

**COMMITTEE OF THE WHOLE – APRIL 12, 2011**

**SIGN VARIANCE APPLICATION**

**FILE NO: SV.11-009**  
**OWNER: 1576098 ONTARIO INC.**  
**LOCATION: 2266 MAJOR MACKENZIE DRIVE**  
**LOT 21, CONCESSION 4**  
**WARD 1**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-009, 1576098 Ontario Inc., be APPROVED, subject to the removal of all window graphics on aluminium backer panels as noted on the application, due to the property being located within the Maple Heritage Conservation District.

**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 additional window graphics signs and corporate logo signs on various building elevations as shown on the attached drawings.

**Background - Analysis and Options**

Sign Bylaw Requirements (By-Law 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 three (3) window graphics signs and five (5) corporate logo signs on various building elevations as shown on the attached drawings. These signs were not shown on the approved site plan agreement and therefore a sign variance is required. The applicant is also proposing to re-face the existing permitted wall sign located on the west elevation of the building. (Sign Area not to be increased.)

Members of the Sign Variance Committee have no objections to the application with the exception of the window graphic signs. Members of the Committee note that the subject property is located within the Maple Heritage Conservation District and subject to the Special Sign District provisions of the City's Sign By-law. Both these documents do not permit or encourage the use of modern large window graphic signs on aluminium backer panels.

Members of the Sign Variance Committee are therefore recommending:

That Sign Variance Application SV.11-009, 1576098 Ontario Inc., be APPROVED, subject to the removal of all window graphics on aluminium backer panels as noted on the application, due to the property being located within the Maple Heritage Conservation District.

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

## **Attachments**

1. Site Plan
2. Building Elevations (South-East & East)
3. Building Elevations (West & South)
4. Sketch of Replacement Sign West Building Elevation

## **Report prepared by:**

John Studdy, Manager of Customer & Administrative Services Ext 8232

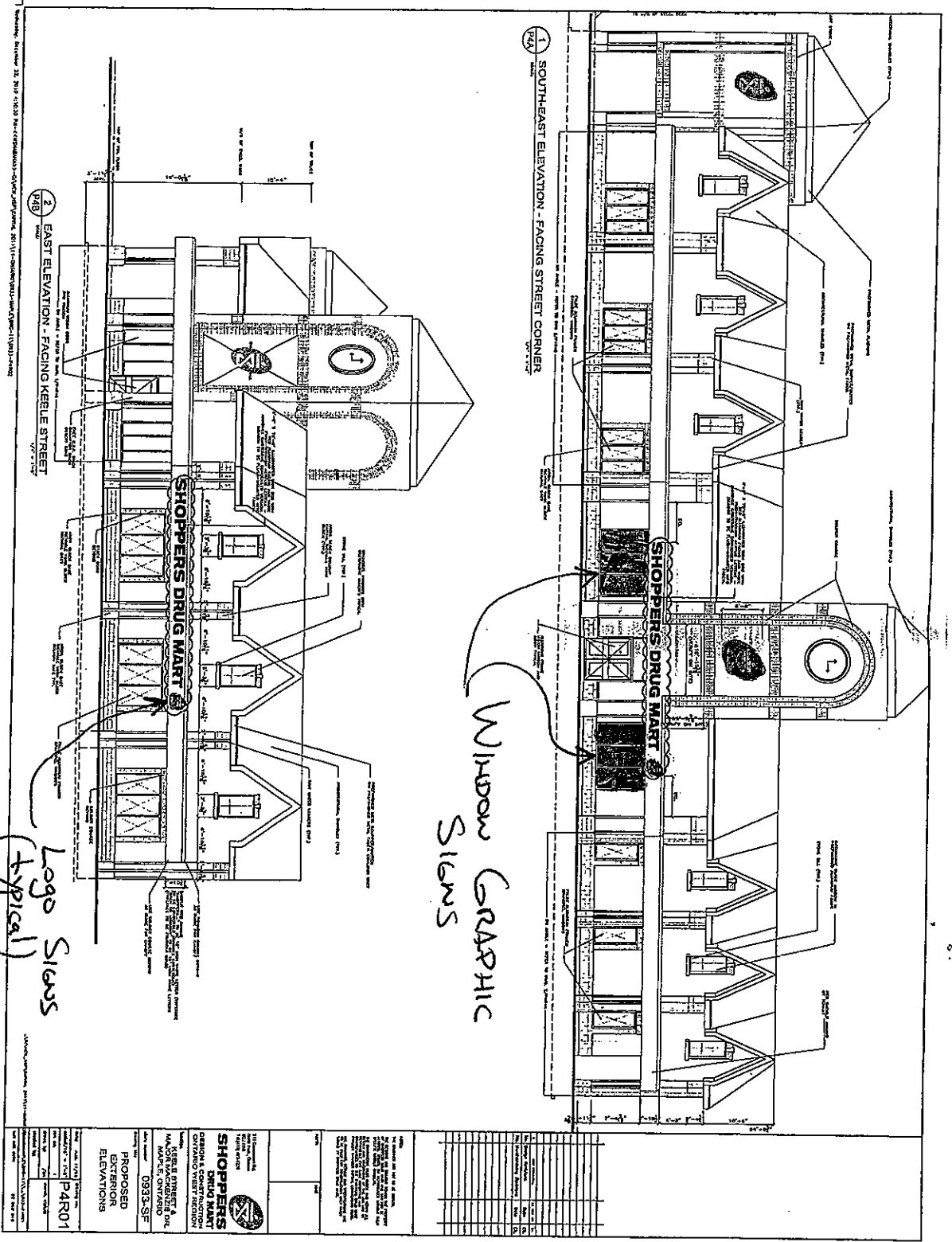
Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

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SU.11.609

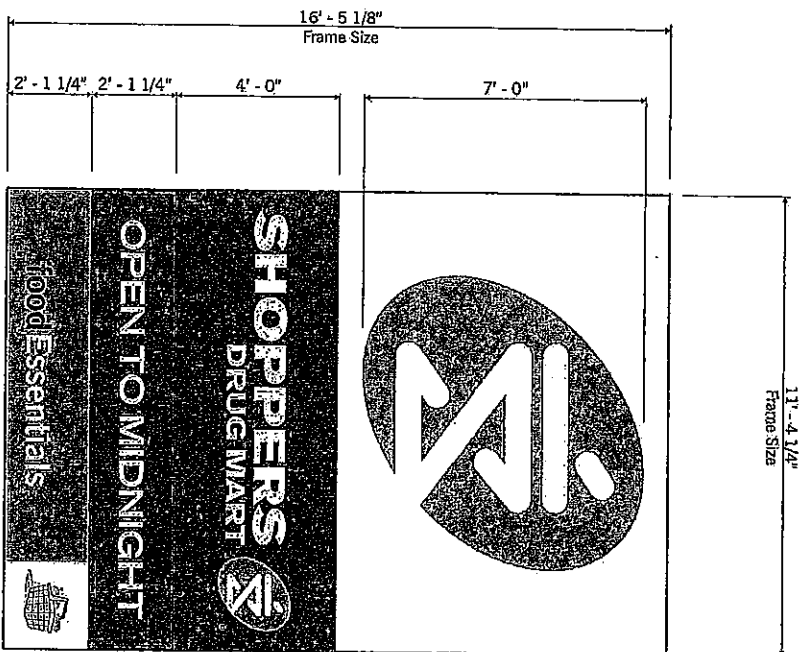


Window Graphic Signs

Logo Signs (typical)

<p><b>SHOPPERS DRUG MART</b>          6800A &amp; 6800B          OXFORD VILLAGE REGION          MAPLE, ONTARIO          0933-SF</p>	
<p>PROPOSED EXTERIOR ELEVATIONS</p>	
<p>DATE: 11/11/11          DRAWN BY: [Signature]          CHECKED BY: [Signature]</p>	<p>PROJECT NO: PAR01</p>





- Material Specifications**
- Aluminum constructed PTS frameless cover to be painted "Shoppers Red"
  - White flex face with translucent vinyl applied to 1st surface

**Colours:**

- Logo
- Logo to be white on a light blue 3m 3632-7788 field

**SDM**

- "Shoppers Drug Mart" to be white on a red 3m #3630-33 background
- Logo to be white on a light blue 3m 3632-7788 field
- Registration mark to be white

**Open To Midnight**

- "Open To Midnight" to be white on a blue 3m 3630-36 background

**Food Essentials**

- "Food" to be black 3m 3630-22
  - "Essentials" to be white on a golden yellow A9143-t
- Basket Graphic**
- left side of basket ( shadowed ) to be golden yellow A9143-t
  - right side of basket to be sunflower yellow A6140-t
  - basket shadow to be winter sky grey A9011-t
  - product silhouettes to be 3m silver 3630-121

- Basket outline to be black 3m 3630-22
- Basket area covered with 3m 3642-114 GPS Protector Clear matte film

PRIDESIGNS

SAUSAGE

Maple Ontario

SHOPPERS DRUG MART

Food Essentials

Area = 14.32 m<sup>2</sup>

600-11-13