

COUNCIL – JUNE 28, 2004

SIGN VARIANCE APPLICATION

FILE NO: SV.04-07

OWNER: RIOCAN REAL ESTATE INVESTMENT TRUST

LOCATION: 1054 CENTRE STREET

PART OF LOT 6, CONCESSION 2

(Referred from the Council Meeting of June 14, 2004)

Council, at its meeting of June 14, 2004, adopted the following:

That this matter be referred to the Council meeting of June 28, 2004.

Report of the Sign Variance Committee dated June 7, 2004

Recommendation

That Sign Variance Application SV.04-07, Riocan Real Estate Investment Trust, be APPROVED with the exception of the seven (7) visual wall signs.

Purpose

Request to approve an additional wall sign having an area of 20 sq m and 7 visual wall signs having a total area of 31.88 sq m on the south elevation, and increase the area of the existing wall sign on the east elevation by 14.17 sq m.

Background- Analysis and Options

By-Law Requirements (203-92, as amended)

6.1 (i) Except as may otherwise be permitted in this by-law, the maximum number of signs that may be erected shall be one (1) only of the following sign types per exterior wall per business premises:

a) wall sign

8.2 (a) The area of a wall sign shall not exceed 0.75m per linear horizontal meter of the exterior wall of a building upon which such sign is located. In multiple occupancy buildings or shopping centers, the sign area for each business premises shall be proportional to the length of the exterior wall forming part of the premises. Notwithstanding the foregoing, the total area of a wall sign per business premises shall not exceed 20 sq m or be limited to not less than 2.0 sq m.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Conclusion

The By-law permits a maximum of one wall sign per exterior wall per business premise to a maximum sign area of 20 sq m. Previously the building was approved as 2 premises each

permitting one wall sign for each unit. The 2 premises have now combined into 1 unit therefore making the 2 wall signs on the south elevation not in compliance with the Sign By-Law's requirement of 1 wall sign per unit. For the south elevation the applicant is requesting the 2 existing wall signs previously approved to remain with an additional 7 new visual wall signs, and add additional sign area to the east elevation. The request is summarized as follows:

The applicant is requesting the following wall signs for the south elevation:

Existing wall sign	= 24.91 sq m (previously approved under SV 01-22)
New wall sign	= 20.00 sq m (previously approved under 2 units but is now 1 unit)
7 visual wall signs	= <u>31.88 sq m</u>
Total wall sign area	= 76.79 sq m

The applicant is requesting the following additional wall sign area for the east elevation:

Existing wall sign	= 14.86 sq m
New additional wall sign	= <u>14.17 sq m</u>
Total wall sign area	= 29.03 sq m

Attachments

1. Sketch of Sign

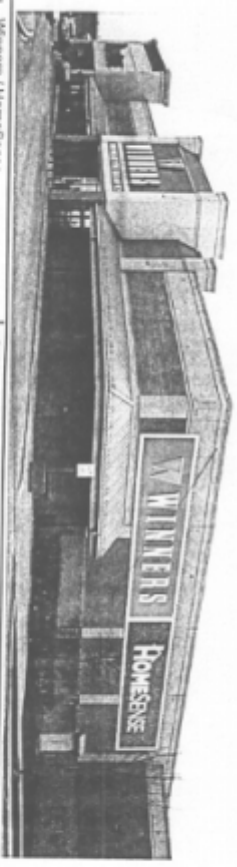
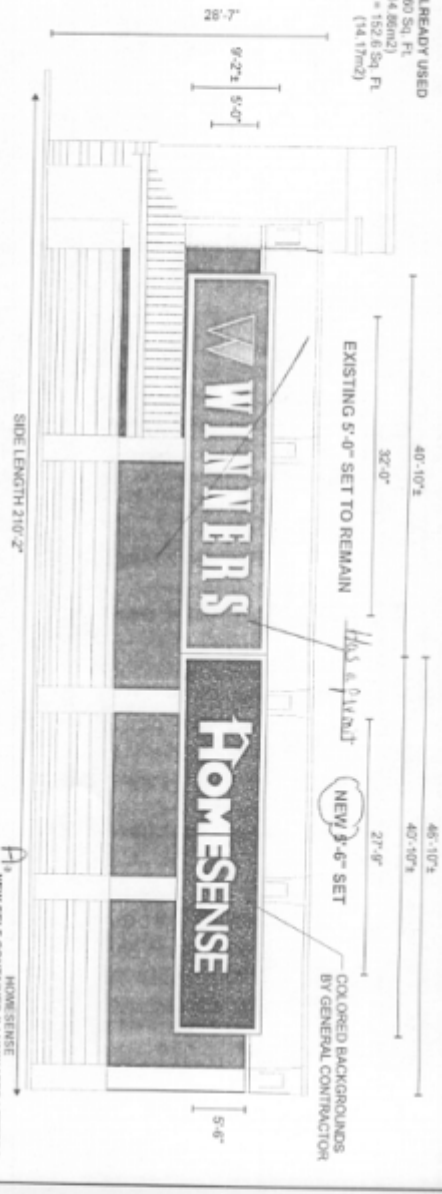
Report prepared by:

John Studdy, Manager of Customer & Administrative Services

/as

EXTERIOR (EAST) ELEVATION

SIGN AREA ALREADY USED
 WINNERS = 160 SQ. FT.
 (14.86m²)
 HOMESENSE = 152.6 SQ. FT.
 (14.17m²)



Customer: Winners / HomeSense
 Address: 1054 Centre St.
 Thornhill Vaughan, ON
 Drawn By: SV
 Design No.: 04 Page 1

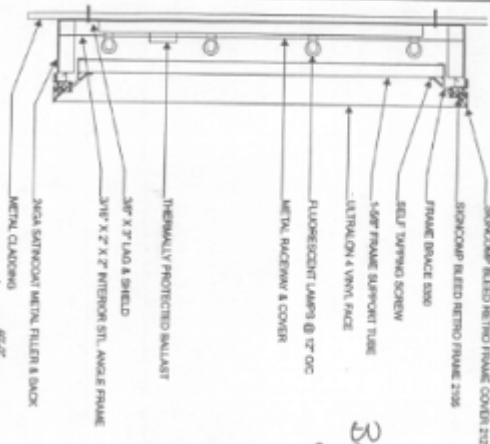
Sales: Dan Boyar
 Date: Feb. 29/04
 Revis.:
 Scale: 3/32" = 1'-0"
 File: Vaughan, Centre St.cdr

1140 Bloor Road
 Burlington, ON
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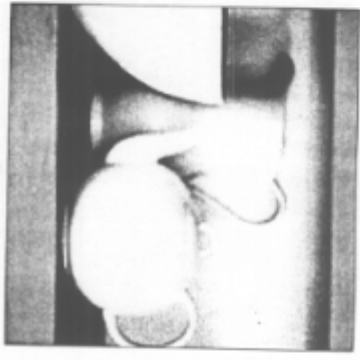
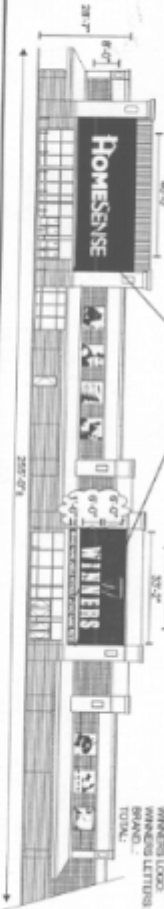
HOMESENSE
 NEW SELF CONTAINED ILLUMINATED LETTERS
 WHITE 7/16 MP, EX FACES
 1" ROUNDOFF, ANVELITE VINYL TRIM RETAINER
 5" DEEP METAL RETURN & BACK
 FINISHED BURNING
 PAINT INTERIOR OF LETTERS WHITE
 ILLUMINATED BY 15mm WHITE NEON
 TRANSFORMERS MOUNTED INSIDE LETTERS
 18.67 Amps @ 247 VOLT SERVICE
 PASS AIR FLOW FEED IN WATERPROOF
 FLEXIBLE INSULATED WALL
 NO ELECTRICAL SERVICE
 PROVIDE CROWN FOOT WALL MOUNT BRACKETS
 TO SPACE LETTERS 2" OFF WALL
 LAG THROUGH STUCCO FINISH INTO 1/2" PLYWOOD

SECTION VIEW DETAILS



NEW ILLUMINATED SINGLE FACED
 FLEX FACE DISPLAYS
 SEVEN (7) REQUIRED

FLEX FACE PROVIDED BY WINNERS
 SIGNCOMP BLEED RETRO FRAME COVER 2122
 SIGNCOMP BLEED RETRO FRAME 2105
 CABINET PAINTED BLACK
 ILLUMINATED BY FLUORESCENT LAMPS
 2.2 Amps PER SIGN @ 347 VOLT SERVICE
 INSTALL ON EXISTING WALL



FRONT VIEW 347 VOLT SERVICE
 7'-0"
 EXAMPLE

NOTE: QUANTITIES ON PANELS T.B.C.

NEW DISPLAYS - 48" H. X 7' + 30" W. H. (918mm)	
NEW METAL BRACE BARS	213
HOMESENSE	56 H. (1426mm)
WINNERS LOGO	38.6 H. (980mm)
WINNERS LETTERS	100 H. (2540mm)
SWAN LOGO	48.2 H. (1228mm)
TOTAL	482.2 H. (12257mm)

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 (Toronto) Vaughan, ON
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Sales: Dan Boyar
 Date: April 8 10
 Revs.:
 Scale: 1/16"=1'-0"
 File: Vaughan Foster.cdr

JONES
 neon displays

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