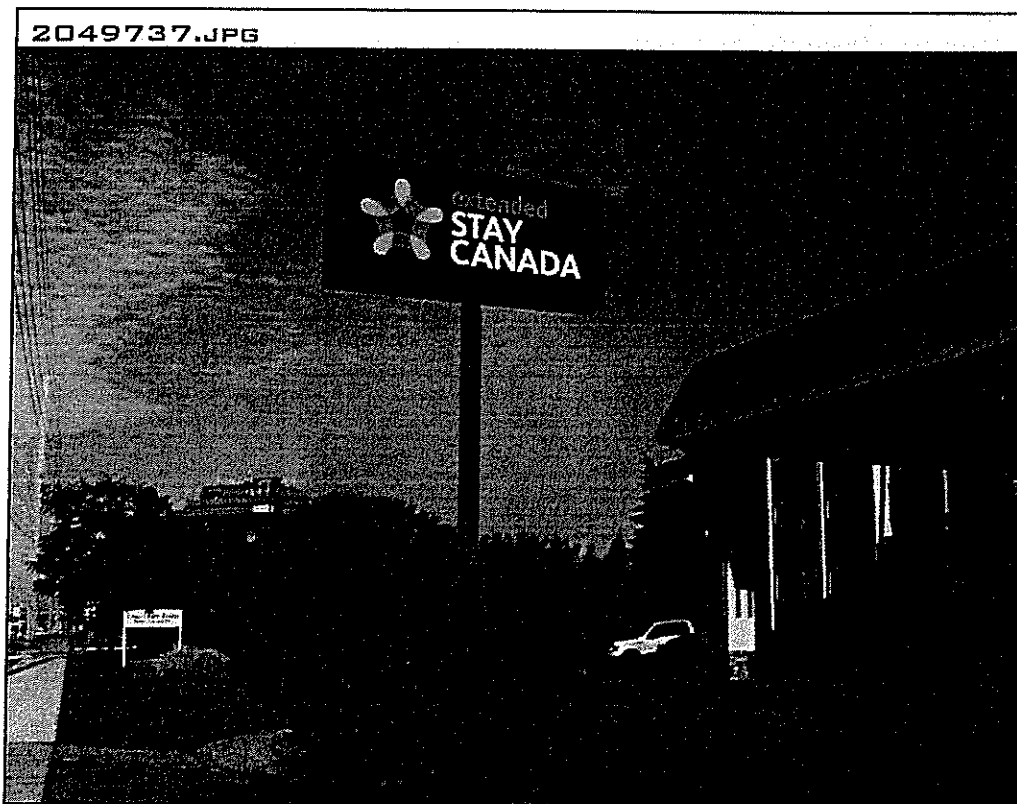
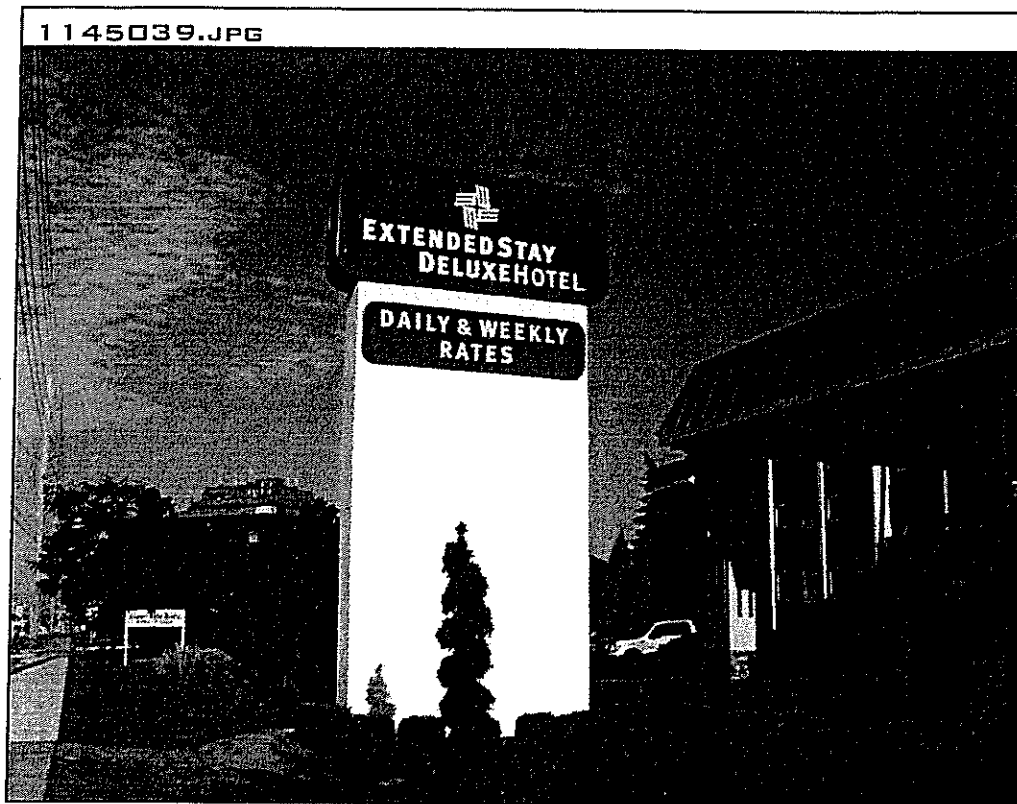
ESH01251 Toronto - Vaughan - 3600 Steeles Avenue West Vaughan , ON

PHOTO EDITS



Sign 5

ESH01251 Toronto - Vaughan - 3600 Steeles Avenue West Vaughan , ON



ESH01251 Toronto - Vaughan - 3600 Steeles Avenue West Vaughan , ON