

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 18, 2014

Item 3, Report No. 6, of the Committee of the Whole, which was adopted, as amended, by the Council of the City of Vaughan on February 18, 2014, as follows:

By approving that the following Communications be received:

C20. Director of Building Standards, dated February 13, 2014; and

C25. Mr. Nick Pinto, The West Woodbridge Homeowners Association Inc., Mapes Avenue, Woodbridge, dated February 17, 2014.

3

SIGN VARIANCE APPLICATION

FILE NO: SV.13-014

OWNER: 1051727 ONTARIO LTD.

LOCATION: 5289 AND 5309 HIGHWAY 7

LOT 5 - 9, REGISTERED PLAN 3762

WARD 2

The Committee of the Whole recommends:

- 1) That Sign Variance Application SV13-014, 1051727 Ontario Ltd., be refused unless prior to the Council meeting of February 18, 2014 staff report the negotiation of a settlement acceptable to staff, and Council endorses that settlement; and**
- 2) That the following deputations be received:**
 - 1. Mr. Nick Pinto, West Woodbridge Homeowners Association Inc., Mapes Avenue, Woodbridge; and**
 - 2. Mr. John Duca, 1051727 Ontario Ltd., Highway 7, Woodbridge.**

Recommendation

The Sign Variance Committee recommends:

- 1. That Sign Variance Application SV.13-014, 1051727 Ontario Ltd., be REFUSED.**

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 requesting to install/maintain multiple wall signs as shown on the attached plans

Background - Analysis and Options

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

Section 6 – General Provisions for All Signs:

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF FEBRUARY 18, 2014

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One (1) only of the following types per exterior wall per business premises

- a) Wall sign
- b) Window sign

Wall signs shall not exceed 0.5 sq.m. per linear horizontal meter of the building wall and/or canopy upon which such sign is Located. Notwithstanding the foregoing, the total area of a wall sign per premises shall not exceed 10.0 sq.m. or to be limited to less than 2.0 sq.m.

No Wall Sign shall extend above the top of the roof surface.

Window Signs shall not exceed 20% of the area of the window in which the sign is located or 0.50 sq.m. in sign area whichever is less.

- 6.2 (a) Where a site plan approved by the City provides standards for signage and the signs for the development comply therewith, such signs shall be deemed to comply with this By-Law.

Noting the above, where the property is regulated by a site plan agreement approved by the City, only those wall signs and pylon signs approved under the site plan agreement are deemed to be permitted by the City's Sign By-Law.

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.

Conclusion

The applicant has to permit the construction of various wall and window signs as shown on the attached plan. The signs are associated with a sales office for the sale of new homes to be constructed on the property. The City's Sign by-law only permits those signs located within the existing sign boxes located above the windows.

Members of the Sign Variance Committee have reviewed the application and do not support the application as proposed. In committees' opinion the proposed signs far exceed the maximums contained within the Sign By-law and are recommending that the application be refused.

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

Attachments

- 1. Aerial Photographic
- 2. Proposed Signs – 5289 Highway 7
- 3. Proposed Signs – 5309 Highway 7 (North Elevation)
- 4. Proposed Signs – 5309 Highway 7 (West 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.)



February 17, 2014

SENT VIA EMAIL

TO: City of Vaughan
c/o Jeffrey Abrams, City Clerk
2141 Major Mackenzie Drive
Vaughan, ON L6A 1T1

C	25
Item #	3
Report No.	6 (cw)
Council	February 18/14

AND: Members of Council

RE: Report No. 6 of the Committee of the Whole - Item #3
Sign Variance Application
File No: SV.13.014
Owner: 1051727 Ontario Ltd.
Location: 5289 and 5309 Highway 7, Lot 5 – 9, Registered Plan 3762
Ward 2

Honourable Mayor and Members of Council,

Further to our deputation at the Committee of Whole Meeting on Tuesday, February 4th, 2014, we once again respectfully request that the decision of the Sign Variance Committee be upheld and that council **refuse** the above-mentioned sign variance application.

The applicant has willfully violated the sign by-law by installing signs approximately a year ago on the subject properties that are three times (3x's) larger than what is permissible, and has consistently shown disrespect and disregard for the city's processes.

The city enacts by-laws for the purposes of serving the public's best interest and to ensure the appearance our neighbourhood's, business areas and streetscapes are not adversely affected. Our by-laws are meant to keep our city cleaner, safer and more attractive and to maintain the quality of life for our residents.

For the above-noted reasons we urge Council to **refuse** the variances sought by the applicant and instruct the applicant to remove the signs.

Should you have any questions or concerns, please do not hesitate to contact the undersigned.

Respectfully yours,

Nick Pinto
President
The West Woodbridge Homeowners Association Inc.

DATE: FEBRUARY 13, 2014
TO: HONOURABLE MAYOR AND MEMBERS OF COUNCIL
FROM: LEO GRELLETTE, DIRECTOR OF BUILDING STANDARDS DEPARTMENT
RE: **COMMUNICATION**
COUNCIL MEETING – FEBRUARY 18, 2014

C	<u>20</u>
Item #	<u>3</u>
Report No.	<u>6 (cw)</u>
<u>Council - February 18/14</u>	

SIGN VARIANCE APPLICATION
FILE NO: SV.13-014
OWNER: 1051727 ONTARIO LTD.
LOCATION: 5289 AND 5309 HIGHWAY 7
LOT 5-9, REGISTERED PLAN 3762

Recommendation

The Director of Building Standards Department recommends:

1. THAT this Communication, BE RECEIVED, as information.

Background

On February 4, 2014, the Committee of the Whole approved the recommendation contained in the report from the Sign Variance Committee and also resolved the following:

"That Sign Variance Application SV13-014, 1051727 Ontario Ltd., be refused unless prior to the Council meeting of February 18, 2014 staff report the negotiation of a settlement acceptable to staff, and Council endorses that settlement."

Staff Update

Staff, during the Committee of the Whole meeting, discussed the refusal with the owner. Staff proposed what they might deem acceptable, being the three small box signs on the North Wall and the one continuous box sign on the West Wall. Staff also told the owner that they would accept one of the larger 'oggi Boutique Townhomes' signs which could be placed on either the North or West Wall.

In the course of discussion the owner was told that all other signs had to be removed.

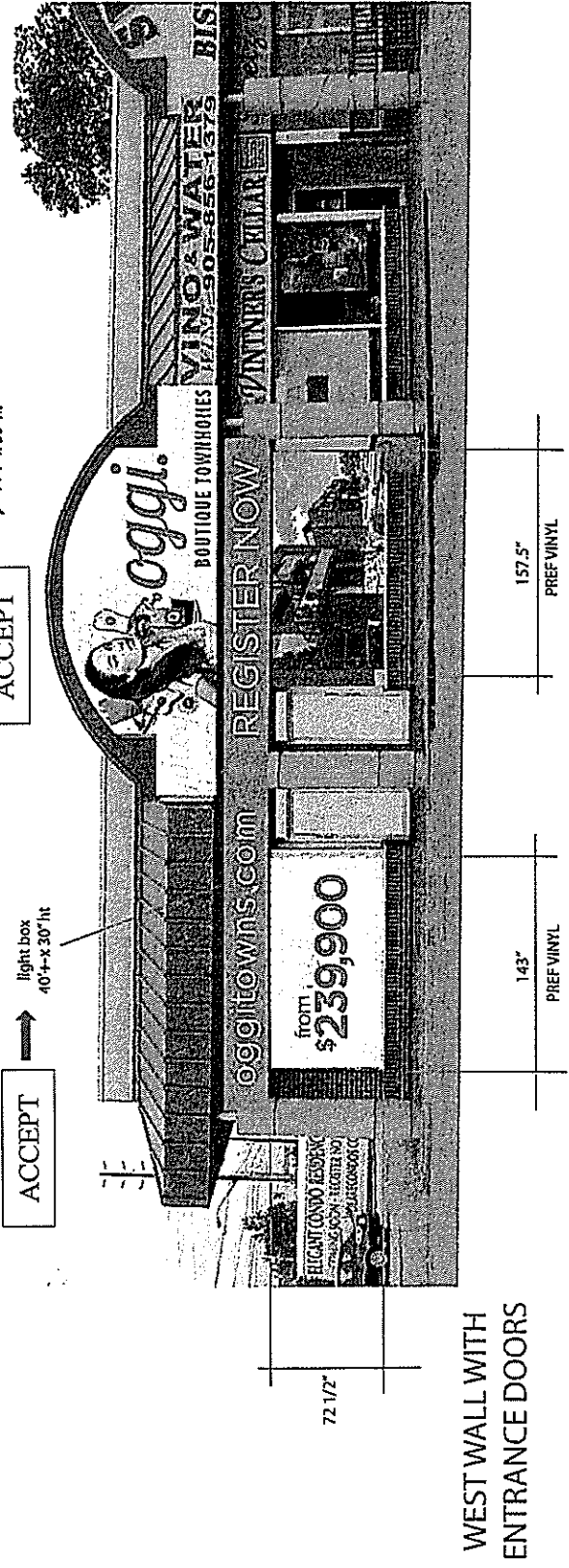
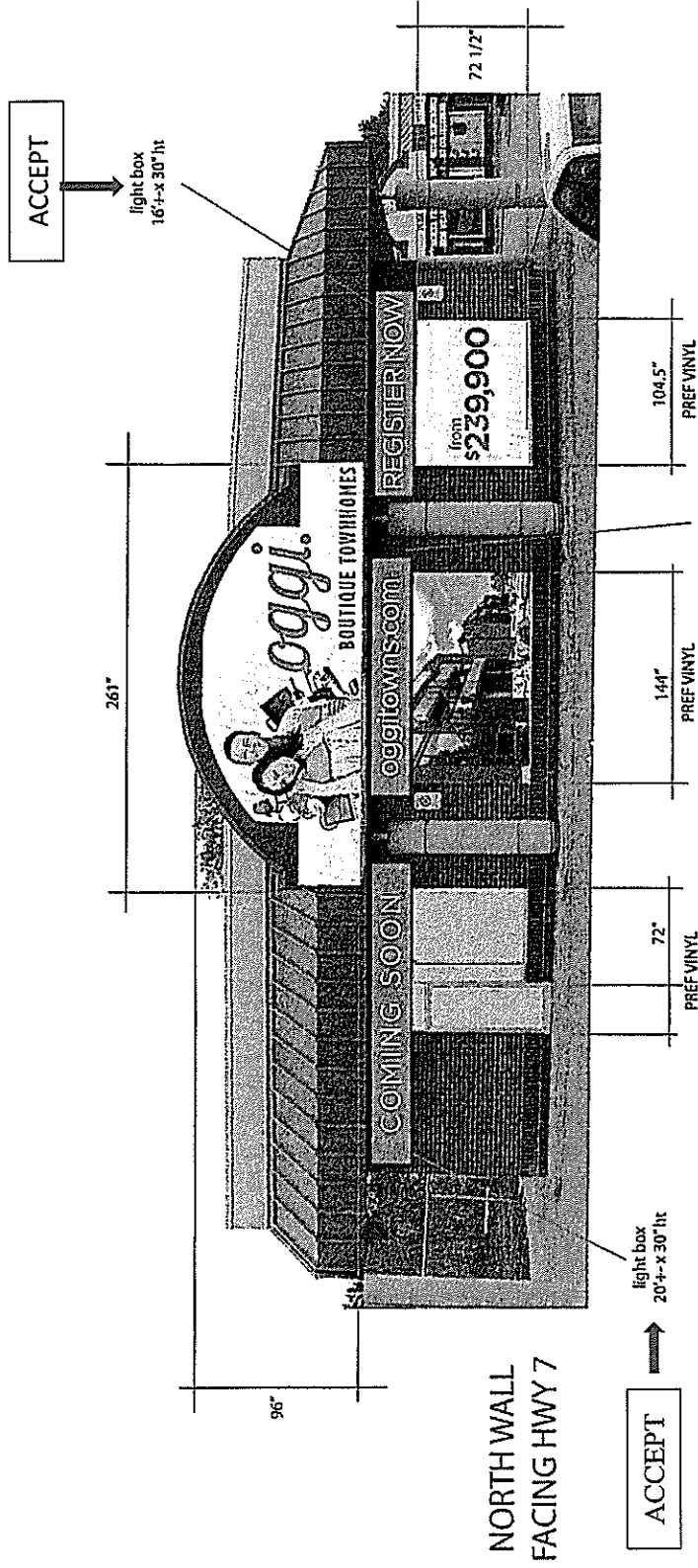
Staff provided a business card with all contact information and requested that the Owner contact the Director of Building Standards directly. To date Staff have not received a call and there have been no messages left on the Director's phone. Staff would therefore request that the Committee of the Whole decision to refuse the application be upheld.



LEO GRELLETTE
Director of Building Standards

Attachment: 5289 Highway 7 – North Wall Facing HWY 7 and West Wall with Entrance Doors

Copy to: Barbara Cribbett, Interim City Manager
 John MacKenzie, Commissioner of Planning
 Jeffrey A. Abrams, City Clerk



5289 Highway 7

COMMITTEE OF THE WHOLE FEBRUARY 4, 2014

**SIGN VARIANCE APPLICATION
FILE NO: SV.13-014
OWNER: 1051727 ONTARIO LTD.
LOCATION: 5289 AND 5309 HIGHWAY 7
LOT 5 - 9, REGISTERED PLAN 3762
WARD 2**

Recommendation

The Sign Variance Committee recommends:

1. That Sign Variance Application SV.13-014, 1051727 Ontario Ltd., be REFUSED.

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

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Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

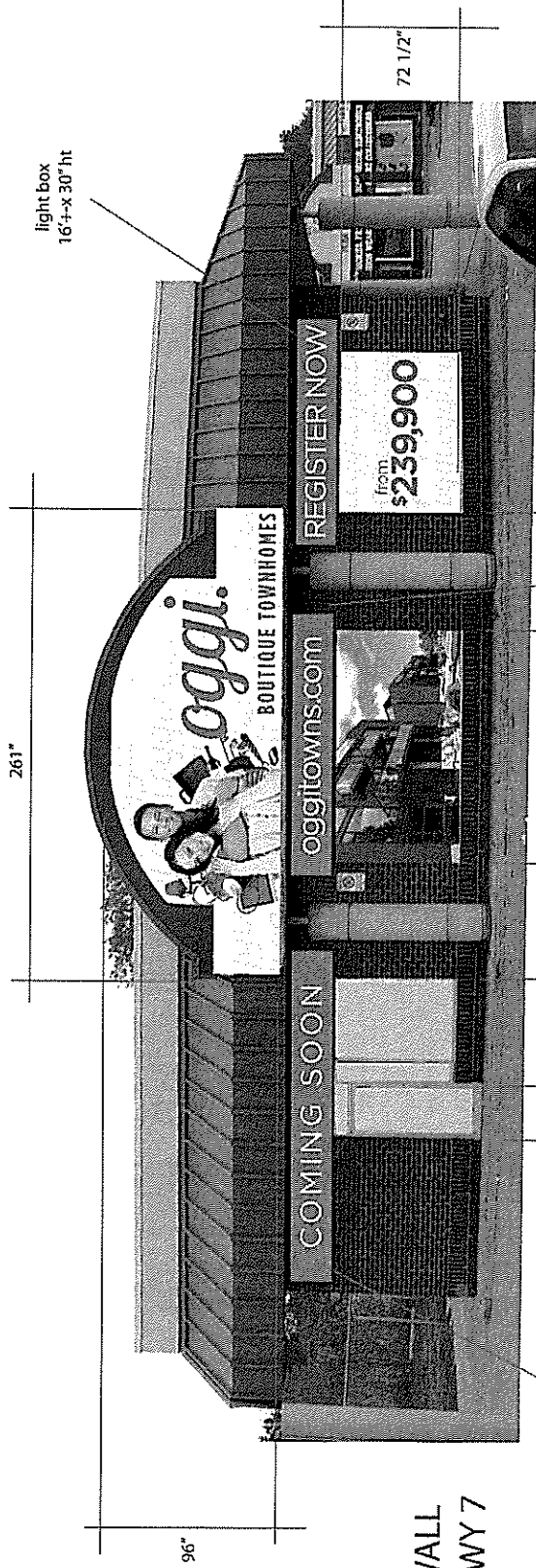
Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

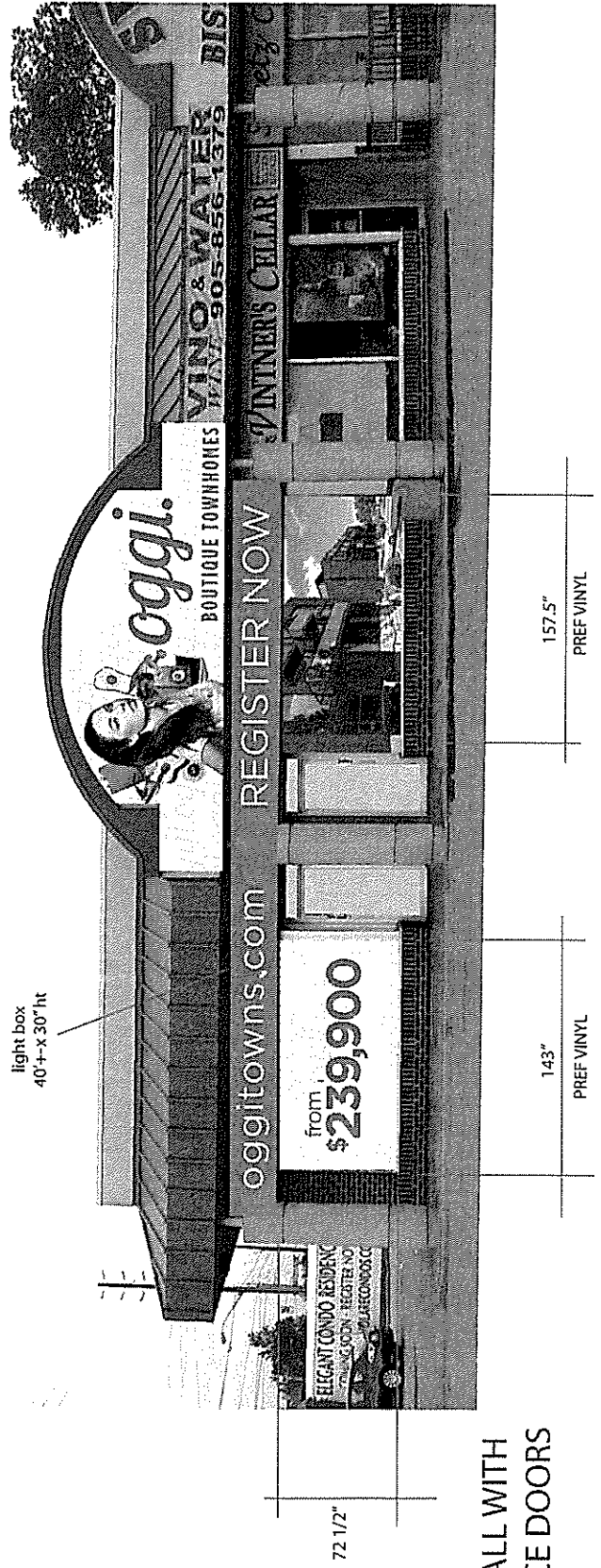
/as



SUBJECT
PROPERTY

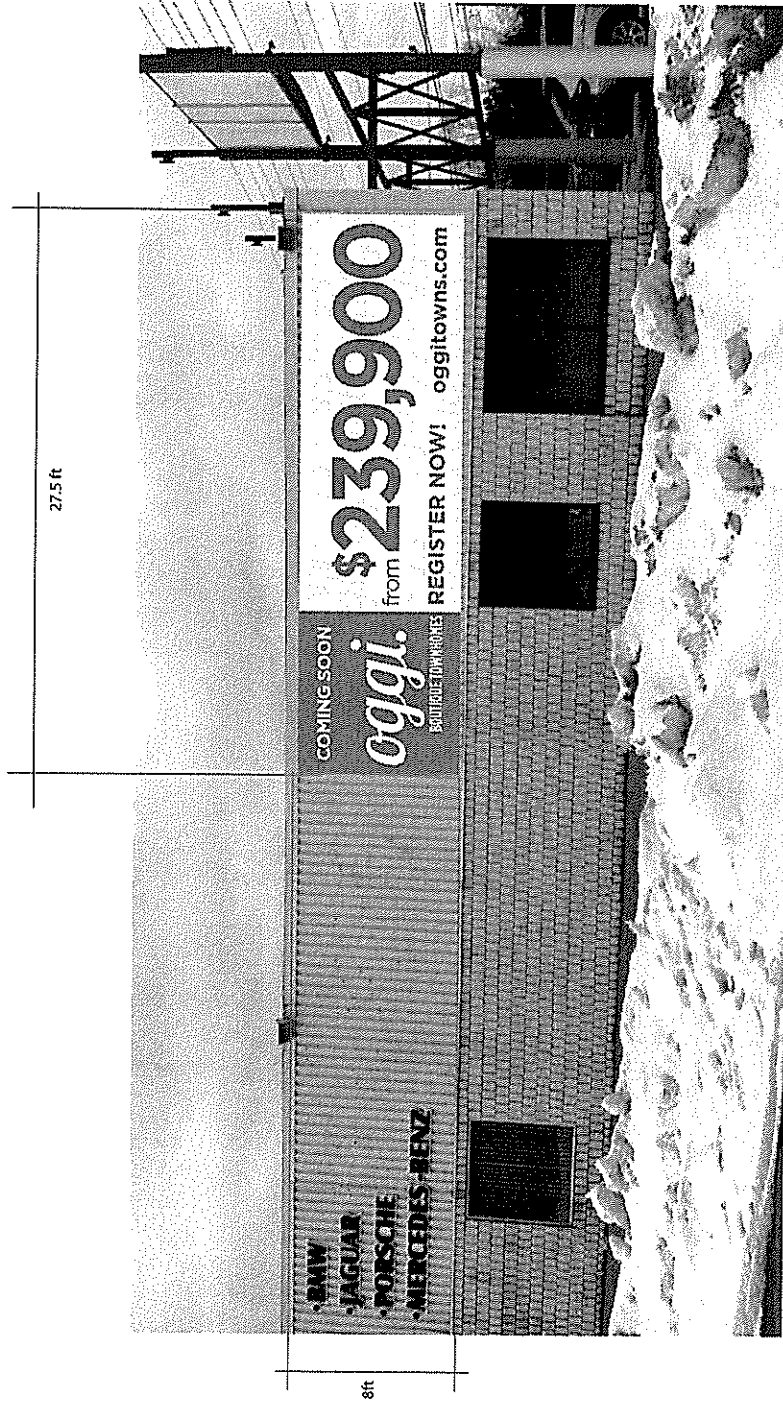


NORTH WALL
FACING HWY 7

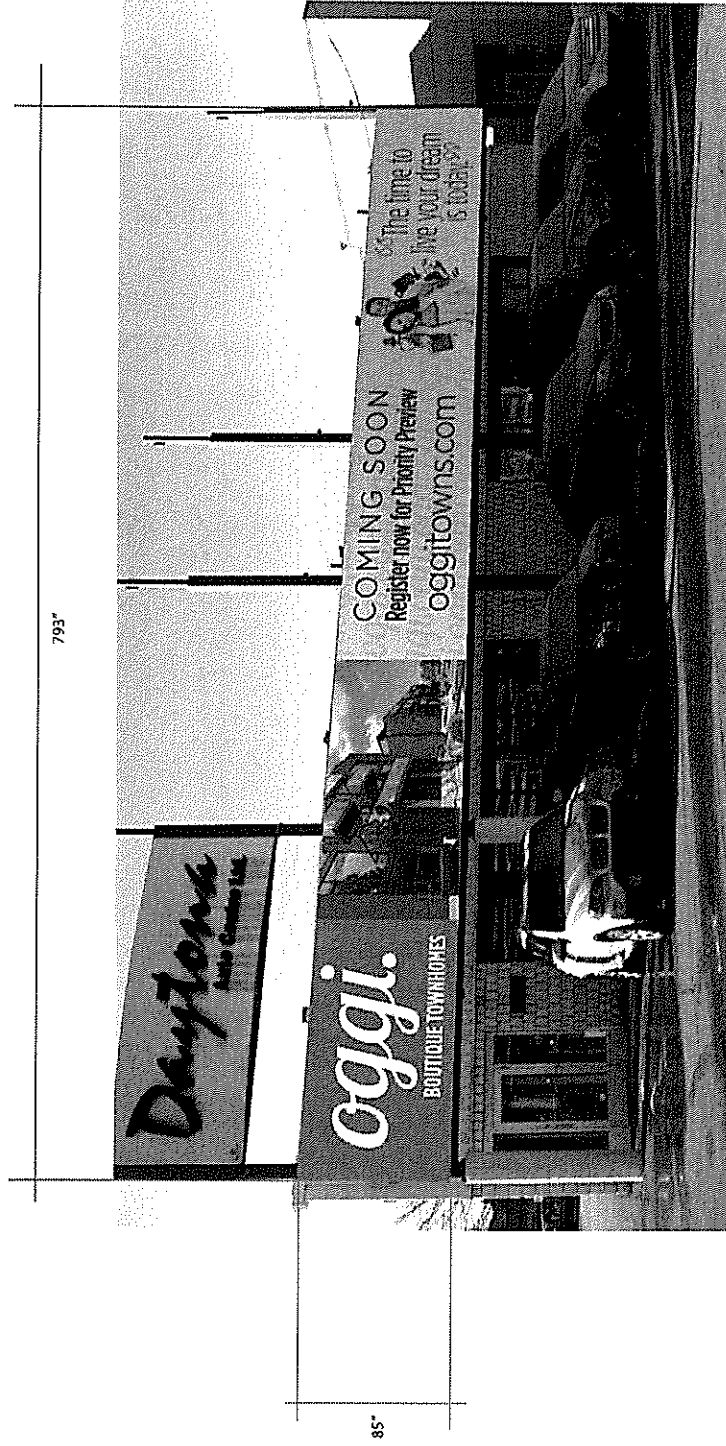


WEST WALL WITH
ENTRANCE DOORS

5289 Highway 7



5309 Highway 7



5309 Highway 7