

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 25, 2013

Item 6, 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.

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**SIGN VARIANCE APPLICATION
FILE NO: SV.13-008
OWNER: EXTENDED STAY HOTELS
LOCATION: 3600 STEELES AVENUE WEST
BLOCK 4, 65M-2310
WARD 4**

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.13-008, Extended Stay Hotels, be APPROVED.

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 install 6 (six) new signs at various locations as shown on the attached plans.

Background - Analysis and Options

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

- 6.2 (a) Where a site plan approved by the City provides standards for signage and the signs for the development comply therewith, such signs shall be deemed to comply with this By-Law.

Noting the above, where the property is regulated by a site plan agreement approved by the City, only those wall signs and pylon signs approved under the site plan agreement are deemed to be permitted by the City's Sign By-Law.

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.

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Regional Implications

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

Conclusion

The applicant is proposing to install 6 (six) new signs at various locations as shown on the attached plans. The proposed signs are associated with a re-branding of the subject property/building. The proposed signs were not shown on the approved Site Plan agreement for the property.

The proposed signage has a similar size and location to the original signs for the subject property/building.

Members of the Sign Variance Committee have reviewed the application and have no objections to the application as submitted. In the Committee's opinion, the intent and purpose of the City's Sign By-law is being maintained.

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 Signs 1 to 6

Report prepared by:

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(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.)