

COMMITTEE OF THE WHOLE - DECEMBER 7, 2010

SIGN VARIANCE APPLICATION

FILE NO: SV.10-039
OWNER: 1493130 ONTARIO LIMITED
LOCATION: 67 COLOSSUS DRIVE
LOT 4, CONCESSION 5
WARD 3

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.10-039, 1493130 Ontario Limited, be APPROVED, subject to the following conditions/amendments:

- i) proposed signs "H" and "G" facing Highway 407 not exceed the sign area of the current signs on this elevation; and
- ii) elimination of the "Air Miles" logo from the application.

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

Request to install wall signs on the building face of the subject property as shown on the attached drawings.

Background - Analysis and Options

Sign Bylaw 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 not required for the proposed signs.

Conclusion

The applicant is proposing to install various wall signs on the building's elevations as shown on the attached drawings. The proposed signs are associated with the re-branding of the existing occupancy. The proposed signs vary from the approved site plan agreement and therefore a sign variance is required.

Members of the Sign Variance Committee have reviewed the application and have no objections to the application as submitted subject to the proposed signs that face Highway # 407 be reduced as to not exceed the sign area of the current signs and that the "Air Miles" logo sign not be installed.

Committee members are of the opinion that the intent and purpose of the sign by-law is being maintained.

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

Attachments

1. Site Plan
2. Sketch of Signs (7)

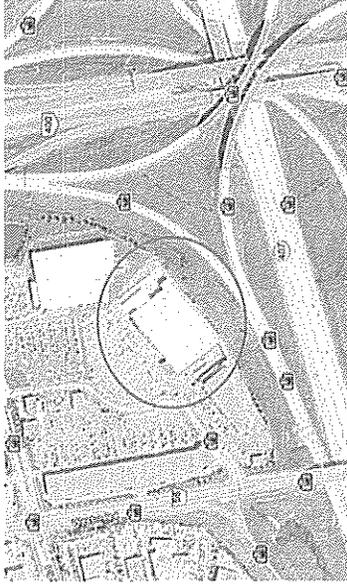
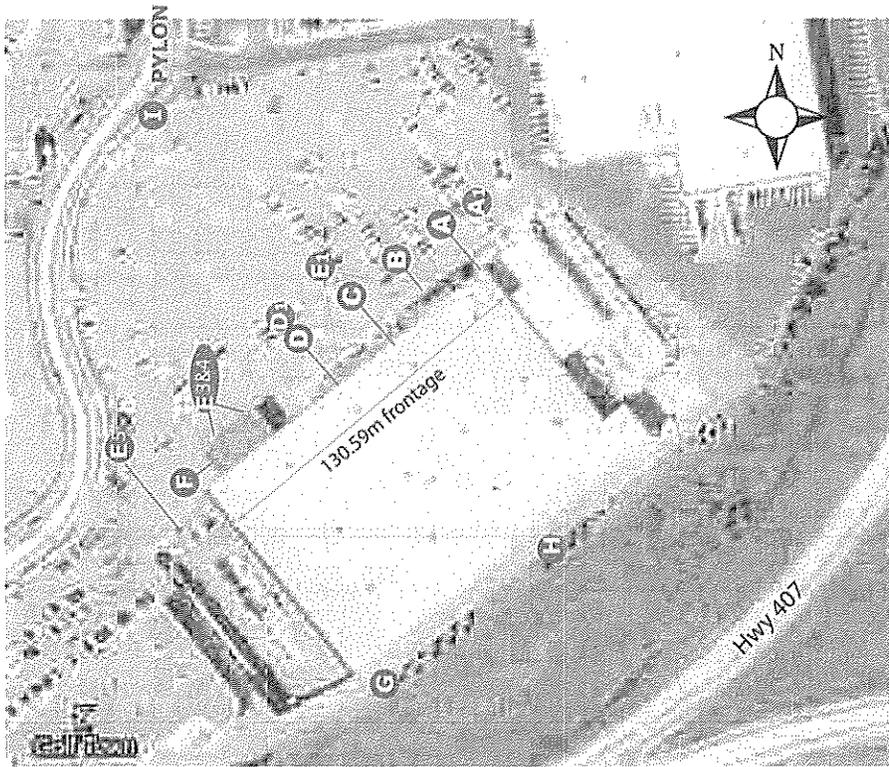
Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/pa



(G H)

- 5'-6" RONA CHANNEL LETTERS:**
- NEW FACES & PAINT RETURNS FOR EXISTING CHANNEL LETTERS
 - RELAMPING IS INCLUDED
 - MOUNTED ONTO A 1/8" ALUMINUM PANEL SYSTEM PTD. ROMA BLUE
- RE-FACE "HOME & GARDEN" FLEX FACE SIGN**
- NEW FACE ONLY FOR EXISTING FLEX FACE SIGN
 - PAINT EXISTING CABINET TO MATCH ROMA BLUE
 - RELAMPING IS INCLUDED (See pages 12 & 13)

(I)

- PYLON PANELS: (SHARED FRAMES)**
- 48" X 13'-11 1/2" (See page 14)



(A)

- GARDEN CENTRE:** (See page 2)
- NEW NON-ILLUMINATED ALUM. LETTERS & ARROW
 - REMOVE EXISTING S/F SIGN (GARDEN CENTRE)

(A1)

- 5'-1" RONA CHANNEL LETTERS: (main entrance)**
- NEW FACES & PAINT RETURNS FOR EXISTING CHANNEL LETTERS
 - RELAMPING IS INCLUDED.

(B)

- RE-FACE "HOME & GARDEN" FLEX FACE SIGN**
- NEW FACE ONLY FOR EXISTING FLEX FACE SIGN
 - PAINT EXISTING CABINET TO MATCH ROMA BLUE
 - RELAMPING IS INCLUDED. (See pages 3, 4)

(C)

- ADD NEW 6'-0" AIR MILES LOGO:**
- DIGITAL PRINT (See page 7)

(D)

- ADD "NEW" The Canadian How-to People" tag line**
- FLAT CUT ALUMINUM LETTERS (See page 8)

(D1)

- REMOVE EXISTING TAG LINES "THE HOW TO PEOPLE" & "PROUDLY CANADIAN"
- FILL ANY HOLES & CLEAN WALL OF ANY SHADOWING
- WALL MAY REQUIRE PAINTING (BY OTHERS) (See page 9)

(E)

- REMOVE NON-ILLUMINATED ALUMINUM LETTERS:**
- ENTRANCE • EXIST (See page 10)

(E2)

- FLAT CUT ALUMINUM LETTERS TO BE PTD. TO MATCH ROMA BLUE:**
- CONTRACTOR ENTRANCE • CUSTOMER PICK UP • DRIVE THRU LUMBER
 - DIFFERENT LOCATIONS (See page 10)

(F)

- RE-FACE "RONA - HOME & GARDEN" FLEX FACE SIGN**
- PAINT EXISTING CABINET TO MATCH ROMA BLUE
 - RELAMPING IS INCLUDED (See pages 11)

PATTISON SIGN GROUP
 2710 Kaslo Street
 Vancouver, BC, Canada V5R 4J1
 Tel (604) 215-5526
 Fax (604) 215-0696
 www.pattisongroup.com
 A Division of Jim Pattison Industries Ltd.

DATE: SEPT. 24, 2010
 SKETCH: V10-445_R2_M_R1_SITE
 SALES: WARREN PERROTT
 ARTIST: W. ZAMBIK
 SCALE: N.T.S.
 VOLTAGE: N/A
 PAGE: 1

MASTER SIGN OFF

 W. ZAMBIK WARREN PERROTT
 DATE OF MASTER: OCT. 18, 2010
MASTER REVISION HISTORY
 1. NO CHANGE TO THIS PAGE
 2.
 3.

Fluorescent, Neon and HID lamps contain Mercury. Dispose of these lamps according to local, Provincial, State or Federal laws.

 1. DROP PAGES 14, 15 (GOING WITH OPTION A)
 2.
 3.

RONA
 WOODBRIDGE,
 ONTARIO

CONSTRUCTION:

SUBSTRATE: 1/4" PAINTED ALUMINUM
 • PIN-MOUNTED

GRAPHICS:

ALL COPY: RONA BLUE - SICO SM-50204...PMS 295C
 ARROW: RONA BLUE - SICO SM-50204...PMS 295C

COLOUR DATA:

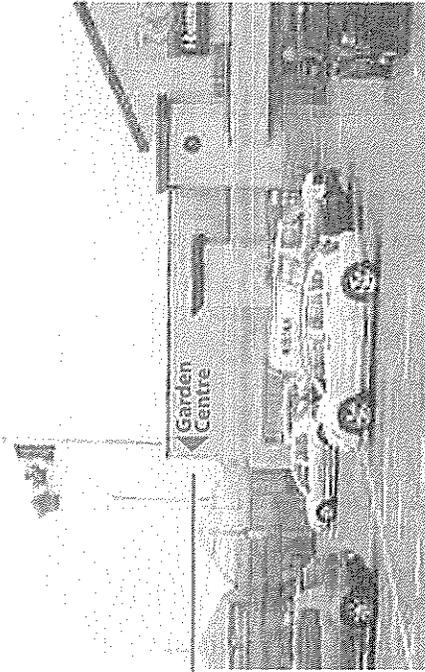
RONA BLUE PAINT: SICO SM-50204
 RECIPE: L-32+M-18C28+Q12 BASE 503 (3.78L)...PMS 295C

2'-5 1/2"

Garden Centre

2'-6 5/8"

15'-1 3/4"



A



A1

REMOVED SIGNAGE

NON-ILLUMINATED
SQUARE FOOTAGE SIGN: 88.5 SQ.FT.

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DATE: SEPT. 24, 2010
 SKETCH: V10-445_RZ_M_R1_A
 SALES: WARREN PERROTT
 ARTIST: W. ZAMBIK
 SCALE: 3/8" = 1'-0"
 VOLTAGE: N/A
 PAGE: 2

MASTER SIGN OFF

 W. ZAMBIK | WARREN PERROTT

MASTER REVISION HISTORY
 CHANGED MASTER OCT 15 2 011
 1. RONA BLUE HAS BEEN CHANGED TO SM-50204
 2.
 3.



Fluorescent, Neon and Ink lamps contain Mercury. Dispose of these lamps according to Local, Provincial, State or Federal laws.

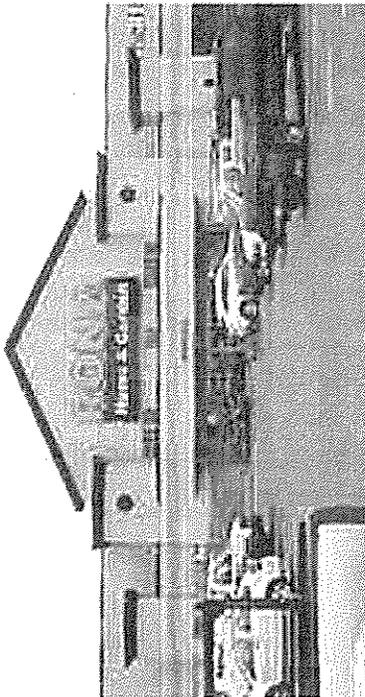


REVISION HISTORY (REFER TO MASTER PAGE)
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 2.
 3.

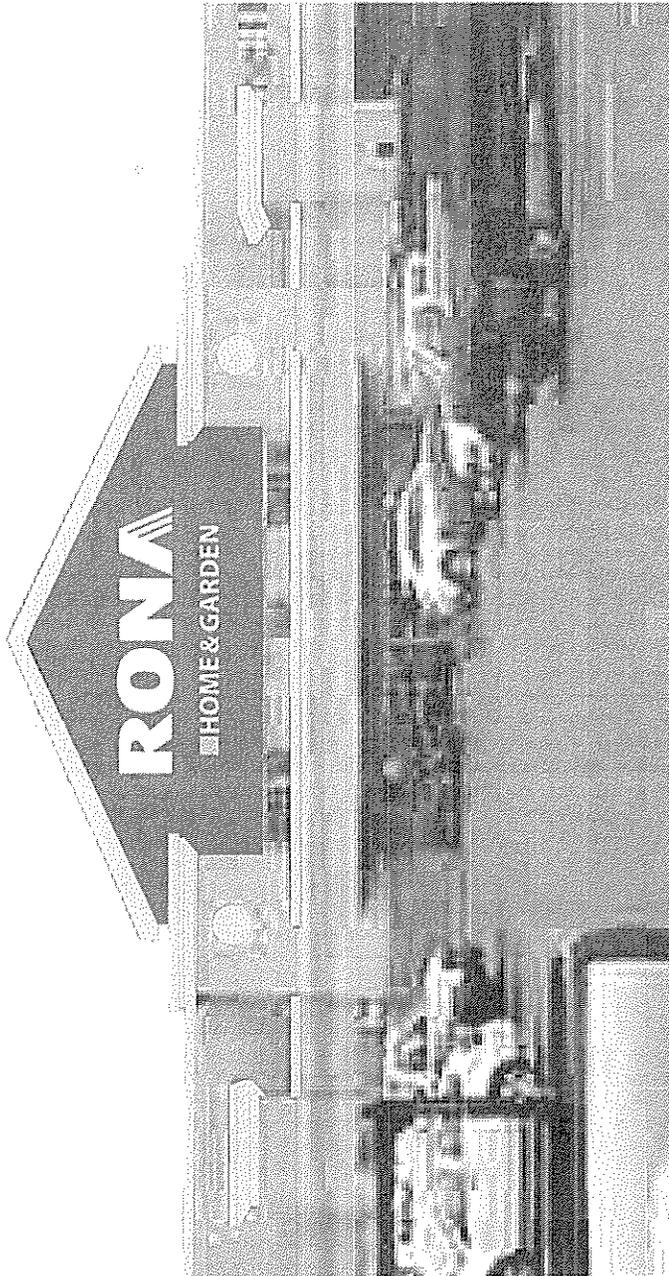


WOODBRIDGE,
 ONTARIO

BEFORE



AFTER



(E) REMOVE "ENTRANCE"

- PAINT BUILDING BACKGROUND "RONA" BLUE
- CROWN MOULDING TRIM & FLASHING "RONA" BONE WHITE (BY OTHERS)

RONA BUILDING COLOURS

- TOP (horizontal) SIDING: VICWEST 6025-SR VW-6069 Bone White SICO 6204-31
- BOTTOM (vertical) SIDING: VICWEST 725-SR VW-6071 Stone Grey SICO 6206-42
- HORIZONTAL METAL BAND: VICWEST WEATHER X QC-7466 (REF.: SICO SM 9779)
- RONA BLUE PAINT: SICO SM-50204
- RECIPE: L-32-N-10C28+Q12 BASE 503 (3.78L)...PWS 295C



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 SALES: WARREN PERROTT
 ARTIST: W. ZAMBIK
 SCALE: N.T.S.
 VOLTAGE: EXISTING
 PAGE: 4

MASSTUB
 SALE OF MASTER: OCT - 18, 2010
 MASTER REVISION HISTORY
 1 RONA BLUE HAS BEEN CHANGED TO SM-50204
 2
 3

MASTER SIGN OFF

 W. ZAMBIK WARREN PERROTT



Fluorescent, Neon and HID lamps contain mercury, dispose of these lamps according to local, Provincial, State or Federal Laws.

REVISION HISTORY (REFER TO MASTER PRINT)
 1 TO CHANGE TO THIS PAGE
 2
 3



WOODBRIDGE,
 ONTARIO

SITE: REMOVE EXISTING TAG LINES: 1) THE HOW TO PEOPLE 2) PROUDLY CANADIAN

REGRADE EXACT LOCATION...AS SITE SURVEY REQUIRED

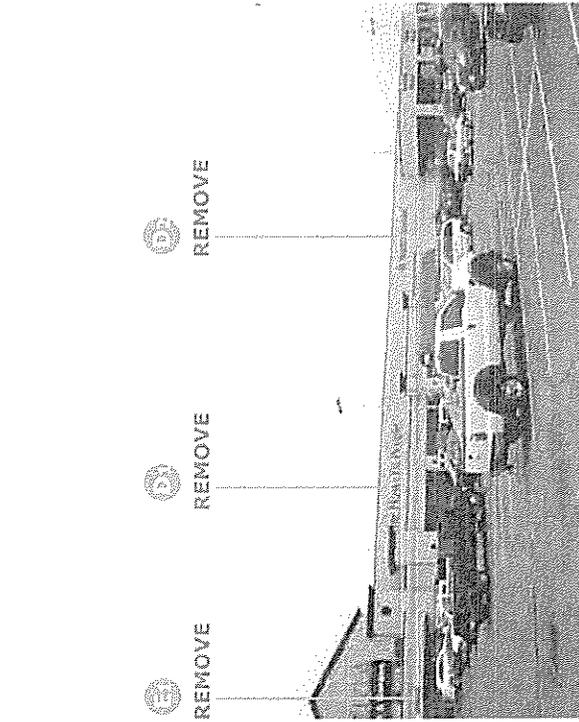


AFTER

REMOVE EXISTING TAG LINES...

" THE HOW TO PEOPLE" & "PROUDLY CANADIAN"

- FILL ANY HOLES & CLEAN WALL OF ANY SHADOWING
- WALL MAY REQUIRE PAINTING (BY OTHERS)



BEFORE

REPLACE WITH NEW TAG LINE... THE CANADIAN HOW-TO PEOPLE

- CENTERED ON THE BUILDING BULKHEAD AREA AS SHOWN or AS SITE REQUIRED. (SEE PAGE 7)

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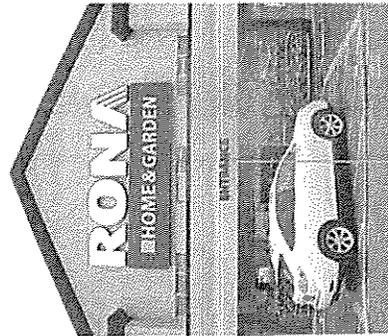
DATE: SEPT. 24, 2010
 SKETCH: V10-445_R2_M_R1_SITE
 SALES: WARREN PERROTT
 ARTIST: W. ZAMBIK
 SCALE: N.T.S.
 VOLTAGE: N/A
 PAGE: 7

MASYNBER
 DATE OF MASTER: OCT. 18, 2010
 MASTER SIGN OFF
 W. ZAMBIK, WARREN PERROTT

Commercial, Retail and RFD Signs contain Mercury. Dispose of these signs according to local, Provincial, State or Federal laws.
 REVISION HISTORY (PRIOR TO MASTER PRINT)
 1. TO CHANGE TO THIS PAGE
 2.
 3.

RONA
 WOODBRIDGE,
 ONTARIO

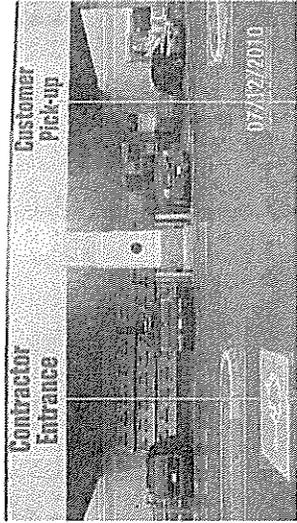
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 REVISION HISTORY (PRIOR TO MASTER PRINT)
 1. TO CHANGE TO THIS PAGE
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(E) (REMOVE)



(E) (REMOVE)



(E) CONTRACTOR ENTRANCE

4.3m x 2m=8.6m2

(E) CUSTOMER PICK-UP

3.4mx2m=6.8m2



(E) DRIVE THRU LUMBER

RONA STANDARD PAINT COLOURS

RONA BLUE PAINT: SICO SM-50204
 RECIPE: L-32+M-10C28+Q12 BASE 503 (3.78L)...PNS 295c



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DATE: SEPT. 24, 2010
 SKETCH: V10-45_R2_M_R1_F
 SALES: WARREN PERROTT
 ARTIST: W. ZAMBK
 SCALE: N.T.S.
 VOLTAGE: N/A
 PAGE: 8

MASTER
 DATE OF MASTER: OCT. 15, 2010
 MASTER REVISION HISTORY
 1. RONA BLUE HAS BEEN CHANGED TO SM-50204
 2.
 3.

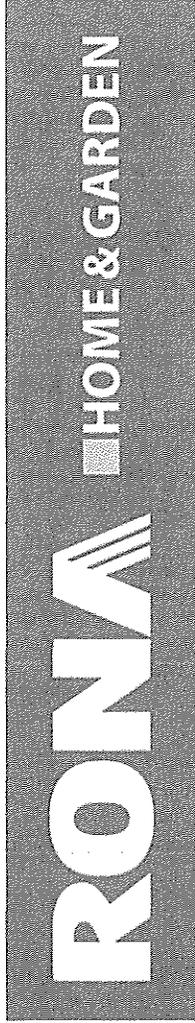
MASTER SIGN OFF
 W. ZAMBK, WARREN PERROTT

Fluorescent, Neon and HID lamps contain Mercury. Dispose of these lamps according to local, Provincial, State or Federal laws.
 TO CHANGE TO THIS PAGE
 1.
 2.
 3.



WOODBIDGE,
 ONTARIO

27'-2"



CONSTRUCTION:

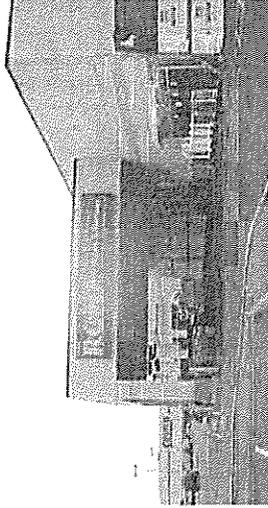
SUBSTRATE: WHITE "FLEX" FACE WITH FIRST SURFACE VINYL
 CABINET: PAINTED EXISTING CABINET - RONA BLUE - SICO SM-50204...PMS 295C
 ILLUMINATION: RELAMPING IS EXTRA IF REQUIRED

GRAPHICS:

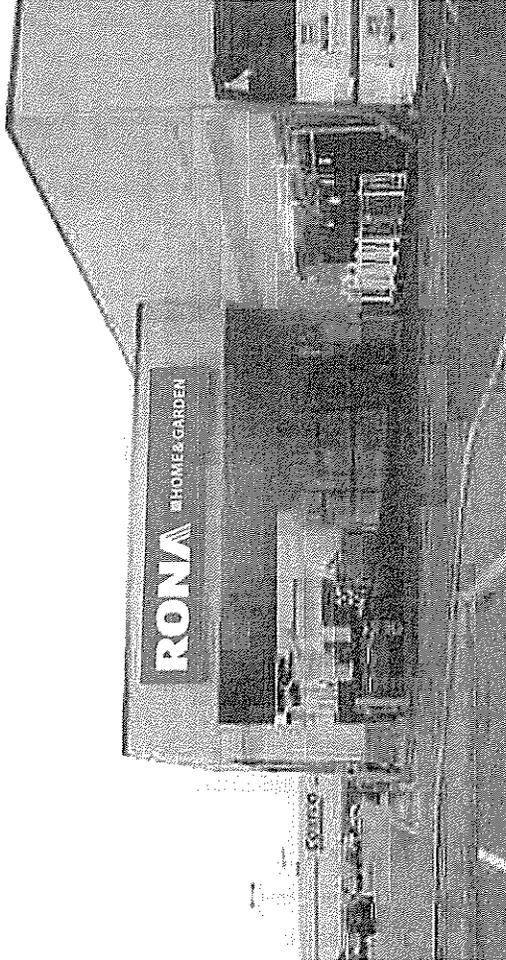
RONA: WHITE / 3630-36 BLUE STRIPES
 w/ 3635-208 WHITE MATTE BLOCKOUT FILM BEHIND
 HOME & GARDEN: WHITE...REVERSE-CUT FROM 3630-36 BLUE VINYL
 SQUARE: YELLOW
 BACKGROUND: 3M-3630-36 BLUE WITH WHITE BLOCKOUT BEHIND THE BLUE ONLY

COLOUR DATA:

- SUBSTRATE: WHITE "FLEX"
- BLOCKOUT: 3635-208 WHITE MATTE BLOCKOUT FILM
- YELLOW VINYL: 3630-125 GOLDEN YELLOW
- BLUE VINYL: 3M-3630-36 BLUE
- RONA BLUE PAINT: SICO SM-50204
- RECIPE: L-32+M-10C28+Q12 BASE 503 (3-78L)...PMS 295C



BEFORE



AFTER

SQUARE FOOTAGE SIGN: 138.09 SQ.FT.

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DATE: SEPT. 24, 2010
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 SALES: WARREN PERROTT
 ARTIST: W. ZAMBIK
 SCALE: 1/4" = 1'-0"
 VOLTAGE: EXISTING
 PAGE: 9

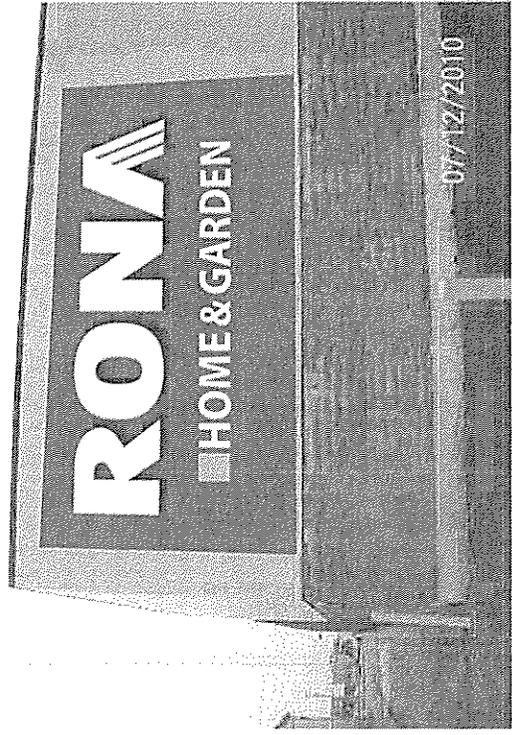
MASTER SIGN OFF
 DATE OF MASTER: OCT 11 10 10 10
 W. ZAMBIK, WARREN PERROTT

Fluorescent, Neon and HID lamps contain Mercury. Dispose of these lamps according to local, Provincial, State or Federal laws.

RONA
 WOODBRIDGE,
 ONTARIO

- REVISION HISTORY (PRIOR TO MASTER PRINT)
1. NO CHANGE TO THIS PAGE
 - 2.
 - 3.

H

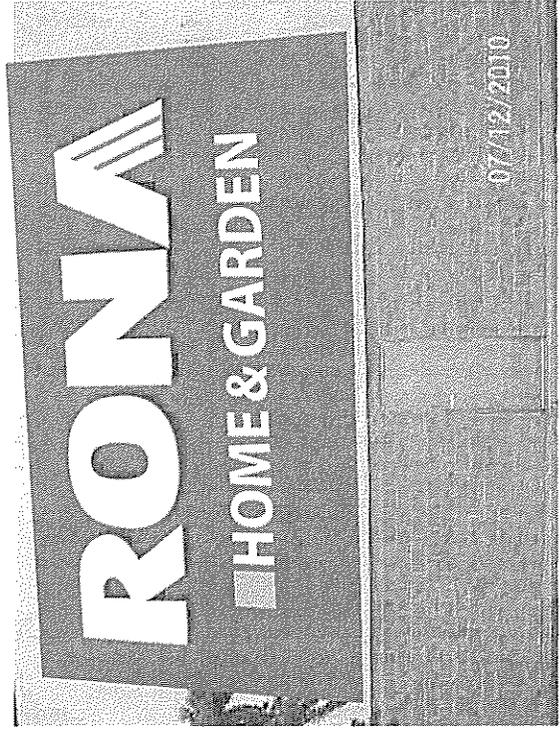


AFTER



BEFORE

I



AFTER



BEFORE

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 ARTIST: W. ZAMBIK
 SCALE: N.T.S.
 VOLTAGE: EXISTING
 PAGE: 11

MASZYB
 MASTER SIGN OFF
 W. ZAMBIK WARREN PERROTT
 DATE OF MASTER: OCT. 15, 2010
 MASTER REVISION HISTORY
 1. RONA BLUE HAS BEEN CHANGED TO SM-50204
 2.
 3.

REVISION HISTORY (PRIOR TO MASTER PRINT)
 1. TO CHANGE TO THIS PAGE
 2.
 3.

Prohibited: Lead and Hg based paints
 Mercury. Dispose of these items according to
 local, Provincial, State or Federal Laws.

RONA
 WOODBRIDGE,
 ONTARIO

