

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 9, 2014

Item 4, Report No. 36, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on September 9, 2014.

4

**SIGN VARIANCE APPLICATION
FILE NO: SV.14-004
OWNER: FIRST CAPITAL ASSET MANAGEMENT
LOCATION: 9306 BATHURST STREET
BLOCK 23, 65M-3918
WARD 4**

The Committee of the Whole recommends:

- 1) That the report of the Sign Variance Committee, dated September 2, 2014, be received, in accordance with Communication C5 from the Director of Building Standards, dated August 27, 2014.**

Recommendation

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.14-004, First Capital Asset Management, 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 requesting to install multiple wall signs and window graphic signs which were not previously approved under the existing site plan agreement.

Background - Analysis and Options

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

- 6.2 Compliance with Site Development Agreements:
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.

The applicant may want to pursue amending the original site plan application. This would provide Planning the opportunity to review the proposal in the context of the overall site and consider any potential impacts.

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 9, 2014

Item 4, CW Report No. 36 – Page 2

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

Sign Variance Committee finds that the area proposed to display window graphic signs is excessive, interferes with the overall aesthetics of the building and is contrary to CPTED (Crime Prevention through Environmental design), which discourages limiting the use of windows with vision restrictors such as signage.

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

Attachments

1. Site Plan
2. Sketches of Sign (2)
3. Photo of Elevation East, West, North and South

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.)

| |
|----------------------|
| c <u>5</u> |
| Communication |
| cw: <u>Sept 2/14</u> |
| Item: <u>4</u> |

DATE: AUGUST 27, 2014
TO: HONOURABLE MAYOR AND MEMBERS OF COUNCIL
FROM: LEO GRELLETTE, DIRECTOR OF BUILDING STANDARDS
RE: COMMUNICATION

SIGN VARIANCE APPLICATION
FILE NO. SV.14-004
OWNER: FIRST CAPITAL ASSET MANAGEMENT
LOCATION: 9306 BATHURST STREET
BLOCK 23, 65M3918
WARD 4

The Sign Variance Committee at their meeting of August 6, 2014 refused an application for window signage that was proposed for the Longo's store located at 9306 Bathurst Street.

Subsequent to the hearing at which the application was heard Mr. Joseph Longo, on behalf of the owner, has requested that the report be received for information while they review options such as amending the approved site plan for the property.

Staff therefore request that the report be received for information purposes only.

Respectfully submitted,



LEO GRELLETTE
Director of Building Standards

SIGN VARIANCE APPLICATION

FILE NO: SV.14-004

OWNER: FIRST CAPITAL ASSET MANAGEMENT

LOCATION: 9306 BATHURST STREET

BLOCK 23, 65M-3918

WARD 4

Recommendation

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.14-004, First Capital Asset Management, 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 requesting to install multiple wall signs and window graphic signs which were not previously approved under the existing site plan agreement.

Background - Analysis and Options

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

- 6.2 Compliance with Site Development Agreements:
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.

The applicant may want to pursue amending the original site plan application. This would provide Planning the opportunity to review the proposal in the context of the overall site and consider any potential impacts.

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

Sign Variance Committee finds that the area proposed to display window graphic signs is excessive, interferes with the overall aesthetics of the building and is contrary to CPTED (Crime Prevention through Environmental design), which discourages limiting the use of windows with vision restrictors such as signage.

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

Attachments

1. Site Plan
2. Sketches of Sign (2)
3. Photo of Elevation East, West, North and South

Report prepared by:

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

Respectfully submitted,

Dave Madore
Chair, Sign Variance Committee



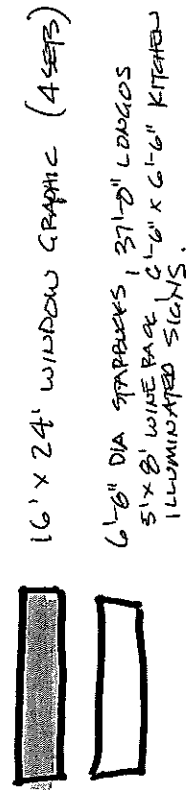
REFER TO LANDSCAPE DRAWINGS FOR
LOCATION AND DIMENSIONS OF PROPOSED
MUNICIPAL SIDEWALKS.

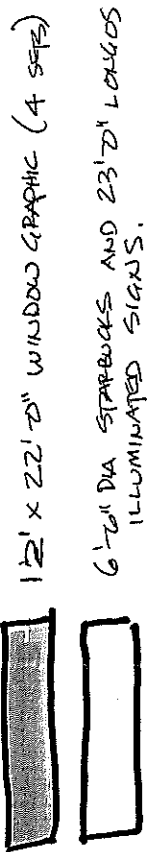


ILLUMINATED SIGNS
WINDOW GRAPHICS

(ONE LONGOS EAST ELEVATION, ONE LONGOS SOUTH ELEV,
ONE STARBUCKS EAST ELEV, ONE STARBUCKS SOUTH ELEV, ONE KITT
(5 SETS EAST ELEV, 4 SETS SOUTH ELEV) ONE WINE
PAGE

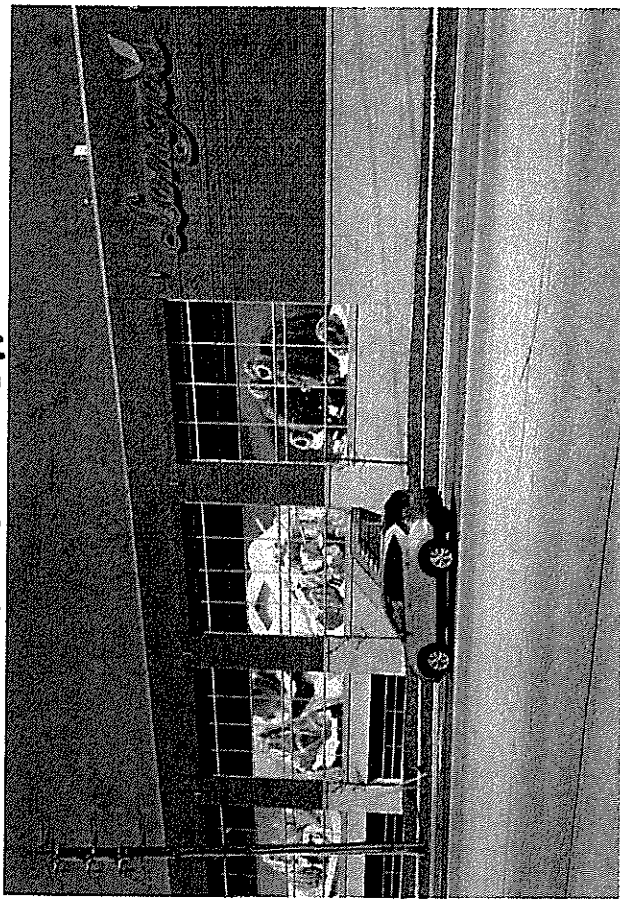




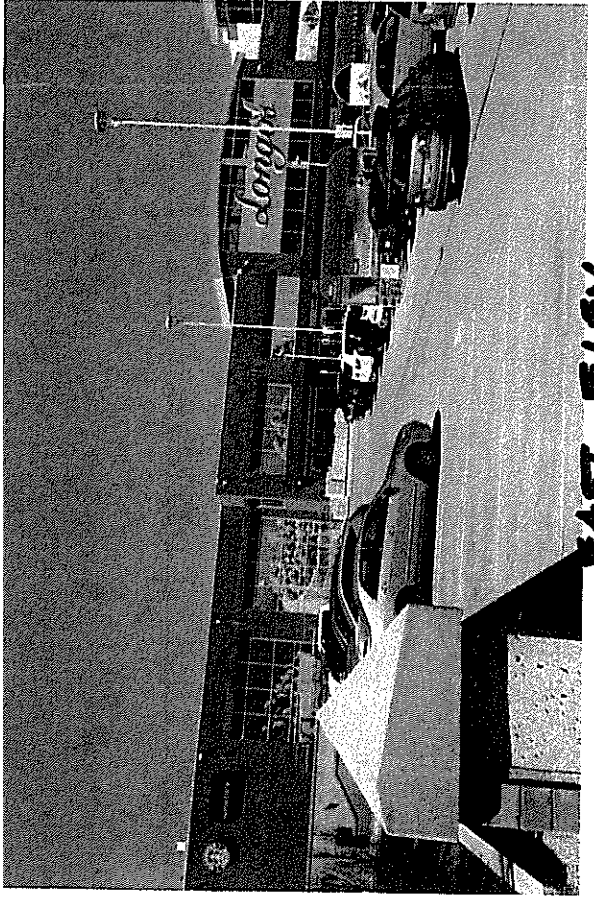




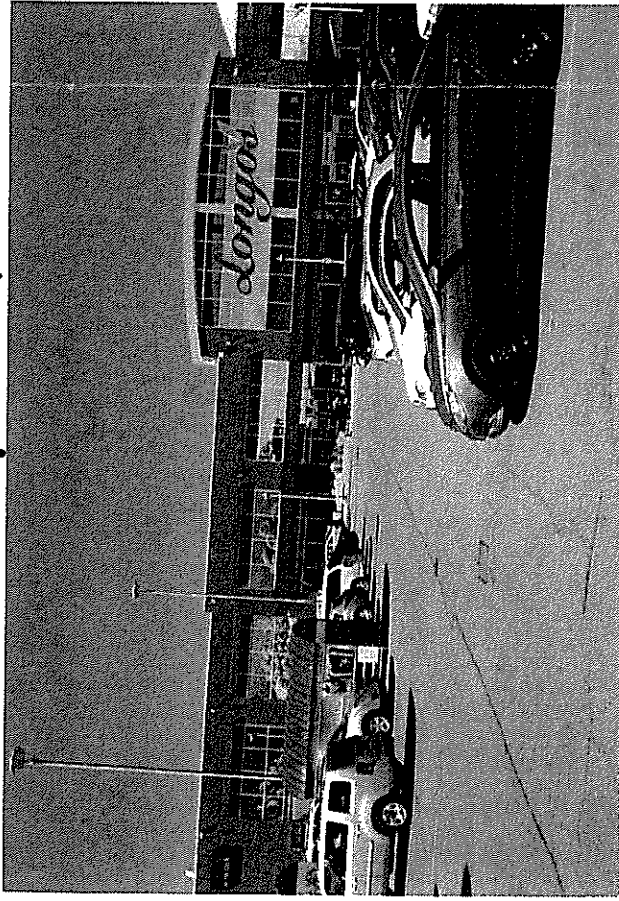
SOUTH ELEV.



SOUTH ELEV.



EAST ELEV.



EAST ELEV.