

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 18, 2014

Item 3, Report No. 6, of the Committee of the Whole, which was adopted, as amended, by the Council of the City of Vaughan on February 18, 2014, as follows:

By approving that the following Communications be received:

- C20. Director of Building Standards, dated February 13, 2014; and**
C25. Mr. Nick Pinto, The West Woodbridge Homeowners Association Inc., Mapes Avenue, Woodbridge, dated February 17, 2014.

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SIGN VARIANCE APPLICATION
FILE NO: SV.13-014
OWNER: 1051727 ONTARIO LTD.
LOCATION: 5289 AND 5309 HIGHWAY 7
LOT 5 - 9, REGISTERED PLAN 3762
WARD 2

The Committee of the Whole recommends:

- 1) That Sign Variance Application SV13-014, 1051727 Ontario Ltd., be refused unless prior to the Council meeting of February 18, 2014 staff report the negotiation of a settlement acceptable to staff, and Council endorses that settlement; and**
- 2) That the following deputations be received:**
 - 1. Mr. Nick Pinto, West Woodbridge Homeowners Association Inc., Mapes Avenue, Woodbridge; and**
 - 2. Mr. John Duca, 1051727 Ontario Ltd., Highway 7, Woodbridge.**

Recommendation

The Sign Variance Committee recommends:

- 1. That Sign Variance Application SV.13-014, 1051727 Ontario Ltd., be REFUSED.**

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

The applicant is requesting to install/maintain multiple wall signs as shown on the attached plans

Background - Analysis and Options

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

Section 6 – General Provisions for All Signs:

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One (1) only of the following types per exterior wall per business premises

- a) Wall sign
- b) Window sign

Wall signs shall not exceed 0.5 sq.m. per linear horizontal meter of the building wall and/or canopy upon which such sign is Located. Notwithstanding the foregoing, the total area of a wall sign per premises shall not exceed 10.0 sq.m. or to be limited to less than 2.0 sq.m.

No Wall Sign shall extend above the top of the roof surface.

Window Signs 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.

- 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 has to permit the construction of various wall and window signs as shown on the attached plan. The signs are associated with a sales office for the sale of new homes to be constructed on the property. The City's Sign by-law only permits those signs located within the existing sign boxes located above the windows.

Members of the Sign Variance Committee have reviewed the application and do not support the application as proposed. In committees' opinion the proposed signs far exceed the maximums contained within the Sign By-law and are recommending that the application be refused.

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

Attachments

1. Aerial Photographic
2. Proposed Signs – 5289 Highway 7
3. Proposed Signs – 5309 Highway 7 (North Elevation)
4. Proposed Signs – 5309 Highway 7 (West Elevation)

Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

(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.)