

HERITAGE VAUGHAN COMMITTEE –NOVEMBER 21, 2012

3. 10499 ISLINGTON – HERITAGE REVIEW OF PROPOSED SIGNAGE - WARD 1

Recommendation

Cultural Services staff recommends:

1. That Heritage Vaughan approve the subject application to allow for a reverse-soffit sign on 10499 Islington Avenue.
2. The signage banding material must consist of a historically appropriate material including wood or metal in accordance to precedents of the style.
3. The applicant is to be advised that if there are any changes as a result of addressing issues from review by other departments, a new submittal for review for the Heritage Vaughan Committee may be required and any previous approval granted may be deemed invalid based on the new information provided.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, Objective 4.1:

- To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.

Economic Impact

N/A

Communications Plan

All agenda items and minutes relating to Heritage Vaughan committee meetings are circulated to relevant City departments, applicants and their representatives.

Purpose

To consider this report prepared by Cultural Services staff and approve the proposal for a reverse-soffit sign.

Background and Analysis

Background

The property is individually Designated under Part IV of the Ontario Heritage Act (bylaw 39-88), and it is Designated under Part V of the Ontario Heritage Act as part of the Kleinburg-Nashville Heritage Conservation District. The property is also included in the *Listing of Buildings of Architectural and Historical Value*, the City of Vaughan's Register of Property of Cultural Heritage Value.

Built in 1832, the property is known as the Arthur McNeil House and was moved to Kleinburg from 9010 Weston Road, Vaughan in 1987.

In 2008, a Heritage Permit, HP 2008.026.00, was approved for a re-shingling of its roof. This application did not go before the Heritage Vaughan Committee and was approved at the staff level.

In 2011, a Heritage Permit, HP 2011.010.00, was approved for exterior repairs, signage, and internal renovations to convert the subject building into a coffee shop. This application was approved by Heritage Vaughan on May 18, 2011.

At that meeting, the following recommendations were approved:

i) That Heritage Vaughan approve the proposed interior alterations and signage for the subject building, as identified in the submitted drawings dated May 2nd 2011 and;

ii) That the applicant retain, reuse within or store the following interior elements on-site:

- 1. Hand-grained painted trim on the demolished wall*
- 2. Fireplace brick*
- 3. North fireplace cupboard*
- 4. South fireplace cupboard*
- 5. Corner vestibule cupboard*
- 6. Nanny stair*
- 7. Interior door trim, if removed,*
- 8. Exterior doors, if removed*
- 9. Door and cupboard hardware, if removed and;*

iii) That should any changes occur to the proposed, the applicant provide a full set of final drawings, including site plan and all elevations for final approval by Cultural Services staff and;

iv) That the applicant provide samples of building materials and paint samples for consideration and approval by Cultural Services staff at a time when this information is known to the applicant.

On July 29, 2011 there was a signage revision as Starbucks, the tenant, redesigned their logo. The current signage with the new logo is attached to the Sign Variance package (figure 2).

Analysis

5.2.2 District Goals and Objectives, Heritage Buildings

To encourage the continuing use and habitation of heritage buildings in order to maintain their economic viability

Comments:

Originally a residence, the conversion into a café has ensured the continuing use of the heritage building while respecting the building and its historical value. The proposed signage will support this continued use.

7.2.8 Signage Control

The City of Vaughan By-Law 203-92 regulates signage in the City. Section 11 of the By-Law establishes 'Special Sign Districts' in Thornhill, Kleinburg, Woodbridge, and Maple.

- The Kleinburg Special Sign District should be extended to include the entire Heritage Conservation District.*
- The Sign By-law should be amended to strengthen its protection of the heritage character in the Heritage District. In particular: internally illuminated signs, and awning signs should be prohibited, and awnings should be required to be retractable, in the traditional profile. The Town of Collingwood Sign By-Law is recognized as a providing a good model for heritage-conscious sign regulation.*

- *The Sign By-Law should be enforced. Section 6.1 of the current By-Law limits the number of signs on each lot. It does not appear to be well-enforced in Kleinburg, resulting in an overly cluttered streetscape.*

Comments:

The sign will be illuminated by a separate external light (figure 1).

9.5.2 Islington Avenue Commercial Core

9.5.2.5 Signage

Historic photographs of Kleinburg show projecting signs, window signs, soffit signs, as well as signs installed above porch roofs, which might be termed 'inverted soffit' signs. The signs are generally quite small: in a village of 300 souls, a shop would be known to everyone without much by way of signage. The store-wide sign fascia, with cornice and mouldings was common in larger villages: it provides a reasonable historic precedent that meets modern commercial needs.

Comments:

The proposed reverse soffit, or inverted soffit, signage (figure 1) is appropriate in the Islington Avenue Commercial Core of the Kleinburg-Nashville Heritage Conservation District.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- STRATEGIC GOAL:
Service Excellence - Providing service excellence to citizens.
- STRATEGIC OBJECTIVES:
Preserve our heritage and support diversity, arts and culture.

This report is consistent with the priorities previously set by Council, and the necessary resources to implement this program have been allocated and approved.

Regional Implications

N/A

Conclusion

Overall, the variance is reasonable and the proposed sign is sympathetic to the Kleinburg-Nashville Heritage Conservation District.

Attachments

1. Proposed signage, page A-2.0, dated September 17, 2012 as part of the Sign Variance Application 12-018, dated September 21, 2012.
2. Existing signage, page A-3.0, dated September 17, 2012 as part of the Sign Variance Application 12-018, dated September 21, 2012.

Report Prepared by

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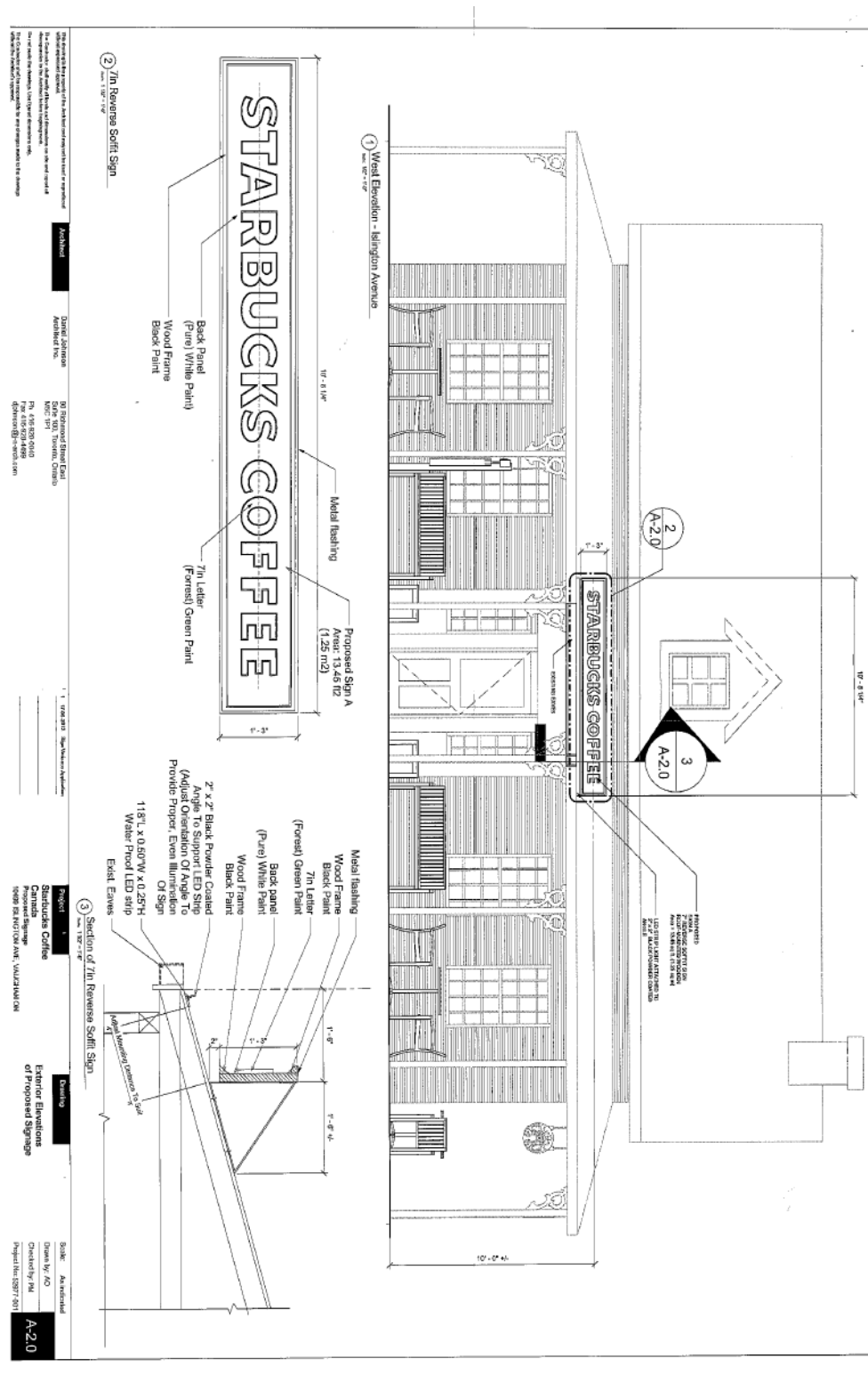


Figure 1 – proposed signage, page A-2.0, dated September 17, 2012 as part of the Sign Variance Application 12-018, dated September 21, 2012.

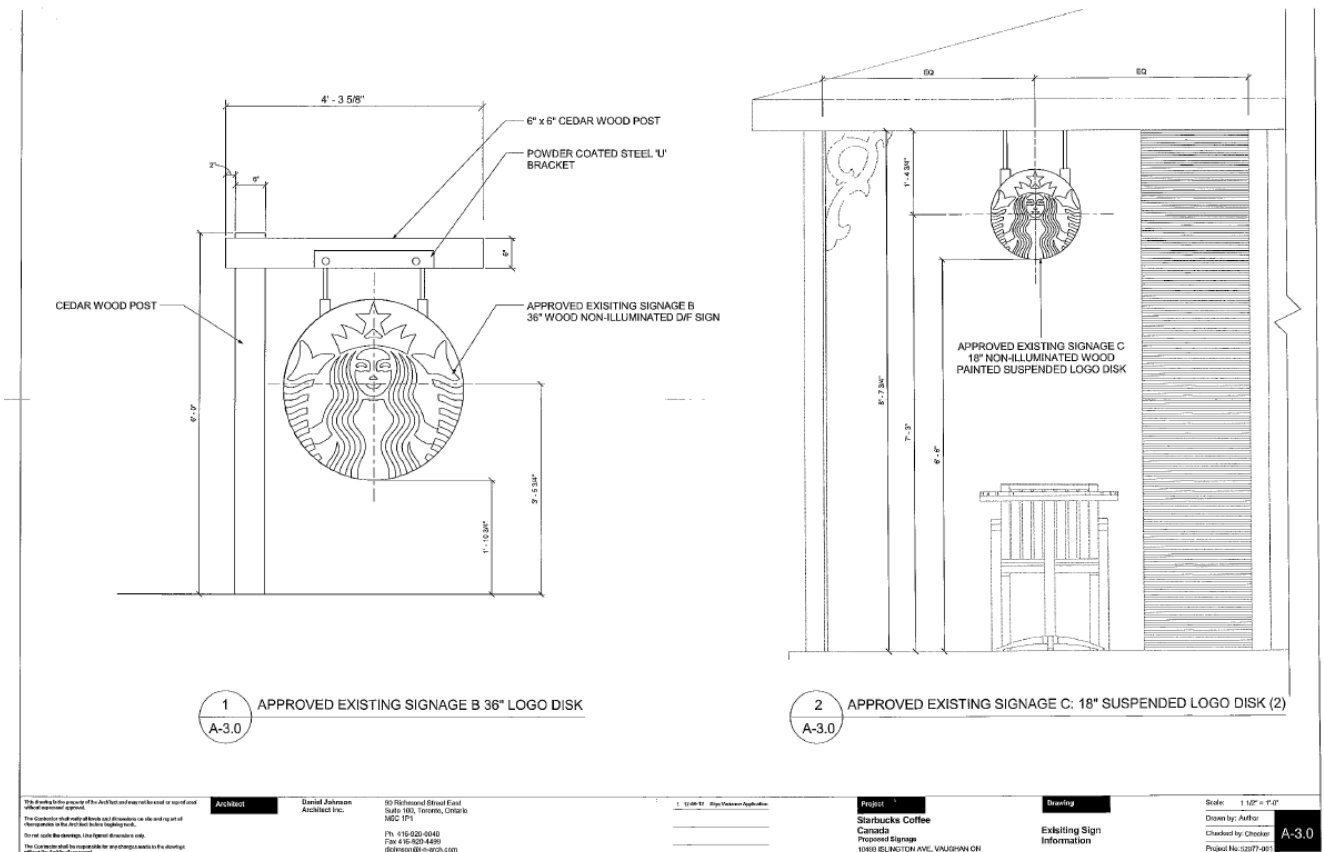


Figure 2 – existing signage, page A-3.0, dated September 17, 2012 as part of the Sign Variance Application 12-018, dated September 21, 2012.