

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF APRIL 19, 2016**

Item 14, Report No. 18, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on April 19, 2016.

**14**

**SIGN VARIANCE APPLICATION  
FILE NO: SV.16-001  
OWNER: JAIDAD PROPERTIES  
LOCATION: 10610 JANE STREET  
LOT 25, CONCESSION 5  
WARD 1**

**The Committee of the Whole recommends:**

- 1) That the recommendation contained in the following report of the Sign Variance Committee, dated April 5, 2016, be approved; and**
- 2) That the deputation by Ms. Nicole Davis, Lovett Signs, Southgate Drive, Guelph, on behalf of the applicant, be received.**

**Recommendation**

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.16-001, Jaidad Properties, as per the revised drawings dated February 22, 2016, be APPROVED subject to the following:
  - a) That mobile signs on the site not be permitted with the approval of the subject sign;
  - b) That the sign be positioned perpendicular to Jane Street;
  - c) That existing signage be removed;
  - d) That third party advertising not be permitted on the sign;
  - e) That sign change be set at a minimum of 15 seconds per sign change; and
  - f) That additional landscaping be placed at the base of the sign to prevent access to the sign.

**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 proposing to install one (1) double sided pylon sign which will incorporate a digital read-o-graph.

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

Section 10 – Agricultural and Recreational Buildings

10.1 Ground Signs - A maximum of two ground signs shall be permitted, each having a maximum sign area of 5.0 sq.m. and a total of 10.0 sq.m. Such signs shall advertise the same of the occupant of the agricultural or recreational use and shall not include any commercial advertising.

Variance Analysis:

Proposed total area of sign is 10.56 sq.m.

Proposed area for electronic message display 2.94 sq.m

Digital signage is only allowed in Industrial and or Commercial Buildings regulated under section 8.1. The area of the digital component is limited to a maximum of 25 % of the sign area.

**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 merits in the increase of sign area including the electronic message display. Staff is of the opinion that there is sufficient separation distance to ensure no adverse impacts on adjacent properties.

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

**Attachments**

1. Site Plan and Proposed Signage Location
2. Sketch of Sign
3. Photo of Existing Sign
4. Zoning Map

**Report prepared by:**

Bruna Pace  
Senior Plans Examiner, Ext. 8421  
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.)