

**SIGN VARIANCE APPLICATION**  
**FILE NO: SV.11-033**  
**OWNER: THE TORGAN GROUP**  
**LOCATION: 800 STEELES AVENUE WEST**  
**BLOCK 334, PLAN M-2240**  
**WARD 5**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-033, The Torgan Group, be APPROVED subject to the following changes:

- i) that banner sign not be allowed and removed; and
- ii) that the "Pharmacy" sign be cut-out letters on an aluminum backing.

**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 four (4) illuminated wall signs 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.

Section 5.10 Prohibited Signs - Banners Signs as defined.

**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 has applied to the Committee to allow for the construction of four (4) wall signs on the front elevation of the building, as shown on the attached drawings. The four new wall signs are associated with a new tenant for the commercial space and are to replace the existing signage from the former tenant.

Members of the Sign Variance Committee have reviewed the application and have no objections to the approval subject to the banner sign not being approved (Prohibited Sign Type in the Sign By-Law.) and the "Pharmacy" sign being reconfigured to be a similar sign type/style to match the other proposed signs.

Accordingly, members of the the Sign Variance Committee are recommending:

That Sign Variance Application SV.11-033, The Torgan Group, be APPROVED subject to the following changes:

- i) that banner sign not be allowed and removed; and
- ii) that the "Pharmacy" sign be cut-out letters on an aluminum backing.

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

### **Attachments**

1. Site Plan and Sketch of Signs
2. Existing elevation with Proposed signage

### **Report prepared by:**

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

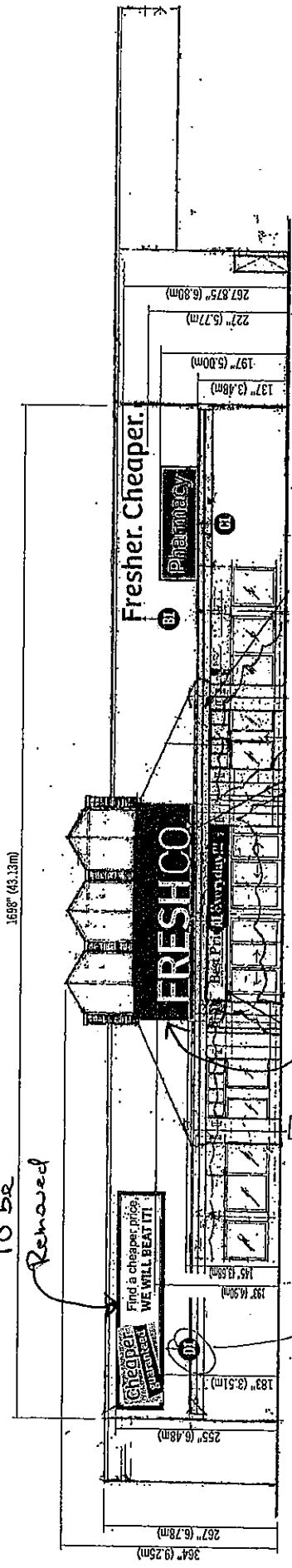
/as

# FRESHCO.

Client: FreshCo.  
Location: Thornhill ON  
Signage Type: Signage Proposal  
Option: 1.01

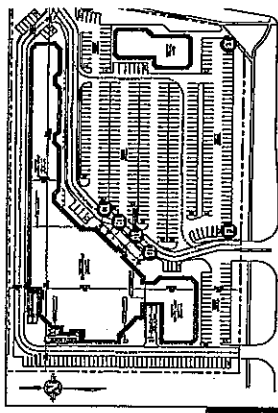
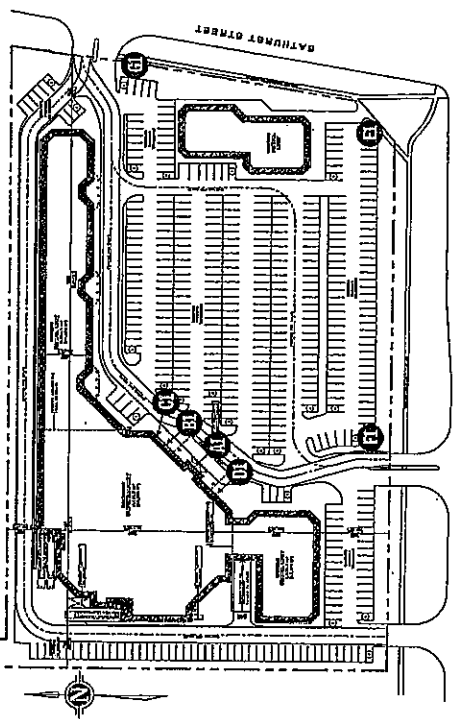
*to be removed*

*Removed*



Total Building Area - 398.95 m<sup>2</sup>  
 Total Sign Area - ~~39.09 m<sup>2</sup>~~  
 24.1 sqm = 9.8% of Building Area

- A1 - 9 m<sup>2</sup>
- B1 - 8.3 m<sup>2</sup>
- C1 - 6.79 m<sup>2</sup>
- D1 option 1 - 11.2 m<sup>2</sup>
- D2 option 2 - 15.8 m<sup>2</sup>



Scale: 1/8" = 1'-0"

**G** 001

Client: FreshCo  
 Address: 800 Steeles Avenue Thornhill, ON  
 Salesperson: Mike Knutick  
 Designer: JE

Drawing #: Freshco\_Thornhill\_D\_061611.cdr  
 Illumination:  no  yes  
 Start Date: 06-16-11  
 Revision Date: 07-04-11

Sheet 315: UC-300-7447  
 Colour code:  white  other colour code

www.lovettlights.ca  
 28 Industrial St. Guelph ON  
 T: 519 822 9555  
 F: 519 822 2075  
 E: sales@lovettlights.ca



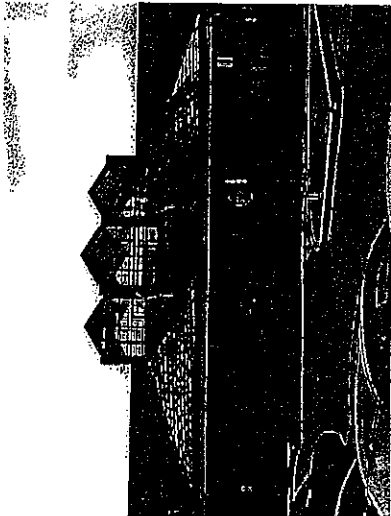
Signage Site Development Plan

All artwork is provided in vector format. All artwork is provided in vector format. All artwork is provided in vector format.

**FRESHCO.**

existing elevation

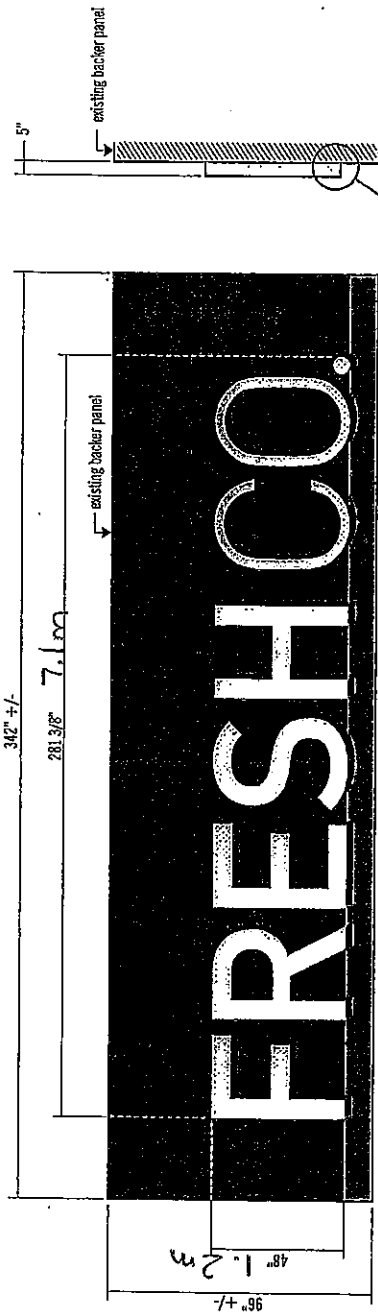
Client: FreshCo.  
 Location: Thornhill ON  
 Signage Type: Signage Proposal  
 Option: L01



existing elevation with proposed signage



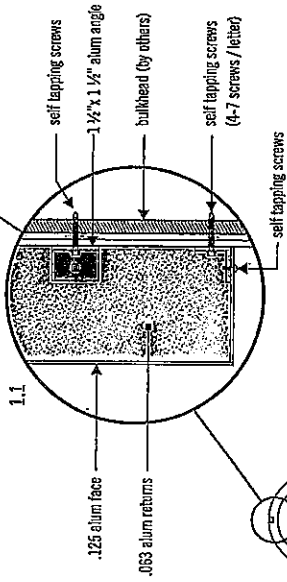
SV-11-033



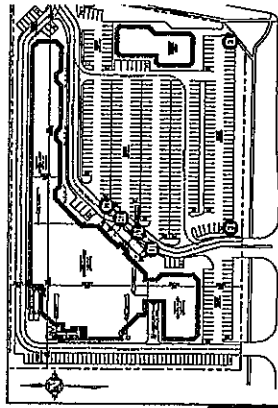
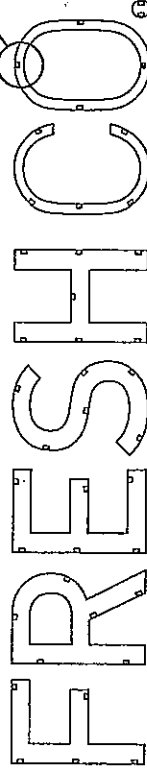
Sign Area - 9m<sup>2</sup>

**New Non Illuminated Reverse Channel Letters**

- .125 router cut aluminum faces to be painted white
- .064 aluminum returns to be painted white (5" returns)
- Backer panel by others
- Angle tab return mounting to backer panel (refer to 1.1)



Angle tab return mounting specification (refer to 1.1)



Scale: 1/8" = 1'-0"

Signage Weight: 85 lbs  
 Signage Sq Footage: 83.79 sq ft  
 Total Building Area: 4292.16 sq ft

Client	FreshCo	Drawing #	Freshco Thornhill_D_061611.cdr	Vinyl	<input type="radio"/>	Paint	<input type="radio"/>
Address	800 Steeles Avenue Thornhill ON	Illumination	yes <input type="checkbox"/> no <input checked="" type="checkbox"/>	Colour code	<input type="radio"/>	White	<input type="radio"/>
Salesperson	Mike Krulicki	Designer	JE	Start Date	06-16-11	Revision Date	07-04-11

**Loveitt**  
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 E. sales@loveittsigns.ca

**A**  
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