

COMMITTEE OF THE WHOLE – AUGUST 31, 2010

SIGN VARIANCE APPLICATION

FILE NO: SV.10-031
OWNER: DCMS GP (DUFFERIN-STEELES) INC.
LOCATION: 1500 STEELES AVENUE WEST
LOT 1, CONCESSION 2
WARD 4

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.10-031, DCMS GP (Dufferin-Steeles) Inc., be APPROVED subject to the proposed canopy sign be aligned with the canopy.

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 a wall sign on the building face of the subject property and two ground signs 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 a wall sign on the building face as shown on the attached drawings. The proposed signs are not shown on the approved site plan agreement and therefore a sign variance is required.

Members of the Sign Variance Committee have reviewed the application and have no objections to the application subject to the proposed canopy sign be aligned with the canopy.

Members of the Committee 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. Sign Location
3. Sketch of Signs (3)

Report prepared by:

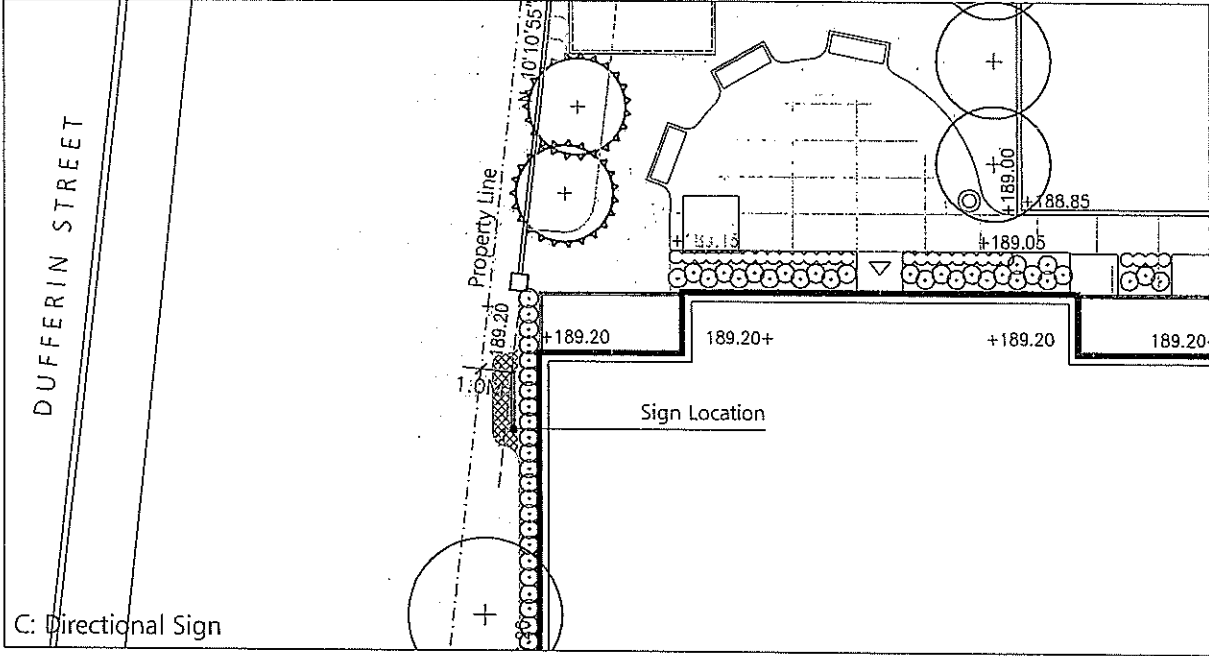
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

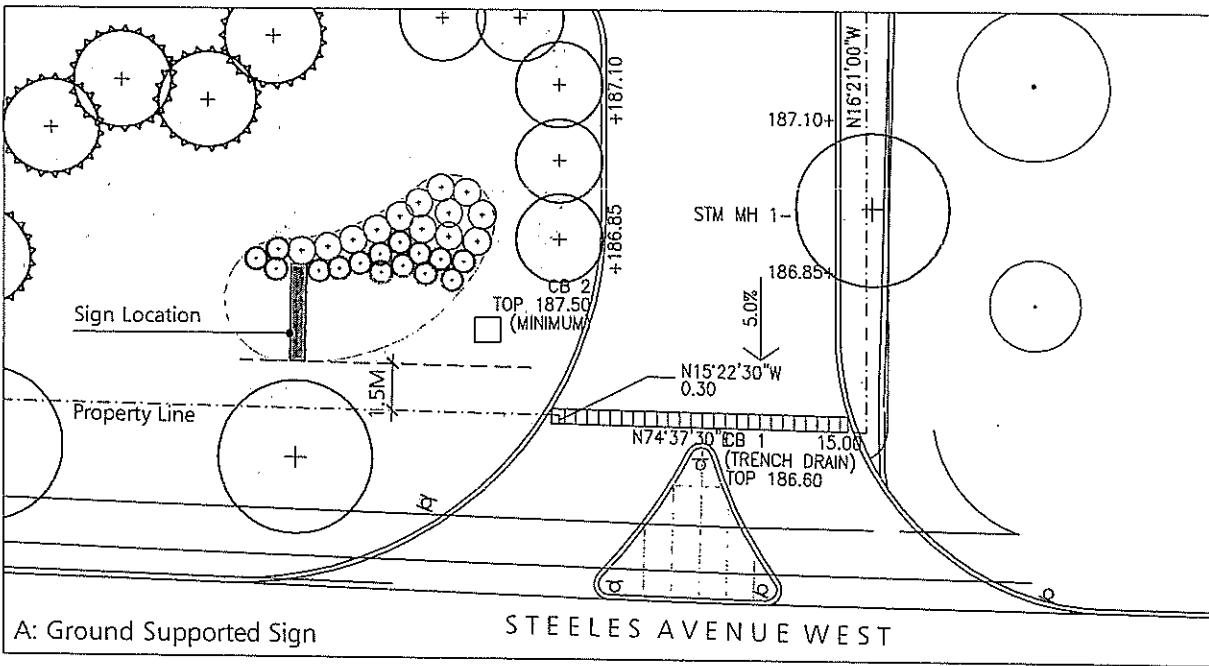
John Studdy
Chair, Sign Variance Committee

/pa

SV-10-031



C: Directional Sign



A: Ground Supported Sign

Diversicare Retirement Home
 Steeles Avenue West and Dufferin Street
 Vaughan, Ontario

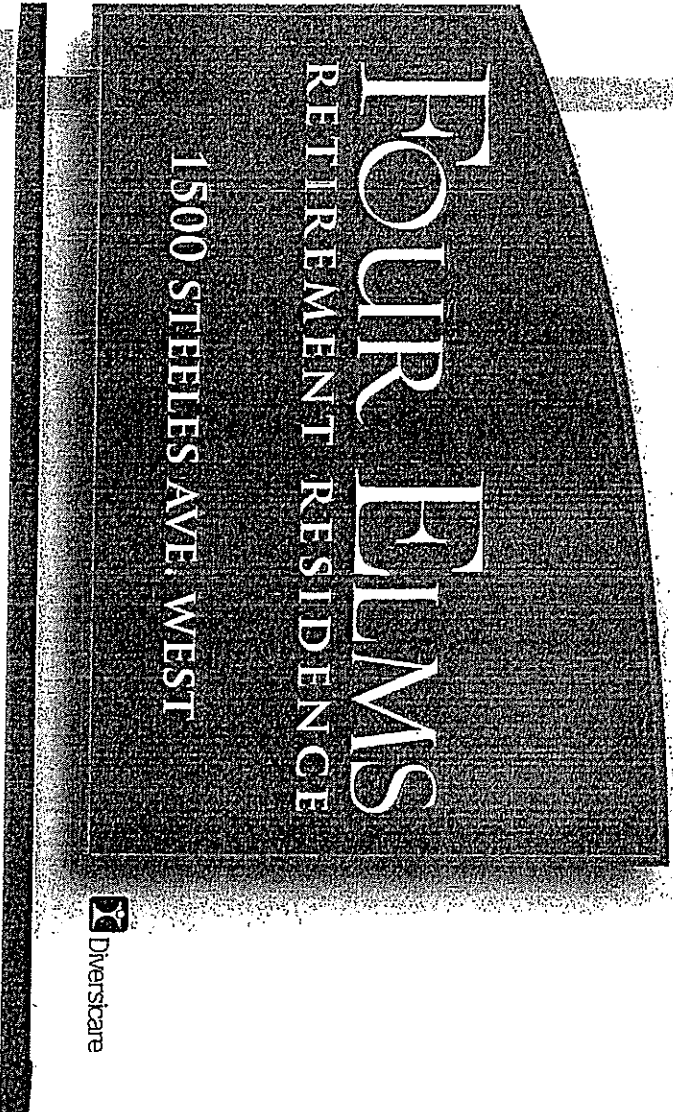
BTi-672 Sign Location
 Date: 14 July 2010
 Scale 1:200



GROUND SIGNAGE AT ENTRANCE OFF STEELES

125.12 in

96.00 in



SV-10-031

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Kitchener ON N2N 2H1

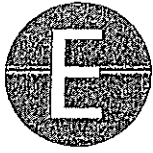
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date: **May 12, 2010**
drawn by: **Darren Ouellette**

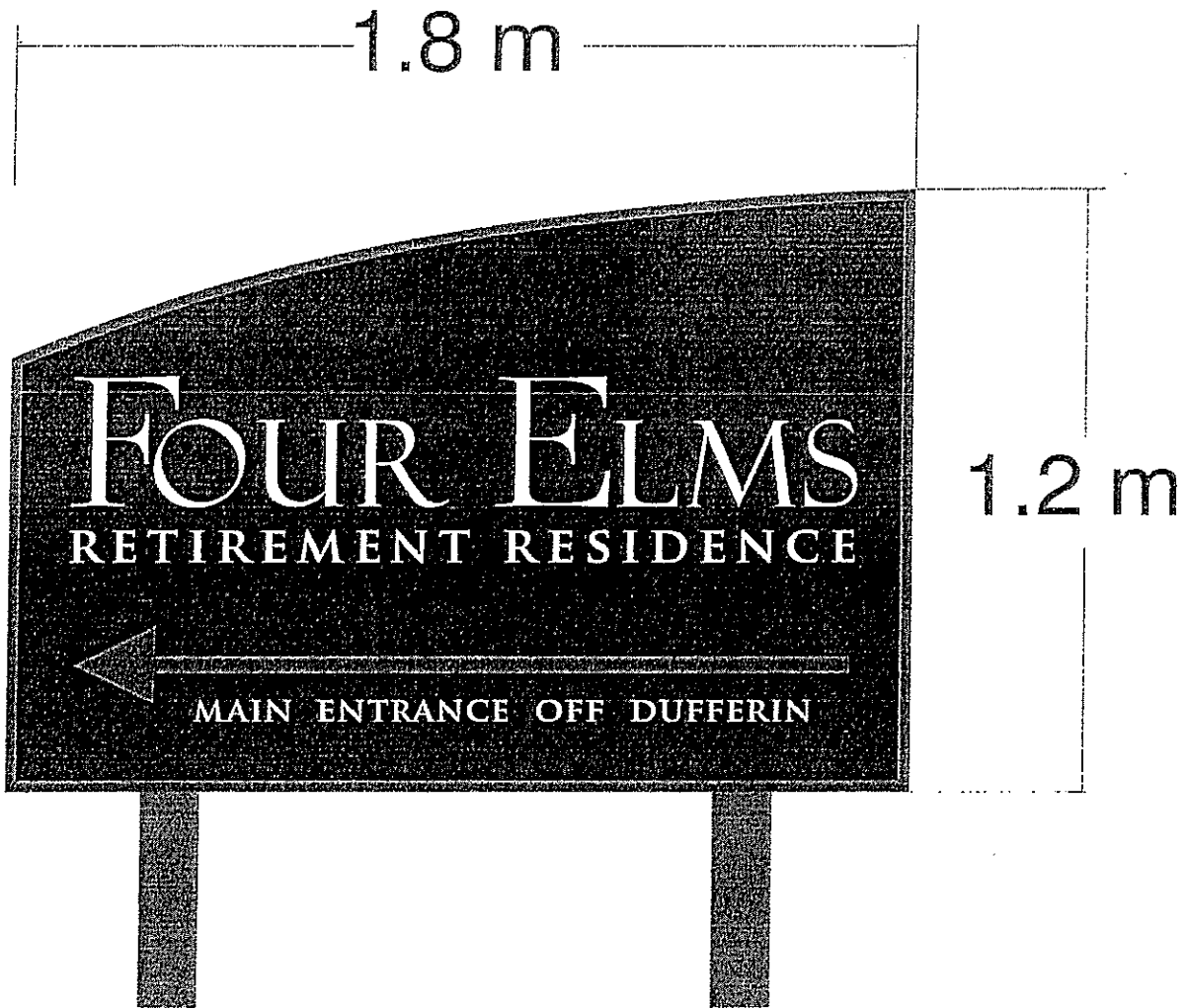
Drawing approved as is
with corrections

Signature _____

SV-10-031



West Elevation - Wayfinding Signage
Single sided
Exterior Illuminated, contour shaped sign,
Gloss black aluminum face, gold trim
2 colour premium vinyl graphics





South East Elevation - Canopy Signage

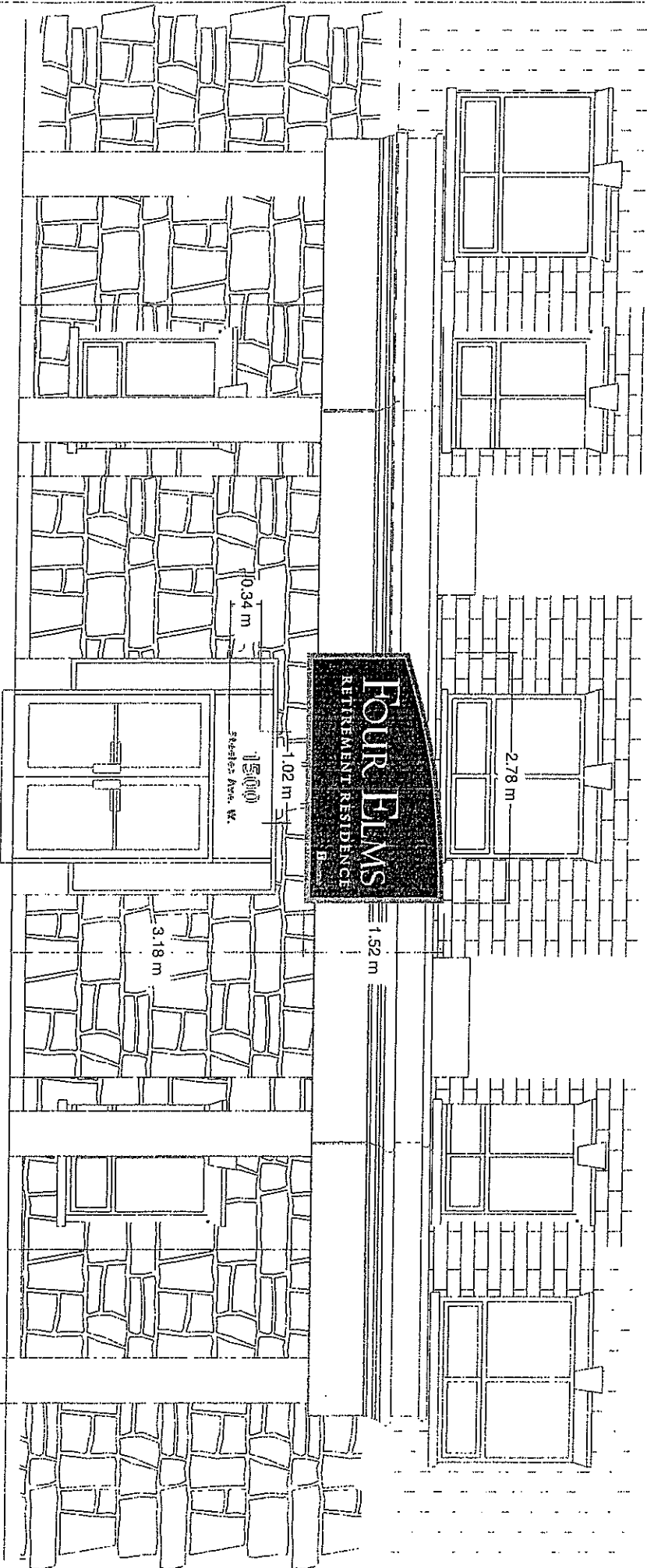
Illuminated, contour shaped sign,

Gloss black aluminum face, gold trim

3/4" thick push through clear acrylic letters

White diffuser on letter faces

White vinyl graphics on window above entrance



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date: **May 04, 2010**

Drawing approved as is

drawn by: **Darren Ouellette**

With corrections

Signature _____

SV-10-031

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CanadaSign@jogers.com
www.canadasign.ca

171 Rolling Meadows Dr.
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