

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 17, 2013**

Item 7, Report No. 35, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on September 17, 2013.

**7**

**SIGN VARIANCE APPLICATION  
FILE NO: SV.13-019  
OWNER: OXFORD PROPERTIES GROUP  
LOCATION: 100 ROYAL GROUP CRESCENT  
PART OF LOTS 4-5, CONCESSION 9  
WARD 2**

**The Committee of the Whole recommends approval of the recommendation contained in the following report of the Sign Variance Committee, dated September 3, 2013:**

**Recommendation**

The Sign Variance Committee recommends:

- 1) That Sign Variance Application SV.13-019, Oxford Properties Group, be APPROVED, allowing two 4.3m x 38m wall sign as shown on the file attached.

**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 requesting to erect two 163 sqm. wall signs on the same elevation as shown on the attached plan.

**Background - Analysis and Options**

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

**Section 6 .1 LIMIT ON NUMBER OF SIGNS**

Except as may otherwise be permitted in this by-law, the maximum number of signs that may be erected shall be:

One (1) only of the following sign types per exterior wall per business premises:

- a) wall sign

**Section 8.2 WALL SIGNS**

The area of a wall sign shall not exceed 0.75 sq.m per linear horizontal metre of the exterior wall of a building upon which such sign is located. In multiple occupancy buildings or shopping centres, the sign area for each business premises shall be proportional to the length of the exterior wall forming part of the premises. Notwithstanding the foregoing, the total area of a wall sign per business premises shall not exceed 20.0 sq.m or be limited to less than 2.0 sq.m

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**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.

**Conclusion**

The applicant is requesting to erect two 163 sqm. wall signs on the same elevation as shown on the attached plan.

Members of the Sign Variance Committee have no objections to the application as submitted. Committee members note that the subject building is extraordinarily long and having an actual length of 550 meters

In Committee's opinion the proposed signs are in appropriate proportions to the building's length and 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. Building Elevation
3. Photo of Proposed 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.)