

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 16, 2016

11

The Committee of the Whole recommends:

- ## Recommendation

1. That Sign Variance Application SV.15-013, 2112443 Ontario Inc., be REFUSED due to its proximity to residentially zoned lands.

N/A

The necessary resources have been allocated from within the existing complement.

The results of this application will be communicated to the applicant through the Secretary to the Sign Variance Committee.

The purpose of this report is to present for Council approval the recommendation of the Sign Variance Committee in this matter.

The applicant is proposing to install a new poster panel (billboard) sign.

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

 $\dots/2$

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:

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.)

January 27, 2016

C7
CW - Feb. 2/16
Item 11

Attention: City of Vaughan
Committee of The Whole
Sign Variance Application
File No. S.V 15-013
7733 Keele Street

I Mr. Theofilos Georgalis owner of 7699 Keele Street in Vaughan have no objection to the proposed Billboard application by Pattison Outdoor advertising LP on behalf of 2112443 Ontario Inc. owners of 7733 Keele Street. See Attached: A + B

Signed:



Name: Theofilos Georgalis

Title: Owner

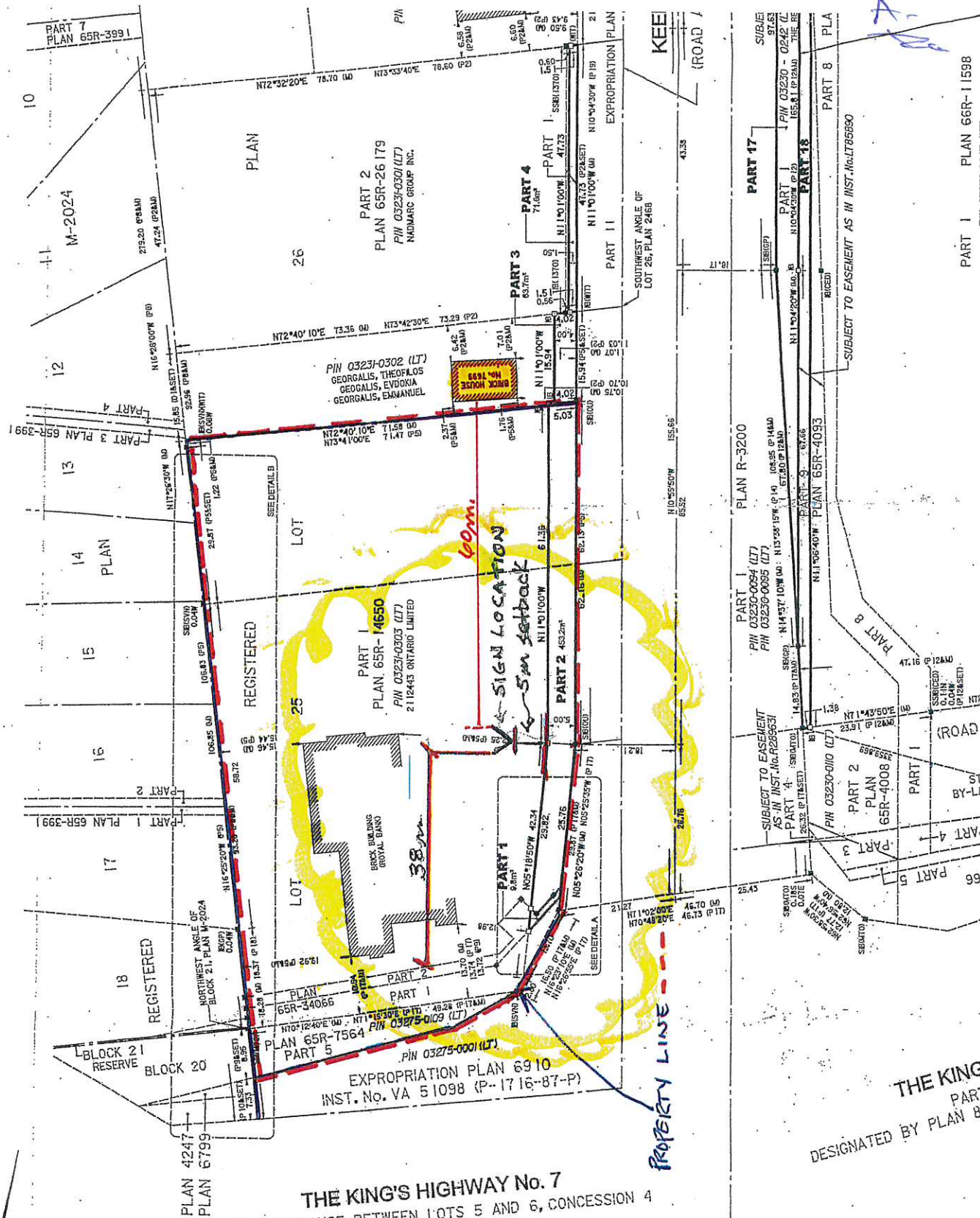
Dated in Vaughan: Feb. 1, 2016

METRIC
DISTANCES SHOWN ON THIS PLAN ARE IN METRES AND
CAN BE CONVERTED TO FEET BY DIVIDING BY 0.3048



PROPERTY OF THE
REGISTRY OFFICE

THE KING'S HIGHWAY No. 7
ROAD ALLOWANCE BETWEEN LOTS 5 AND 6, CONCESSION 4



THE KING
PART
DESIGNATED BY PLAN 8

7733 KEELE STREET - LOOKING NE



Source: Google Maps

LOCATION OF the POSEN

SIGN VARIANCE APPLICATION
FILE NO: SV.15-013
OWNER: 2112443 ONTARIO INC.
LOCATION: 7733 KEELE STREET
LOT 25-26, REGISTERED PLAN 2468
WARD 4

Recommendation

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.15-013, 2112443 Ontario Inc., be REFUSED due to its proximity to residentially zoned lands.

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

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

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Relationship to Vaughan Vision 2020/Strategic Plan

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Service Excellence – Promote Community Safety, Health & Wellness.

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Conclusion

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

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

Report prepared by:

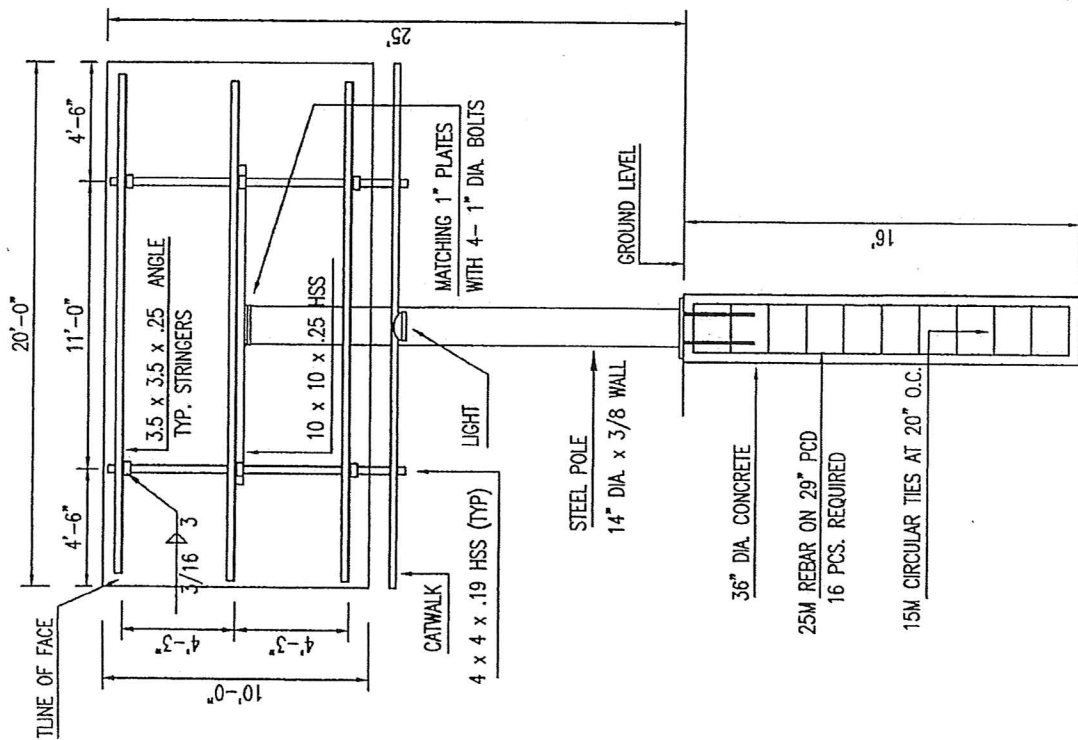
Bruna Pace
Senior Plans Examiner, Ext. 8421
Building Standards

Respectfully submitted,

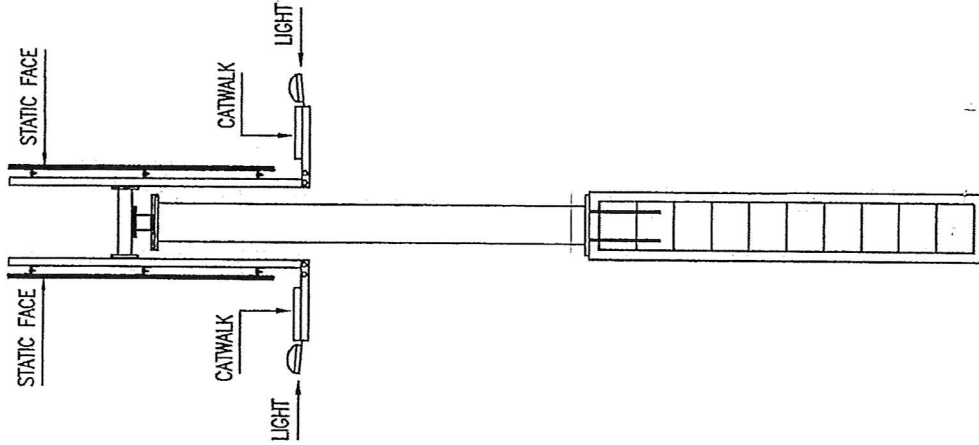
Bruna Pace
Chair, Sign Variance Committee
/as

LOCATION

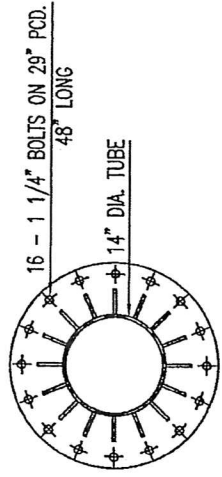
7733 KEELE ST. VAUGHAN



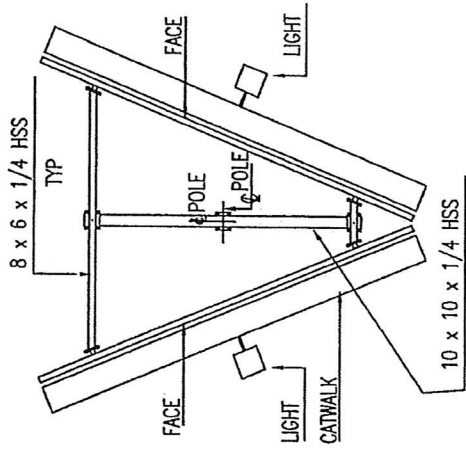
FRONT ELEVATION



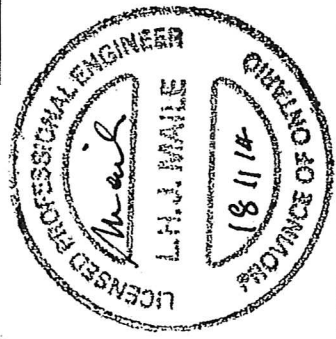
END ELEVATION



PLAN VIEW OF BASEPLATE



PLAN



LEN MAILE	
P.ENG	STRUCTURAL ENGINEER
28 RIVERSIDE BLVD. THORNHILL ON. L4J 1H3	
TEL: 905-881-3729 email: lhjmaile@gmail.com	
18NOV14	DWG. NO. 6680-1

- NOTES
1. SEE DRAWING FOR DIMENSIONS AND MATERIALS.
 2. ALL DIMENSIONS ARE IN FEET AND INCHES.
 3. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
 4. ALL DIMENSIONS ARE TO CENTER UNLESS OTHERWISE NOTED.
 5. ALL DIMENSIONS ARE TO SURFACE UNLESS OTHERWISE NOTED.
 6. ALL DIMENSIONS ARE TO CENTER UNLESS OTHERWISE NOTED.
 7. ALL DIMENSIONS ARE TO SURFACE UNLESS OTHERWISE NOTED.
 8. ALL DIMENSIONS ARE TO CENTER UNLESS OTHERWISE NOTED.
 9. ALL DIMENSIONS ARE TO SURFACE UNLESS OTHERWISE NOTED.
 10. ALL DIMENSIONS ARE TO CENTER UNLESS OTHERWISE NOTED.
 11. DESIGN IS TO REQUIREMENTS OF THE 2005 ONTARIO CODE.

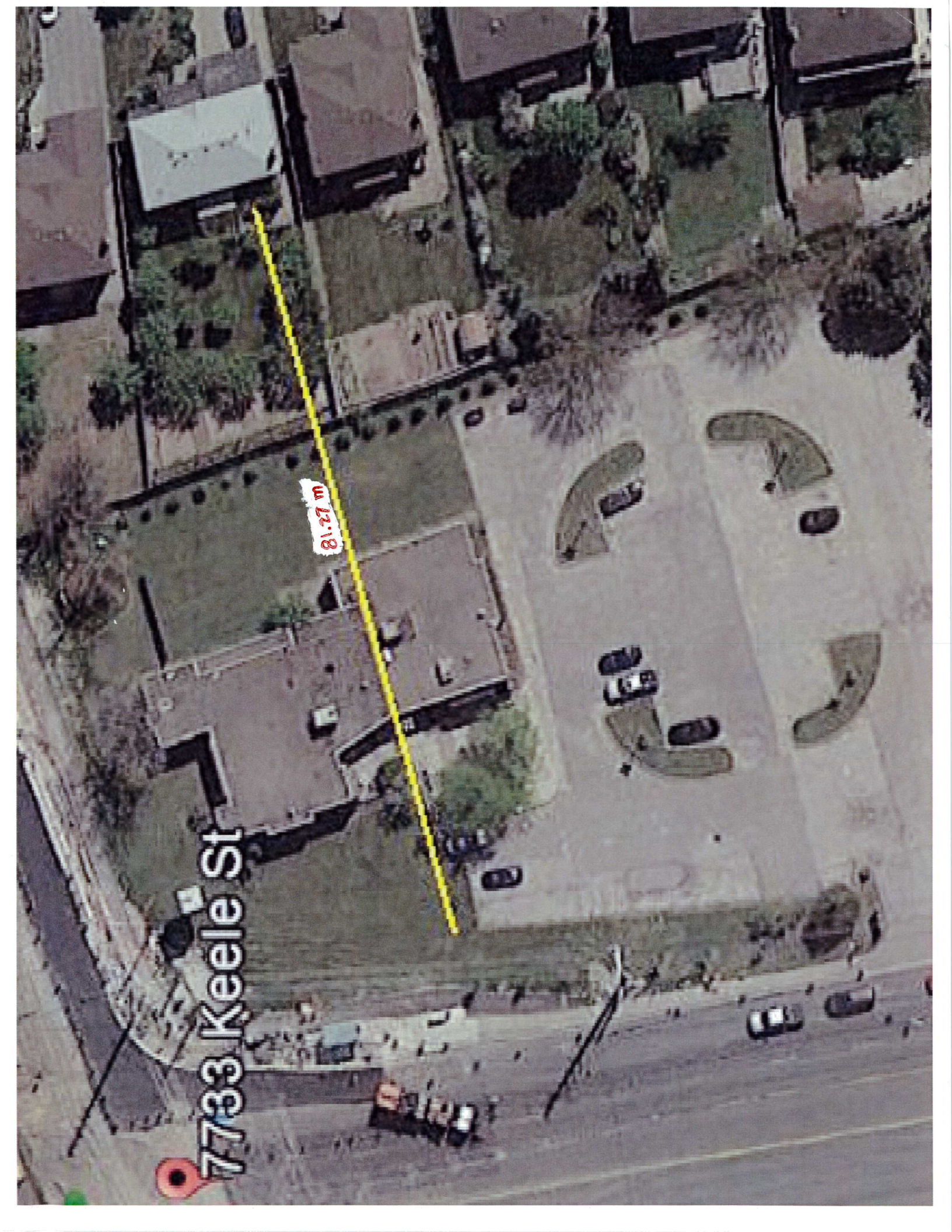


33 Keele St

55.25 m

7733 Keele St

81.27 m



7733 KEELE STREET - LOOKING NE



SOURCE: GOOGLE MAPS



LOCATION OF PROPOSED SIGN

7733 Keele Street – Sign Variance

Proposal:

The proposal is to erect one 10 by 20 poster panel sign (V shaped) to be located on the property at 7733 Keele Street, having an overall height which will not exceed 8 metres as per the City of Vaughan Sign Bylaw.

City Of Vaughan Sign Bylaw:

The proposed poster panel sign meets all the requirements of the City of Vaughan Sign Bylaw, with one exception, that being the 100 metre separation distance from sign to the residential area or residential use has not been met.

The proposed sign will be 60 metres away from the residential use (7699 Keele Street) directly south, and 55.25 metres to the property line and 81.27 metres to the rear wall of the residential house located east of the subject property.

Is this a variance minor and should approval be recommended?

This variance we are seeking is minor and within the general intent and purpose of the City's Sign bylaw, for the following reasons;

The proposed sign is 'V shaped' meaning the sign faces will be at 45 degree angle as opposed to perpendicular to Keele Street as both sign faces will be facing away from the residential uses located both east and south of the subject property.

The existing residential use (properties) located directly east of the subject property has dense foliage located along the rear of the properties, which abuts the subject property and with the existing building located on the property, again coupled with the proposed sign faces at a 45 degree angle from Keele St and directed away from the residential component, the proposed sign will not be visible.

In addition, the existing building on the property at 7733 Keele Street, adds an additional buffer from the residential uses, as the proposed sign will be located to the front of the existing building along the Keele frontage, as opposed to being located along the side of the property nearest the residential.

The existing residential use located directly south of the subject property, (7699 Keele Street) has a generous line of foliage located along its northerly property line (side property line) that severely impedes any visibility to the proposed sign location, whether one is viewing the relationship between the sign and residential use, standing at the north end of Keele, or at the south end of Keele by the house itself. Furthermore, there no applications to date to rezone, but given the residential uses further south, that have become commercial uses, it is only time that the residential use at 7699 Keele Street may rezone as well. However the possible rezoning in future should not impact the review of this application.

It is my professional opinion, that in the absence of not achieving the 100 metre separation between sign and residential use, the fact the proposed sign will be at a 45 degree angle to Keele Street, coupled with the natural screening the existing foliage provides in both instances where it provides more than

adequate screening to the proposed sign, and that the existing building provided additional screening, this will be sufficient as if one were to apply the 100 metre separation requirement.

Therefore a variance from the City's Sign bylaw is both appropriate and within the general intent of same bylaw.

Sid Catalano
Pattison Outdoor Advertising

Stephen Mazur
Pattison Outdoor Advertising

Submitted December 16, 2015