

COMMITTEE OF THE WHOLE – MAY 29, 2006

SIGN VARIANCE APPLICATION

FILE NO: SV.06-010
OWNER: ESSO CANADA INC.
LOCATION: 3100 MAJOR MACKENZIE DRIVE
LOT 21, CONCESSION 5

Recommendation

That Sign Variance Application SV.06-010, Esso Canada Inc., be REFUSED due to the fact that the sign advertises a product, not a service.

Economic Impact

None.

Purpose

Request to install an additional wall sign not in accordance with the Site Plan Agreement located on the east elevation of the subject building as shown on the attached drawings.

Background - Analysis and Options

By-Law Requirements (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.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Conclusion

The By-law permits only those wall signs approved on the site plan agreement. The applicant is proposing to install an additional wall sign on the east elevation of the existing building.

Members of the Sign Variance Committee do not support the application as submitted. Members expressed concerns about the proposed sign area in relation to existing signs as the proposed sign is for a new product and not the retailer itself.

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

Attachments

1. Sketch of Sign

Report prepared by:

John Studdy
Manager of Customer & Administrative Services

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/pa

NEW ILLUMINATED FASCIA SIGNS

PROPOSAL A

ILLUMINATED FASCIA SIGN
 WHITE ACRYLIC FACE C/W 1ST SURFACE APPLIED
 3M SCOTCHCAL GRAPHICS, 3632-22 BLACK,
 3630-143 POPPY RED AND 3630-131 GOLD METALLIC.
 APPLY 3642-114 GFS PROTECTIVE TRANSLUCENT
 FILM OVER ENTIRE FACE.
 EX7 RETAINER AND FILLER PAINTED WHITE.
 INTERNALLY ILLUMINATED WITH FLUORESCENT LAMPS.

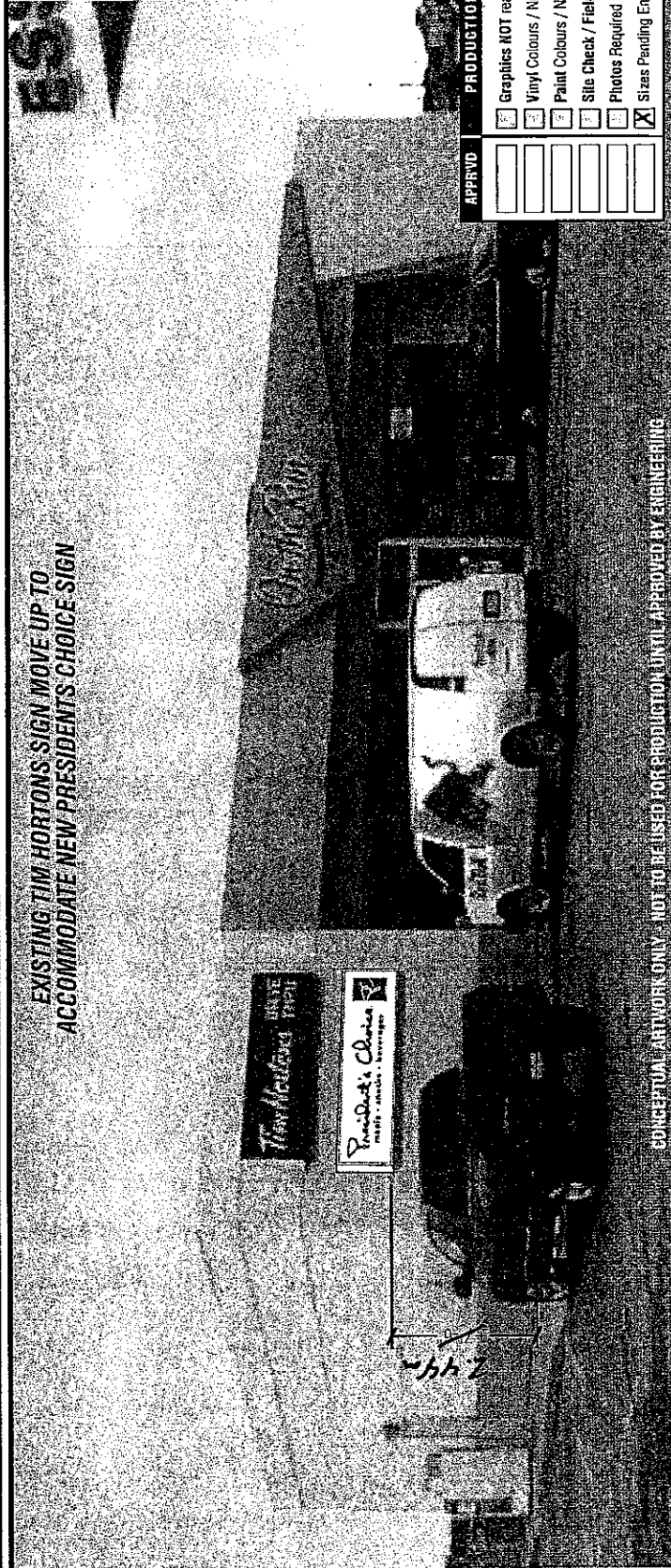
11'-8 5/16"
 3564mm

3'-4 5/8"
 1032mm

President's Choice.
 meals • snacks • beverages



EXISTING TIM HORTONS SIGN MOVE UP TO
 ACCOMMODATE NEW PRESIDENTS CHOICE SIGN



CONCEPTUAL ARTWORK ONLY - NOT TO BE USED FOR PRODUCTION UNTIL APPROVED BY ENGINEERING

APPROVED	PRODUCTION
<input type="checkbox"/>	<input type="checkbox"/> Graphics NOT ready for Production
<input type="checkbox"/>	<input type="checkbox"/> Vinyl Colours / Numbers to be Verified
<input type="checkbox"/>	<input type="checkbox"/> Paint Colours / Numbers to be Verified
<input type="checkbox"/>	<input type="checkbox"/> Site Check / Field Dimensions Required
<input type="checkbox"/>	<input type="checkbox"/> Photos Required
<input type="checkbox"/>	<input checked="" type="checkbox"/> Signs Pending Engineering

Customer: IMPERIAL OIL/PRESIDENTS CHOICE
 Address: 3100 MAJOR MACKENZIE DR., MAPLE, ON
 Designer: N.Y.
 Acct. Rep: TIM ZADOW

Drawing No: 37279
 Sheet: 2
 Scale: 1/2"=1'-0"
 Date: FEBRUARY 9TH, 2006

REVISION / ECH:
 RT FEB 10/06 - RELOCATED PLACEMENT OF
 "PC" SIGNAGE

ISO 9001

Approval: *[Signature]*
 Date: Feb. 16/06

TEKSIGN INC.
 DESIGN - ENGINEERING - MANUFACTURING - MI 80 9001:2000 REGISTERED COMPANY
 6415 VISCOUNT ROAD, MISSISSAUGA, ONTARIO, CANADA L4V 1Y5

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