

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF APRIL 11, 2018

Item 4, Report No. 14, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on April 11, 2018.

4 SITE DEVELOPMENT FILE DA.17.089 EDWARD JIMENEZ VICINITY OF REGIONAL ROAD 7 AND PINE VALLEY DRIVE

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Deputy City Manager, Planning and Growth Management, dated April 4, 2018:

Purpose

To seek approval from the Committee of the Whole for Site Development File DA.17.089 on the subject lands shown on Attachments #1 and #2, to permit the corporate rebranding of ESSO “On the Run” signage to “CIRCLE K” signage, as shown on Attachments #3 to #5.

Recommendation

1. THAT Site Development File DA.17.089 (Edward Jimenez) BE APPROVED, to permit revisions to the signage on the existing building, as shown on Attachments #3 to #5.

Report Highlights

- This report recommends approval of Site Development File DA.17.089 to permit the corporate rebranding of ESSO “On the Run” signage to “CIRCLE K” signage.

Background

The subject lands are located at the southwest corner of Regional Road 7 and Pine Valley Drive, municipally known as 4515 Regional Road 7, as shown on Attachments #1 and #2. The surrounding land uses are shown on Attachment #2.

Previous Reports/Authority

N/A

Analysis and Options

To Owner has submitted Site Development File DA.17.089 to permit the corporate rebranding of the current ESSO “On the Run” to “CIRCLE K” signage for the subject lands, as shown on Attachments #3 to #5.

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The City's Site Plan Control By-law 123-2013 delegates Site Plan approval to the Deputy City Manager, Planning Growth Management or designate (Director of Development Planning) for all commercial corporate rebranding for existing building elevations and signage provided the building elevations and signage for the first building for each corporate rebranding must be approved by Vaughan Council and there are no or only minor changes to the approved site plan. The subject Site Development Application represents the first building for the ESSO corporate rebranding and in accordance with the Site Plan Control By-law must be approved by Council.

The City of Vaughan Development Planning Department is processing 7 similar Site Development Applications to permit the corporate rebranding at the following locations:

Site Development Application	Municipal Address
DA.17.088	3650 Rutherford Road
DA.17.090	8555 Keele Street
DA.17.091	7018 Islington Avenue
DA.17.101	10750 Jane Street
DA.17.102	6161 Regional Road 7
DA.17.103	1 Thornhill Woods Drive
DA.17.104	1500 Major Mackenzie Drive

The proposal conforms to the Official Plan

The subject lands are designated "Mid-Rise Mixed-Use" which permits a gas station and retail uses.

The proposal complies with Zoning By-law 1-88

The subject lands are zoned C6 Highway Commercial Zone, subject to site-specific Exception 9(459) of Zoning By-law 1-88, which permits an Automobile Gas Bar and a Convenience Retail Store provided the maximum gross floor area (GFA) does not exceed 280 m². The proposed signage rebranding to the existing building on the subject lands complies with Zoning By-law 1-88.

Site Plan Review

The proposed revisions to existing signage shown on Attachments #3 to #5 include replacing the existing "On the Run" wall signs and pylon signs with "CIRCLE K" vinyl signs. The CIRCLE K colour palette includes the use of red, orange, and white for the wall signage. The pylon signs incorporate the corporate red, orange, and white colours

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and use blue and green colours for the gas price sign and red for the "Synergy" sign to reflect the rebranding.

The subject proposal includes 4 revised signs:

1. CIRCLE K Store entranceway sign (Attachment #4 - North Elevation): Internally illuminated by LED lighting, clear polycarbonate molded face with embossed logo and letters and vinyl applied to surface.
2. CIRCLE K Store sign on east side of building (Attachment #4 - East Elevation): Internally illuminated by LED lighting, clear polycarbonate panned face with vinyl applied to surface.
3. Pylon signs on Regional Road 7 and Pine Valley Drive (Attachment #5): These pylon signs includes 5 smaller signs, all internally illuminated by LED lighting. CIRCLE K and price change signs are constructed of clear polycarbonate panned and debossed face with vinyl applied to surface. "Fuel Technology Synergy" sign using an acrylic face with vinyl applied to surface. The existing Tim Horton's sign on the building (Attachment #4) will be retained and additional signage provided on each pylon sign. In addition, the existing Tim Horton's drive-through directional signage will remain on the site.

The proposal has been reviewed to the satisfaction of the Urban Design and Cultural Heritage Division, Development Planning Department.

Development Engineering Department

The Development Engineering Department has reviewed the proposal and has no objection.

Financial Impact

There are no requirements for new funding associated with this report.

Broader Regional Impacts/Considerations

N/A

Conclusion

Site Development File DA.17.089 conforms to the Official Plan complies with Zoning By-law 1-88 and has been reviewed by internal departments. The proposed signage

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represents the first building for the corporate rebranding of ESSO signage from “On the Run” to “CIRCLE K” signage, which under the Site Plan Control By-law must be approved by Vaughan Council. The proposed signage is appropriate and compatible with the site and surrounding area. Accordingly, the Development Planning Department recommends approval of Site Development File DA.17.089.

This report was prepared in consultation with the Director of Development Planning and Senior Manager of Development Planning. For more information, please contact Daniel Rende, Planner I, at Extension 8112.

Attachments

1. Context Location Map
2. Location Plan
3. Site Plan
4. Convenience Store Elevations
5. Revised Pylon Sign

Prepared by

Daniel Rende, Planner I, ext. 8112

Clement Messere, Senior Planner, ext. 8409

(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.)

Item:



Committee of the Whole Report

DATE: Wednesday, April 04, 2018

WARD: 2

**TITLE: SITE DEVELOPMENT FILE DA.17.089
EDWARD JIMENEZ
VICINITY OF REGIONAL ROAD 7 AND PINE VALLEY DRIVE**

FROM:

Jason Schmidt-Shoukri, Deputy City Manager, Planning and Growth Management

ACTION: DECISION

Purpose

To seek approval from the Committee of the Whole for Site Development File DA.17.089 on the subject lands shown on Attachments #1 and #2, to permit the corporate rebranding of ESSO "On the Run" signage to "CIRCLE K" signage, as shown on Attachments #3 to #5.

Recommendation

1. THAT Site Development File DA.17.089 (Edward Jimenez) BE APPROVED, to permit revisions to the signage on the existing building, as shown on Attachments #3 to #5.

Report Highlights

- This report recommends approval of Site Development File DA.17.089 to permit the corporate rebranding of ESSO "On the Run" signage to "CIRCLE K" signage.

Background

The subject lands are located at the southwest corner of Regional Road 7 and Pine Valley Drive, municipally known as 4515 Regional Road 7, as shown on Attachments #1 and #2. The surrounding land uses are shown on Attachment #2.

Previous Reports/Authority

N/A

Analysis and Options

To Owner has submitted Site Development File DA.17.089 to permit the corporate rebranding of the current ESSO “On the Run” to “CIRCLE K” signage for the subject lands, as shown on Attachments #3 to #5.

The City’s Site Plan Control By-law 123-2013 delegates Site Plan approval to the Deputy City Manager, Planning Growth Management or designate (Director of Development Planning) for all commercial corporate rebranding for existing building elevations and signage provided the building elevations and signage for the first building for each corporate rebranding must be approved by Vaughan Council and there are no or only minor changes to the approved site plan. The subject Site Development Application represents the first building for the ESSO corporate rebranding and in accordance with the Site Plan Control By-law must be approved by Council.

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Development Engineering Department

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Financial Impact

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Broader Regional Impacts/Considerations

N/A

Conclusion

Site Development File DA.17.089 conforms to the Official Plan complies with Zoning By-law 1-88 and has been reviewed by internal departments. The proposed signage represents the first building for the corporate rebranding of ESSO signage from “On the

Run” to “CIRCLE K” signage, which under the Site Plan Control By-law must be approved by Vaughan Council. The proposed signage is appropriate and compatible with the site and surrounding area. Accordingly, the Development Planning Department recommends approval of Site Development File DA.17.089.

This report was prepared in consultation with the Director of Development Planning and Senior Manager of Development Planning. For more information, please contact Daniel Rende, Planner I, at Extension 8112.

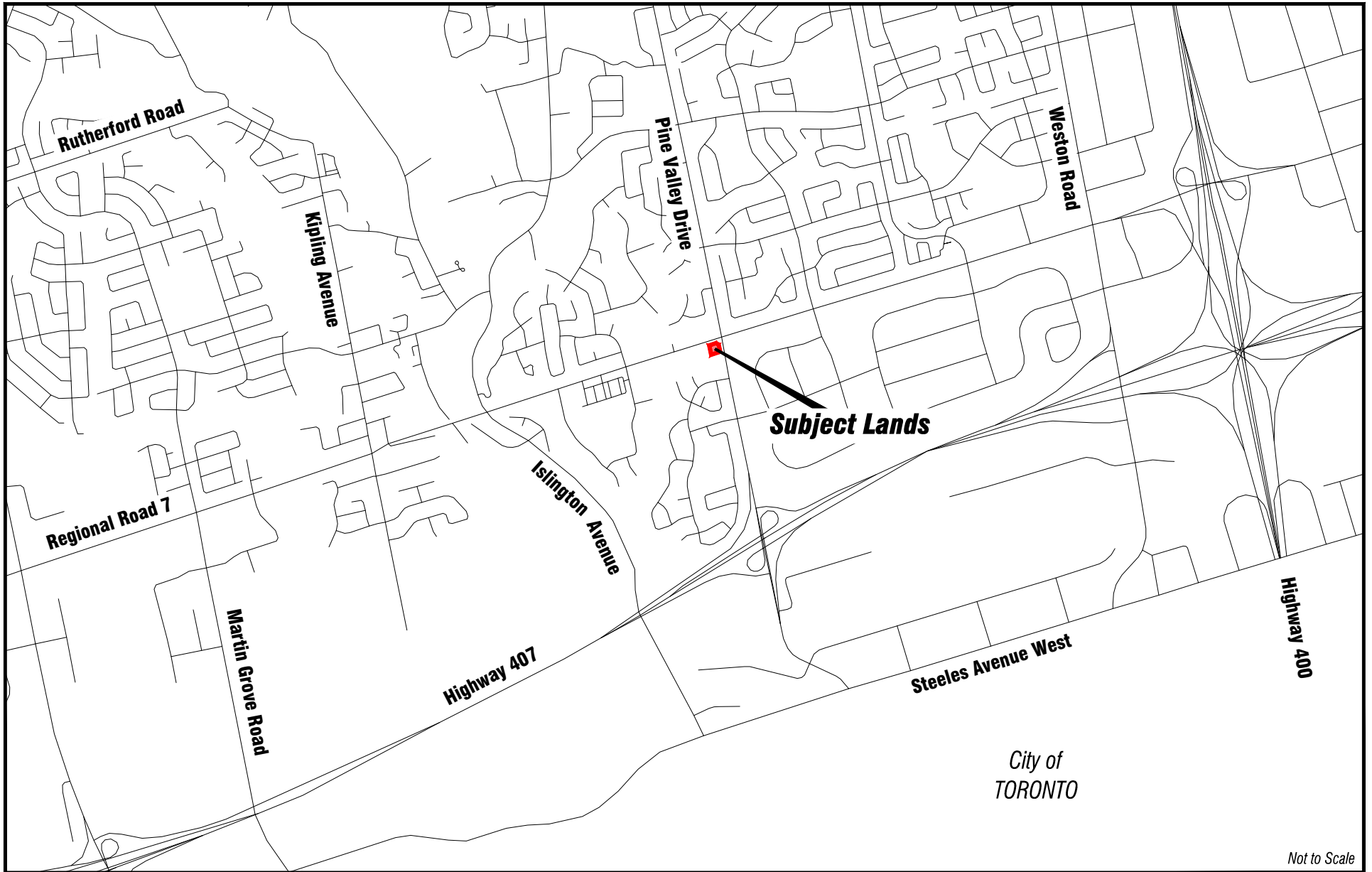
Attachments

1. Context Location Map
2. Location Plan
3. Site Plan
4. Convenience Store Elevations
5. Revised Pylon Sign

Prepared by

Daniel Rende, Planner I, ext. 8112
Clement Messere, Senior Planner, ext. 8409

/CM



Context Location Map

LOCATION:
Part of Lot 5, Concession 7

APPLICANT:
Edward Jimenez

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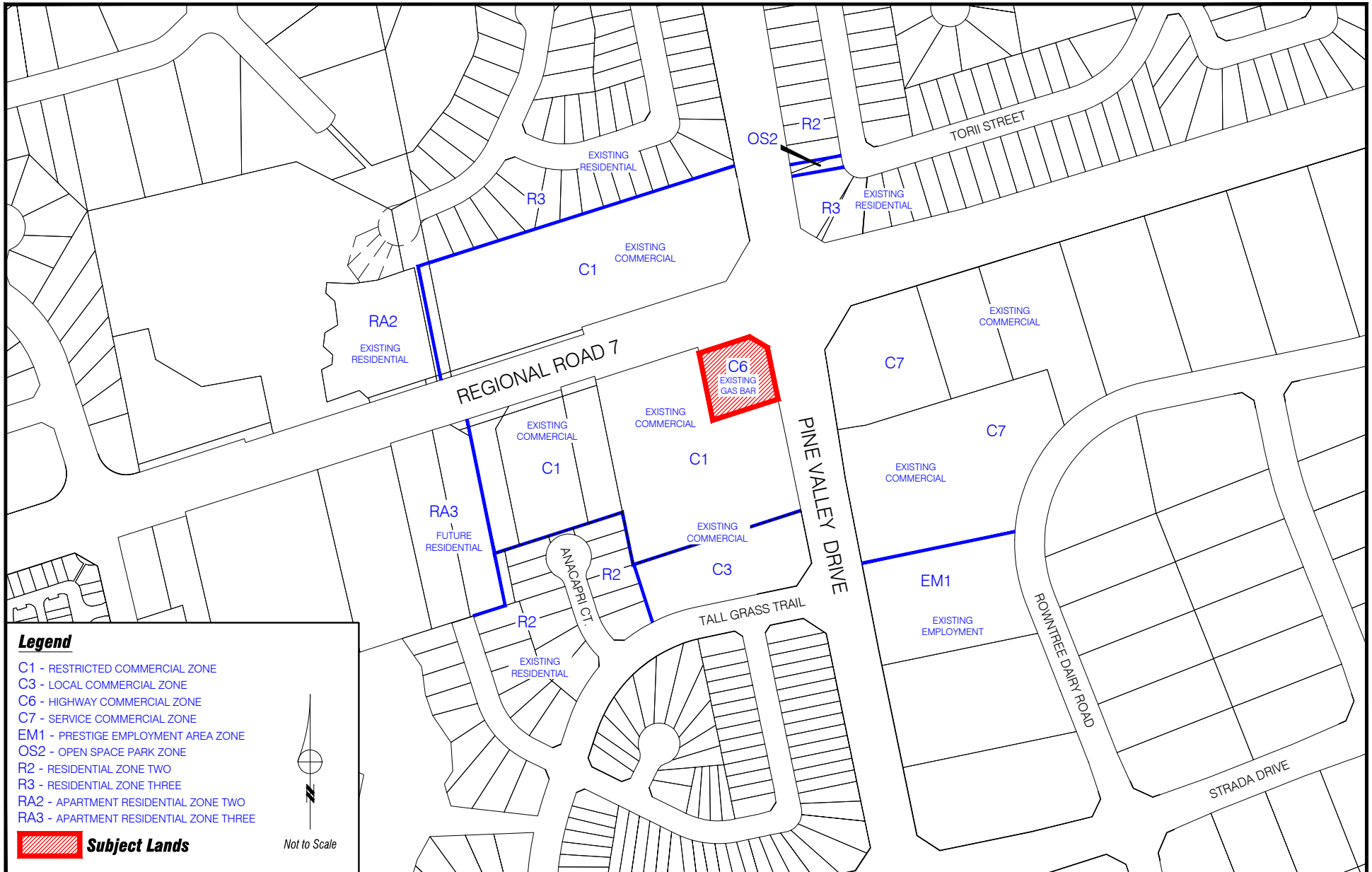


Attachment

FILE:
DA.17.089

DATE:
January 29, 2018

1



Location Map

LOCATION:
Part of Lot 5, Concession 7

APPLICANT:
Edward Jimenez

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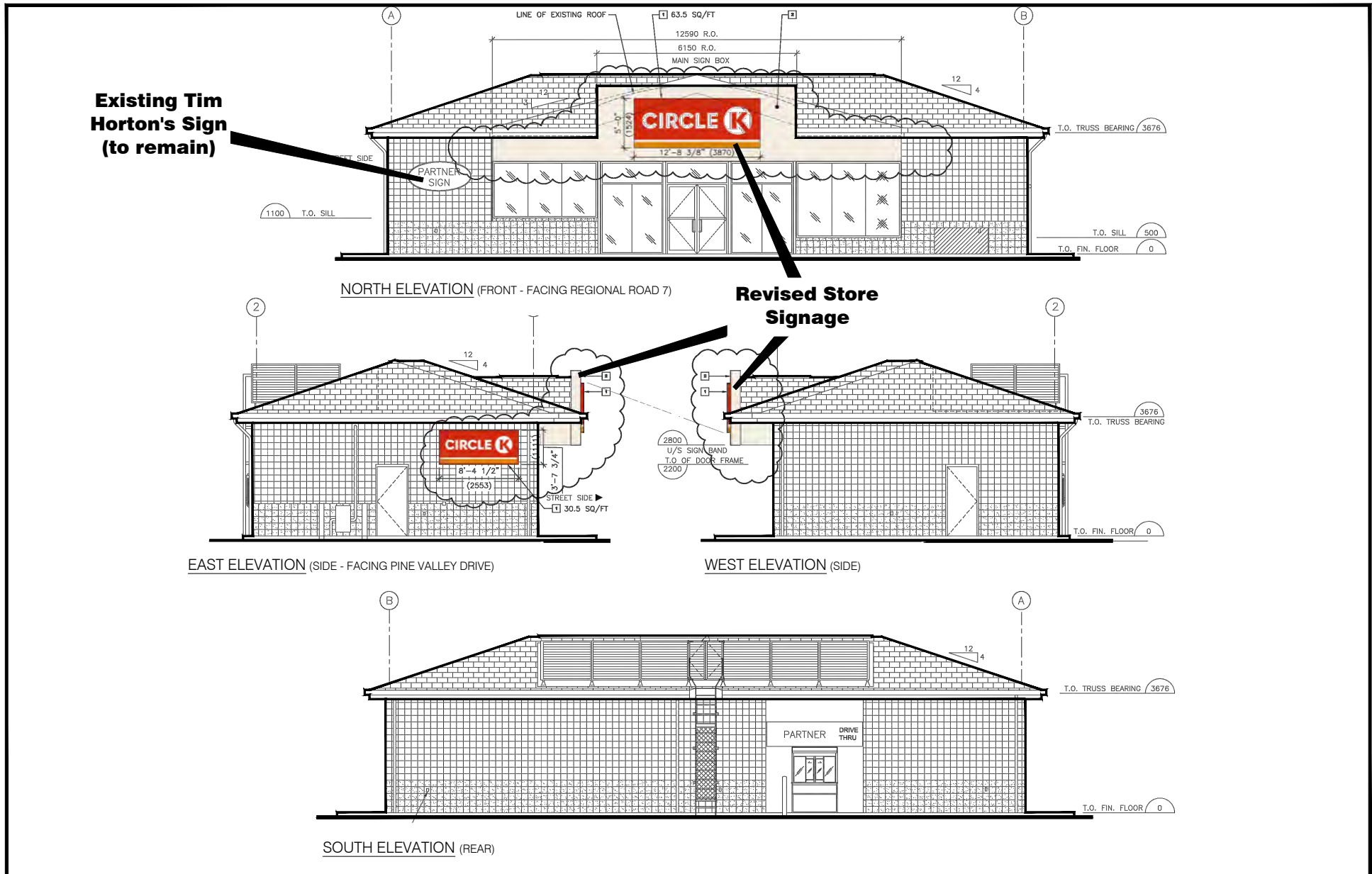


Attachment

FILE:
DA.17.089

DATE:
January 29, 2018

2



Convenience Store Elevations

LOCATION:
Part of Lot 5, Concession 7

APPLICANT:
Edward Jimenez

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Attachment

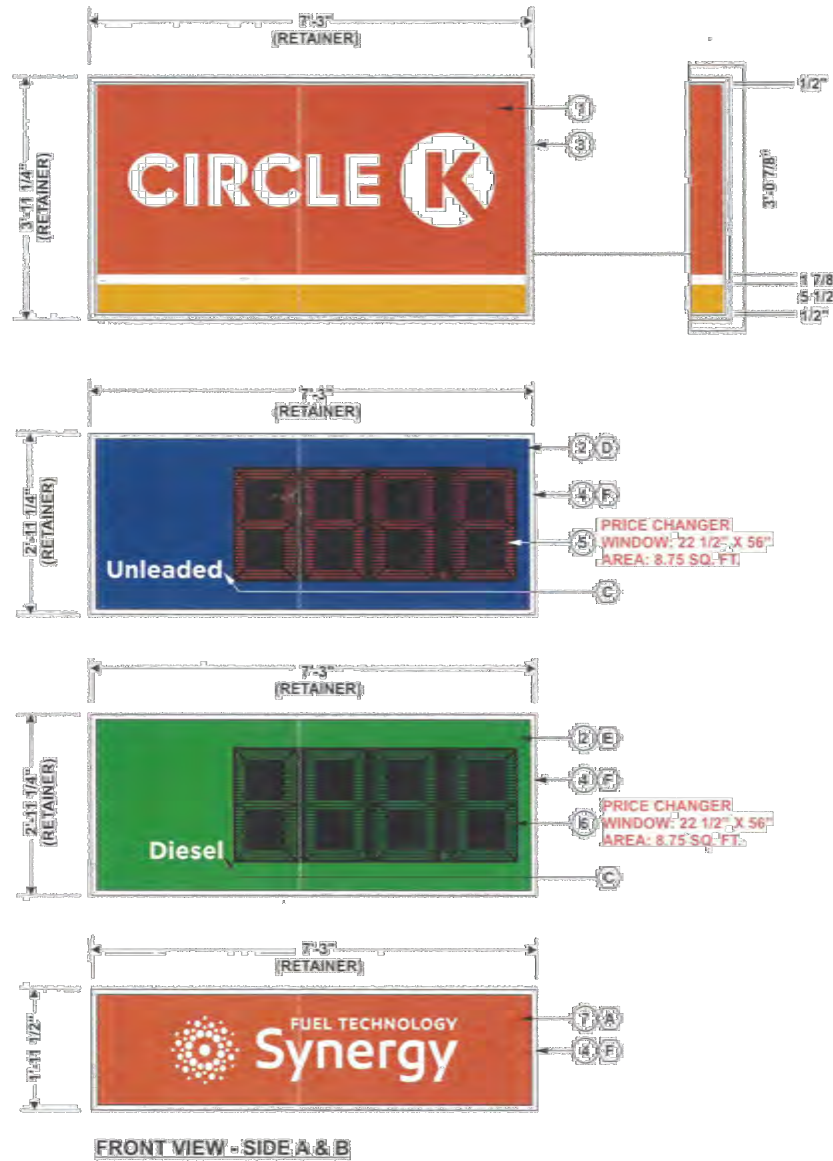
FILE:
DA.17.089

DATE:
January 29, 2018

4



**Revised Pylon Sign -
Regional Road 7**



**Revised Pylon
Sign - Pine Valley Drive**

Revised Pylon Sign

LOCATION:
Part of Lot 5, Concession 7

APPLICANT:
Edward Jimenez

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Attachment

FILE:
DA.17.089

DATE:
January 29, 2018

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