

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 9, 2014

Item 7, Report No. 36, of the Committee the Whole, which was adopted, as amended, by the Council of the City of Vaughan on September 9, 2014, as follows:

By receiving Communication C11 from Mr. Franco Stolfi, Sign Dimensions, dated September 5, 2014.

7

**SIGN VARIANCE APPLICATION
FILE NO: SV.14-007
OWNER: 1529749 ONTARIO INC.
LOCATION: 7700 BATHURST STREET
BLOCK 5, 65M-2325
WARD 5**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Sign Variance Committee, dated September 2, 2014:

Recommendation

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.14-007, 1529749 Ontario Inc., be APPROVED, subject to the proposed lettering size, font's style and colour be similar to the existing sign on the north elevation of the same building.

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 one (1) wall sign which is not located directly above unit.

Background - Analysis and Options

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

6.6 Wall Signs:

- d) No wall sign shall extend beyond the extremities of the wall to which it is attached.

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 SEPTEMBER 9, 2014

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Regional Implications

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

Conclusion

The applicant is proposing one (1) wall sign which goes past the unit in which they occupy. The sign in size complies with the by-law.

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
3. Photo 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.)

SIGN VARIANCE APPLICATION
FILE NO: SV.14-007

Sept. 5, 2014

C	<u>11</u>
Item #	<u>7</u>
Report No.	<u>36 (cw)</u>
Council -	<u>September 9/14</u>

Sign Variance Amendment Request

On August 6, at the Sign Variance Committee meeting, Pino Giuliana was told that any changes to the colours of the sign for Promenade Village Dental would be considered as long as they were in the same "family" as that of Oxford Learning Centre.

He was told that the customers preference of light-blue or even white was not allowed because the sign would be in high contrast or too bright compared to the Oxford sign. The customer; PVDental has agreed to change their colours to a more subdued look and has requested to have as their sign colours: light-beige (or cream) letter faces, instead of yellow, and black sides, instead of dark blue, with the carrier box also black, instead of gray-green.

I agree with the "cream & black" option, and I believe that PVDental should not have to conform to Oxford's company colours of yellow & dark blue.

Ultimately all other print and media that PVDental produces will match the colours of this main sign and become an identifier of PVDental,...not Oxford Learning Centre or Tim Hortons or Pizza Pizza or...etc.

The attached layout has various options for PVDental, the first is what we would like to have, the others are secondary.

Thank You for your time in reviewing our requests at the Council Meeting of Sept. 9, 2014.

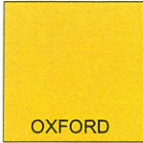


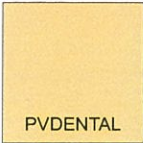




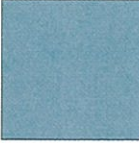






Franco Stolfi
Sign Dimensions Inc

SIGN VARIANCE APPLICATION
FILE NO: SV.14-007

Sept. 5, 2014

Sign Variance Amendment Request



	FACE	SIDE	BOX
	 OXFORD		
OPTION 1	 PVDENTAL		
OPTION 2	 PVDENTAL		
OPTION 3	 PVDENTAL		
OPTION 4	 PVDENTAL		



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Report prepared by:

Dave Madore
Supervisor-Licensing & Permits Division, City Clerk's Office
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Respectfully submitted,

Dave Madore
Chair, Sign Variance Committee

CENTRE STREET

NORTH ACCESS ROAD

BATHURST STREET

DETAIL 4 / SECTION F.U.
STREETCART DUCT BANK - 11.5

DETAIL 1 / SECTION A-A
STREETCART DUCT BANK - 11.5

DETAIL 2 / SECTION B-B
STREETCART DUCT BANK - 11.5

DETAIL 3 / LIGHTING STANDARDS

NORTH EAST ACCESS ROAD

PRIORITY LANE

100% NORTH

KEY PLAN

LEGEND

1	EXISTING ROAD	2	EXISTING ROAD
3	EXISTING ROAD	4	EXISTING ROAD
5	EXISTING ROAD	6	EXISTING ROAD
7	EXISTING ROAD	8	EXISTING ROAD
9	EXISTING ROAD	10	EXISTING ROAD
11	EXISTING ROAD	12	EXISTING ROAD
13	EXISTING ROAD	14	EXISTING ROAD
15	EXISTING ROAD	16	EXISTING ROAD
17	EXISTING ROAD	18	EXISTING ROAD
19	EXISTING ROAD	20	EXISTING ROAD
21	EXISTING ROAD	22	EXISTING ROAD
23	EXISTING ROAD	24	EXISTING ROAD
25	EXISTING ROAD	26	EXISTING ROAD
27	EXISTING ROAD	28	EXISTING ROAD
29	EXISTING ROAD	30	EXISTING ROAD
31	EXISTING ROAD	32	EXISTING ROAD
33	EXISTING ROAD	34	EXISTING ROAD
35	EXISTING ROAD	36	EXISTING ROAD
37	EXISTING ROAD	38	EXISTING ROAD
39	EXISTING ROAD	40	EXISTING ROAD
41	EXISTING ROAD	42	EXISTING ROAD
43	EXISTING ROAD	44	EXISTING ROAD
45	EXISTING ROAD	46	EXISTING ROAD
47	EXISTING ROAD	48	EXISTING ROAD
49	EXISTING ROAD	50	EXISTING ROAD
51	EXISTING ROAD	52	EXISTING ROAD
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89	EXISTING ROAD	90	EXISTING ROAD
91	EXISTING ROAD	92	EXISTING ROAD
93	EXISTING ROAD	94	EXISTING ROAD
95	EXISTING ROAD	96	EXISTING ROAD
97	EXISTING ROAD	98	EXISTING ROAD
99	EXISTING ROAD	100	EXISTING ROAD

THE SHOPS AT THE PROMENADE

100% NORTH

FOR THE CLIENT GROUP

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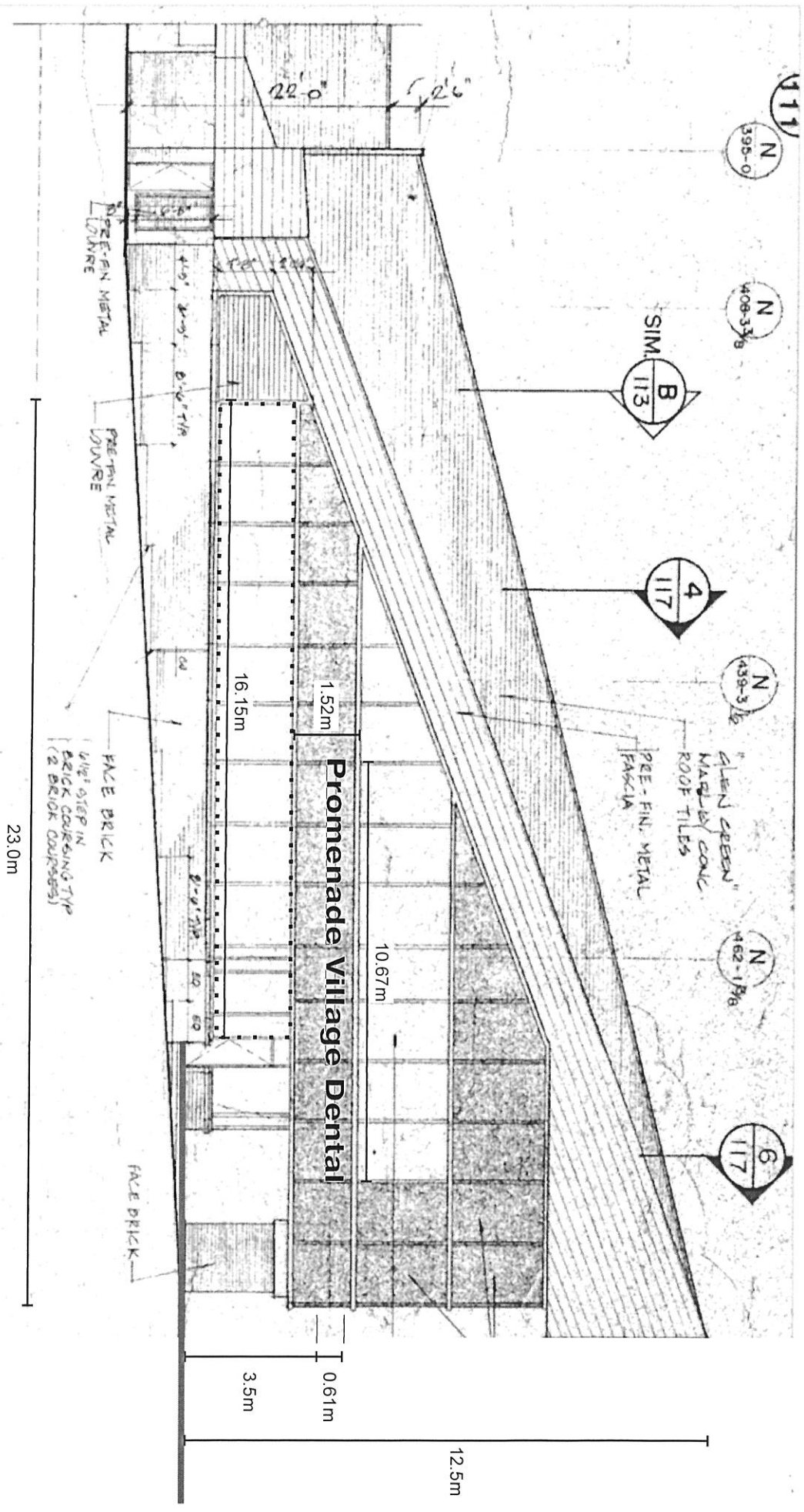
100% NORTH

FOR THE CLIENT GROUP

THE SHOPS AT THE PROMENADE

100% NORTH

FOR THE CLIENT GROUP



3 EAST ELEVATION - PART OF BLOCK C OR
111 NORTH ELEVATION - PART OF BLOCK B (OPP. HAND)

10.67m

Promenade Village Dental

22 LETTERS (x 1.9kg) = 41.8kg / CARRIER BOX TOTAL LENGTH (x 4.0kg/m) = 40kg / 4 TRANSFORMERS (x 1.4 kg) = 5.6kg
SIGN WEIGHT TOTAL: 87.4kg

option 1. W/ VARIANCE



NEW SIGN TO MATCH "OXFORD" SIGN IN OVERALL
SIZE & PLACEMENT ON BUILDING.



EXISTING OXFORD SIGN
HAS 2 WINDOW SECTIONS
BEFORE LETTERS