

**COMMITTEE OF THE WHOLE SEPTEMBER 8, 2009**

**SIGN VARIANCE APPLICATION**

**FILE NO: SV.09-013**  
**OWNER: 2056668 ONTARIO INC. & HOOP REALTY INC.**  
**LOCATION: 1420 MAJOR MACKENZIE DRIVE**  
**LOT 2, BLOCK 61, REGISTERED PLAN 65M-3945**  
**WARD 1**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.09-013, 2056668 Ontario Inc. & Hoop Realty Inc., be APPROVED.

**Contribution to Sustainability**

N/A

**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 an additional wall sign shown as Sign "D" on the building face of the subject property 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 an additional wall sign on the south building elevation shown as Sign "D" on the attached drawings.

Members of the Sign Variance Committee have no objections to the application as submitted and are of the opinion that the intent and purpose of the City's Sign By-law is being maintained.

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

**Attachments**

1. Site Plan
2. South Building Elevation

**Report prepared by:**

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

/pa

# STARBUCKS COFFEE COMPANY

1420 Major Mackenzie Drive, Building H,  
Unit H1, Vaughan, ON  
Proposed Signage - New Wall Sign D

## GENERAL INFORMATION:

**ADDRESS** 1420 Major Mackenzie Drive,  
Building H, Unit H1, Vaughan, ON

**APPLICABLE SIGN BY-LAW** City of Vaughan - By Law

## PROJECT CONTACTS:

**PROPERTY OWNER**  
2055668 Ontario Inc. and  
HOOP Realty Inc. c/o  
Suite 1200, 40 University Avenue,  
Toronto, ON M5S 1T1

Contact (owner's representative):  
ATL Shih  
Phone (416) 941-7806  
Fax (416) 362-1875

**SIGN OWNER**  
STARBUCKS COFFEE CANADA  
3140 Yonge Street, Suite 3205  
Toronto, Ontario M2R 6L1

Contact: Alastair Brown  
Phone (416) 227-4837  
Fax (416) 585-2775

**SIGN PERMIT APPLICANT**  
DANIEL JOHNSON ARCHITECT INC.  
100 - 90 Richmond Street East  
Toronto, Ontario M5C 1P1

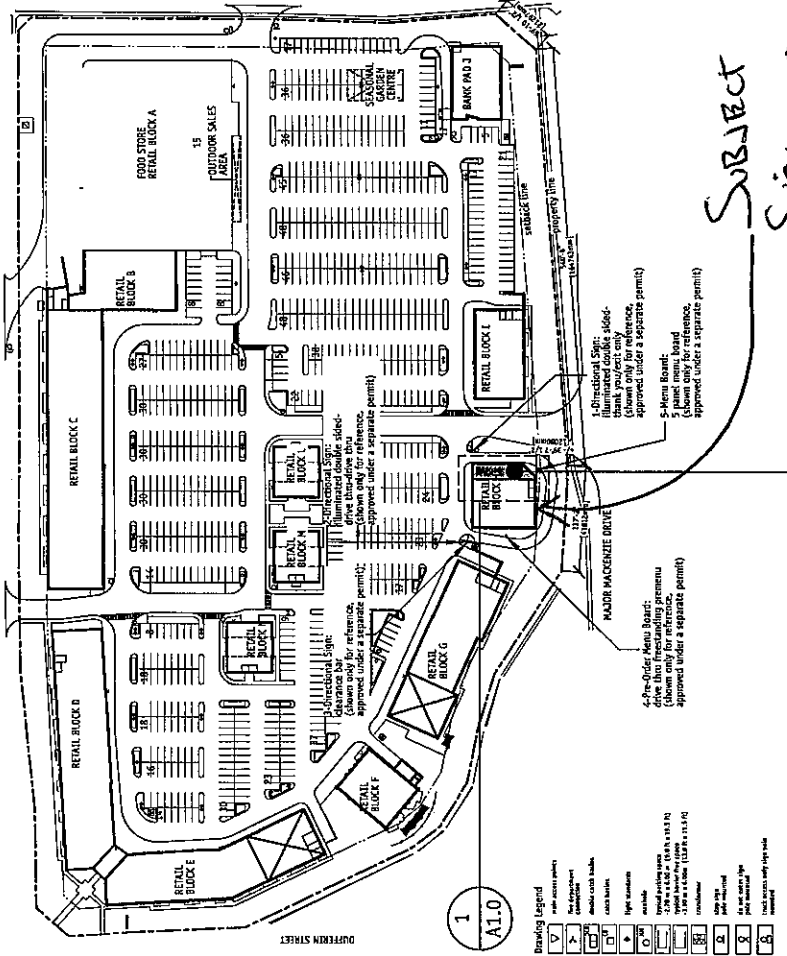
Contact: Karina Olivares  
Phone (416) 920-0040 ext. 231  
Fax (416) 920-4459  
Email kaolivares@j-d-arch.com

**SIGN INSTALLER**  
PATTISON DESIGN GROUP  
17 Boudreau Rd.,  
St. Albert AB, Canada  
T8N 5A0

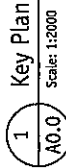
Contact: John Ferrati/Heather Richardson  
Phone (780) 458-2029  
Fax (780) 419-7175

## DRAWING LIST:

- A0.0 Project Information
- A1.0 Ground Floor Plan
- A2.0 Elevations
- A2.1 South Elevation



Starbucks Coffee Co.  
1420 Major Mackenzie Drive,  
Building H, Unit H1, Vaughan, ON



Scale	As noted	July 2008
Sheet No.	KO	
Revised By	DL	
Project No.	2006-064	

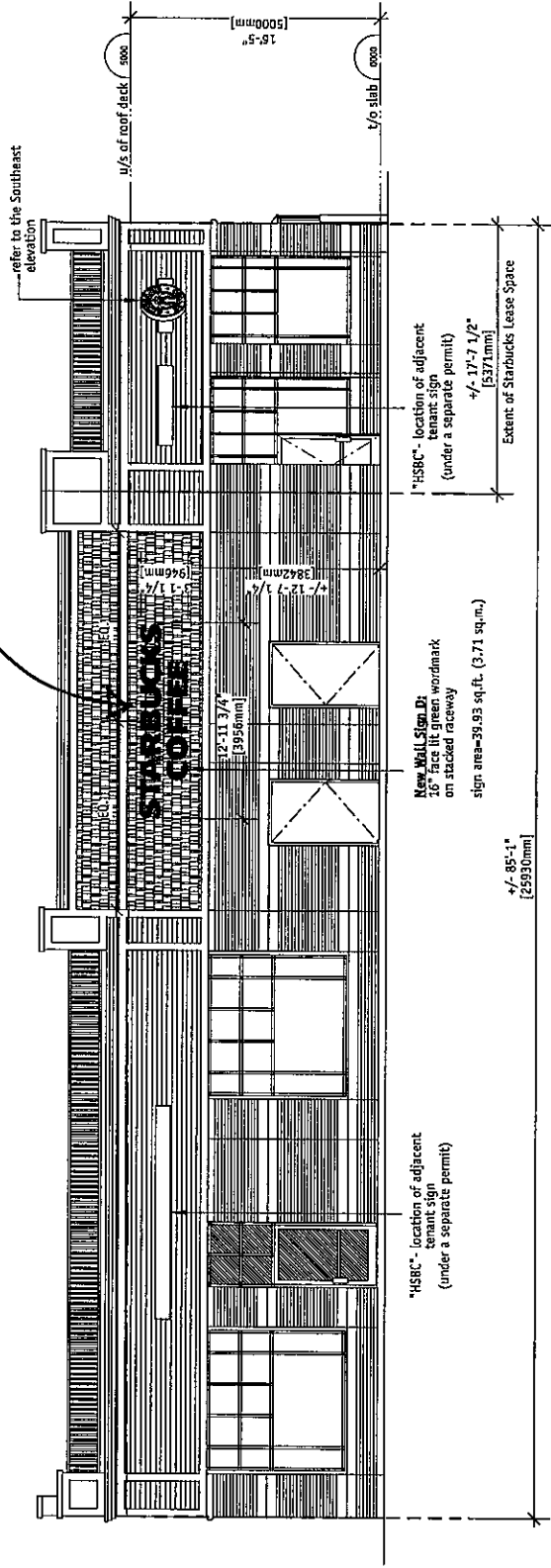
Project	Drawing	Project Information
Starbucks Coffee Vaughan Proposed Signage		1420 Major Mackenzie Drive, Unit H1, Vaughan, ON

Architect	Architect
Daniel Johnson Architect Inc.	50 Richmond Street East Suite 100, Toronto, Ont M5C 1P1 Ph: 416-970-0940 Fax: 416-220-4459 djohnson@j-d-arch.com

It is the property of the Architect and may not be used or reproduced  
without written permission of the Architect. All rights reserved.  
The drawings are for the design of the proposed signage only.  
The client shall be responsible for any changes made to the drawings without  
written approval.

SUBJECT SIGN



1 South Elevation  
A2.1 Scale: 1:100

<p>90 Richmond Street East Toronto, ON M5C 1P4 PH: 416-970-0000 djohnson@rs-arch.com</p>	<p><b>Architect</b> Daniel Johnson Architect Inc.</p>	<p><b>Project</b> Starbucks Coffee Vaughan Proposed Signage 2420 Major Mackenzie Drive, Unit H1, Vaughan, ON</p>	<p><b>Drawing</b> South Elevation</p>
<p>90 Richmond Street East Toronto, ON M5C 1P4 PH: 416-970-0000 djohnson@rs-arch.com</p>		<p>Scale: 1:100 Date: July 2008 Drawn by: KJ Reviewed by: DJ Project No.: 2006-004</p>	

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