

## **COMMITTEE OF THE WHOLE (WORKING SESSION) SEPTEMBER 14, 2004**

### **VAUGHAN WELCOME SIGN DESIGN OPTIONS**

#### **Recommendation**

The Commissioner of Planning recommends:

1. That direction be provided to staff on a preferred conceptual design option for a proposed Vaughan Welcome Sign;
2. That based on the above direction, staff work in conjunction with Vaughan Mills to develop detailed construction drawings and implement the preferred option;
3. That based on the approved construction drawings, staff obtain Ministry of Transportation approval.

#### **Purpose**

The purpose of this report is to present Members of Council with conceptual design options and related issues for a Vaughan Welcome Sign proposed along the east side of Highway 400 south of Bass Pro Mills Drive for Council's discussion and consideration.

#### **Background - Analysis and Options**

On July 29, 2004 Vaughan Mills presented to City staff for review and consideration, 6 design options on a Vaughan Welcome Sign proposed for construction by Vaughan Mills along the east side of Highway 400 south of Bass Pro Mills Drive. (See Attachment 1 Design Options #1 to #6). It should be noted that the vertical sign with "Vaughan Mills" is in the distance and not part of the welcome sign.

The proposed design options were circulated to City departments in order to identify issues or concerns that could provide assistance to Council in choosing a preferred design option.

#### **Preliminary Review**

Following an initial review of the 6 design proposals, staff has identified the following issues relative to all designs:

- Any design option that Council approves should comply with The City of Vaughan Corporate Logo Policy (See Attachment #2);
- All designs should be constructed of materials that will withstand adverse conditions on a long term basis and require low maintenance;
- Including "Welcome To" on the sign is not recommended as this gives the impression that the City limit starts at the Vaughan Mills;
- The location proposed is land owned by Ministry of Transportation, therefore the preferred design option will require MTO approval and a maintenance agreement between the City and MTO;
- The preferred design should include some low intensity lighting;

- Due to the close proximity of Highway 400, all planting should be low maintenance and be tolerant of many harsh conditions such as road salt, dryness, strong winter winds and air pollution;

Staff has identified the following issues relevant to specific design options:

- Option #1 provides some interesting vertical variation through the use of separate panels and illustrates an appropriate integration with the overpass bridge abutment, however some horizontal shadow treatment should also be incorporated into the panel design;
- Option #2 illustrates the use of planting to identify the signage, this more formal planting scheme will necessitate a higher degree of maintenance such as irrigation and plant material replacement, due to the close proximity to Highway 400 and its harsh growing environment. Also, this option may not present as well in the winter as other options;
- Option #3 provides the “Vaughan” name using individual letters set in a concrete slab, this design may require a higher degree of maintenance, be costly to construct properly, and may not be as visible along Highway 400 as other options.

### **Relationship To Vaughan Vision 2007**

The proposed Vaughan Welcome sign is consistent with the urban design goals and objectives outlined in the City’s OPA 505.

### **Conclusion**

Council direction is being sought on a preferred Vaughan Welcome Sign design option to be constructed by Vaughan Mills in accordance with all pertinent City construction standards, with a goal of providing a well-designed and practical Welcome Sign that the City of Vaughan can be proud of.

### **Attachments**

1. Welcome Sign Design Options #1 to #6
2. City of Vaughan Corporate Logo Policy

### **Report prepared by:**

Rob Bayley, Urban Designer ext. 8254

Respectfully submitted,

John Zipay  
Commissioner of Planning

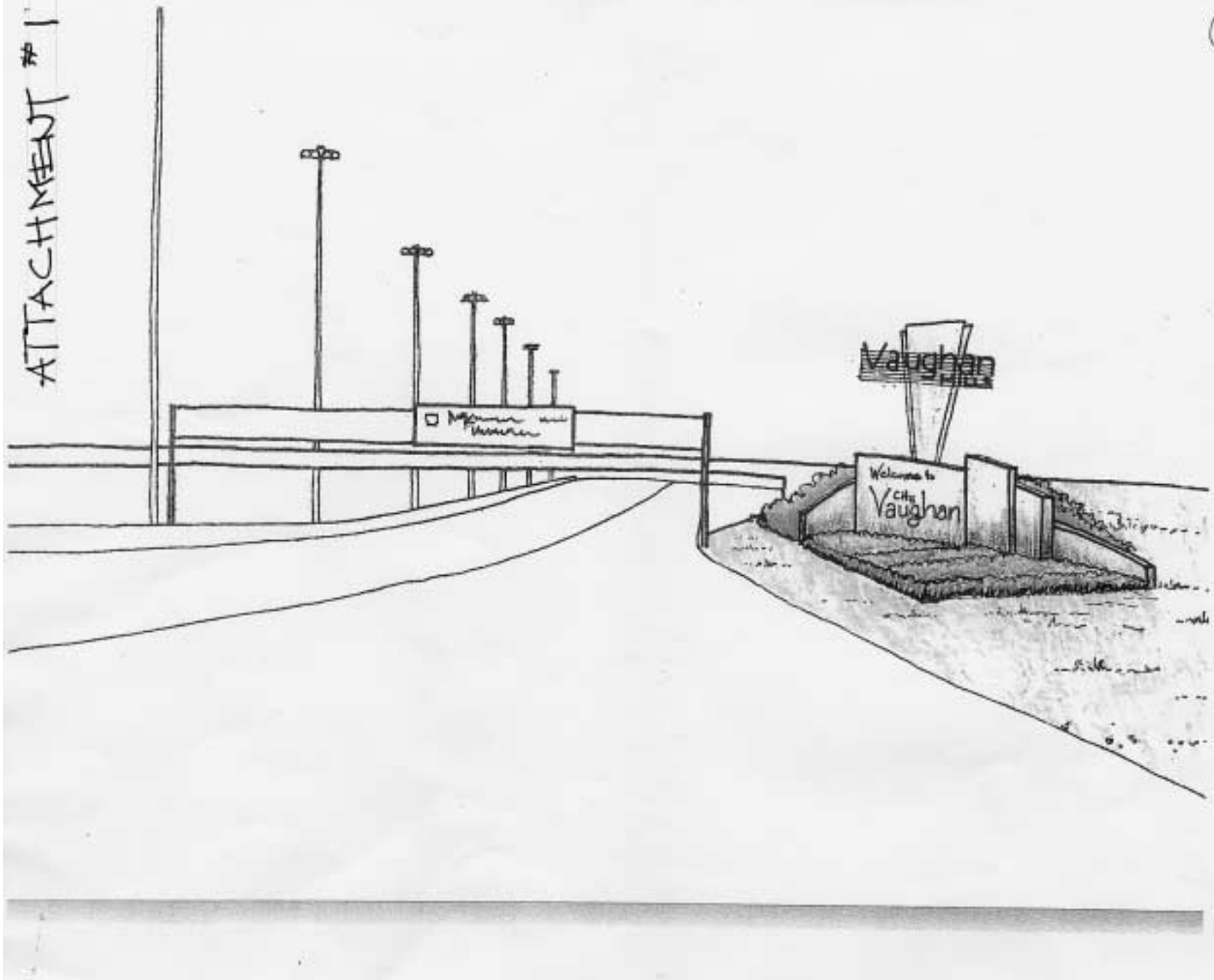
Diana Birchall  
Director of Urban Design

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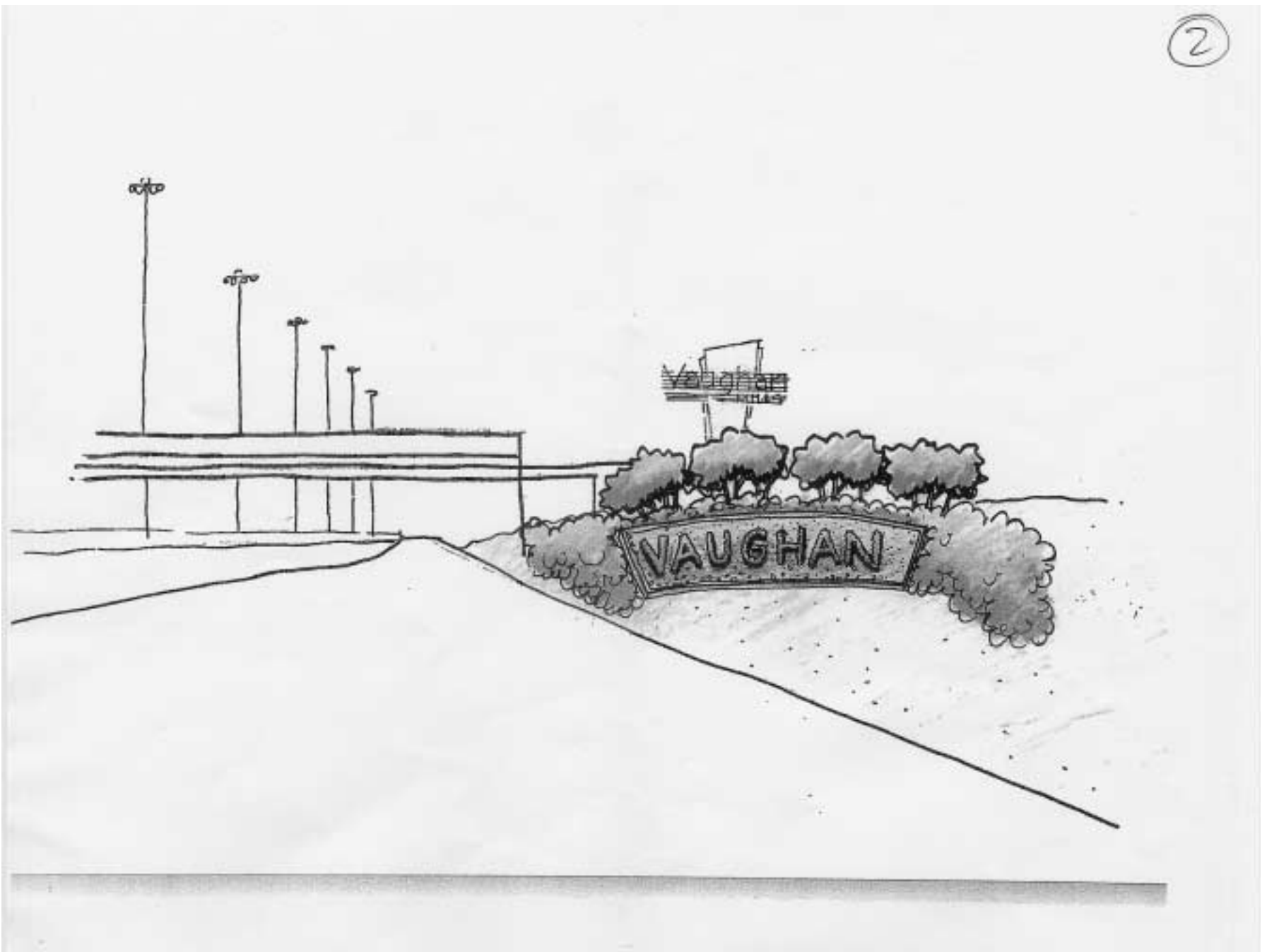
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ATTACHMENT #1

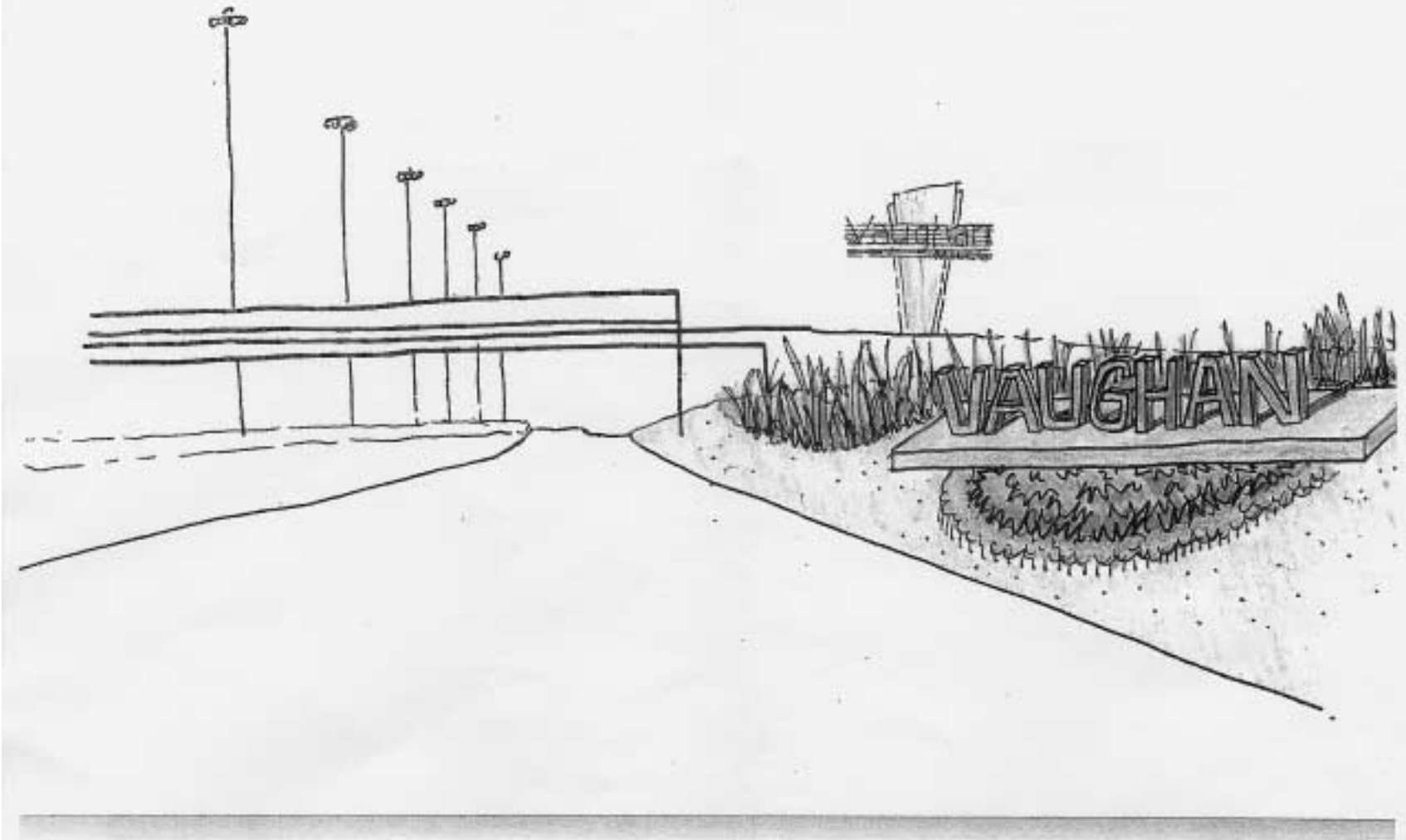
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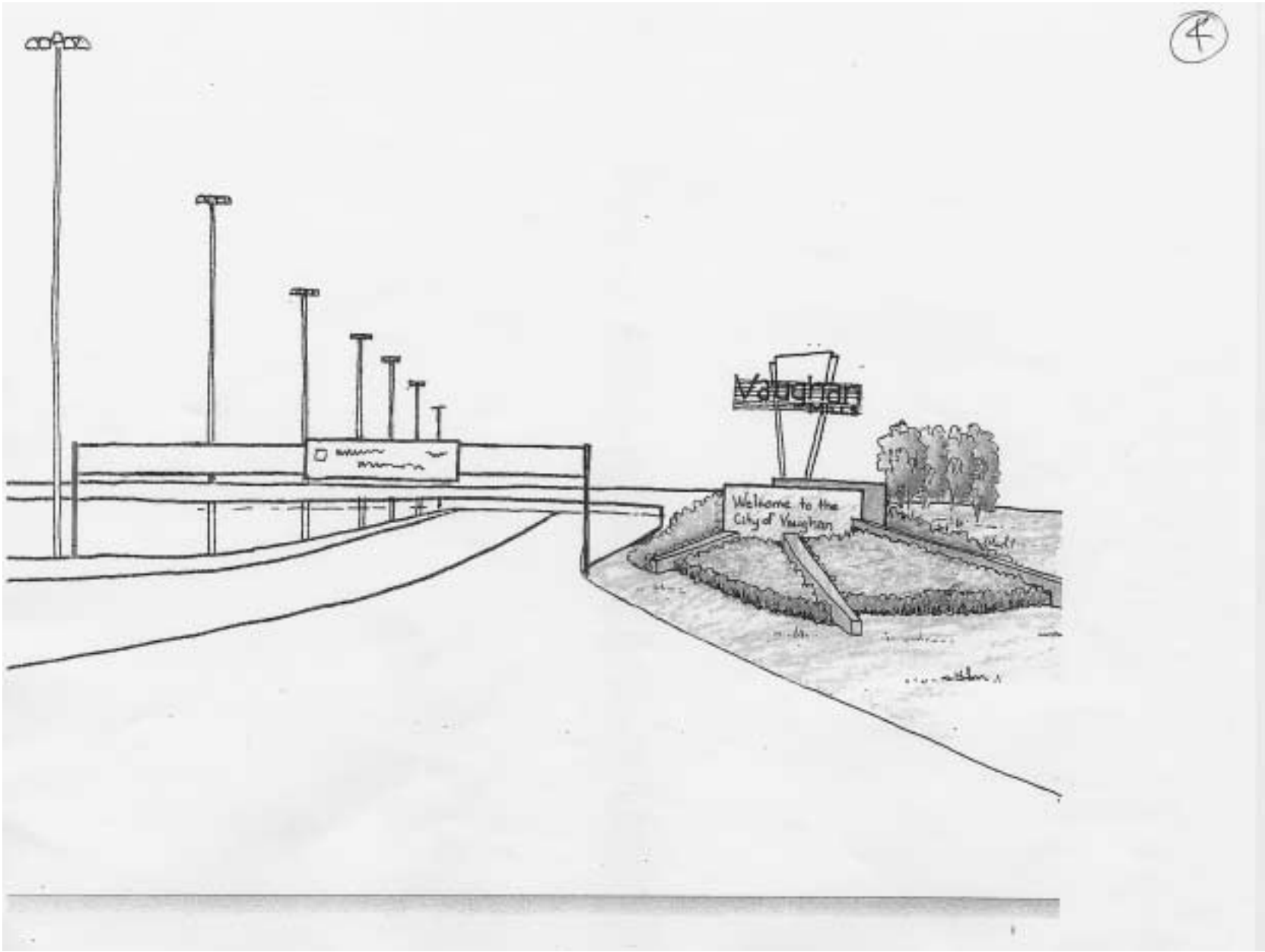
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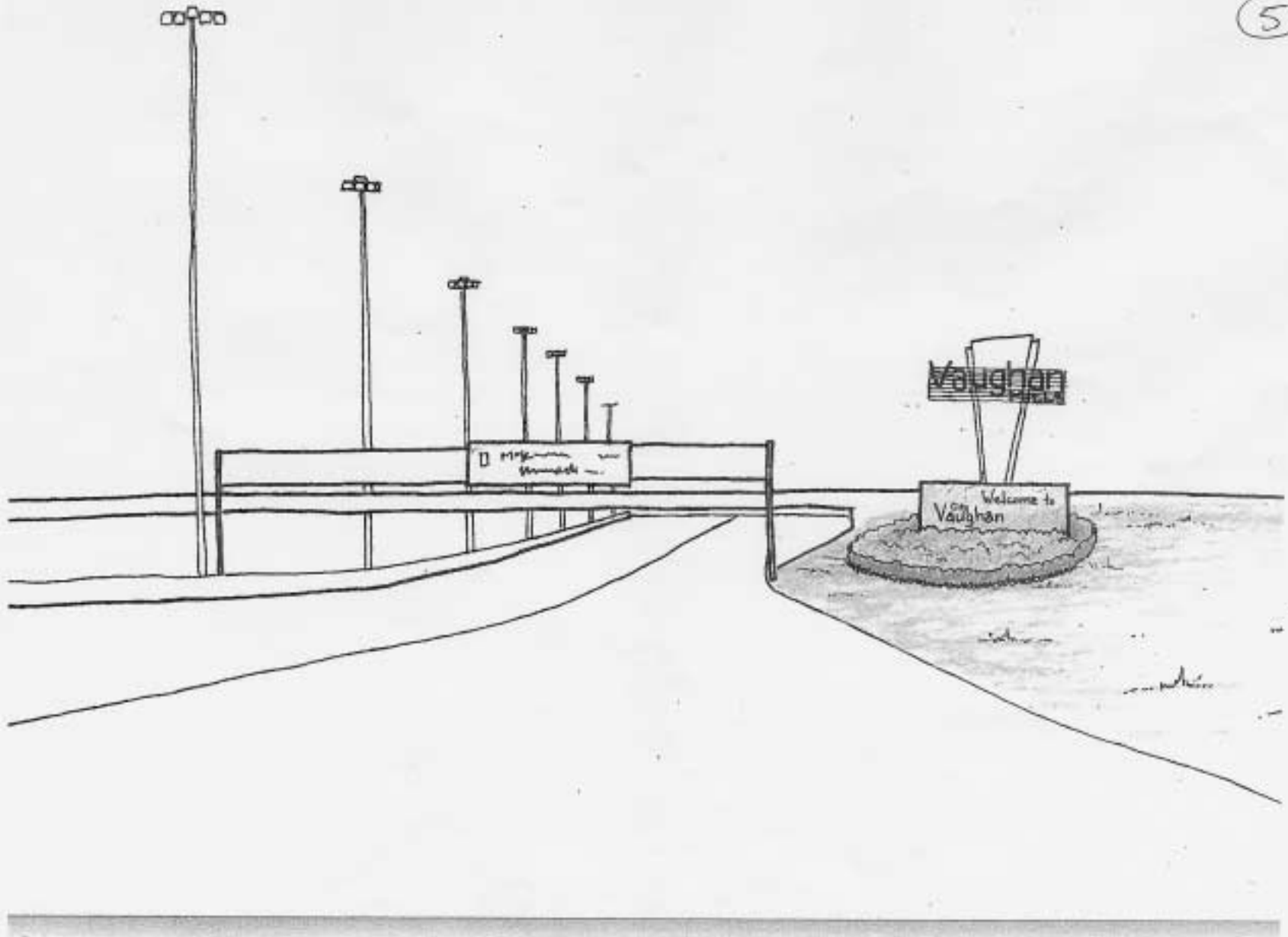
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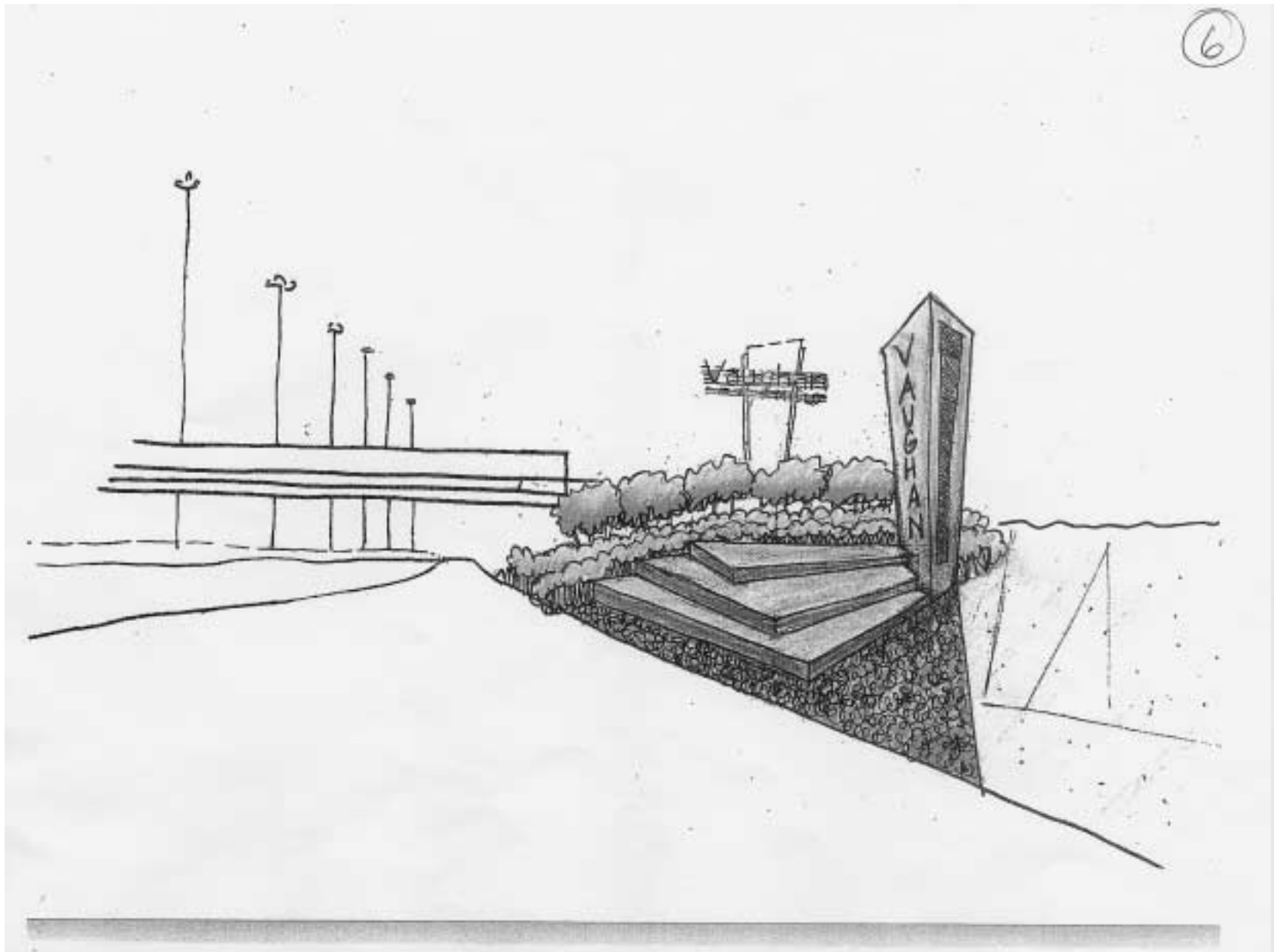
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# ATTACHMENT #2

updated July 1996

## CITY OF VAUGHAN CORPORATE LOGO POLICY

### Corporate Logo

The logo designed to represent the City of Vaughan will always appear in its complete form. The blue and green will be the official and standard colour version. Taglines, department names, etc; may not be placed near the logo in any manner which may be construed as being part of the corporate logo with the exception of the corporate tagline. The logo should appear as a separate entity representing the corporation.

### Corporate Tagline

The City Above Toronto is the official corporate tagline for the City of Vaughan. It must be used in conjunction with the logo at all times. It also must always be placed in the approved position beneath the logo. Artwork for both the logo and tagline (positioned together) is available from either the Purchasing Department or Economic & Technology Development.

### Logo Colour

The blue and green PMS colours have been determined as the primary, identifying colours for the City of Vaughan (the "corporate" colours). With regard to printed materials, if the logo is produced in 2 colours, they must be the official Pantone Matching System (PMS) colours. These are: blue - pantone 295(c) and green pantone 3288(c). If the logo is produced in one colour only, any colour other than the official PMS colours can be used. A screened value of the PMS colours cannot be utilized on the logo.

### Tagline Colour

The designated colour for the tagline is the same PMS blue used in the logo, 295(c). If the logo and tagline are produced in 2-colours, the tagline must be PMS 295(c). If the logo is produced in one colour only, a colour either than the official PMS colour may be used (if this is the case, it should be in the same colour used for the logo). A screened value of the PMS colours can not be utilized.

### Typestyle

The Purchasing Department will provide all camera-ready artwork when required. The logo typestyle is commonly known as Cheltenham, however it has been modified and reduced. Some of the letters are hand done, therefore the logo should not be reproduced. No other typestyle or modification of the logo and tagline will be acceptable.

GREEN  
PANTONE 3288c

**City of  
Vaughan**

BLUE  
PANTONE 295c

*The City Above Toronto*

**City of  
Vaughan**

*The City Above Toronto*

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