

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF MAY 16, 2017

Item 10, Report No. 17, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on May 16, 2017.

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**SIGN VARIANCE APPLICATION
FILE NO: SV.16-004
OWNER: THE GARDEN CENTRE INC.
LOCATION: 12001 ALBION VAUGHAN ROAD
LOT NO. 34, CONCESSION NO. 11
WARD 1**

The Committee of the Whole recommends:

- 1) That consideration of this matter be deferred to a future Committee of the Whole meeting to allow further discussion with staff; and**
- 2) The deputation of Mr. Matt Alexander, Weston Consulting, Millway Avenue, Vaughan, on behalf of the applicant, be received.**

Recommendation

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.16-004, The Garden Centre Inc., be REFUSED, as digital signs are not permitted in agricultural zones.

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/maintain one (1) digital read-o-graph pylon sign on his property.

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

Section 8.1 Ground Signs for Commercial and Industrial Buildings

A ground sign may contain an Electronic Message Display as defined in Section 2 provided;

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- i) The area of the message display is limited to a maximum of 25%;
- ii) The message display is constructed as an integral part of the ground sign; and
- ii) Every ground sign erected shall display the municipal address assigned to the property on which the sign is located

This Sign Variance Application has been deferred twice to permit the applicant time to discuss the zoning issues of the property with the Building Standards Department, as the applicant is operating a Retail Nursery, which is not a permitted use on the property.

Variance Analysis:

This property is zoned agricultural and would comply to the agricultural section provided it was not a digital sign.

Digital signs are only allowed in commercial/industrial areas with the By-law requirements as listed above.

Therefore, the sign is deemed to be prohibited under City's by-law.

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 cannot support the approval of this application since the proposed digital sign is prohibited in an agricultural zone. Digital signage in agricultural zones remains limited to preserve the rural/open-space character of these areas. This application was deferred twice to provide adequate time to address the zoning use issues.

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

Attachments

1. Zoning Search Application #15-0216
2. Zoning Map Satellite Picture of 12001 Albion Vaughan Road
3. Zoning Map 12001 Albion Vaughan Road

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.)