

**SIGN VARIANCE APPLICATION**

**FILE NO:            SV.12-008**  
**OWNER:            MINTO YONGE & ARNOLD INC.**  
**LOCATION:          7608 YONGE STREET**  
**PART OF LOT 29-30, CONCESSION 1**  
**WARD 5**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-008, Minto Yonge & Arnold Inc., as revised as per attachment, be APPROVED.

**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 proposing to install multiple development signs on proposed hoarding which exceed the maximum size of 20 sq.m. and which is located within the Thornhill Heritage District.

**Background - Analysis and Options**

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

Section 12 – Development Signs

- 12.1    (c)        Each builder is permitted a maximum of two (2) signs, with a combined sign face area not to exceed 20 sq.m.

**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 multiple development signs to be placed on the hoarding while construction is taking place of the proposed development. These signs are temporary only until the hoarding is removed. Originally, the applicant proposed signage totaling 217 sq.m. The application was reviewed by Heritage Vaughan at its meeting of April 18, 2012. Through discussion at the subject meeting, the applicant proposed revised signage options totaling 67 sq.m. for all signs combined, which was approved by the Committee.

Under the Heritage Guidelines these signs would not be permitted, however, due to the temporary nature of the sign, they are recommended for approval

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

## **Attachments**

1. Site Plan
2. Elevations

## **Report Prepared By:**

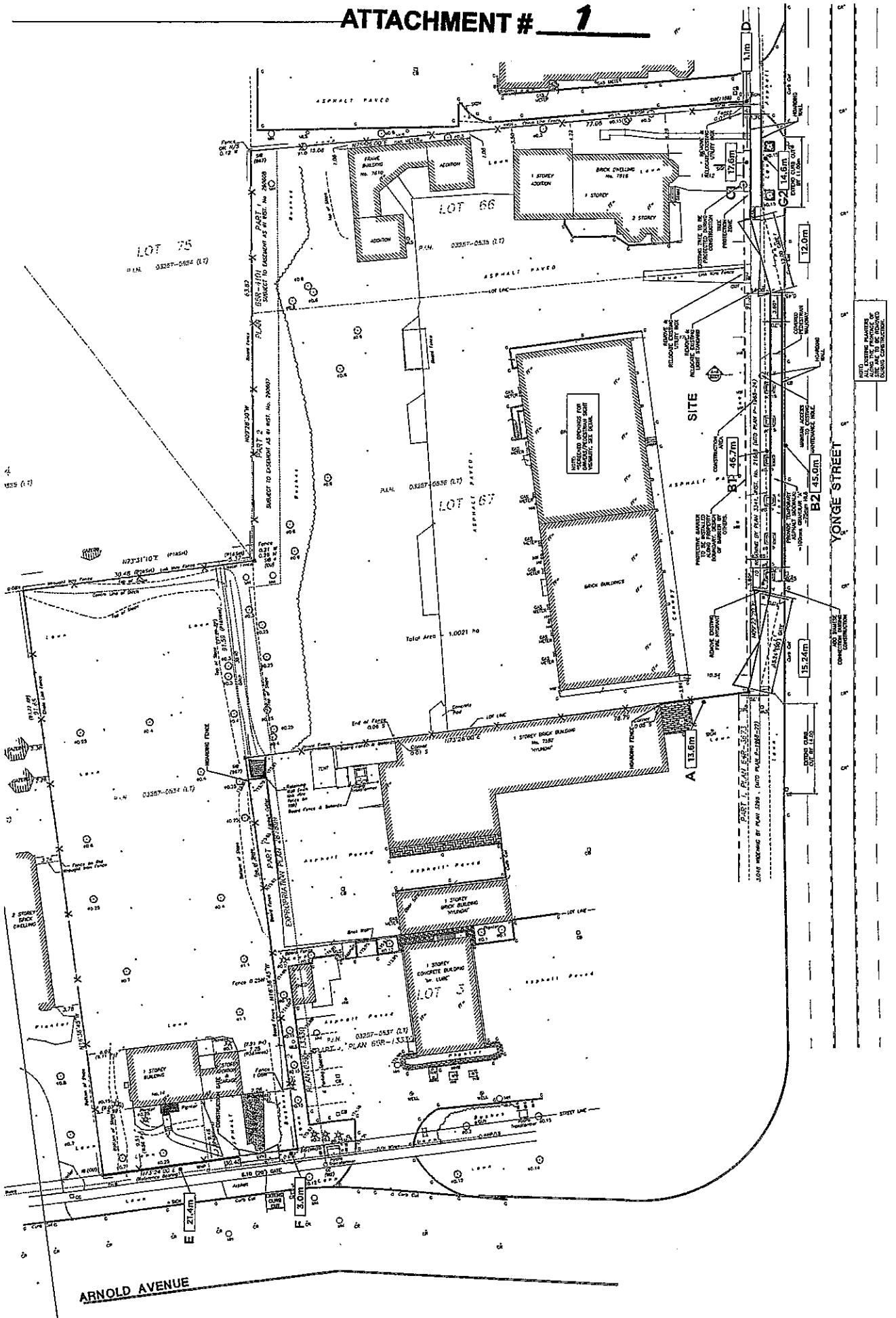
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

/as

# ATTACHMENT # 1



NOTE: EXISTING OPENING FOR SIDEWALK AND DRIVEWAY TO BE RECONSTRUCTED TO MEET REQUIREMENTS OF THE CITY OF TORONTO. SEE DETAIL.

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# 3rd presentation

**ELEVATION A**  
FLAT HOARDING PANEL WALL  
13.6m x 2.44m (44'-8" x 8')  
FACES SOUTH

Logo Icon

2.15m x 0.71m = 1.6m<sup>2</sup>

Lettering

3.68m x 0.30m = 1.12m<sup>2</sup>

Line 1

4.1m x 0.32m = 1.32m<sup>2</sup>

Line 2

4.3m x 0.32m = 1.4m<sup>2</sup>

Line 3

4.4m x 0.29m = 1.3m<sup>2</sup>

HOARDING  
ABUTS  
BUILDING

MINTO WATERGARDEN

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Plus 2-storey water-side suites!

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ATTACHMENT #

2

3rd presentation

CONSTRUCTION COSTS  
\$100 million - \$150 million

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\$100 million - \$150 million

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# 3rd presentation

## ELEVATION D

HOARDING - TOP FACIA PANEL

2.4m x 2.44m (8'-0" x 4')

FACES NORTH

**Logo**

**0.94m x 0.31m = 0.3m<sup>2</sup>**

**Line 1**

**1.6m x 0.13m = 0.21m<sup>2</sup>**

**Line 2**

**2.03m x 0.1m = 0.2m<sup>2</sup>**



### 3rd presentation

**ELEVATION E**  
FLAT HOARDING PANEL WALL  
21.4m x 2.44m (70'-3" x 8')  
FACES SOUTH ON ARNOLD

Rendering 3.66m x 2.44m = 8.9m<sup>2</sup>

Logo 2.15m x 0.71m = 1.5m<sup>2</sup>

Line 1 2.87m x 0.24m = 0.69m<sup>2</sup>  
Line 2 2.87m x 0.19m = 0.55m<sup>2</sup>

**ARNOLD GATE**  
6.10m wide (20')

**ELEVATION F**  
FLAT HOARDING PANEL WALL  
3.0m x 2.44m (9'-10" x 8')  
FACES SOUTH

Logo 0.8m x 1.07m = 0.86m<sup>2</sup>

