

COMMITTEE OF THE WHOLE JUNE 15, 2010

SIGN VARIANCE APPLICATION

FILE NO: SV.10-012
OWNER: FCHT HOLDINGS (ONTARIO) CORP.
LOCATION: 9300-9370 BATHURST STREET
BLOCK 23, PART LOT 16, CONCESSION 2
REGISTERED PLAN 65M-3918
WARD 1

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.10-012, FCHT Holdings (Ontario) 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 Sign Variances be approved to permit alternate tower/pylon sign designs from that of the approved site plan agreement, as shown on the attached drawings.

Background - Analysis and Options

By-law Requirements (203-92, as amended):

6.2 (a) Where a site plan approved by the City provides standards for signage and the signs for the development comply therewith, such signs shall be deemed to comply with this By-Law.

Noting the above, where the property is regulated by a site plan agreement approved by the City, only those wall signs and pylon signs approved under the site plan agreement are deemed to be permitted by the City's Sign By-Law.

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.

Regional Implications

Region of York Engineering approval is required for the proposed signs.

Conclusion

West Sign Tower - Bathurst Street and Ilan Ramon Avenue

The applicant is proposing to replace the previously approved four column tower structure consisting of three, - 3 meter by 4.5 meter Video Signage Screens Tenant Signs (1st Party) with a two column structure that includes 24 sqm. (Total 48 sqm.) of backlit tenant signage as shown on the attached drawings. (Attachment 2)

East Sign Tower - Bathurst Street and Rutherford Road

The applicant is proposing to maintain the previously approved four column tower structure and replace the four, - 3 meter by 4.5 meter Video Signage Screens Tenant Signs (1st Party) with a single larger - 7 meter by 6 meter ± (45 sqm.) curved Video Signage Screen. The proposal also includes an additional 24 sqm. of backlit tenant signage for two of the towers elevations. (Total 48 sqm.), as shown on the attached plan. (Attachment 2)

The applicant is further proposing that the Video Signage Screen not be restricted to tenant signage (1st Party) and would display ⅓ Tenant Signage, ⅓ Community Signage and ⅓ Third Party Advertising in a continuous display loop.

Committee Comments.

As a major part of the proposed modifications to the east sign tower, the applicant is proposing to construct a 7 meter x 6 meter – 45 ± sqm. (485 sqft.) Video Billboard having a sign height of approximately 12 meters (39 feet) above grade. This video billboard/screen is being curved to better ordinate itself towards the major traffic intersection of Bathurst and Rutherford Road. This proposed sign is approximately 4.5 meters (15 feet) higher and more than double the size of typical permitted 3rd Party poster panel/billboard signs found within the City.

Excluding the plaza identification and “Vaughan” portions, the total sign area being proposed for the east sign tower is 93 ± sqm. or 1000 sqft. of signage.

Committee members are of the opinion that the increased signage is not appropriate and far exceeds the maximums contained within the sign by-law. Further, the large curved video display (Video Billboard) is more suitable for a pedestrian orientated urban environment and may be extremely distracting for the vehicular traffic at such a major traffic intersection.

Members of the Sign Variance Committee do not support the application and recommend that the variance application be refused.

If Council finds merit in the application a Sign Permit issued by the Building Standards Department is required.

Attachments

1. Site Plan
2. Applicant's Proposal - Revised Sign Towers
3. Approved Sign Towers. (As Per the Site Plan Agreement.)

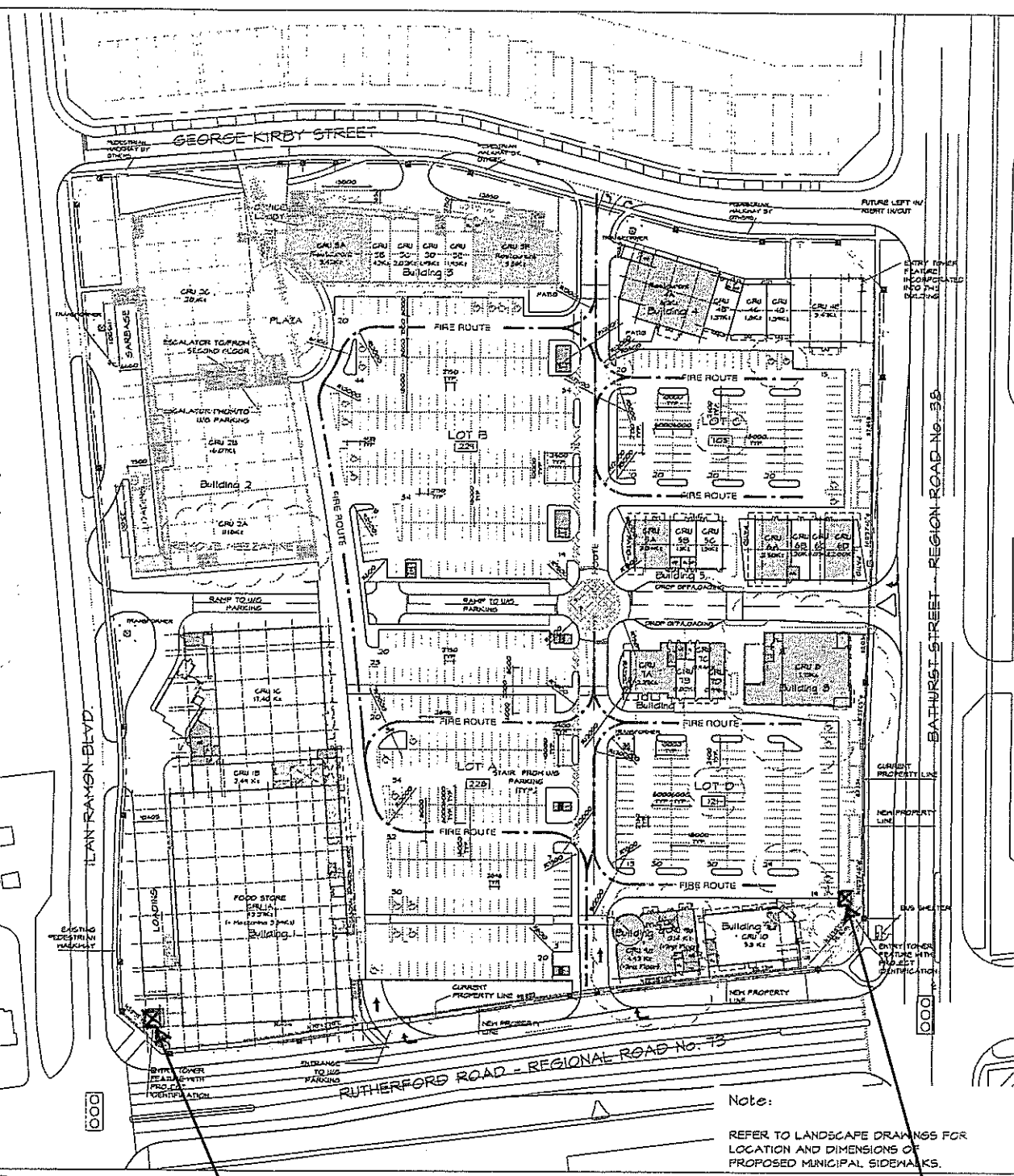
Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

SV-10-012



SITE PLAN
1:150

WEST
SIGN TOWER

EAST
SIGN TOWER

Revisions				
No.	Description	Date	By	Chkd
1	Dimensions Added	08.09.16	BRK	
2	Revisions as per Regions comments	08.10.16	BRK	
3	Revisions as per City comments - Rutherford road signage	08.10.16	BRK	

12	SPA-1 Amendment	09.02.17	DM	
11	SPA-1 Amendment Resubmission	07.08.17	DM	
10	SPA-1 Amendment Resubmission	05.07.17	DM	
9	SPA-1 Amendment	03.06.17	DM	
8	SPA-1 Resubmission	08.11.16		
7	SPA-1 Resubmission	08.10.16		
6	SPA-1 Resubmission	08.09.16		
5	SPA-1 Resubmission	08.09.16		
4	SPA-1 Resubmission	08.08.16		
3	SPA-1 Resubmission	08.07.16		
2	SPA-1	08.03.16		
1	OPA-1B-A	08.07.16		

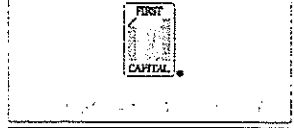
issued for:
 All measurements and dimensions shall be taken as per the site plan.
 The owner shall be liable for construction and other costs.

plotted by: [Name] on: [Date]

File reference York Region: SP-V-022-08

File reference City of Vaughan: DA 08 013/DA 09 045, DA 09 065

Drawn by: BRK/BRK Scale: AS NOTED
 Checked by: [Name] Date: 08.21.16
 Printed: [Name] File: 07001

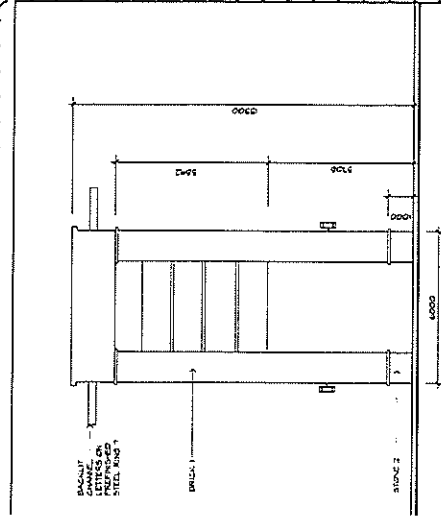


Drawing title:
SITE PLAN

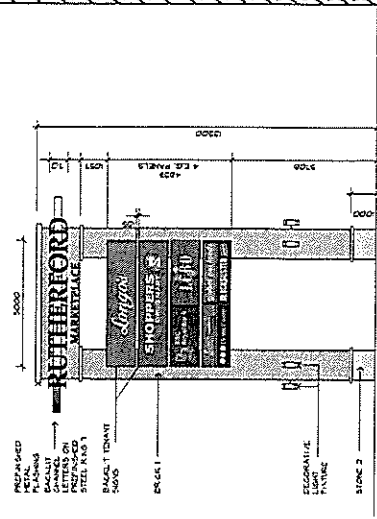
drawing no.
SPA-1

pellow + associates architects inc.
 20 Victoria Street - Suite 300 - Toronto, Ontario - M5C 2R8
 Telephone: (416) 597-1431 Fax: (416) 597-3201

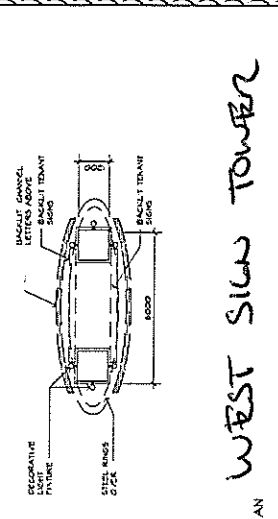
SV.10-012



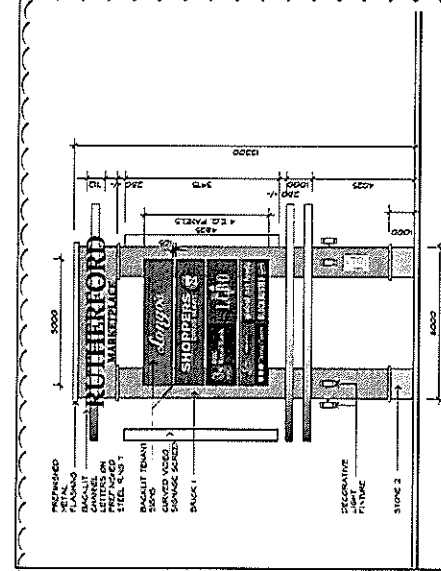
SECTION



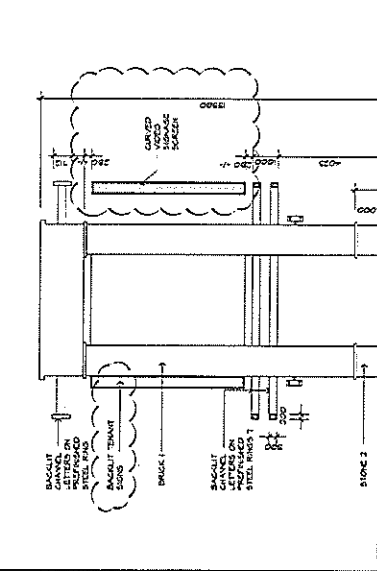
ELEVATION - NORTH



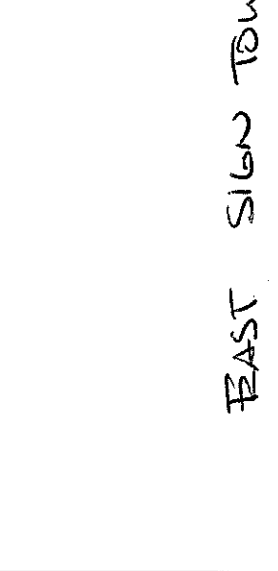
ELEVATION - WEST



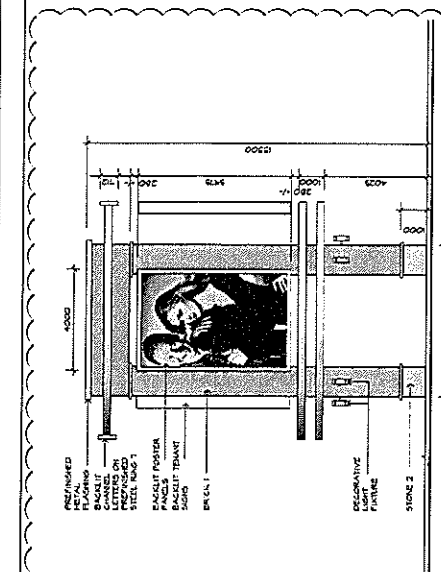
ELEVATION - SOUTH



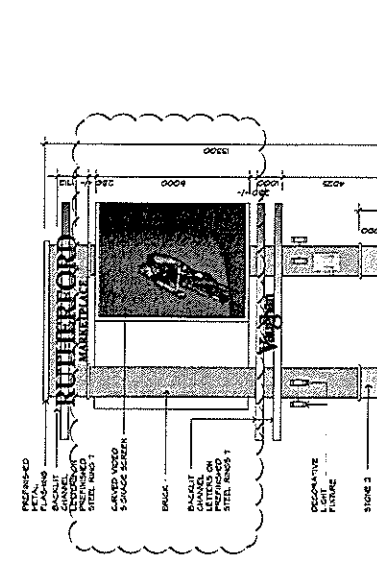
ELEVATION - NORTH



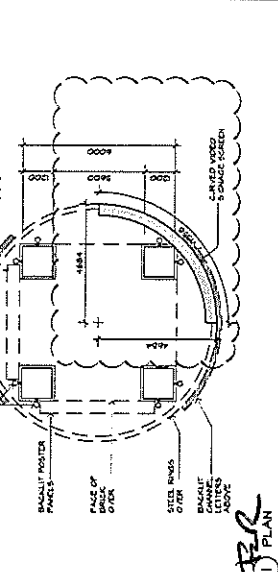
ELEVATION - WEST



ELEVATION - EAST



ELEVATION - WEST



ELEVATION - EAST

Revisions	No.	Description	Date	By	Check

No.	Description	Date	By	Check
1	REVISED PER COMMENTS	05/21/14	DT	
2	REVISED PER COMMENTS	05/21/14	DT	
3	REVISED PER COMMENTS	05/21/14	DT	
4	REVISED PER COMMENTS	05/21/14	DT	
5	REVISED PER COMMENTS	05/21/14	DT	
6	REVISED PER COMMENTS	05/21/14	DT	
7	REVISED PER COMMENTS	05/21/14	DT	
8	REVISED PER COMMENTS	05/21/14	DT	
9	REVISED PER COMMENTS	05/21/14	DT	
10	REVISED PER COMMENTS	05/21/14	DT	

Plotted: 14/05/2014 10:00 AM
 File reference: SP-V-022-08
 File reference: City of Vaughan
 DA 08 019/DA 09 045/DA 09 065

Drawn by: BAC/BK
 Checked by: BAC/BK
 Date: 05/21/14
 Title: SPA-8

Rutherford Market Place
 Vaughan, Ontario

ENTRY TOWER PLAN AND ELEVATIONS

Drawing No. SPA-8

Below & Associates Architects Inc.
 1000 Sheppard Ave. E. Suite 100
 Toronto, Ontario M2X 1K7

ENTRY TOWER (RUTHERFORD & RUTHERFORD CORNER)

ENTRY TOWER (RUTHERFORD & ILAN RAYON CORNER)

SV-10-012

WEST AND EAST TOWERS
(Approved Site Plan Agreement)

Revisions	No.	Description	Date	By	Chkd
	5	SPA-Resubmission	05/10/14		
	4	SPA-Resubmission	05/03/13		
	3	SPA-Resubmission	05/07/13		
	2	SPA	05/03/10		
	1	OPA-ZBA	05/07/06		
	No.	Description	Date	Created	
	Issued for:				

Plotted: 7/1/14
 File reference York Region: SP-V-022-08
 File reference City of Vaughan: DA 08 013

Drawn By: BRK	Scale: AS NOTED
Checked By: BRK	Date: 08/07/06
Printed:	Title: 07/10/07

Rutherford Market Place
 Vaughan, Ontario

ENTRY TOWER FUTURE
 PLAN AND ELEVATIONS

Drawing no: SPA-8

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