

**CITY OF VAUGHAN**

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

Item 26, 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.

**26**

**SIGN VARIANCE APPLICATION  
FILE NO: SV.16-008  
OWNER: TOYS“R”US CANADA  
LOCATION: 300 STEELES AVENUE WEST  
BLOCK 39, PLAN NO. M-2237  
WARD 5**

**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.16-008, Toys“R”Us Canada, be APPROVED, subject to the following conditions:
  - a) The applicant submit a detailed cross section of the building with a detailed attachment to the roof structure.
  - b) The applicant provide design and general review drawings with an approved seal by a professional engineer or architect as per OBC Div. C 1.2.1.2.(6) and 1.2.1.2.(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 proposing to replace two existing wall signs as following:

East Elevation - one (1) wall sign proposed exceeding the maximum area and attached to a parapet.

South Elevation – two (2) wall signs proposed with aggregate area exceeding the maximum permitted by one sign and attached to the roof structure.

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

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Section 5 – Prohibited Signs

No person shall erect, install, post, display, maintain or keep on a premises any of the following type of signs:

5.8 Roof Signs and signs erected in part or entirely above the surface of the roof of a building or structure.

Section 6 - General Provisions for All Signs

6.6 Wall Signs

The following regulations shall apply to all wall signs:-

- (a) No wall sign shall extend above the top of the roof surface.

Section 8 - Signs Permitted for Commercial/Industrial Buildings

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. 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.

Variance Analysis:

Allowed 20.0 sq.m.

Proposed 28.34 sq.m.

**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. Exterior Elevations
3. Sketch of Signs

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**Report prepared by:**

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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.)