

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 25, 2013**

Item 5, Report No. 28, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 25, 2013.

**5**

**SIGN VARIANCE APPLICATION  
FILE NO: SV.13-007  
OWNER: STEVE ROSSI  
LOCATION: 10432 ISLINGTON AVENUE  
LOT 29-30, PLAN RP-9  
WARD 1**

**The Committee of the Whole recommends approval of the recommendation contained in the following report of the Sign Variance Committee, dated June 11, 2013:**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.13-007, Steve Rossi, be REFUSED.

**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 to maintain a development sign (3<sup>rd</sup> Party) which is not located on the land being developed.

**Background - Analysis and Options**

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

Section 12 – Development Signs

12.1 (a) Subdivision development signs must be located on lands within the plan of subdivision. For all other developments, the signs must be located on the subject lands.

**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.

**Regional Implications**

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

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#### **Conclusion**

The applicant is proposing to maintain a development sign which is not located on the lands being developed. The sign has a sign area of 9 sqm. and a height of 4.6 meters. The sign is located within the Kleinburg Heritage Conservation District. This application has been considered by Heritage Vaughan and has been recommended to be refused by them.

Similar to other applications in the past the Sign Variance Committee continues not to support those sign variance applications proposing off site or 3rd party development signage. In Committee's opinion all development signs other than the permitted "A"-Frame signage should be restricted to the lands being developed and not spread out throughout the City.

Members of the Sign Variance Committee along with Heritage Vaughan do not support the application and are recommending that it be refused.

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

#### **Attachments**

1. Location of Sign
2. Photo of Sign
3. Sketch of Sign

#### **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.)