

## CITY OF VAUGHAN

**EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 27, 2017**

Item 5, Report No. 26, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 27, 2017.

5

**SIGN VARIANCE APPLICATION**  
**FILE NO: SV.17-003**  
**OWNER: YONGE-STEELES FORD LINCOLN SALES LTD.**  
**LOCATION: 7488 7120 YONGE STREET**  
**LOT 1-12, REGISTERED PLAN 3205**  
**WARD 5**

**The Committee of the Whole recommends:**

- 1) That the recommendation contained in the following report of the Sign Variance Committee, dated June 20, 2017, be approved; and
- 2) That the deputation of Mr. Stephen Roche, Yonge-Steeles Ford Lincoln Sales Ltd., Yonge Street, Thornhill, be received.

**Recommendation**

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.17-003, Yonge-Steeles Ford Lincoln Sales Ltd., be REFUSED.

**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 LED signs on the front Elevation that will change graphics for the car dealership.

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

Section 6 – General Provisions for all Signs

6.1 Limit on Number of Signs:

One (1) only of the following signs per exterior wall

- a) Wall sign
- d) Window sign

## **CITY OF VAUGHAN**

### **EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 27, 2017**

#### **Item 5, CW Report No. 26 – Page 2**

##### **Variance Analysis:**

The applicant is requesting a transparent window LED sign that is in addition to the 4.5 m<sup>2</sup> overall signage approved at the site under DA.15.023 and permit 16-2046. The applicant has advised that the proposed LED window sign will be 12.35 m<sup>2</sup> in size, taking up approximately 29% of the overall window area on this façade.

The applicant has advised that the proposed LEDs are to have images that are displayed for a minimum of 10 seconds with no flashing graphics.

##### **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 does not support the approval of the LED sign in the window area of the façade as the LED sign area is too large for the elevation and would negatively impact the Yonge/Steeles streetscape.

If Council finds merit in the application, it is recommended that an image change of a minimum of 10 seconds be imposed on the sign and no flashing graphics be allowed.

Lastly, a Sign Permit issued by the Building Standards Department will be required for this application.

##### **Attachments**

1. Site Plan
2. Photo - Window Sign
3. Photo - Example of Display
4. Elevation - Panels
5. Photo - Model of Panel
6. Drawing - Display Area

##### **Report prepared by:**

Angela Palermo  
Recreation Manager, Community Development and Planning, Ext. 8139  
Recreation 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.)