

HERITAGE VAUGHAN COMMITTEE- APRIL 17, 2013

TRCA WATERCOURSE SIGNAGE WITHIN WOODBRIDGE, MAPLE AND THORNHILL HERITAGE CONSERVIATION DISTRICTS – WARDS 1, 2, 5

RECOMMENDATION

1. That the proposed Humber and Don River watercourse signage for the Woodbridge, Maple and Thornhill Heritage Conservation Districts, as recommended by TRCA, be approved.

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

The cost of manufacturing and installing the subject signage has been approved and is shared between the Region, TRCA and the City of Vaughan.

Communications Plan

Recommendations and approvals resulting in the review of this matter will be forwarded to the required authorities and proponents.

Purpose

The purpose of this report is to review and approve the proposed signage by TRCA related to identifying the Humber and Don River watercourses to be installed within the Woodbridge, Maple and Thornhill Heritage Conservation District.

Background - Analysis and Options

TRCA in an ongoing program to identify watercourses of the Humber and Don River systems, is proposing to install signs located within or near the Woodbridge, Maple and Thornhill Heritage Conservation Districts to promote the two river system and the Humber as a heritage river. The sign locations proposed are as follows:

1. Maple- Major Mackenzie Drive east of McNaughton Road (two Regional signs north and south of road).
2. Maple – Keele Street at Knightswood Avenue, north or Rutherford Road (two Regional signs west and east of road).
3. Thornhill – Yonge Street between Thornhill Avenue and Centre Street (one Regional sign on west side).
4. Woodbridge – to replace existing sign on Highway 7 at Islington Avenue (one Regional sign on north side).
5. Woodbridge – Clarence Avenue south of Mounsey Street (two municipal signs west and east side).
6. Woodbridge – Islington Avenue south of Wakelin Court (two Regional signs west and east side of road).
7. Woodbridge –Woodbridge Avenue west of Islington Avenue (two municipal signs on north and south side of road).

The signs are made of aluminum and are installed in the ground using 4X4 posts. They are non-illuminated.

The signs proposed on Regional roads are 48" by 20" in size. The signs proposed on municipal roads are 36" by 15" in size.

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, however the necessary resources have not been allocated and approved.

Regional Implications

This subject signage program has been reviewed and approved the Region.

Conclusion

The proposed signage is appropriate for the Heritage Conservation Districts and are recommended for approval by Heritage Vaughan.

Attachments

1-3 Location Map of Proposed Signage

4-5 Sample Signage for both Regional and Municipal Roads

Report prepared by:

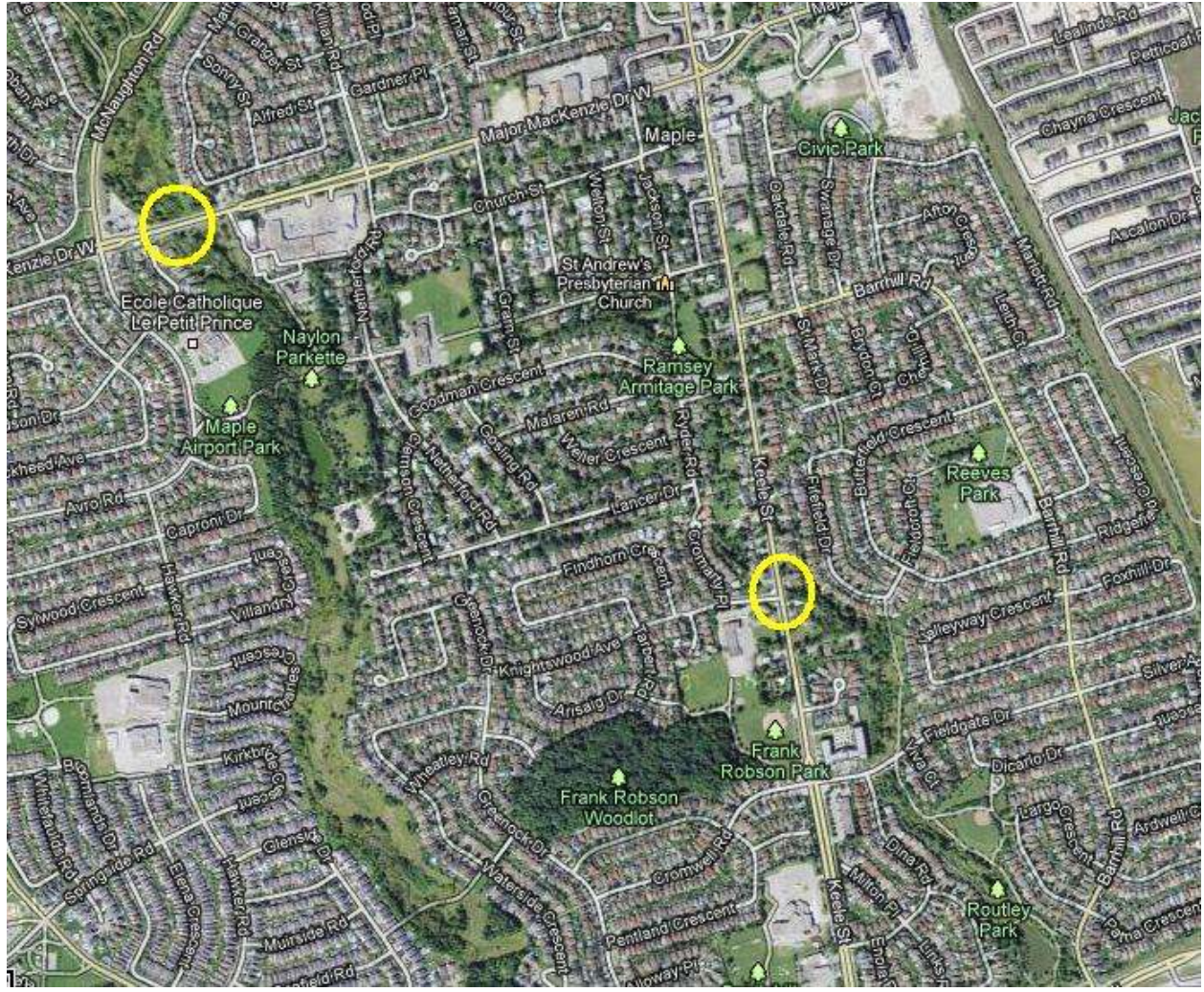
Angela Palermo, Manager of Culture, ext.8139

Maple HCD

4 new regional signs (no existing signs noted)

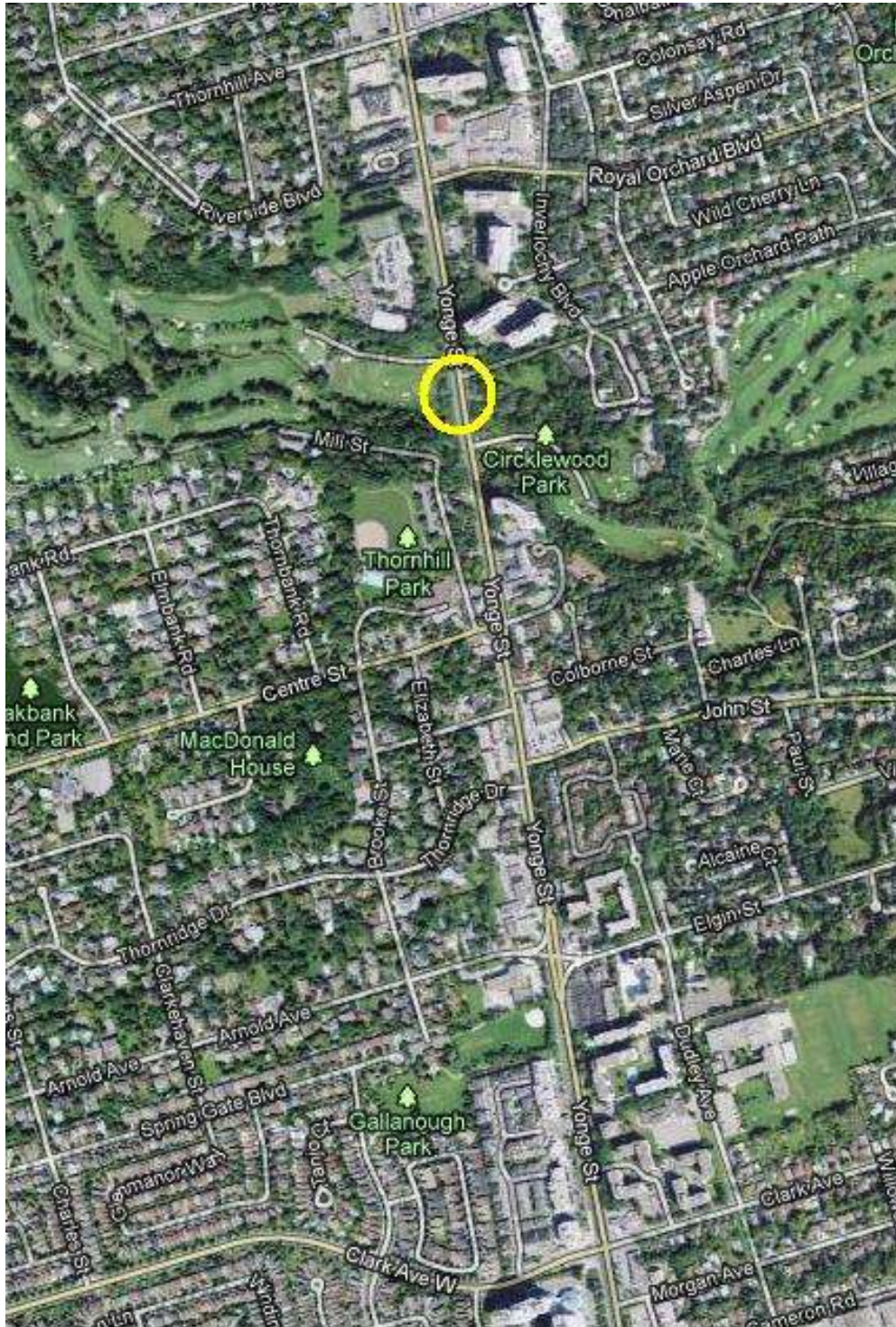
Major Mac: 2x regional

Keele St: 2x regional



Thornhill HCD

1 new regional sign
Yonge St westside



Woodbridge HCD

Seven signs total (six new, one existing):

Hwy 7 north side: regional, replaces existing

Clarence: 2x local. No existing

Islington: 2x regional. No existing

Woodbridge Ave: 2x local. No existing





Date _____
Contact Person _____
Designer _____

Scale _____
Address _____
Docket No. _____

Project Title _____

Approval Date _____

Customer Signature _____

SAMPLE REGIONAL SIGN

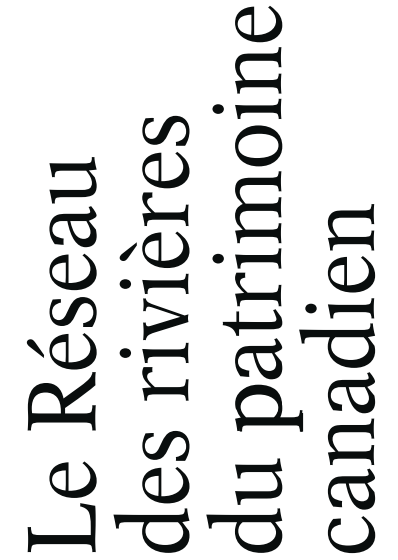
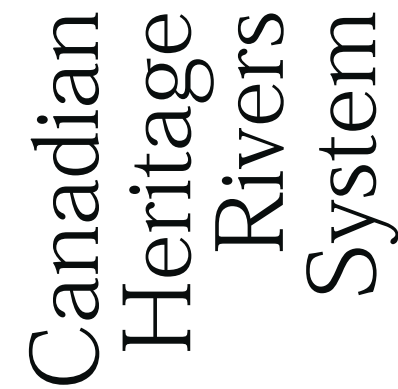
Proposed Waterway signage
20” x 48” x 1/8” ACM Panel

48.00"

20.00"



East Humber River



logo's on right hand side start at 1.250" in from edge of plate
name to be no bigger than 4" in height so as to accommodate longer names
logo on left to end at 1.250" from plate

Description & Specifications

Colors and logo's as per corporate identiy

Material:

| | | | |
|--------------------------|------------------------|----------------------|--|
| “East Humber River” | Font - Univers 47 Bold | Height 4” | 1/8" ACM Panel, cut to wave style |
| “York Region” | Custom Logo | Height 3.25” x 8.75” | Printed vinyl with Anti-Graffiti over-laminate |
| “Richmond Hill” | Custom Logo | Height 3” x 10” | |
| “Humber River Watershed” | Custom Logo | Height 3.5” x 8.25” | |
| “Canadian Heritage” | Custom Logo | Height 2.1” x 8.25” | |

ATTACHMENT 4



SAMPLE MUNICIPAL SIGN

Date_____Scale_____

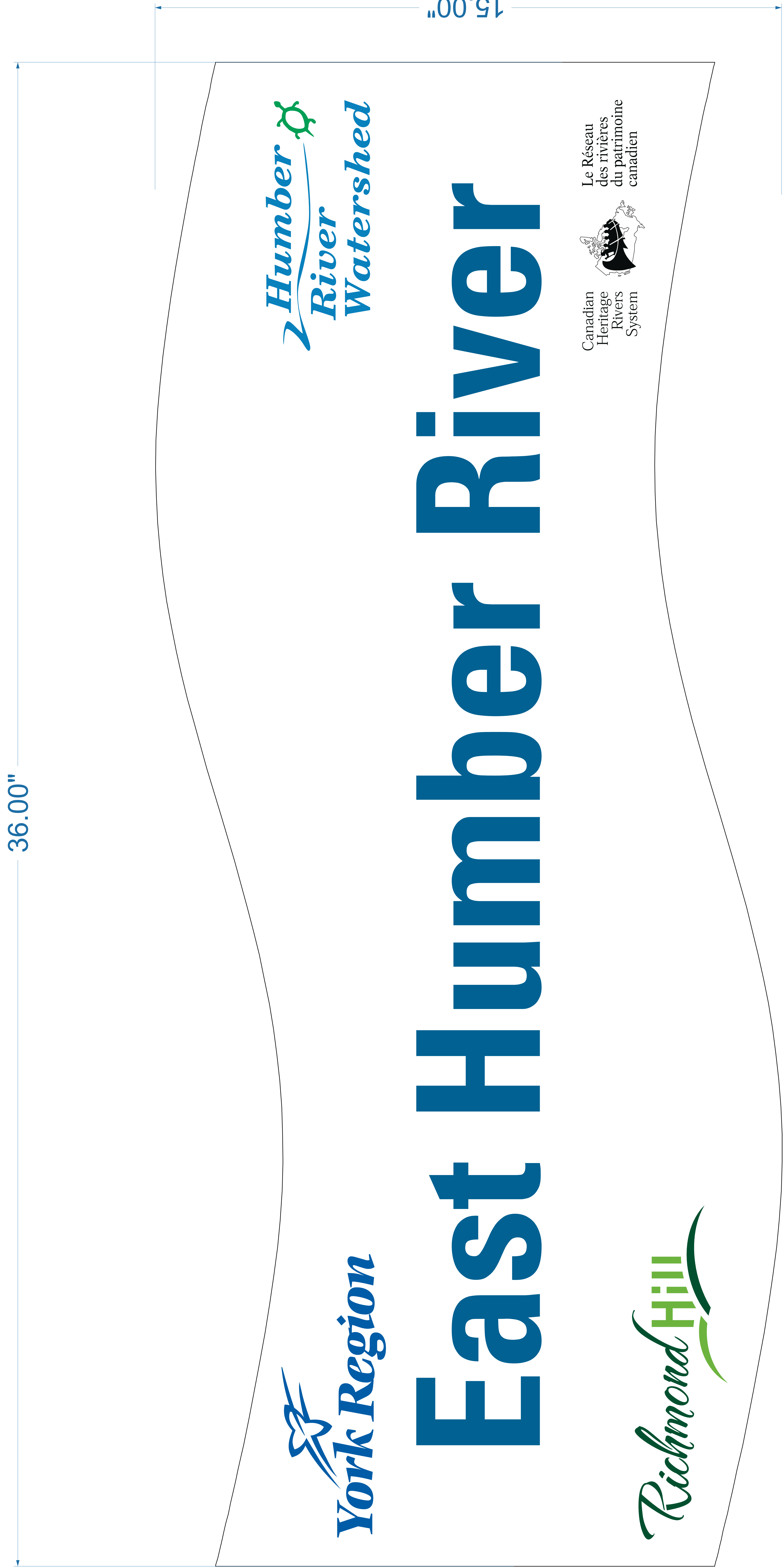
Contact Person _____Address_____

Designer _____Docket No. _____

Project Title _____Approval Date _____

Customer Signature _____

Proposed Waterway signage
15" x 36" x 1/8" ACM Panel



logo's on right hand side start at 1.250" in from edge of plate
name to be no bigger than 4" in height so as to accommodate longer names
logo on left to end at 1.250" from plate

Description & Specifications

| Colors and logo's as per corporate identiy | | | Material: |
|--|------------------------|---------------------|--|
| "East Humber River" | Font - Univers 47 Bold | Height 2.875" | 1/8" ACM Panel, cut to wave style |
| "York Region" | Custom Logo | Height 2.5" x 6.75" | Printed vinyl with Anti-Graffiti over-laminate |
| "Richmond Hill" | Custom Logo | Height 2.25" x 8" | |
| "Humber River Watershed" | Custom Logo | Height 2.5" x 6" | |
| "Canadian Heritage" | Custom Logo | Height 1.5" x 6" | |