

**COMMITTEE OF THE WHOLE MARCH 3, 2008**

**SIGN VARIANCE APPLICATION**

**FILE NO: SV.07-028**

**OWNER: DUCA DEVELOPMENT LIMITED, SMART CENTRES/SEKOU ALLEYNE**

**LOCATION: 10 DISERA DRIVE, LOT 6, CONCESSION 2**

**Recommendation**

That Sign Variance Application SV.07-028, Duca Development Limited, Smart Centres/Sekou Alleyne, be APPROVED, subject to external goose-neck lighting be provided in addition to the internal illumination for all external wall signs.

**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**

Request to install a window sign on the east elevation and two wall signs on the south elevation of the subject building of the subject property as shown on the attached drawings.

The By-law permits only those wall signs approved on the site plan agreement.

**Background - Analysis and Options**

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.

The Sign By-law permits only those wall signs shown on the approved site plan agreement schedules.

**Relationship to Vaughan Vision 2020**

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 to install a window sign on the east elevation and two wall signs on the south elevation of the subject building.

Members of the Sign Variance Committee have considered the variance application and have no objections to its approval provided that external goose-neck lighting is provided in addition to the internal illumination for all exterior wall signs.

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

**Attachments**

1. Site Plan
2. Ground Floor Plan
3. Elevations and sketch of signs

**Report prepared by:**

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

/pa

**STARBUCKS COFFEE COMPANY**  
**10 Disera Drive**  
**Vaughan, ON**  
**Proposed Signage - Variance**

**GENERAL INFORMATION:**

ADDRESS: 10 Disera Drive, Vaughan, ON  
 APPLICABLE SIGN BY-LAW: City of Vaughan - By Law

**PROJECT CONTACTS:**

**PROPERTY OWNER**  
 Anpa Development Limited  
 700 Applewood Cres, Suite 100  
 Vaughan, Ontario L4X 9K3  
 Phone (905) 760-6200  
 Fax (905) 760-6202

**SIGN OWNER**  
 STARBUCKS COFFEE CANADA  
 5140 Yonge Street, Suite 1205  
 Toronto, Ontario M2N 6L7  
 Contact: David Martin  
 Phone (416) 227-4073  
 Fax (416) 365-6775

**SIGN PERMIT APPLICANT**

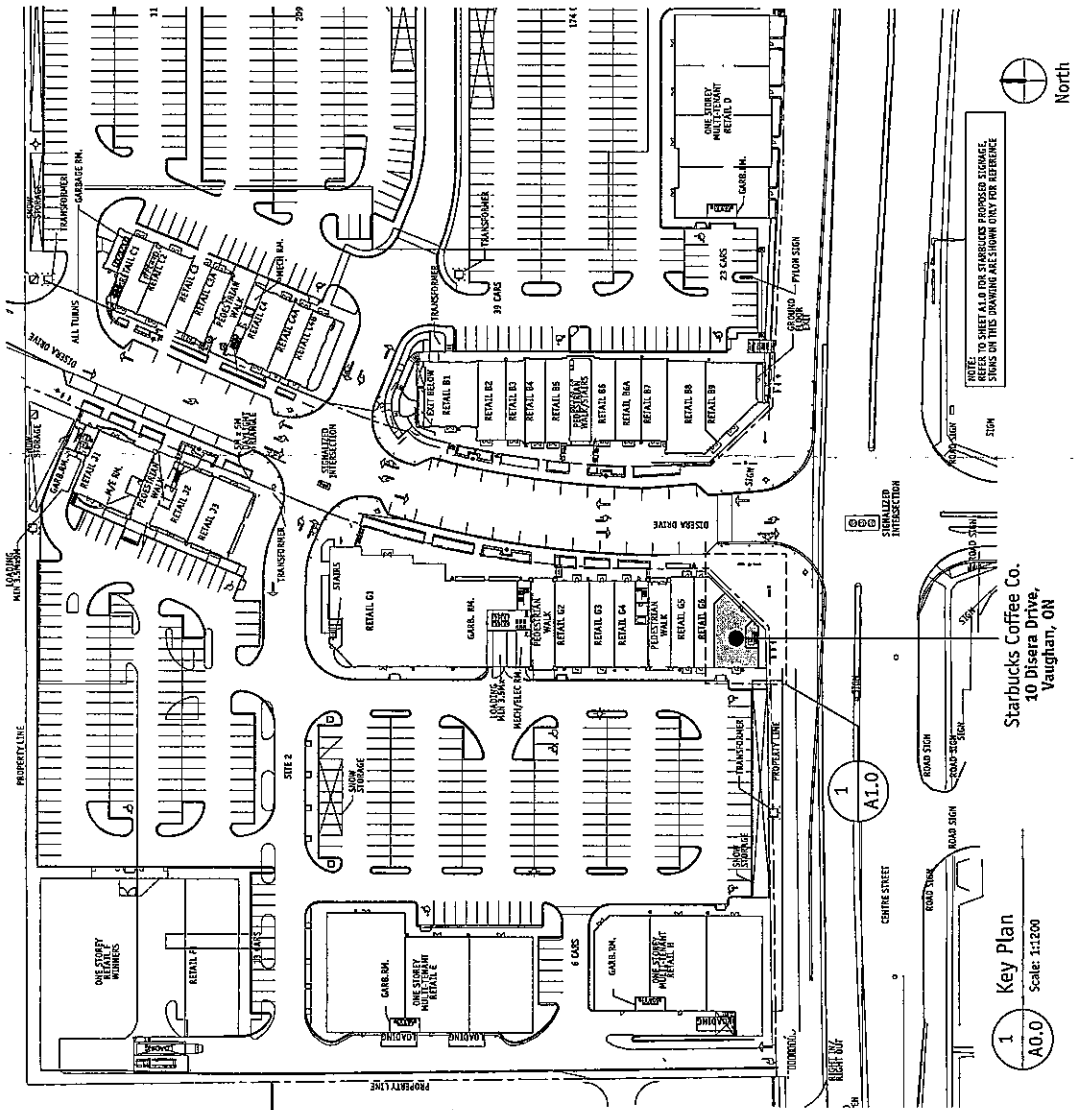
DANIEL JOHNSON ARCHITECT INC.  
 100 - 90 Richmond Street East  
 Toronto, Ontario M5C 1P1  
 Contact: Karina Olivares  
 Phone (416) 920-6499  
 Fax (416) 920-6499  
 Email: koolivares@j-n-arch.com

**SIGN INSTALLER**

PROVINCIAL SIGN SYSTEMS  
 275 Frankcom Street  
 Ajax, ON L1S 1K4  
 Contact: Jennifer Colton  
 Phone (905) 837-1791  
 Fax (905) 837-1799

**DRAWING LIST:**

- A0.0 Project Information
- A1.0 Ground Floor Plan
- A2.0 Elevations
- A3.0 West Elevation
- A4.0 Anchorage Detail



**1 Key Plan**  
 Scale: 1:1200

Starbucks Coffee Co.  
 10 Disera Drive,  
 Vaughan, ON

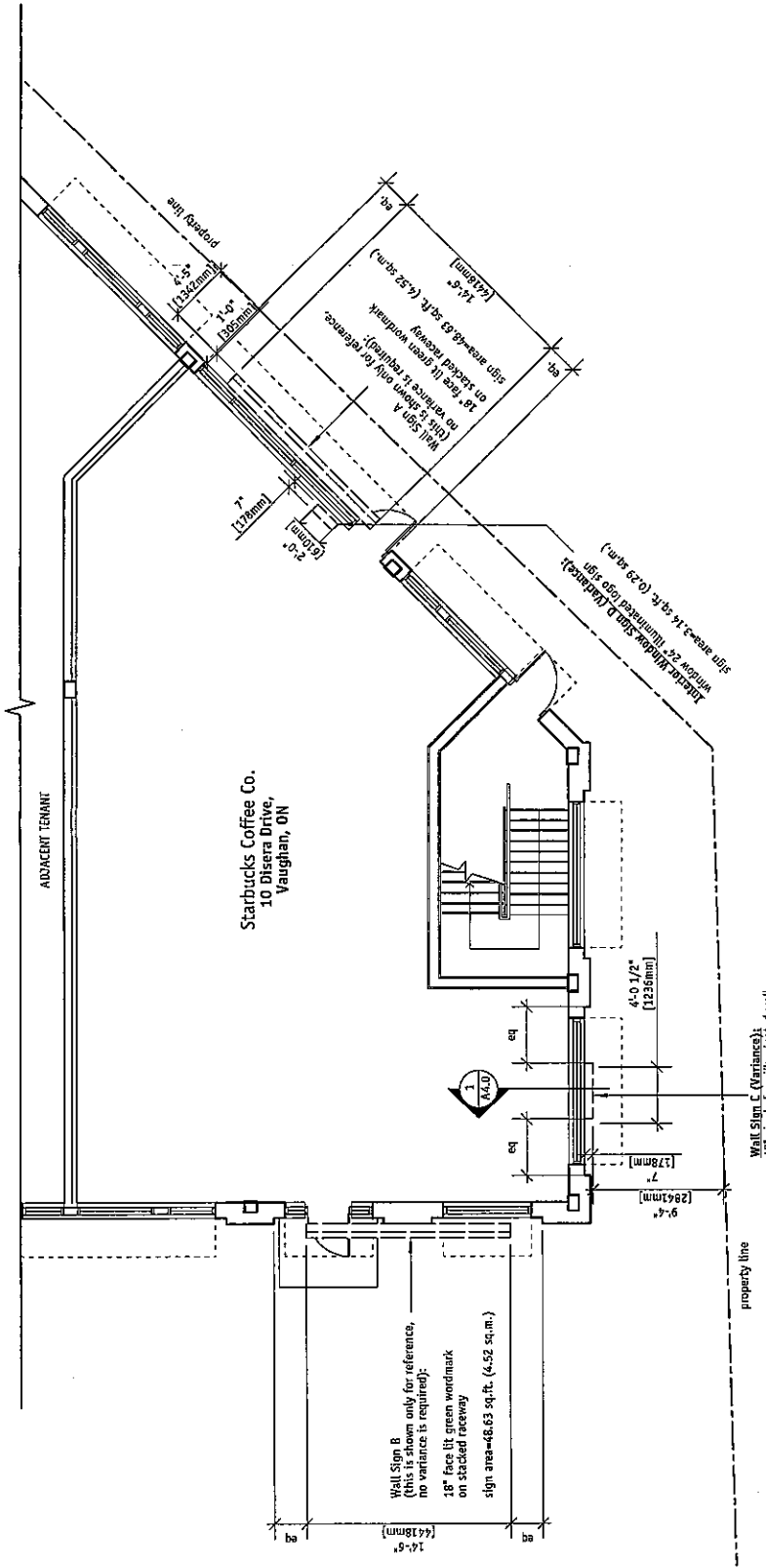
**Architect** Daniel Johnson Architect Inc.  
 98 Richmond Street East  
 Suite 100, Toronto, Ont.  
 M5C 1P1  
 Ph: 416-920-6490  
 Fax: 416-920-6499  
 djohnson@j-n-arch.com

**Project** Starbucks Coffee  
 Vaughan  
 Proposed Signage  
 10 Disera Drive, Vaughan, ON

**Drawing** As noted November 2007  
 Sheet No: 10  
 Entered by: DJ  
 Project No: 2006-109

**A0.0**

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 The contractor shall be responsible for any changes made to the drawings without the architect's approval.



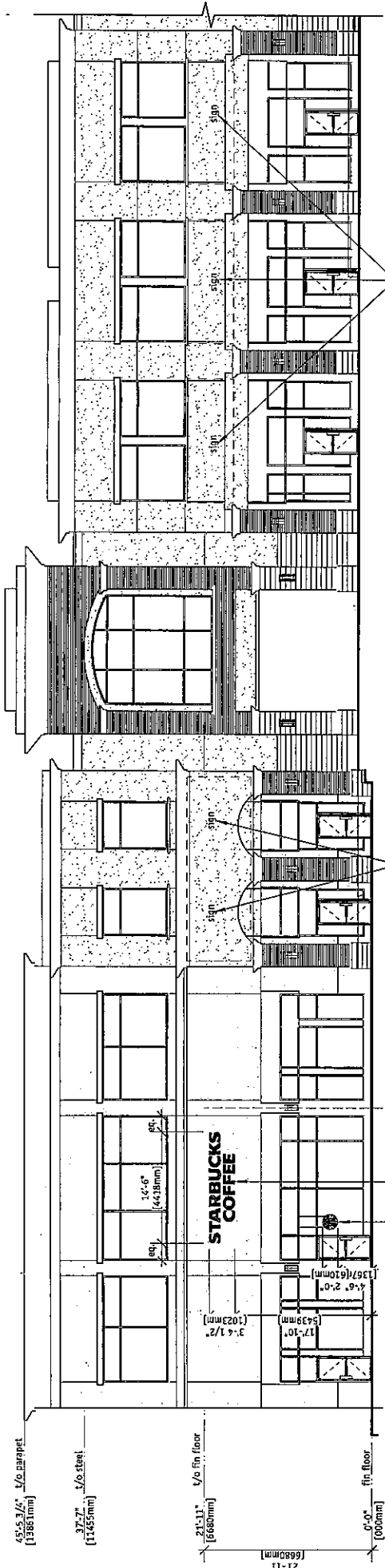
200 drawings, the accuracy of this information and they may not be used or reproduced without express approval.  
 The Contractor shall verify all levels and dimensions on site and report all in-kind conditions to the architect.  
 The Contractor shall be responsible for any drawings made to the drawings without the architect's approval.

**Architect:** Charles Hulsewath Architect Inc.  
 90 Richmond Street East  
 Suite 100, Toronto, Ont.  
 M5C 1P1  
 P: 416-920-2040  
 F: 416-920-4499  
 chulsewath@ch-h.com

**Project:** Starbucks Coffee Vaughan  
 Proposed Signage  
 10 Disera Drive, Vaughan, ON

**Drawing:** Ground Floor Plan

Scale: 1:100  
 Date: 11 October 2007  
 Project No.: 2006-109  
 Revised by: KO  
 Drawn by: UD  
 A1.0



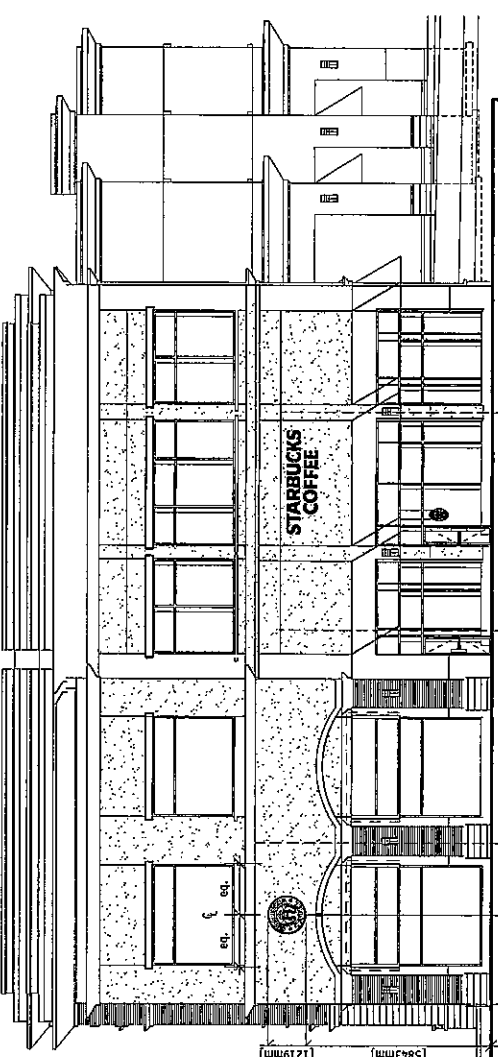
location of tenant signage  
(under a separate permit)

location of tenant signage  
(under a separate permit)

Wall Sign A  
(this is shown only for reference,  
no variance is required);  
18" face lit green wordmark  
on stacked raceway  
sign area=48.63 sq.ft. (4.52 sq.m.)  
43'-3" (13132mm) 1/2 parapet  
37'-7" (11455mm) 1/2 steel

Interior Window Sign B (Variance):  
window 24" illuminated logo sign  
sign area=3.14 sq.ft. (0.29 sq.m.)  
38'-11 1/2" (11877mm)  
Extent of Starbucks  
Lease Space

**1 East Elevation**  
A2.0 Scale: 1:150



**2 South Elevation**  
A2.0 Scale: 1:150

Wall Sign C (Variance):  
48" single face illuminated wall  
mount logo disk  
sign area=12.56 sq.ft. (1.17 sq.m.)  
16'-8 1/2" (5088mm)  
Extent of Starbucks  
Lease Space

Refer to East Elevation  
Extent of Starbucks  
Lease Space

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The architect shall not be responsible for any errors or omissions in this set of drawings. The architect shall be responsible for any changes made to the drawings without the architect's approval.

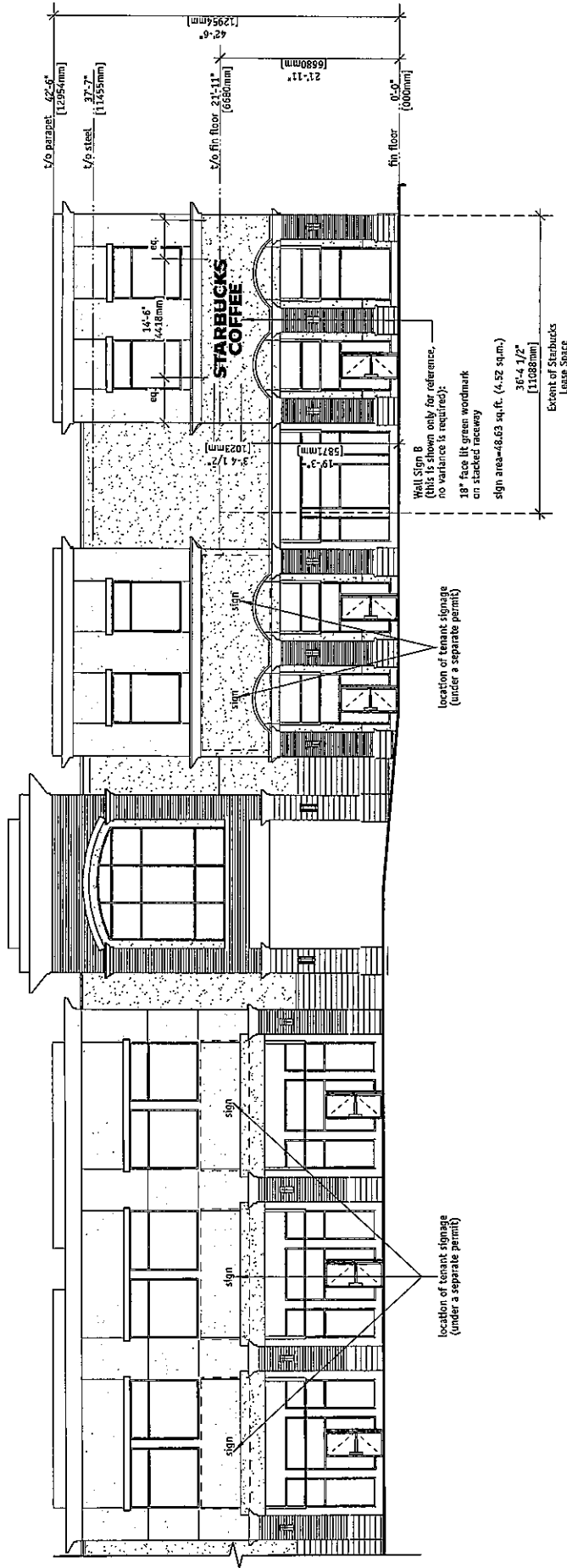
**Architect:** Donald Johnson Architects Inc.  
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djohnson@dn-arch.com

**Project:** Starbucks Coffee Vaughan  
Proposed Signage  
10 Bivers Drive, Vaughan, ON

**Drawing:** Elevations

Date: 1:150 November 2007  
Sheet No: X0  
Revision No: 01  
Project No.: 2006-109

**A2.0**



1 West Elevation  
 A3.0 Scale: 1:150

18 William Street East Suite 100, Dublin, OH REG. # 1 PH 415-920-7000 FX 415-920-4992 djohnson@ra-arch.com	Architect Daniel Johnson Architect LLC	Project Starbucks Coffee Vaughan Proposed Signage 10 Bitera Drive, Vaughan, ON	Drawing West Elevation
	01 18.11.07 For Sign Review	Scale 1:100 November 2007	Form No KO

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