

**COMMITTEE OF THE WHOLE DECEMBER 9, 2002**

**SIGN VARIANCE APPLICATION**

**FILE NO.: SV.02-029**

**OWNER: 622167 ONTARIO LIMITED**

**LOCATION: 4000 STEELES AVENUE WEST, YCC 593**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.02-029, 622167 Ontario Limited, be APPROVED subject to the condition that the LED message remain the same for at least 24 hours and that no scrolling message be placed on the LED sign.

**Purpose**

Applicant is requesting to install two (2) additional wall signs on the front elevation and to modify the existing pylon sign to include a LED message centre.

**Background - Analysis and Options**

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

Section 5 – Prohibited Signs

5.1 – Signs which incorporate in any manner any flashing or moving illumination which varies in intensity or which varies in colour, and signs which have any visible moving parts, visible mechanical movement of any description, or other apparent movement achieved by electrical pulsations or by actions of normal wind current other than time or temperature.

Section 6 – General Provisions for all Signs

6.1 (i) Limit on Number of Signs

Except as may otherwise be permitted in this by-law, the maximum number of signs that may be erected shall be:

One (1) only of the following sign types per exterior wall per business premises:

- a) wall sign
- b) canopy sign
- c) soffit sign
- d) window sign
- e) reverse graphics sign
- f) awning sign

**Conclusion**

Applicant is requesting to install two (2) additional wall signs measuring 3.39 sq.m. for the Office sign and 1.38 sq.m. for the Dolce sign.

Applicant is also requesting to install a LED message centre to the existing pylon sign measuring 2.97 sq.m. per sign face area for a total sign area of pylon signs to be 17.92 sq.m. per sign face area.

**Attachments**

1. Sketch of Sign

**Report prepared by:**

Angela Palermo, Cultural Services Co-ordinator

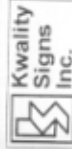
Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

/pa



FRONT ELEVATION



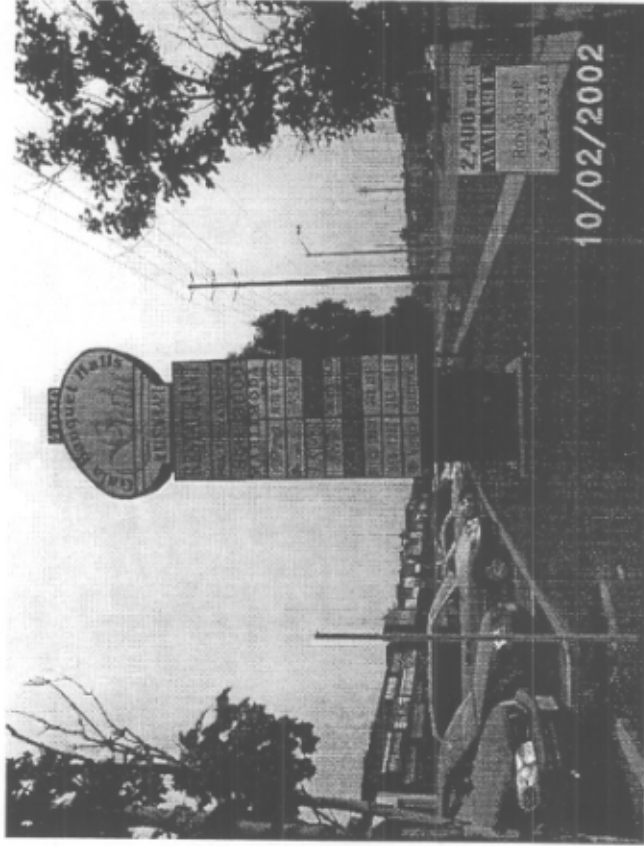
Telephone  
(416) 368-6360  
Facsimile  
(416) 368-2459

454 Aberfoyle Court  
Mississauga, Ontario  
L4Z 2S9  
E-mail  
kwality@roggers.com

Customer  
Start me (IP) Signs  
Unit # 42, 30 Intermodal Drive  
Brampton, Ontario

Location  
The Marquet Mall  
4000 Steeles Avenue West  
Vaughan, Ontario

Drawing No.  
Call 1-800 Steeles Ave. W. Vaughan



EXISTING

SIGN AREA = 107.50'  
TOP OVAL

SIGN AREA = 6'x13'  
BOX = 78.50'  
HEIGHT = 23'-0"

PROPOSED

TOP OVAL = 107.50'

SIGN AREA = 4'x8'  
LED = 22.50'  
REMAINING = 7x8 = 58.5

TOTAL BOX = 86.50'  
HEIGHT = 23'-0"

EXISTING DOUBLE FACE ILLUMINATED PYLON SIGN

454 Altonbrook Court  
Mississauga, Ontario  
L4Z 2L5  
E-mail  
kwal@ksigns.com

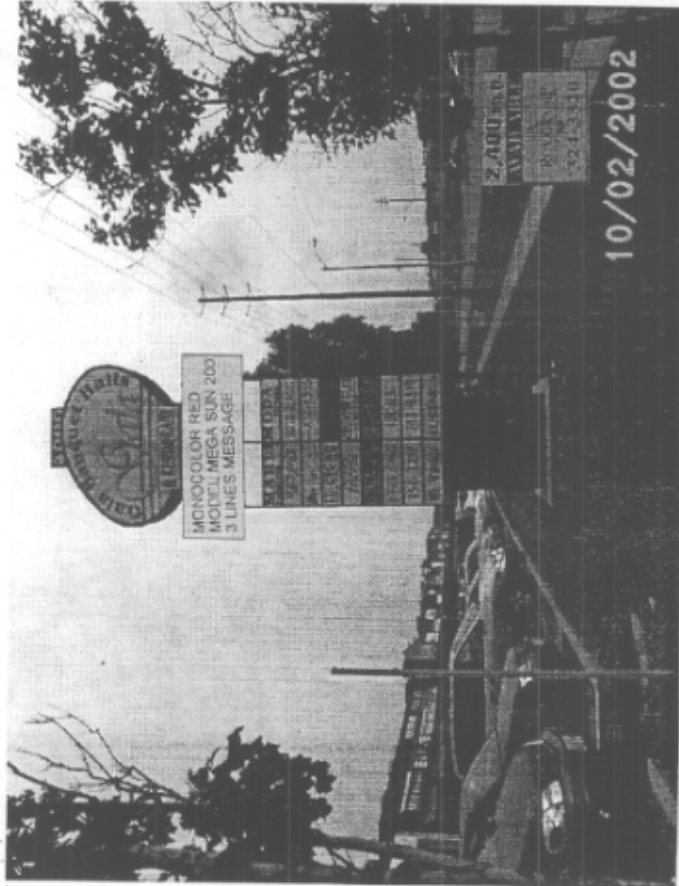
Telephone  
(905) 898-2499  
Facsimile  
(905) 898-2499



Customer:  
Start me Up Signs  
Unit # 42, 30 Invermodal Drive,  
Brampton, Ontario

Location:  
Celia Barquet Hall  
4000 Steeles Avenue West  
Vaughan, Ontario

Drawing No.  
Mac0442-2-400 Steeles Ave W, Vaughan



MODIFY EXISTING DOUBLE FACE  
ILLUMINATED PYLON

REMOVE TOP SECTIONS OF EXISTING  
SIGN READING "RESTAURANT"  
FOR RESERVATIONS & TELEPHONE NUMBER.  
INSERT NEW BOX MEASURING 33" X 94 1/2"  
WITH LED MESSAGE CENTER



Telephone  
(905) 508-0300  
# adams  
(905) 508-2450

454 Aberley Court  
Mississauga, Ontario  
L4Z 2J5  
E-mail  
kwality@sigens.com

Customer:  
Start me UP Signs  
Unit # 42, 30 Intermodal Drive,  
Brampton, Ontario

Location:  
Cafe Banquet Hall  
4000 Steeles Avenue West  
Vaughan, Ontario

Drawing No:  
Mac/00a 3-000 Steeles Ave. W. Vaughan