

**SIGN VARIANCE APPLICATION**

**FILE NO:**            **SV.11-040**  
**OWNER:**            **DIVERSICARE CANADA MANAGEMENT SERVICES CO., INC.**  
**LOCATION:**        **1500 STEELES AVENUE WEST**  
                          **PART OF LOT 1, CONCESSION 2**  
                          **WARD 5**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-040, Diversicare Canada Management Services Co. Inc., be APPROVED, as per revised attached plan and that the signage be constructed from cut out letters installed on the precast above the proposed sign location and the sign be externally illuminated.

**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**

To permit the installation of one (1) 9.75 sqm. (105 sqft.) wall sign which was not shown on the original site plan agreement approved by Council.

**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 sign.

### **Conclusion**

The applicant has applied to the Sign variance Committee to allow for the installation of one (1) 9.75 sqm. wall sign which was not previously approved on the original site plan agreement.

Members of the Sign Variance Committee have reviewed the application and have concerns respecting the impact of the proposed wall sign. Committee members are recommending that the proposed sign be re-located to the precast concrete portion of the building and be constructed from cut out letters and be externally illuminated to reduce the impact of the proposed sign.

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

### **Attachments**

1. Site Plan
2. Photo of Sign Location

### **Report prepared by:**

John Studdy, Manager of Customer & Administrative Services Ext 8232

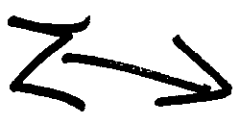
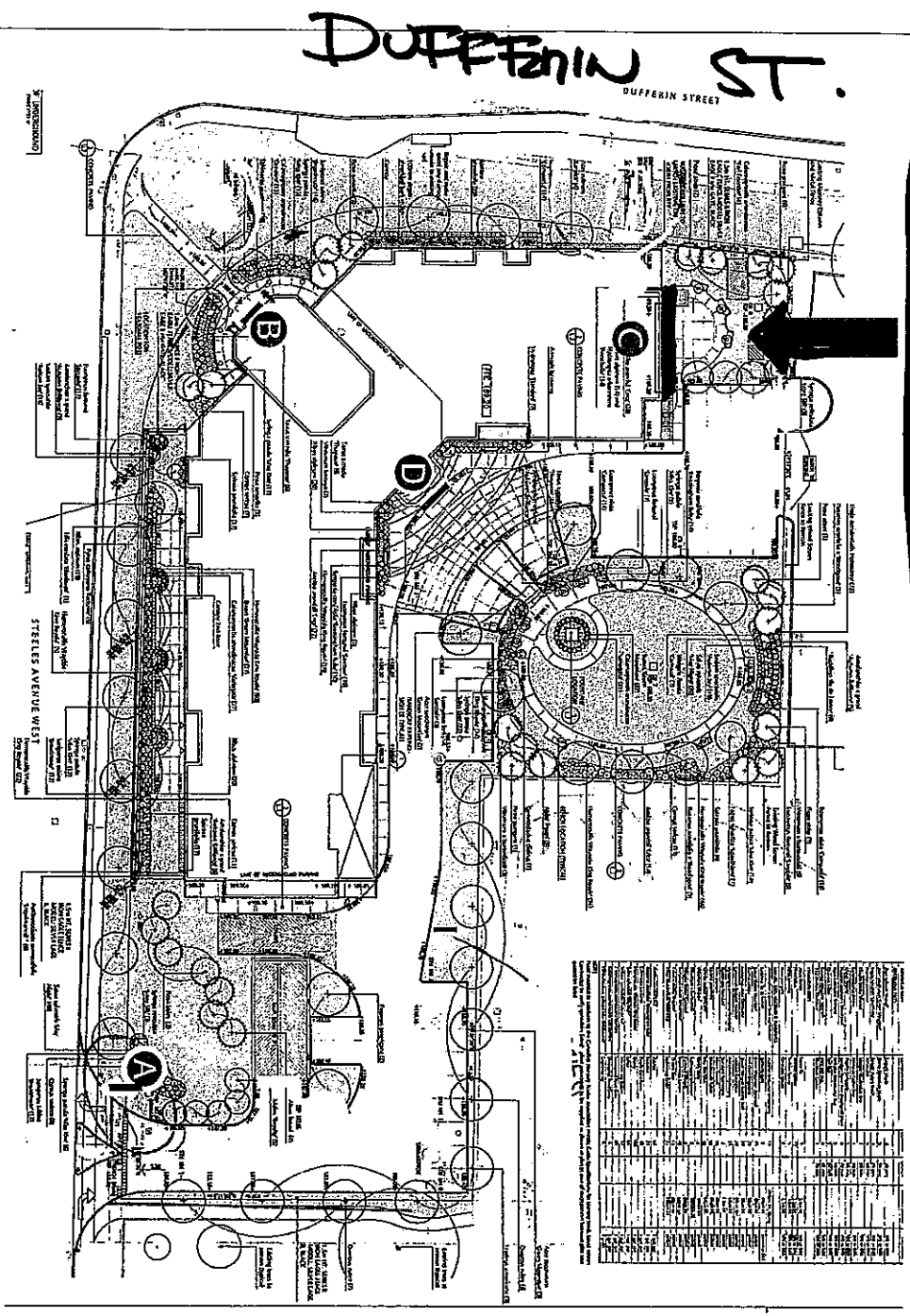
Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

/as

Four Elms Retirement Residence - 1500 Steeles Ave. W. Vaughan ON  
**Proposed new sign location**

42" x 30' illuminated signbox



- (A)** Existing - 8' x 10' illuminated ground sign
- (B)** Existing - 4' x 10' illuminated fascia sign mounted on canopy
- (C)** Proposed - 42" x 30' Fascia Sign
- (D)** Existing - 30' x 5' illuminated fascia sign mounted on canopy

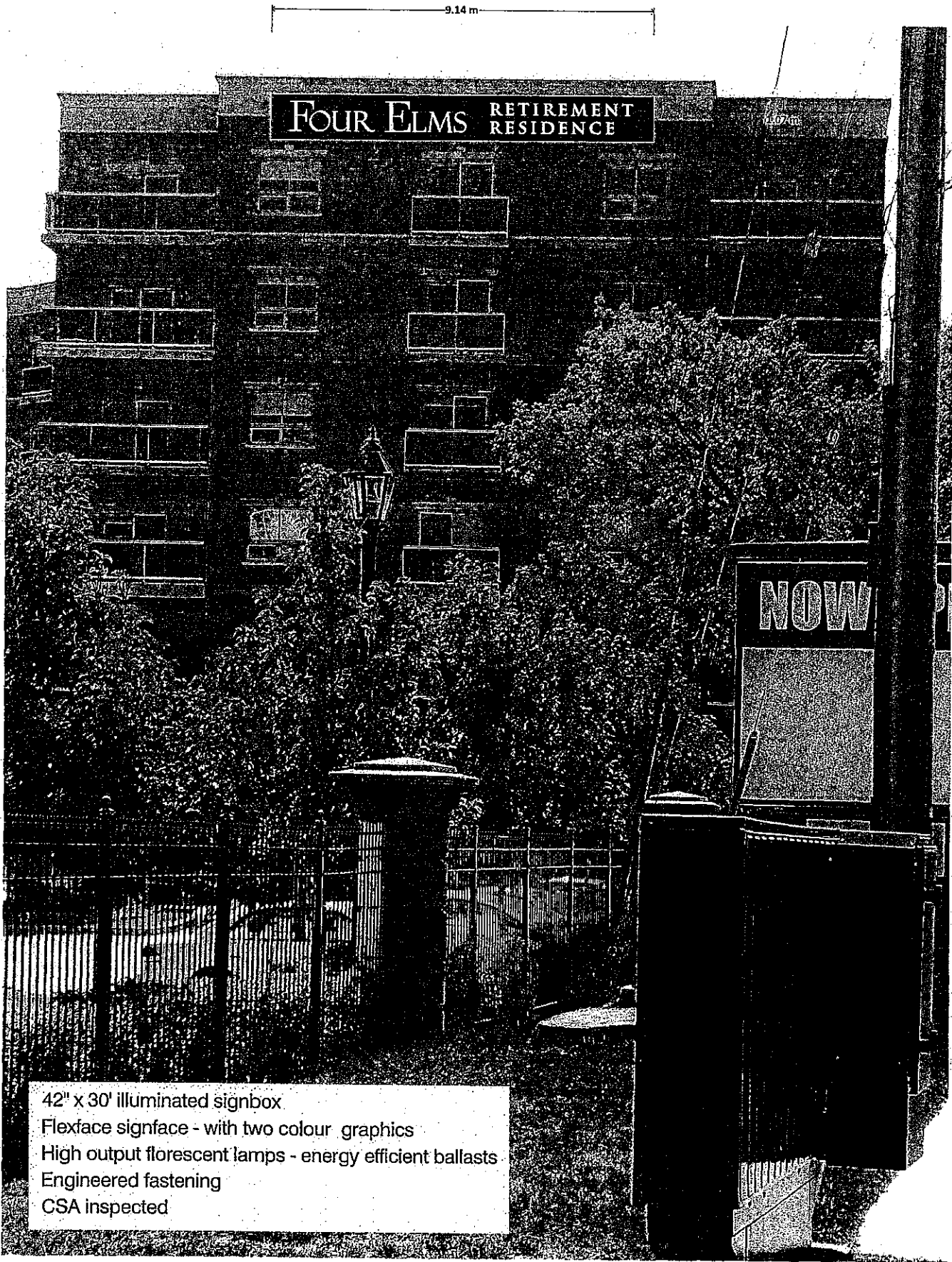
**STEELES AVE. W.**

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511-0440

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 great signs that work  
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 Kitchener ON N2N 2H1

date: **October 11, 2011**  
 drawn by: **Darren Ouellette**  
 Drawing approved as is   
 With corrections  Signature \_\_\_\_\_



FOUR ELMS RETIREMENT RESIDENCE

7.87 m

9.14 m

NOW

42" x 30' illuminated signbox  
Flexface signface - with two colour graphics  
High output florescent lamps - energy efficient ballasts  
Engineered fastening  
CSA inspected

SU. 11-040

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