

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF APRIL 19, 2017

Item 19, Report No. 13, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on April 19, 2017.

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**SIGN VARIANCE APPLICATION
FILE NO: SV.17-002
OWNER: CALLOWAY REIT (RUTHERFORD) INC.
LOCATION: 9200 BATHURST STREET
LOT 15, CONCESSION 2
WARD 5**

The Committee of the Whole recommends:

- 1) That the following report of the Sign Variance Committee, dated April 4, 2017, be received; and**
- 2) That Communication C16 from Mr. Fred Henderson, FHA Fred Henderson and Associates, Carlisle, dated April 3, 2017, advising of the withdrawal of the subject sign variance application, be received.**

Recommendation

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.17-002, Calloway Reit (Rutherford) Inc., be APPROVED subject to the following:
 - a) That the total area of the window signs be reduced.

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 window vinyl signs, and an additional wall sign on an elevation not approved under the Sign By-Law.

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

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Section 6 – General Provisions for all Signs

6.1 Limit on Number of Signs:

One (1) only of the following sign type per exterior wall

- a) Wall sign
- d) Window sign

Variance Analysis:

The applicant is requesting additional window signage in the form of vinyl graphics that are additional to the wall signs that were applied for under permit 16-4588. The window graphics will take up the entire window area on the north elevation.

The applicant is also requesting an additional wall sign on the splayed wall between two elevations, which is not considered an exterior wall. The area of the sign is 0.6 sq. m.

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 have reviewed the application and have no objection to the additional wall sign on the splayed wall between elevations, as the intent and purpose of the by-law is being maintained. Members are concerned with the excessive and complete window coverage by window signs in the form of vinyl graphics and are recommending a reduction in the proposed area.

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

Attachments

- 1. Site Plan
- 2. Photo of Front View
- 3. Photo of window signs

Report prepared by:

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By-Law & Compliance, Licensing & Permit Services

(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.)