

HERITAGE VAUGHAN COMMITTEE – FEBRUARY 19, 2014

4. 2126 MAJOR MACKENZIE DRIVE – SIGN VARIANCE APPLICATION FOR NEW SIGN – WARD 1

Recommendation

Cultural Services recommends:

1. That the proposed sign variance application be approved subject to the following condition:
 - a) That building materials and colours be submitted to Cultural Services staff for approval.
2. That the applicant be advised that if there are any changes to the application (eg. coverage, height, building elevation, site plan) 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, and 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 review the following sign variance for the proposed sign at 2126 Major Mackenzie.

Background - Analysis and Options

Location and Heritage Status

The subject property is located on the north side of Major Mackenzie Drive, east of Keele Street. The subject property is located in the Maple Heritage Conservation District and is therefore Designated Part V under the Ontario Heritage Act. The property is also included on the Register of Property of Cultural Heritage Value, as per Section 27 of the Ontario Heritage Act.

All new construction, alteration, and demolition within the Maple Heritage Conservation Districts is subject to the District's Guidelines and require the approval of a Heritage Permit with Heritage Vaughan Committee approval, in addition to any other City approvals.

The property contains a 2 and a half storey building in the Edwardian style constructed circa 1920. The building is not involved in this application as this application only pertains to the signage.

Proposal

The applicant is proposing to construct a new ground sign in the front yard of the subject property to replace the existing ground sign. The proposed ground sign will be closer to Major Mackenzie Drive than the existing sign.

In a letter to the City of Vaughan, the applicant explained that the two large trees on the front lawn obscure the existing sign in its current location. The proposed sign is similar in size and design and will be moved to a more visible area of the front lawn.

Analysis

Section 9.5.3.9 of the Maple Heritage Conservation District Guidelines regarding signage states:

- *Back-lit or internally illuminated sign, including awnings signs, are not appropriate*
- *Ground signs are without heritage precedent and are generally not appropriate. If other sign types would obscure architectural detail on a heritage building, a low ground sign, no higher than 1.0metre, is acceptable.*

The proposed sign is 2.77metres in height (to be confirmed by applicant) and is designed in a way that is sympathetic to the building and appropriate for the district. The sign is not internally illuminated and is modeled after the existing sign. Considering the existing conditions of Major Mackenzie Drive and the location of the sign in relation to the house, the proposed height is appropriate for the property.

Variances

The applicant has applied for a sign variance as the proposed sign does not conform to the Sign By-law. The applicant is applying for a variance for total area of combined signs. The sign contains two smaller signs – one for each tenant – and a smaller wood panel for the municipal address.

Relationship to Vaughan Vision 2020/Strategic Plan

This report supports the Vaughan Vision 2020 initiative of **Service Excellence**, specifically to “Demonstrate Excellence in Service Delivery” and to “Preserve our Heritage and Support Diversity, Arts and Culture”.

The findings and recommendations are consistent with City of Vaughan policies and practices and factor the results of consultation with the Heritage Vaughan Committee and analysis of the proposal described in this report.

Regional Implications

N/A

Conclusion

See recommendation

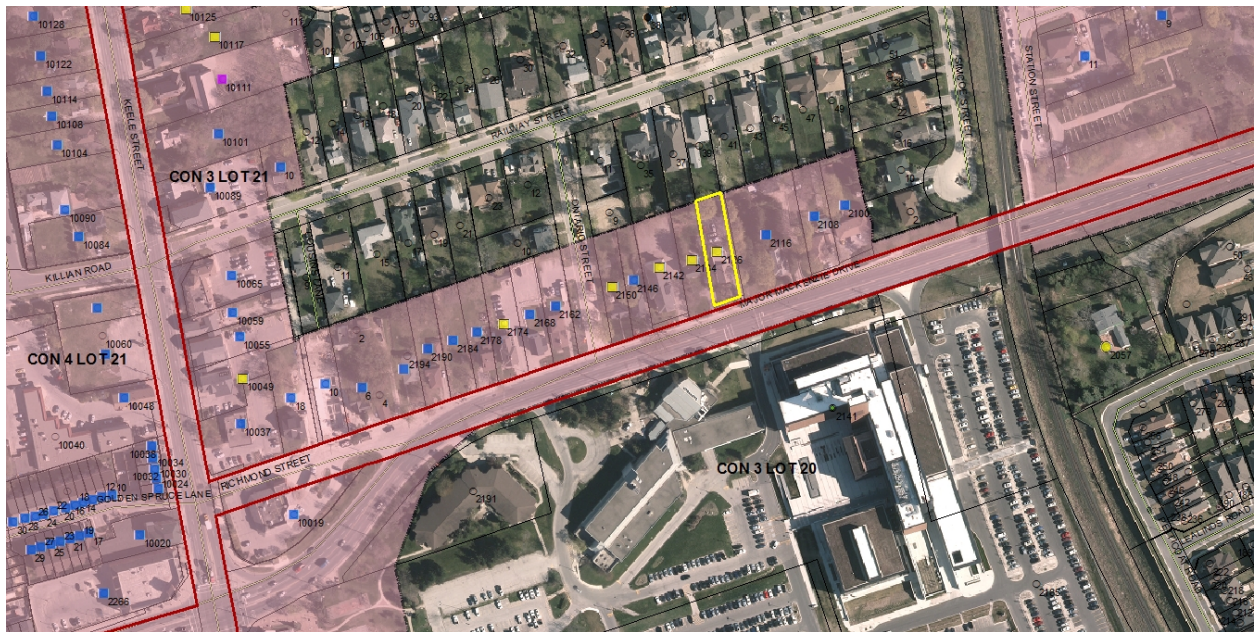
Attachments

1. Location Map, Subject Property. February 11, 2014
2. Proposed Ground Sign. Received December 4, 2013
3. Sign concept. Received November 26, 2013
4. View of property from east. February 11, 2014

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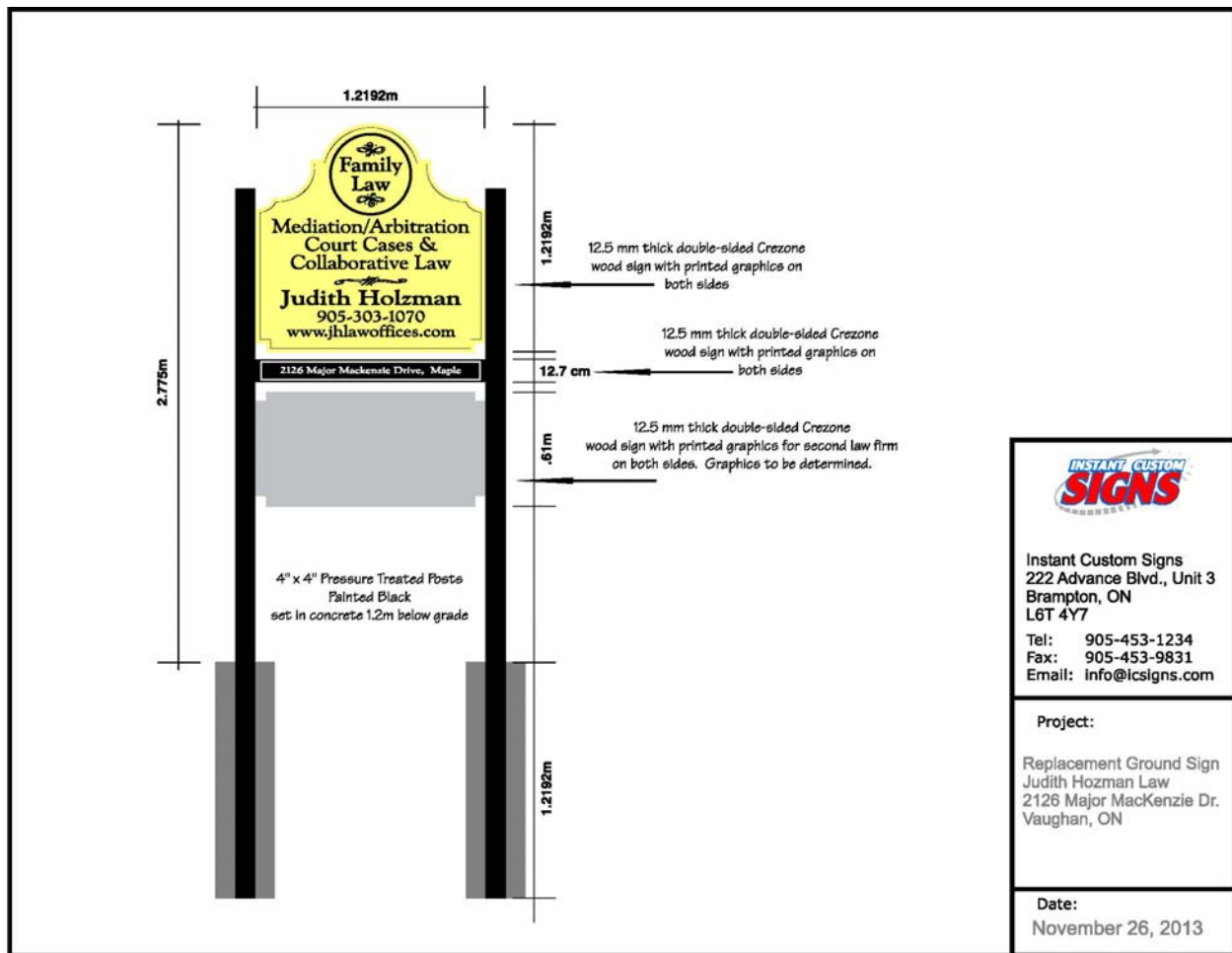


Location Map



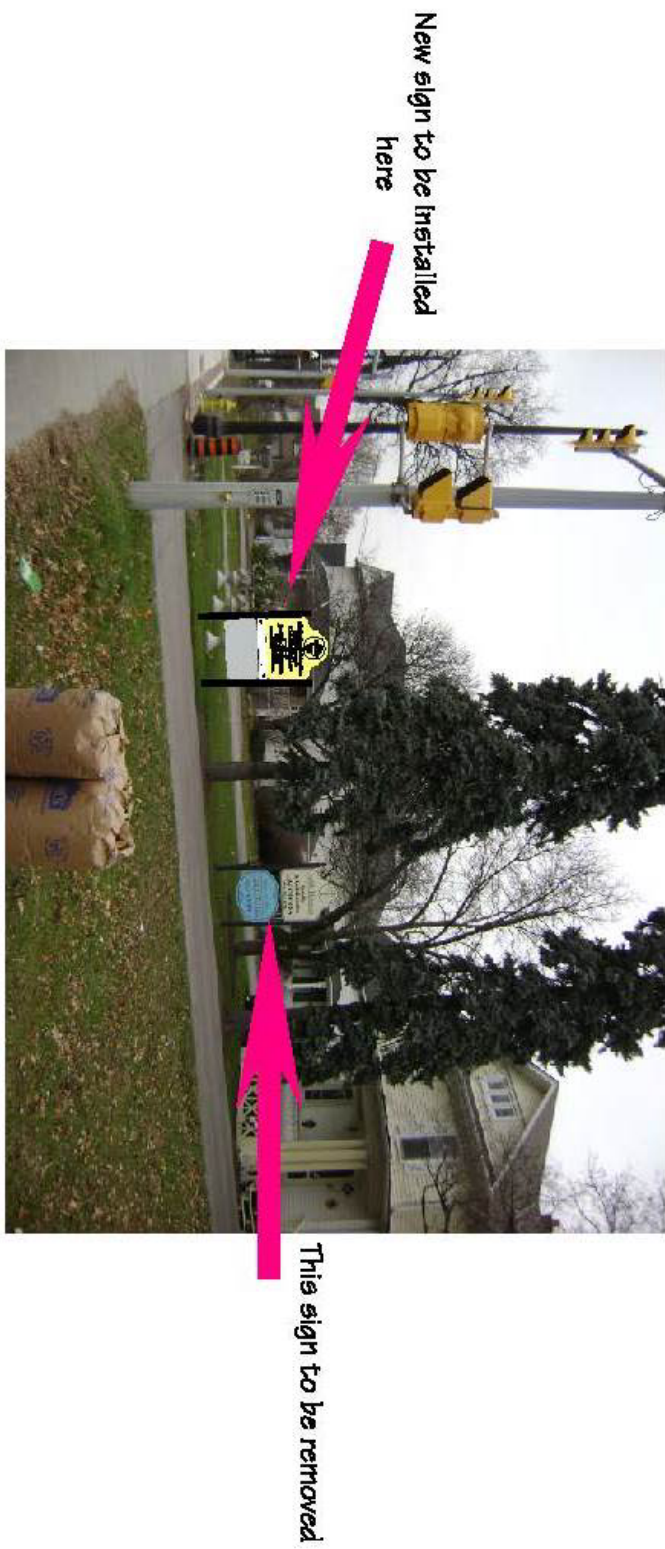
Subject Property. Febraury 11, 2014

Attachment 2



Proposed Ground Sign. Received December 4, 2013

Attachment 3



Sign concept. Received November 26, 2013



View of property from east. February 11, 2014