

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 13, 2016**

Item 25, Report No. 43, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on December 13, 2016.

25

**SIGN VARIANCE APPLICATION  
FILE NO: SV.16-006  
OWNER: 7700 KEELE STREET LIMITED  
LOCATION: 7700 KEELE STREET  
LOT NO. 5, CONCESSION NO. 4, UNIT NO. 6  
WARD 4**

**The Committee of the Whole recommends approval of the recommendation contained in the following report of the Sign Variance Committee, dated December 6, 2016:**

**Recommendation**

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.16-006, 7700 Keele Street Limited, be APPROVED, subject to the following conditions:
  - a) The as-built existing face-mounted sign shall be reviewed and inspected on site by a professional engineer.
  - b) A general review certificate and detailed structural drawings for the proposed additional logo sign attached on the parapet be submitted at the time of permit application sealed by a professional engineer as per OBC Div. C 1.2.1.(7).

**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 approve an existing as built face-mount sign and install one (1) additional wall sign above the top of the roof surface.

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

Section 6 - General Provisions for All Signs

- 6.1 One (1) only of the following sign types per exterior wall per business premises;
  - a) Wall sign

**CITY OF VAUGHAN**

**EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 13, 2016**

Item 25, CW Report No. 43 – Page 2

- 6.6 Wall Signs  
a) No wall sign shall extend above the top of the roof surface

Variance Analysis:

Existing Signage on wall is 15.82 sq. m. with permit

Existing Signage on wall is 3.48 sq. m. with no permit

Proposed Additional Signage is 4.48 sq. m.

Total Signage area 21.64 sq. m.

Allowed for wall area is 19.65 sq. m. if all one sign.

**Relationship to Term of Council Service Excellence Strategy Map (2014-2018)**

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 merits in the additional signs for the following reasons:

- a. The signs are compatible with the development on the premises and surrounding area;
- b. The signs do not adversely affect public safety.

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

**Attachments**

1. Site Plan
2. Proposed Elevation
3. Photo of sign

**Report prepared by:**

Bruna Pace  
Senior Plans Examiner, Ext. 8421  
Building Standards

(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.)