

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF NOVEMBER 19, 2013

Item 1, Report No. 47, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on November 19, 2013.

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**SIGN VARIANCE APPLICATION
FILE NO: SV.13-027
OWNER: 7700 KEELE STREET LIMITED
LOCATION: 7700 KEELE STREET, UNIT 9
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 November 5, 2013:

Recommendation

The Sign Variance Committee recommends:

- 1) That Sign Variance Application SV.13-027, 7700 Keele Street Limited, be APPROVED, subject to the removal of the four (4) banner signs.

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 proposing a 17.9 sqm. wall sign that is not attached to their leased space as shown on the attached plans.

Background - Analysis and Options

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

Section 8.2 Wall Signs

- a) 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.

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.

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Conclusion

The applicant (Goodlife Fitness) is proposing to install a 17.9 sqm. wall sign on an abutting unit, as shown on the attached plans. The abutting unit is leased by an affiliated company (Keystone Sports Equipment) that does not require an exterior wall sign.

Members of the Sign Variance Committee have no objections to the application provided that the (4) four Pole Banner Signs are removed. In Committee's opinion the origination of the building along with the uniqueness of the unit layout has necessitated the current application. It should be noted however that Committee members do not support the proposed (4) four Pole Banner Signs as these signs are strictly prohibited in the City's Sign By-law.

The Sign Variance Committee is therefore recommending:

- 1) That Sign Variance Application SV.13-027, 7700 Keele Street Limited, be APPROVED, subject to the removal of the four (4) banner signs.

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
3. Partial South Building Elevation

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.)