

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF OCTOBER 20, 2015

Item 4, Report No. 35, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on October 20, 2015.

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**SIGN VARIANCE APPLICATION
FILE NO: SV.15-007
OWNER: 7700 KEELE ST. LTD.
LOCATION: 7700 KEELE STREET
LOT 5, CONCESSION 4
WARD 4**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Sign Variance Committee, dated October 7, 2015:

Recommendation

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.15-007, 7700 Keele St. Ltd., be APPROVED subject to the addition of the municipal address at the base of the sign and the owner providing an Engineering Certificate of approval for 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 requesting to enlarge an existing pylon sign at the subject property.

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

Section 6.5 Ground Signs

- (d) no ground sign shall exceed a maximum height of 7.5m from the finished grade level at the base of the supporting structure of the said sign.

Section 8.1 Ground Signs

- (a) Except as otherwise permitted in section 8.7 and 8.8, no ground sign shall be larger than 10.0 sq.m in an area on a single sign face, or 20.0 sq.m of sign area for all faces combined.

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Variance Analysis

Sign By-law height allowed: 7.5 m

Sign height proposed: 9.42 m

Sign size allowed: 10 sq.m per single-side

Sign proposed : an addition of 5.79 sq.m per single-side to already existing 10 sq.m single side

Note: this sign is an existing double-sided sign at 10 sq.m per side which is the current allowable maximum under the City's sign by-law.

Relationship to Vaughan Vision 2020/Strategic Plan

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 merit in the increase in sign height and sign area due to the size of the development and number of units at the address location.

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

Attachments

1. Site Plan
2. Sketch of Sign

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.)