

**COMMITTEE OF THE WHOLE – APRIL 12, 2011**

**SIGN VARIANCE APPLICATION**

**FILE NO: SV.11-014**  
**OWNER: MAJORWEST COMMERCIAL II INC.**  
**LOCATION: 3737 MAJOR MACKENZIE DRIVE**  
**LOT 20, CONCESSION 5**  
**WARD 3**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-014, Majorwest Commercial II Inc., be APPROVED, subject to the applicant revising the design of all signage to be consistent with channel letters on an appropriate backing, if required.

**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 three (3) wall signs (Total Sign Area 336 sqm.) on the north building elevation and one (1) 4.9 sqm. wall sign east building elevation, as shown on the attached drawings.

**Background - Analysis and Options**

Sign Bylaw Requirements (By-Law 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 three (3) wall signs (Total Sign Area 336 sqm.) on the north building elevation and one (1) 4.9 sqm. wall sign east building elevation, as shown on the attached drawings. The proposed signs were 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 approval provided that the proposed signs are of a similar construction and style.

Committee are therefore recommending:

That Sign Variance Application SV.11-014, Majorwest Commercial II Inc., be APPROVED, subject to the applicant revising the design of all signage to be consistent with channel letters on an appropriate backing, if required.

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

## **Attachments**

1. Site Plan
2. Building Elevation (North)
3. Building Elevation (East)

## **Report prepared by:**

John Studdy, Manager of Customer & Administrative Services Ext 8232

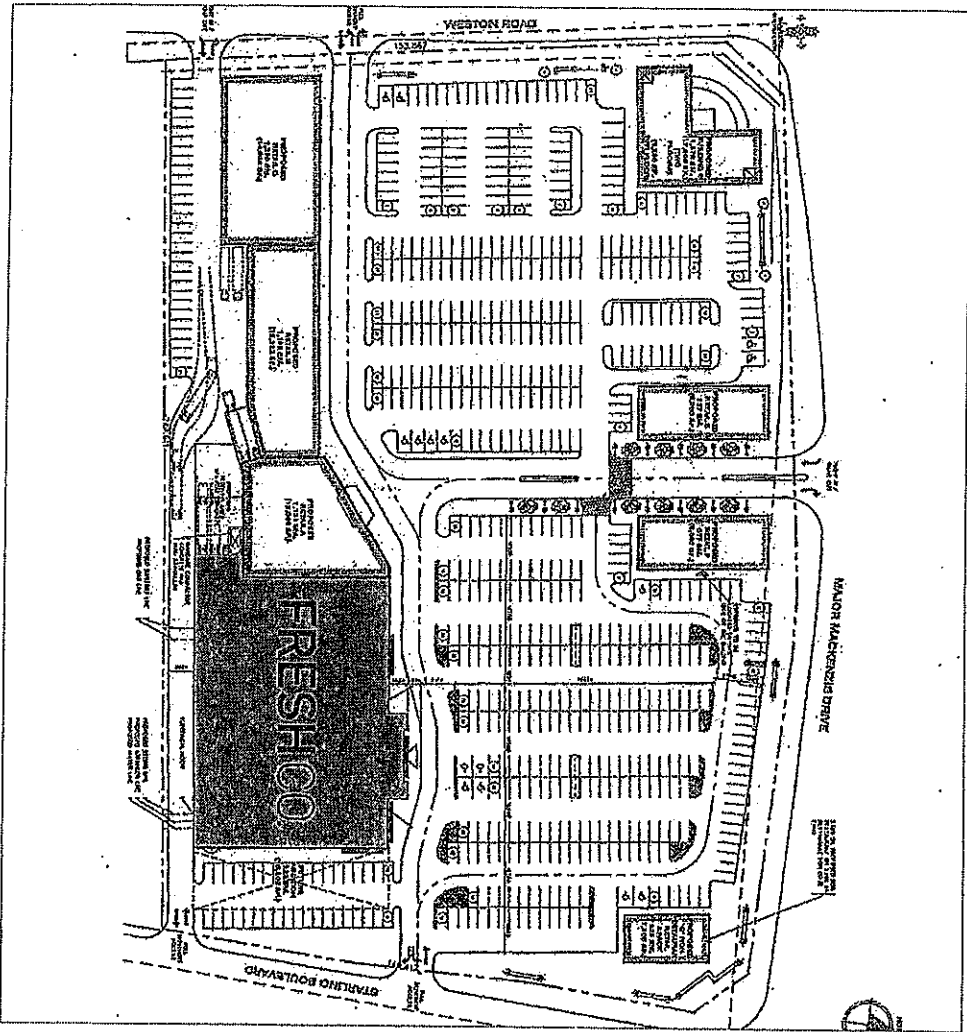
Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

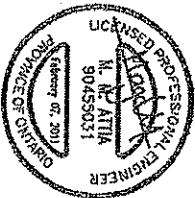
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SV.11-014

SITE PLAN



--- = LOCATION OF SIGNS



**JEAN ENGINEERING INC.**  
 CONSULTING ENGINEERS - STRUCTURAL DIVISION  
 2244 LAKESHORE RD, WEST, OAKVILLE,  
 ONTARIO, L5L 1H5  
 TEL: 226-577-1333  
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 EMAIL: info@jeanengineering.com  
 WWW: www.jeanengineering.com

Customer: Fresh Co.  
 Address: 3737 Major Mackenzie Dr.  
 Vaughan, ON  
 Designer: SV  
 Page: 4

Sales: Dan Bovair  
 Date: Nov. 29 /10  
 Revision: Jan. 7 /11  
 Scale:  
 File Name: Vaughan Woodbridge Major Mackenzie Dr

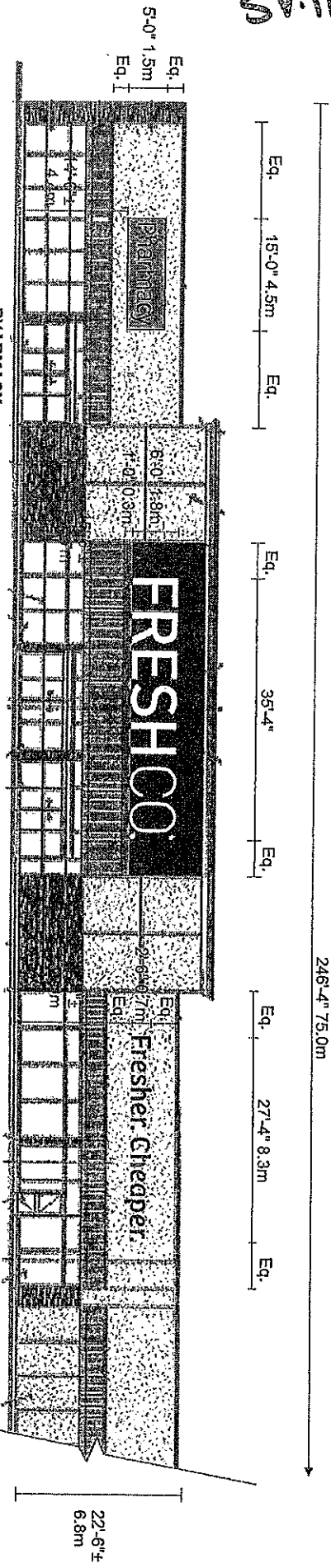
**JONES**  
 Large Format  
 PRINTING

**JONES**  
 Large Format  
 PRINTING

1740 Blair Rd  
 Burlington, ON  
 L7M 1K9  
 Phone: (905) 335-6664  
 Fax: (905) 335-2712  
 E-mail: info@jonesneonlights.com  
 Website: www.jonesneonlights.com

11.11.10

EXTERIOR NORTH ELEVATION



**BLACK VINYL COPY**  
**PHARMACY**  
**PROVIDE ONE (1) NEW**  
**ILLUMINATED FASCIA SIGN**

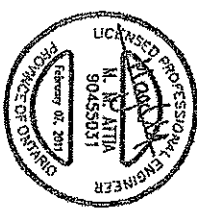
**FRESH CO**  
**PROVIDE ONE (1) NEW SET**  
**OF NON-ILLUMINATED LETTERS**

**FRESHER CHEAPER.**  
**PROVIDE ONE (1) NEW SET**  
**OF NON-ILLUMINATED LETTERS**

EVERY GREEN UC 900-734-1 VINYL BACKGROUND  
 APPLIED TO 1st SURFACE OF WHITE LEXAN FACE  
 EX-7 FRAME & ALUMINUM CABINET,  
 PAINTED BLACK  
 ILLUMINATED BY FLUORESCENT LAMPS

ALUMINUM FACES, PAINTED WHITE  
 5" DEEP ALUMINUM MILL FINISH COIL RETURNS,  
 PAINTED WHITE  
 SECURED TO EXISTING WALL  
 USING ANGLE MOUNTING BRACKETS

CUT OUT 1/2" THICK BLACK PVC COPY  
 PIN-MOUNTED TO EXISTING WALL  
 DRILL HOLES  
 FILL WITH SILICONE  
 PUSH PINS INTO SILICONE



**KN ENGINEERING INC.**  
 CONSULTING ENGINEERS - STRUCTURAL DIVISION  
 2344 LAKEHURON RD. WEST, OAKVILLE,  
 ONTARIO, L6L 1H6  
 TEL: 226-532-1633  
 www.kne.com  
 www.kne.ca

**Wind load:**  
 q 1/10 = 0.39 KPa (8.15 psf), q 1/50 = 0.53 KPa (11.07 psf)  
 Importance category: normal  
 Importance factors: lw [ULSF] = 1.0, lw [SLSF] = 0.75  
 Factored wind pressure [ULSF] = 1.74 KPa (36.26 psf)  
 Factored wind pressure [SLSF] = 0.53 KPa (11.07 psf)

**Sign Area Used:**  
 FRESH CO: 211.99 sf.  
 FRESHER CHEAPER: 68.26 sf.  
 PHARMACY: 75 sf.  
**TOTAL: 355.25 sf. (33 sm.)**

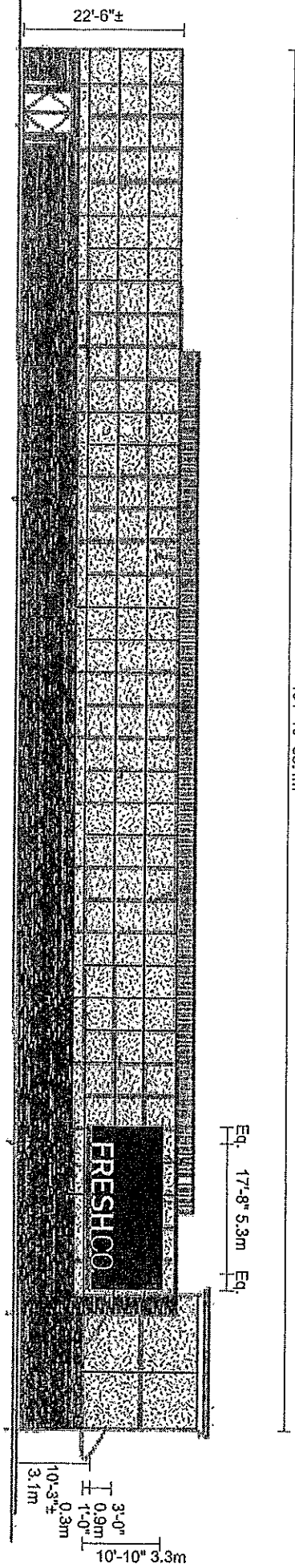
**WEIGHTS:**  
 FRESH CO: 234 lbs.  
 FRESHER CHEAPER: 21 lbs.  
 PHARMACY: 42 lbs.

Client:	Fresh Co.	Sales:	Dan Bovair
Address:	3737 Major Mackenzie Dr.	Date:	Nov. 29 /10
Designer:	Vaughan, ON	Revision:	Jan. 7 /11
Page:	1	Scale:	1/16" = 1'-0"
File Name:	Vaughan Woodridge Major Mackenzie Dr		

**JONES**  
 neon displays  
 LARGE FORMAT  
 PRINTING  
 1140 Blair Rd.  
 Burlington, ON  
 L7M 1K9  
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SV.11-014

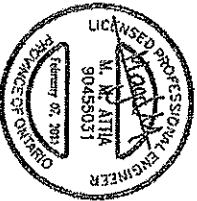
EXTERIOR EAST ELEVATION



191'-10" 58.4m

Eq. 17'-8" 5.3m Eq.

3'-0" 0.9m  
 T 1'-0" 0.3m  
 10'-3 1/2" 3.1m  
 10'-10" 3.3m



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 Tel: 298-827-4338  
 email: info@jonesneon.com  
 website: www.jonesneon.com

SIGN AREA USED:  
 FRESH CO: 52.99 sf. (4.9 sm.)  
 WEIGHTS:  
 FRESH CO: 51 lbs.

FRESH CO  
 PROVIDE ONE (1) NEW SET  
 OF NON-ILLUMINATED LETTERS  
 ALUMINUM FACES, PAINTED WHITE  
 5" DEEP ALUMINUM MILL FINISH COIL RETURNS,  
 PAINTED WHITE  
 SECURED TO EXISTING WALL  
 USING ANGLE MOUNTING BRACKETS

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