

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JANUARY 24, 2017

Item 16, Report No. 2, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on January 24, 2017.

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**SIGN VARIANCE APPLICATION
FILE NO: SV.16-007
OWNER: 2391456 ONTARIO INC.
LOCATION: 3530 RUTHERFORD ROAD
YRCC 1221, UNIT NOS. 78 AND 79
WARD 3**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Sign Variance Committee, dated January 17, 2017:

Recommendation

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.16-007, 2391456 Ontario Inc., be APPROVED, subject to the removal of the four (4) window signs as per Attachment 2 of the report.

Contribution to Sustainability

N/A

Economic Impact

The necessary resources have been allocated from within the existing complement.

Communications Plan

The results of this application will be communicated to the applicant through the Secretary to the Sign Variance Committee.

Purpose

The purpose of this report is to present for Council approval the recommendation of the Sign Variance Committee in this matter.

Background - Analysis and Options

The applicant is requesting to install additional exterior signs by way of window signs. Existing permit for wall sign is under permit 14-1092.

Sign By-law Requirements (By-Law 203-92, as amended):

Section 6 - General Provisions for All Signs

- 6.1 One (1) only of the following sign types per exterior wall per Business premises;
 - a) Wall sign
 - b) Canopy sign
 - c) Soffit sign
 - d) Window sign
 - e) Reverse graphics sign
 - f) Awning sign

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- 6.10 Window signs - The maximum sign area of any window sign shall not exceed 20% of the area of the window in which the sign is located or 0.50 sq. m. in sign area whichever is less.

Variance Analysis:

The area covered is 100% and the sign area proposed is 10.8 sq. m.

The letter from York Region Standard Condominium Corporation (YRSCC) No. 1221 has no objection to wall sign maintenance. Signs are facing into the parking lot and are not abutting any major roads.

Relationship to Term of Council Service Excellence Strategy Map (2014-2018)

This report supports the goals established by Council in the Vaughan Vision 2020/Strategic Plan, in particular:

Service Excellence – Promote Community Safety, Health & Wellness.

Regional Implications

Region of York Engineering approval is not required for the proposed signs.

Conclusion

The Sign Variance Committee finds merit to the approval of three (3) window signs as shown

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

Attachments

1. Site Plan
2. Revised Photo of Signs

Report prepared by:

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Building Standards

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)