

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 16, 2016

11

The Committee of the Whole recommends:

- ## Recommendation

The Sign Variance Committee recommends:

- ### 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 install a new poster panel (billboard) sign.

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

Section 2.3

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 16, 2016

Item 11, CW Report No. 7 – Page 2

BILLBOARDS – see POSTER PANELS (*Amended by By-law 9-96- January 15, 1996*)

Section 2.17 (a)

POSTER PANEL – means a standardized sign structure erected and maintained by a business engaged in the sale or rental of space upon which advertising copy is displayed advertising goods or services that are not necessarily conducted within or upon the lot upon which the sign is located.

Section 15.1

- b) be set back a minimum of 5.0 m from all street lines
- h) not be permitted within 100 m from a building containing residential dwelling units or lands zoned residential.

Variance Analysis:

During the meeting a more detailed analysis was done on the site and it was determined that the new poster board panel meets the requirements of the by-law in that it is set back a minimum of 5.0 metres from all street lines. The Applicant confirmed that the sign will be located on the landscape and no parking would be removed.

As it relates to the sign's proximity to a residential area, the Applicant advised of the followings:

1. The sign has been proposed to be located 60 m from the property line on south of the site. The property to the south (7699 Keele) contains a residence, the land is zoned residential, and no application to the planning department has been received to rezone it to commercial.
2. The sign has been proposed to be located 55.25 m from the property line on the east side of the site, and 81.27 m to the rear wall of the residential house located east of the subject land. This property has dense foliage and a wood fence that would buffer the visual sightline of the sign. The back of the V shaped sign might be visible from the property but the message would not be visible.

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 objects to the approval of this application since the proposed sign is oriented towards the residential building to the south, and staff is of the opinion that there is not sufficient separation distance to ensure no adverse impacts on adjacent property.

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

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 16, 2016

Item 11, CW Report No. 7 – Page 3

Attachments

1. Site Plan
2. Sketch of Sign
3. Location of Proposed Sign
4. Letter from Pattison Outdoor Advertising Dated December 16, 2015

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.)