

COMMITTEE OF THE WHOLE JUNE 2, 2003

SIGN VARIANCE APPLICATION

FILE NO.: SV.03-10

OWNER: 523910 ONTARIO LIMITED

LOCATION: 434 STEELES AVENUE WEST, THORNHILL
PART OF LOT 15, REGISTERED PLAN M-1607

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.03-10, 523910 Ontario Limited, be APPROVED subject to the reduction of the proposed ground sign to a maximum height of 7.5m.

Purpose

Applicant is requesting to install three wall signs on the front elevation and a pylon sign, which exceeds the height restriction.

Background - Analysis and Options

By-Law Requirements (203-92, as amended)

- 6.1 One (1) only of the following sign types per exterior wall per business premises:
 - a) wall sign

- 6.5 d) No ground sign shall exceed a maximum height of 7.5m from the finished grade level at the base of the supporting structure of the said sign.

- 8.1 Except as otherwise permitted in Section 8.7 and 8.8, no ground sign shall be larger than 10.0 sq.m. in area on a single sign face, or 20.0 sq.m. of sign area for all faces combined.

Conclusion

Applicant is requesting to install three additional wall signs on the front elevation. The allowable sign "Jaguar" measures .5m x 2.5m, total sign face 1.25m². The length of the elevation is 25.6m. The additional wall signs measure:

"Leaper Sign – 1.94m x .68m = 1.32m²

"Thornhill" Sign – 3.78m x .6m = 2.27m²

"Land Rover" Sign – 1.17m x 2.39m, total area of sign face is 3.14
x .59m x 1.2m = 2.22m²

The pylon measures 10.008m in height and the sign face measures 4.57m x 3.578m total sign face 16.35m².

Attachments

- 1. Sketch of Sign

Report prepared by:

John Studdy, Manager of Customer & Administrative Services

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/as

