

COMMITTEE OF THE WHOLE FEBRUARY 10, 2009

SIGN VARIANCE APPLICATION

FILE NO: SV.08-025

OWNER: INNOVATION COMMERCIAL CENTRE INC.

**LOCATION: C/O HOMELIFE ROYAL CORP. REAL ESTATE INC./TONY RIMONATO
20 INNOVATION DRIVE, BUILDING B, UNIT 1 (STARBUCKS COFFEE CO.)
BLOCK 1, REGISTERED PLAN 4044
WARD 2**

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.08-025, Innovation Commercial Centre Inc. c/o Homelife Royal Corp. Real Estate Inc./Tony Rimonato, be APPROVED.

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 drive thru wall sign on the east building face of the subject property as shown on the attached drawings.

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.

Noting the above, where the property is regulated by a site plan agreement approved by the City, only those wall signs and pylon signs approved under the site plan agreement are deemed to be permitted by the City's Sign By-law.

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 to install a 1.17 sqm. (12.56 sqft.) drive thru wall sign on the east building face as shown on the attached drawings. The proposed sign was not shown on the approved site plan agreement and therefore not permitted.

Members of the Sign Variance Committee note that the proposed sign is a smaller sign that advertizes the Drive-thru located on the property. Committee members have no objections to the application as submitted and are of the opinion that the intent and purpose of the Sign By-Law is being maintained.

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

Attachments

1. Site Plan
2. Sketch of Sign
3. East and West Elevations

Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/pa

STARBUCKS COFFEE COMPANY
20 Innovation Drive, Building B, Unit 1,
Vaughan, ON
Sign Variance Application / Drive-Thru Wall Sign

GENERAL INFORMATION:

ADDRESS 20 Innovation Drive, Building B,
 Unit 1, Vaughan, ON
APPLICABLE SIGN BY-LAW City of Vaughan - By Law

PROJECT CONTACTS:

PROPERTY OWNER
 Innovation Commercial
 Centre Inc. c/o HomeLife
 255 Bowditch Drive East,
 Woodbridge, ON L4L 5T9
 Contact: Tony Rinomato
 Phone: (416) 899-9553

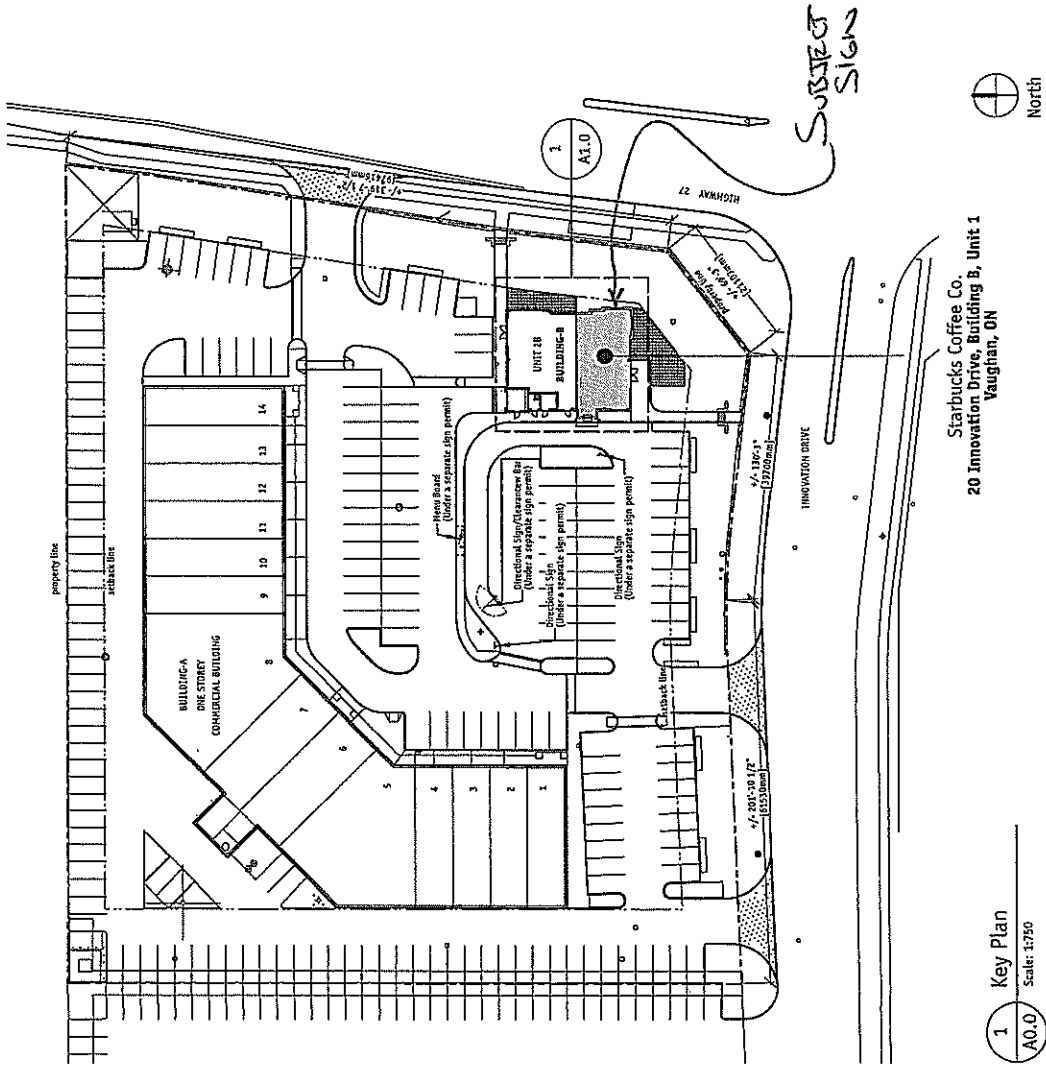
SIGN OWNER / TENANT
 STARBUCKS COFFEE CANADA
 5140 Yonge Street, Suite 1205
 Toronto, Ontario M2N 6L7
 Contact: Alastair Brown
 Phone: (416) 556-4957
 Fax: (416) 566-2775

SIGN PERMIT AGENT
 DANIEL JOHNSON ARCHITECT INC.
 100 - 90 Richmond Street East
 Toronto, Ontario M5C 1P1
 Contact: Karina Ollivares
 Phone: (416) 920-0000 ext. 231
 Fax: (416) 920-4499
 Email: kollivares@dn-arch.com

SIGN INSTALLER
 PATTERSON DESIGN GROUP
 17 Boulevard Rd.,
 St. Albert AB, Canada
 T8N 5A6
 Contact: John Edward Alastair Richardson
 Phone: (780) 418-0302
 Fax: (780) 418-7435

DRAWING LIST:

- A0.0 Project Information
- A1.0 Ground Floor Plan
- A2.0 East & West Elevations
- A3.0 North & South Elevations



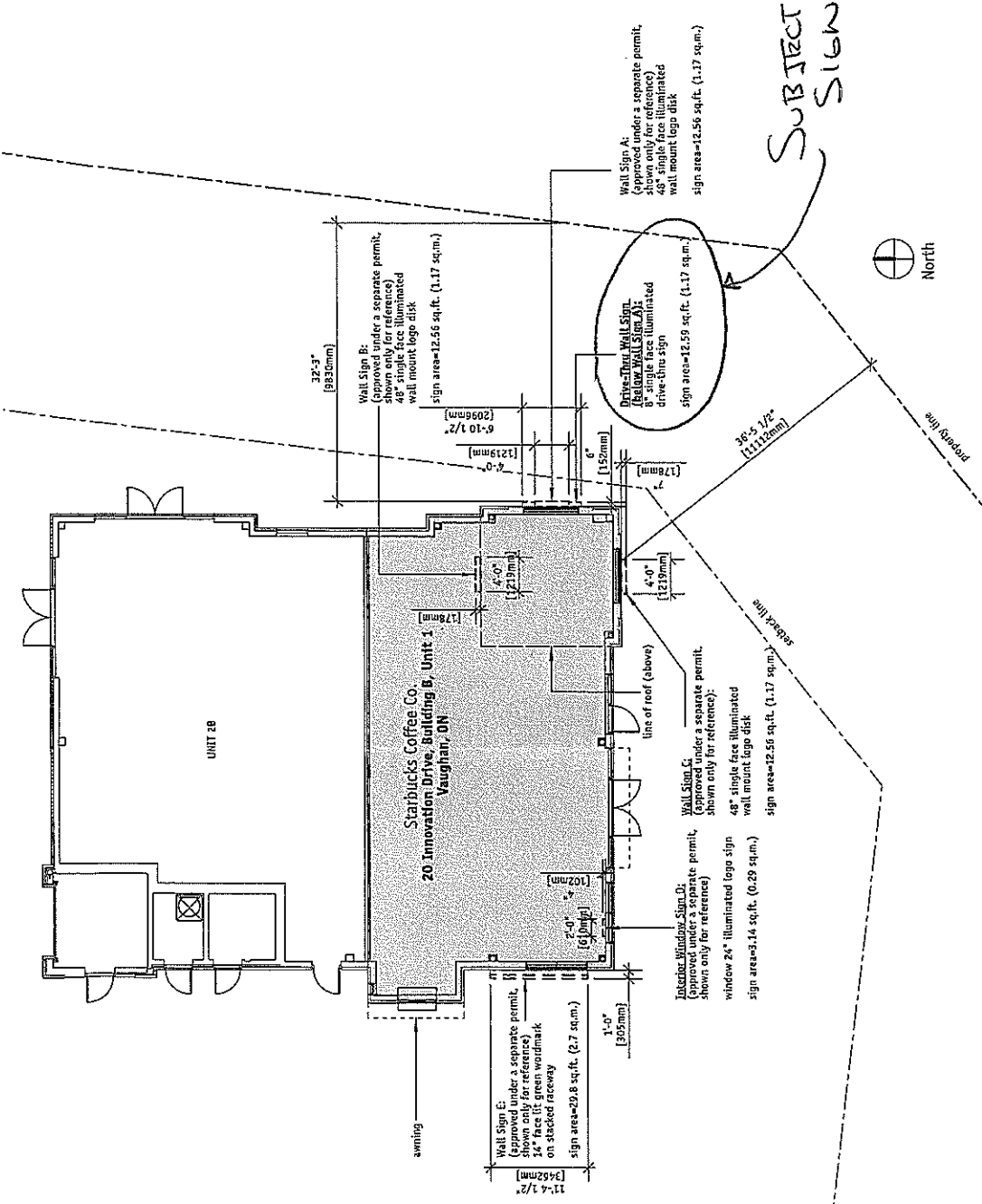
Starbucks Coffee Co.
 20 Innovation Drive, Building B, Unit 1
 Vaughan, ON



1 Key Plan
 A0.0
 Scale: 1:750

Project		Drawing	
Starbucks Coffee	Vaughan	As noted	As noted
20 Innovation Drive, Building B, Unit 1, Vaughan, ON	20 Innovation Drive, Building B, Unit 1, Vaughan, ON	Scale	Project No.
		1:750	2007-054
Architect		Client	
Daniel Johnson Architect Inc.	Starbucks Coffee Co.	Drawn by	KD
90 Richmond Street East	Vaughan	Checked by	JD
Unit 100, Toronto, ON	20 Innovation Drive, Building B, Unit 1, Vaughan, ON	Scale	1:750
M5C 1P1		Project No.	2007-054
Ph: 416-920-0000			
Fax: 416-920-4499			
djohnson@dn-arch.com			

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Architect:
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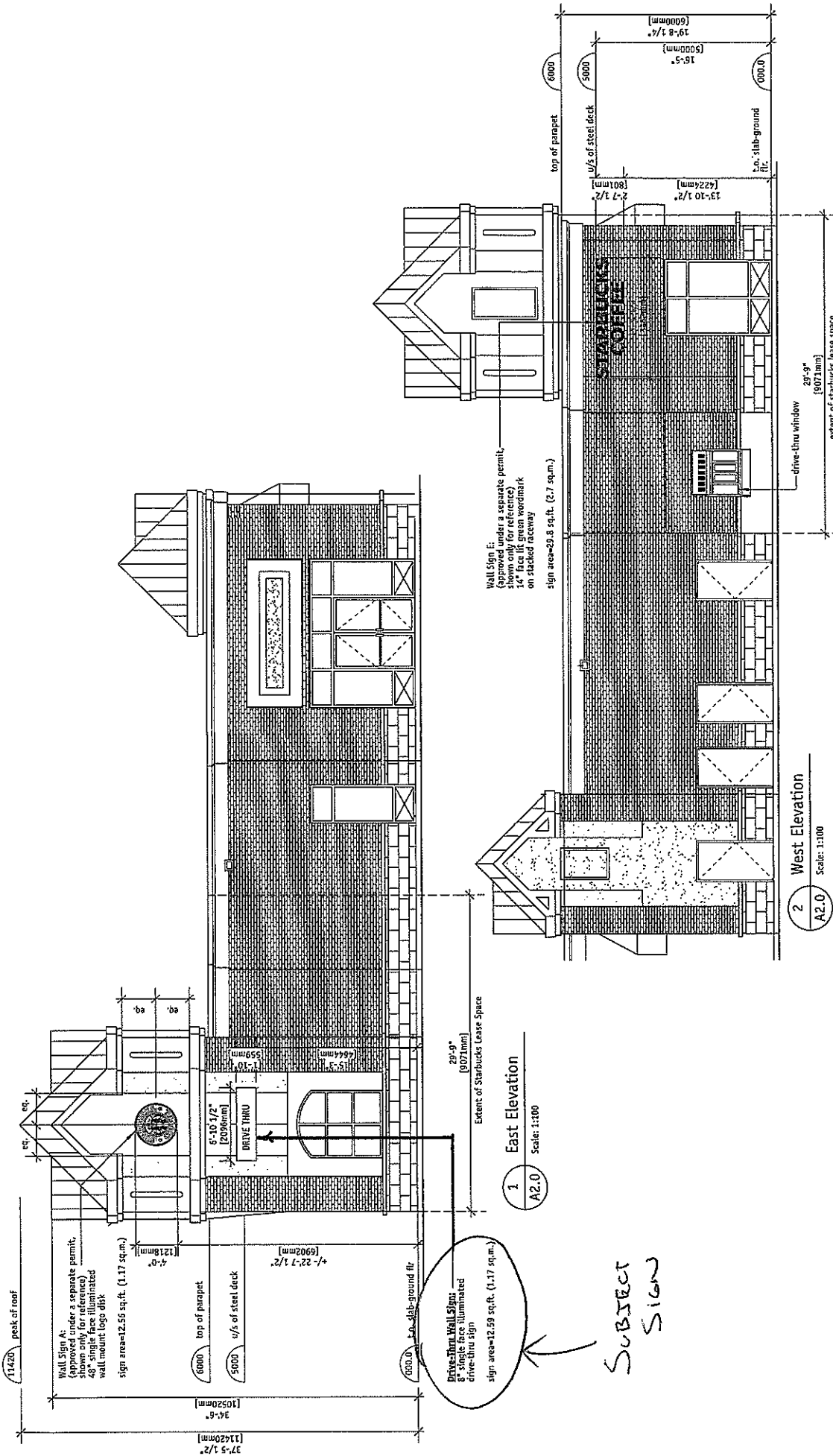
Project:
 Starbucks Coffee
 Vaughan
 Sign Variance
 20 Innovation Drive, Building B, Unit 1, Vaughan, ON

Drawing:
 Ground Floor Plan

Date: 11/15/2008
 Drawn by: JO
 Approved by: DJ
 Project No.: 2007-004

A1.0

SUBJECT SIGN



Wall Sign E:
 (approved under a separate permit,
 shown only for reference)
 14" face lit green wordmark
 on stacked rafter
 sign area=29.8 sq.ft. (2.7 sq.m.)

1 East Elevation
 A2.0 Scale: 1:100

2 West Elevation
 A2.0 Scale: 1:100

Architect
 Daniel Johnson
 Architect, Inc.
 20 Richmond Street East
 Toronto, Ontario, ON
 M5C 1P1
 PH: 416-920-0400
 FR: 416-920-4693
 djohnson@ra-arch.com

Project
 Starbucks Coffee
 Vaughan
 Sign Variance
 20 Innovation Drive, Building 6, Unit 1, Vaughan, ON

Scale
 11/00
 K0
 D1
 2007-004

Date
 11/00
 K0
 D1
 2007-004

Project No.
 2007-004

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