

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 18, 2014

Item 4, Report No. 6, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on February 18, 2014.

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SIGN VARIANCE APPLICATION

FILE NO: SV.13-030

OWNER: MCDONALD'S RESTAURANTS OF CANADA

LOCATION: 3140 RUTHERFORD ROAD

BLOCK 38, 65M-3645

WARD 1

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Sign Variance Committee, dated February 4, 2014:

Recommendation

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.13-030, McDonald's Restaurants of Canada, be APPROVED.

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 proposing two additional wall signs (South Elevation 1.1 sqm. – West Elevation 2.2 sqm.) as shown on the attached plans.

Background - Analysis and Options

Sign By-law 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.

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Regional Implications

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

Conclusion

The applicant is proposing two additional wall signs (South Elevation 1.1 sqm. – West Elevation 2.2 sqm.) as shown on the attached plans. These signs are in addition to the existing signs that were approved at the time of the Site Plan Agreement. The proposed signs are associated with a re-branding of the premises.

Members of the Sign Variance Committee have reviewed the application and have objections to the application as proposed. In Committee's opinion the intent and purpose for the Sign By-law is being maintained.

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

Attachments

1. Site Plan
2. Sign Details
3. South Building Elevation
4. West Building 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.)