

COMMITTEE OF THE WHOLE – APRIL 12, 2011

SIGN VARIANCE APPLICATION

FILE NO: SV.11-015
OWNER: IMPERIAL OIL
LOCATION: 8555 KEELE STREET
PART OF LOT 11, CONCESSION 3
WARD 4

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-015, Imperial Oil, 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

Request to install two (2) additional 1.4 sqm. ground signs on the subject property 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 two (2) additional 1.4 sqm. ground signs on the subject property as shown on the attached drawings. The proposed ground signs were not shown on the approved site plan agreement and therefore a sign variance is required.

Members of the Sign Variance Committee have reviewed the application and are concerned with the additional number of ground signs being proposed by the application.

The proposed signs are smaller permanent ground signs used for specific advertizing and business promotions and not business premises itself. The City's Sign By-law discourages this type of signage. When added to the temporary signage ("A"-Frame and Mobile Signs) permitted by the Sign By-law, this would in committee's opinion create an overall clutter of signage on the property. In the past the Sign Variance Committee have not supported similar applications as in the opinion of the Sign Variance Committee this type of signage should be restricted to those temporary signs permitted by the City's Sign By-law.

The Sign Variance Committee do not support the application.

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 (2)

Report prepared by:

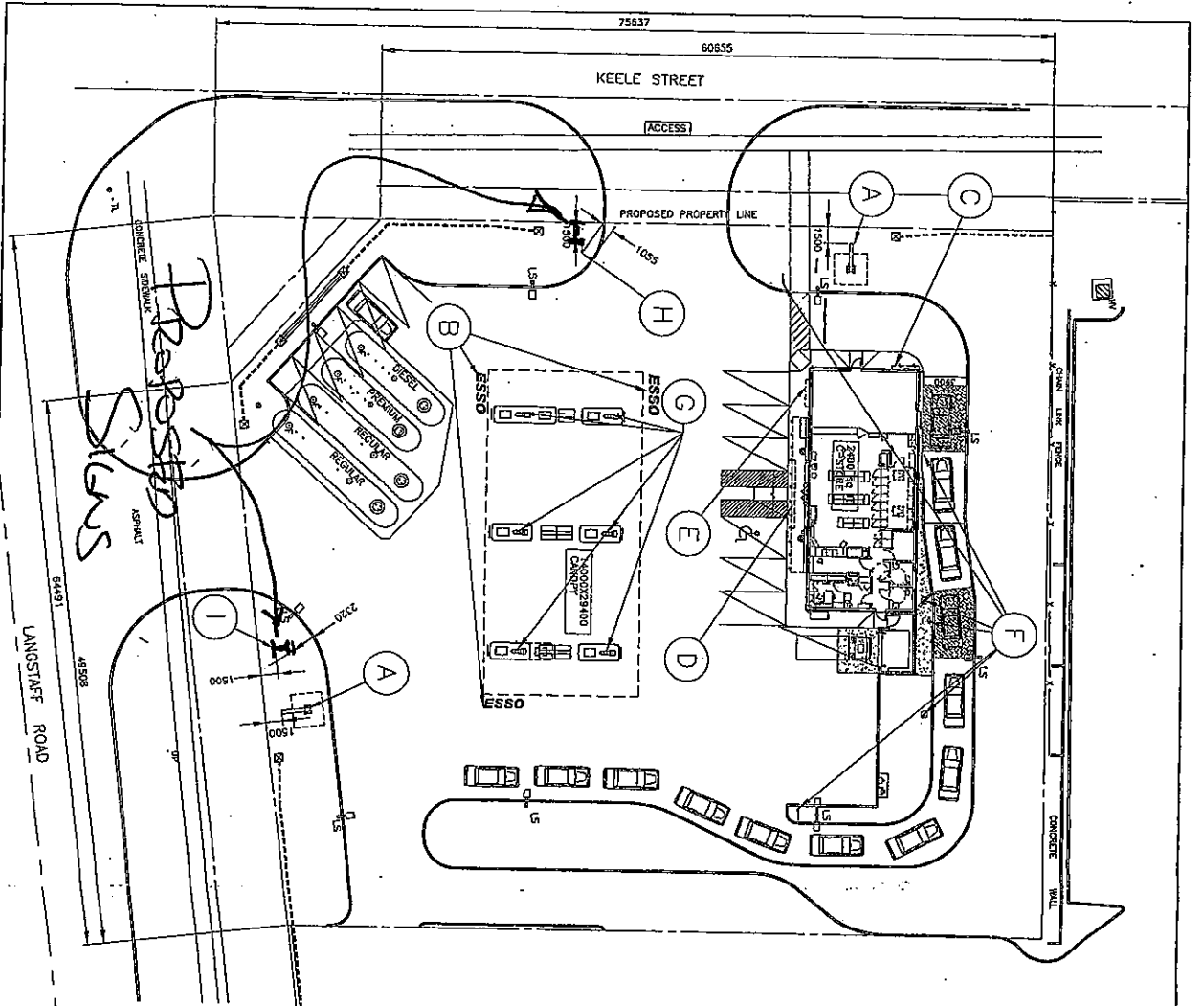
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/pa

SV-11-015

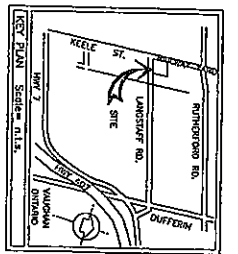


Proposed Signs

Sign No.	Head	Description	Area M ²	Total Illuminated M ²	Yes/No
A	4	2300 WLD. SIGN : TYPE 'A' (AREA/SIDE)	13.05	42.2	YES
B	3	ESSO CANOPY LIGHT SIGN	1.725	3.775	YES
C	1	ON THE RUN BLDG. SIGN - SIDE	2.77	2.77	YES
D	1	ON THE RUN BLDG. SIGN - FRONT	18.00	18.00	YES
E	1	TIM'S OWL BLDG SIGN (PARTNER SIGNAGE)	2.12	2.12	YES
F	1	TIM HORTONS DRIVE THRU SIGNAGE SET	VARIOUS	7.32	YES
G	2	CANOPY COLLUM SIGN (2/2300 WLD)	82	8.84	NO
H	2	HORIZONTAL SIGN	1.40	2.80	NO
I	2	HORIZONTAL SIGN	1.40	2.80	NO
TOTAL			13.05	140.42	

Panel Area	Per Panel / Per Side	Sign Ft.
MESSAGE PANEL	50.37	26.55
ESSO OWL ON THE RUN PANEL	2.47	12.73
TIM HORTONS PANEL	1.18	12.73
PRICE PANEL	1.18	12.73
DESIGN PANEL	1.18	12.73
ATM PANEL	1.18	12.73
6x9 PANEL	1.18	12.73
TOTAL	13.05	140.42

TOPOGRAPHICAL PLAN OF SURVEY OF PART OF THE WEST HALF OF LOT 11 CONCESSION 3 CITY OF VAUGHAN REGIONAL MUNICIPALITY OF YORK (GEOGRAPHIC TOWNSHIP OF VAUGHAN)



ameco
MILWAUKEE, WISCONSIN, U.S.A.

Do not explode, alter or rename titleblock

Project/Client	8555 KEELE ST. & LANGSTAFF VAUGHAN, ONTARIO
SAP No. SAP	88001705-02P
RWIN No. RWIN	55A0255-02P
Revision/Date	03 / 09 14
Author	AMFC
Checker	AMFC
Design/Drawn	03
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