

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 9, 2014

Item 37, Report No. 41, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on December 9, 2014.

37

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

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.**

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.

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.

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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.)

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Respectfully submitted,

Dave Madore
Chair, Sign Variance Committee

/as

FRONT VIEW
Model No. WTL 420 NEW LOGO

12' - 5" [3785]



3' - 6" [1067]
(Cameo)

SIDE VIEW

3'

127"

Permit
issued
for these
letters

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

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

Proposed sign area:

1.575m h x 1.815m w = 2.86 sq.m

Variance required:
2nd sign on West Elev

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

5' - 2" [1575]

SUPPLY AND INSTALL

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

- WENDY'S LETTERS TO BE EMBOSSED 1/8" CLEAR ACRYLIC FACES COMPLETE WITH ACRYLIC VINYL # UC 900-008-T 9308T TO MATCH PANTONE 186C APPLIED TO SECOND SURFACE
- RED LED ILLUMINATION
- 1/8" CLEAR ACRYLIC CAMEO 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 900-008-T 9308T TO MATCH PANTONE 186C
- MINIMUM THREE (3) 1/4" X 3" HEX HEAD DRIVE SCREWS PER LETTER FOR INSTALLATION
- 120 VOLT / 20 AMP CIRCUIT

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

37 Epsa
Park Drive
Markham
Ontario
L3R 1G9
☎ 905.474.1878
/ 905.474.0515

steel art
signs

Client: Wendy's

Location: Store # 6469
1600 Langstar Road
Birmingham, ON

Project Title: /

Sign Type(s): Various

Date: 06.14.2014

Approved: /

Revision: Drawing No. PD 14398-D-1

Revision Notes: No. Description Date

1 - change colour of "QUALITY" AND "SERVICE THAT..." 09.26.2014

Approved:

X Approved By:

X Date:

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