

**COMMITTEE OF THE WHOLE MAY 12, 2009**

**SIGN VARIANCE APPLICATION**

**FILE NO: SV.09-006**

**OWNER: JANE RUTHERFORD CENTRE INC.**

**LOCATION: 9100 JANE STREET, BUILDING 'L', YCC 1086  
WARD 4**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.09-006, Jane Rutherford Centre Inc., be APPROVED, subject to the following conditions:

- i) that the wall signs for the north and south elevations be in accordance with the approved site plan agreement;
- ii) that the wall signs for the east and west elevations be reduced to be contained within the lighter stucco area per the approved site plan agreement; and
- iii) that the telephone number be removed.

**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 that a Sign Variance be approved authorizing the installation of wall signs on the east and west elevations of the subject building, as shown on the attached drawings.

**Background - Analysis and Options**

**Bylaw 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.

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 two (2) additional wall signs on the east and west building elevations. The walls for the north and south elevations have been approved by under the site plan process and therefore comply with the Sign By-Law.

Members of the Sign Variance committee generally had no objections to the application subject to the sign areas being reduced to be more reflective of the subject building's mass and not to interfere with the architectural features of the building. Committee members are further of the opinion that the phone number should be removed to reduce the overall clutter and improve the legibility of the sign.

Noting the above, Members of the Sign Committee are recommending the following conditions of approval:

That Sign Variance Application SV.09-006, Jane Rutherford Centre Inc., be APPROVED, subject to the following conditions:

- i) that the wall signs for the north and south elevations be in accordance with the approved site plan agreement;
- ii) that the wall signs for the east and west elevations be reduced to be contained within the lighter stucco area per the approved site plan agreement; and
- iii) that the telephone number be removed.

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

## **Attachments**

1. Site Plan
2. Building Elevations - North, South, East, West
3. Sign Details (Signs for the 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



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Vaughan, ON  
L4L 8P4  
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Toll Free: 1.877.260.9924

DISTINCTIVE SIGN MEDIA

Customer:

**RE/MAX  
PREMIER**

Project:

IDENTIFICATION SIGNAGE

Site:

Tuscany Place, Vaughan ON

Contact Name:

Drawing Title:

IDENTIFICATION SIGNS

Site Plan

Sales:

JOE CAPUTI

Designer:

ZPL TLC

Scale:

NTS

Date:

03 22 09

Filename:

REMAX TUSCANY PLACE  
PERMIT DWG 20080322

Drawing No.

REM08-1

Page No.

11 of 13

APPROVED FOR PRODUCTION

Date:

Name:

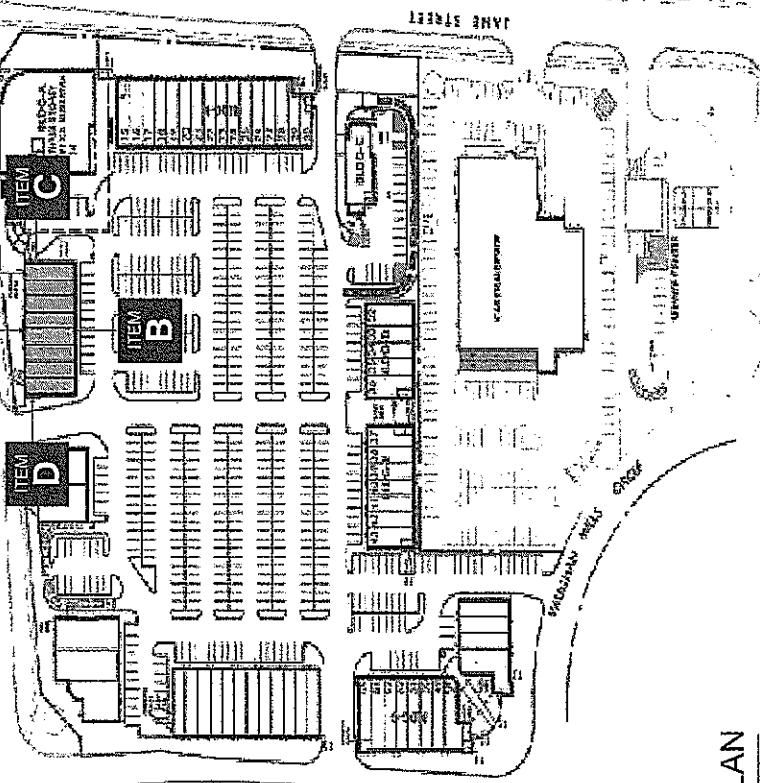
Approval:

Handwritten arrow pointing up and the letter 'H'.

**RE/MAX  
PREMIER**

ITEM A

BUTTERWORTH TOWN



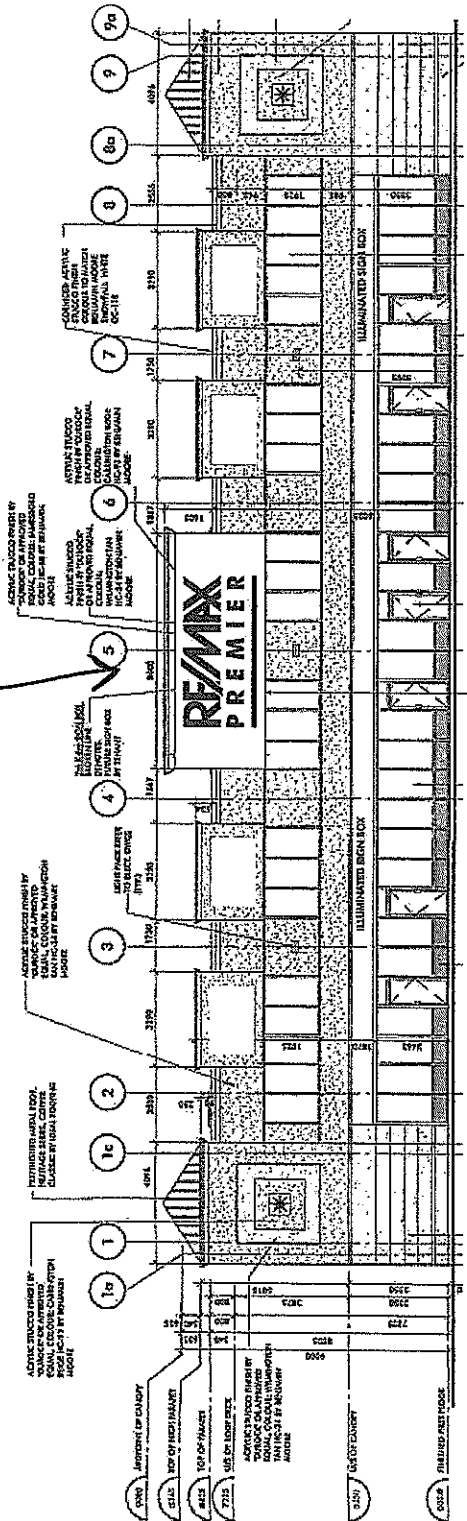
SITE B

**SITE PLAN**

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Customer:	<b>RE/MAX PREMIER</b>
Project:	IDENTIFICATION SIGNAGE
Site:	Tuscany Place, Vaughan ON
Contact Name:	
Drawing Title:	<b>ITEM A</b> IDENTIFICATION SIGN
	NORTH ELEVATION
Sales:	JOE CAPUTI
Designer:	ZPL TLC
Date:	03 22 09
Scale:	NTS
Filename:	RE/MAX TUSCANY PLACE PERMIT DWG 20090322
Drawing No.:	REM08-1
Page No.:	2 of 13
<b>APPROVED FOR PRODUCTION</b>	
Date:	
Name:	
Approval:	

Sign Permitted By Site  
 Plan Agreement.



**NORTH BUILDING ELEVATION**

**Total Sign Area: 110.24 SF**

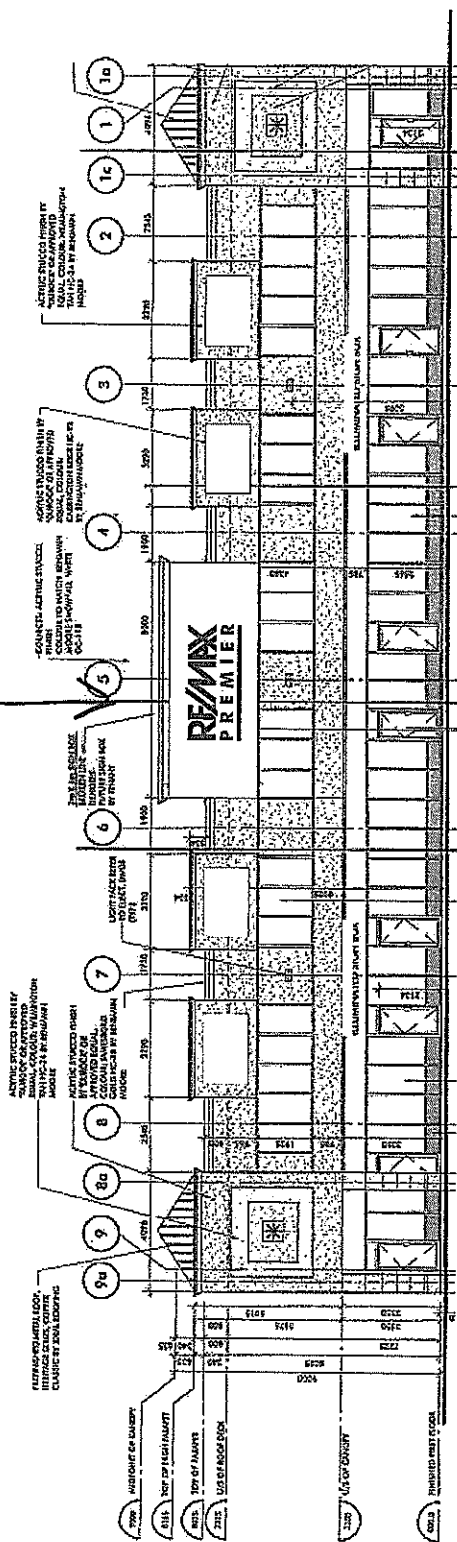


**North American Sign Company (2006) Inc.**  
 110 Sharer Road  
 Vaughan, ON L4L 8P4  
 Tel: 905.264.9924  
 Fax: 905.264.9721  
 Toll Free: 1.877.260.9924

DISTINCTIVE SIGN MEDIA

Customer:	<b>RE/MAX PREMIER</b>
Project:	IDENTIFICATION SIGNAGE
Site:	Tuscany Place, Vaughan ON
Contact Name:	
Drawing Title:	<b>ITEM B IDENTIFICATION SIGN</b>
	SOUTH ELEVATION
Sales:	JOE CAPUTI
Designer:	ZPL TLC
Scale:	NTS
Date:	03 22 09
Filename:	REMAX TUSCANY PLACE PERMIT DWG 20090322
Drawing No.:	REM08-1
Page No.:	3 of 13
<b>APPROVED FOR PRODUCTION</b>	
Date:	
Name:	
Approval:	

*Sign Permitted By Site Plan Agreement.*



**RE/MAX PREMIER Letters (back-lit)**  
 LED illuminated (white) acrylic face  
 w/ translucent graphic films (Red & Blue)  
 - Aluminum returns & backs



**SOUTH BUILDING ELEVATION**

**Total Sign Area: 55.54 SF**

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CUSTOMER:  
**RE/MAX  
 PREMIER**

Project:  
 IDENTIFICATION SIGNAGE

Site:  
 Tuscany Place, Vaughan ON

Contact Name:

Drawing Title:  
 ITEM C IDENTIFICATION SIGN

EAST ELEVATION

Sales:  
 JOE CAPUTI

Designer:  
 ZPL TLC

Scale:  
 NTS

Date:  
 03 22 09

Filename:  
 REMAX TUSCANY PLACE  
 PERMIT DWG 20080922

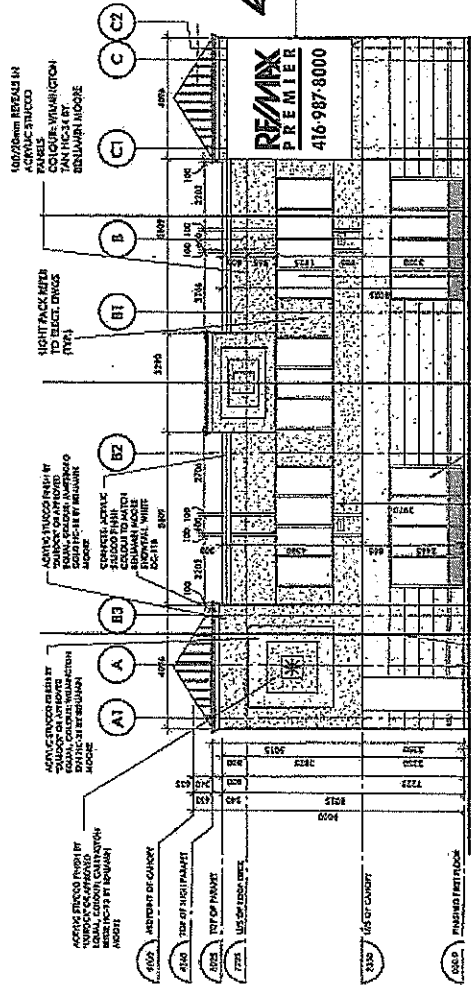
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 REM08-1

Page No.  
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APPROVED FOR PRODUCTION

Date: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Approval: \_\_\_\_\_

*Proposed  
 Sign*

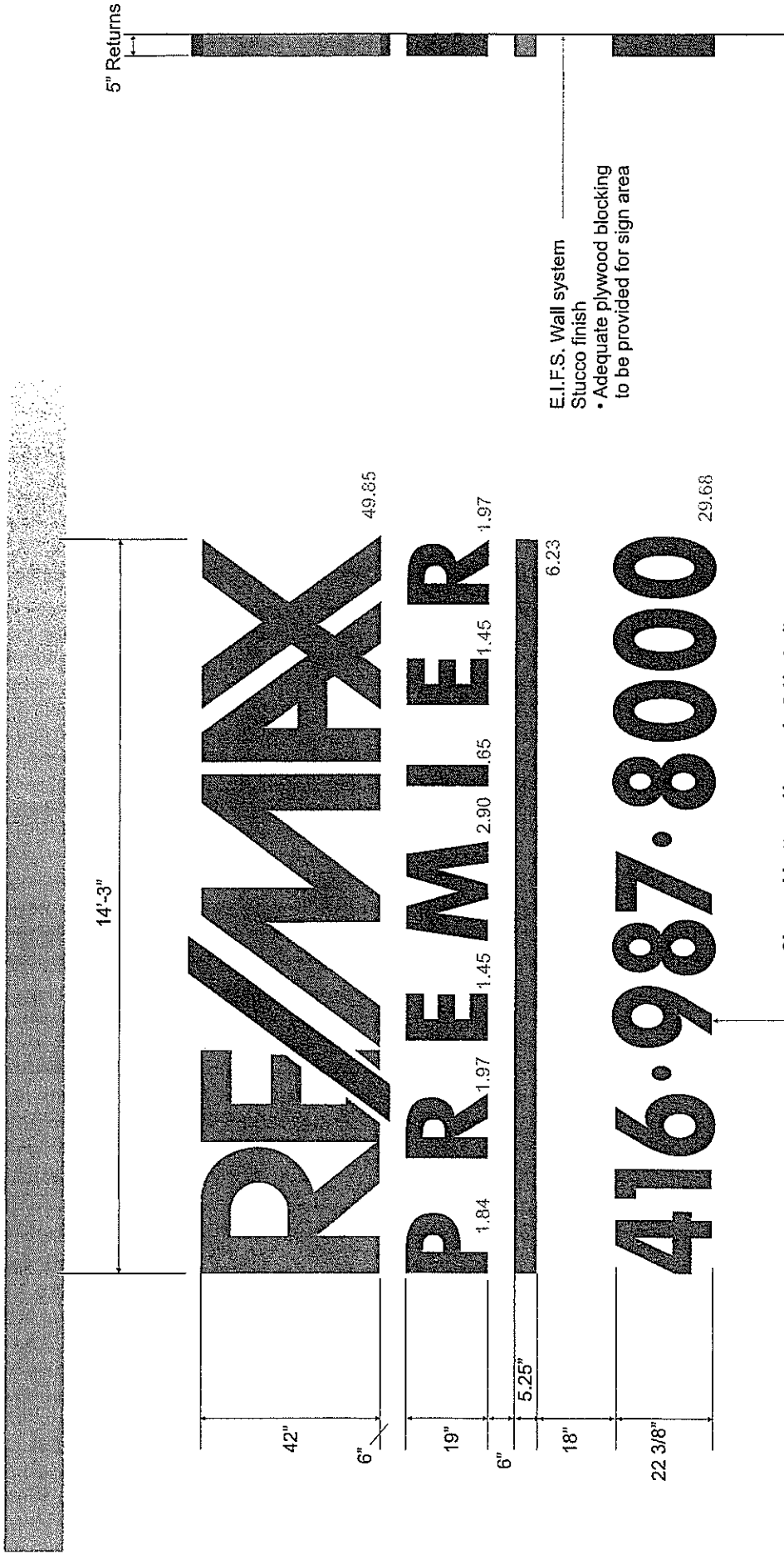


**RE/MAX PREMIER**  
**Phone Numbers (back-lit)**  
 LED illuminated (white) acrylic face  
 w/ translucent graphic films (Red & Blue)  
 - Aluminum returns & backs

**EAST BUILDING ELEVATION**

Total Sign Area: 98 SF



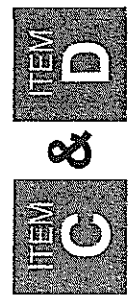


5" Returns

E.I.F.S. Wall system  
 Stucco finish  
 • Adequate plywood blocking to be provided for sign area

Total Sign Area: 98 SF

- Channel Letters, Numerals & Underline**
- .040 aluminum returns & .060 aluminum backs
  - 1" plastic trim caps (colour same as face colours)
  - 3/16" thk. White acrylic faces w/ translucent graphic films - to match Remax Red & Blue
  - LED illumination (white)



EAST & WEST BUILDING ELEVATION SIGNS