

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 9, 2014

Item 35, Report No. 41, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on December 9, 2014.

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**SIGN VARIANCE APPLICATION
FILE NO: SV.14-011
OWNER: CALLOWAY REAL ESTATE INVESTMENT TRUST INC.
LOCATION: 101 NORTHVIEW BLVD.
PART OF LOT 6, CONCESSION 5
WARD 3**

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Sign Variance Committee, dated December 2, 2014:

Recommendation

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.14-011, Calloway Real Estate Investment Trust Inc., be APPROVED, subject to the removal of the two (2) signs at the entranceway area of the building (i.e. circular and existing "Donation" sign).

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 enlarge two (2) existing wall signs exceeding the maximum size of 20 sq.m.

Background - Analysis and Options

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

8.2 Wall Signs

- (a) 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. 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.

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

Proposed sign areas for both signs are 31.66 sq.m. Allowed sign area is 20 sq.m. The applicant failed to disclose that there was additional signage on the building. The removal of some of the signage not disclosed would provide for the intent and purpose of the sign bylaw to be maintained.

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.)