COMMITTEE OF THE WHOLE OCTOBER 19, 2009

SIGN VARIANCE APPLICATION

FILE NO: SV.09-016

OWNER: SHEEN PROJECT INVESTMENT LTD LOCATION: 7368-7398 YONGE STREET, YCC 878/889

BLOCK 12, PLAN NO. M-2005

WARD 5

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.09-016, Sheen Project Investment Ltd., be APPROVED.

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

Request to install an additional ground sign on the subject property as shown on the attached drawings.

Background - Analysis and Options

Bylaw Requirements (203-92, as amended):

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 is proposing to install an additional ground sign on the subject property as shown on the attached drawings. The proposed ground sign has an area of 10 sqm. which is well within the maximum sign area that would normally be permitted on commercial properties.

Members of the Sign Variance Committee have no objections to the application as submitted and are of the opinion that the intent and purpose of the City's Sign By-law is being maintained.

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

Attachments

- 1. Site Plan
- 2. Sign Location
- 3. Sketch of Sign

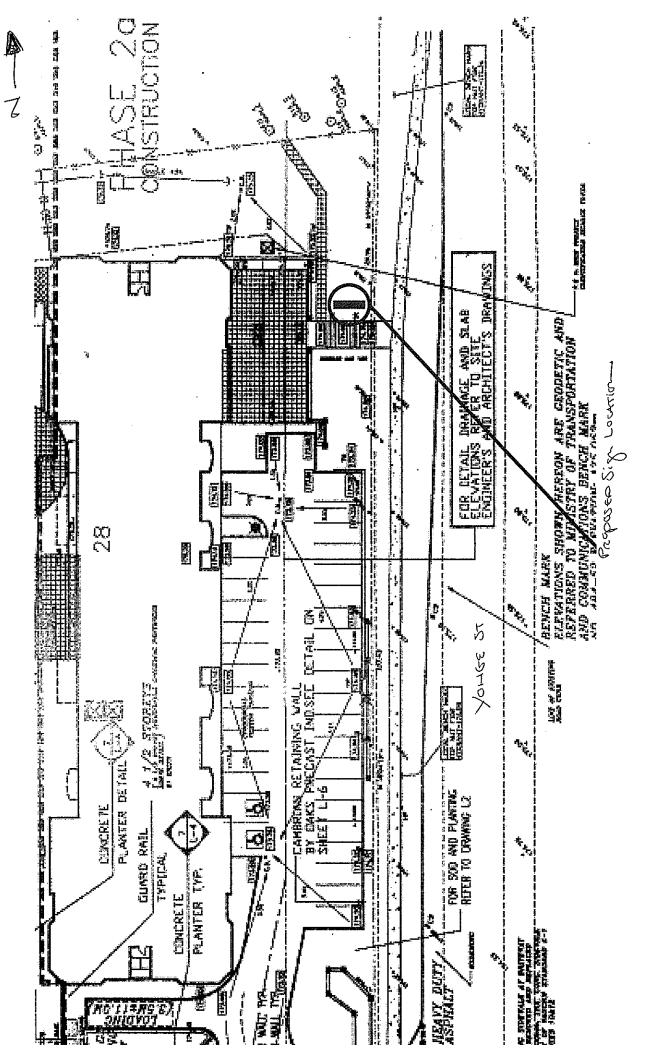
Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy Chair, Sign Variance Committee

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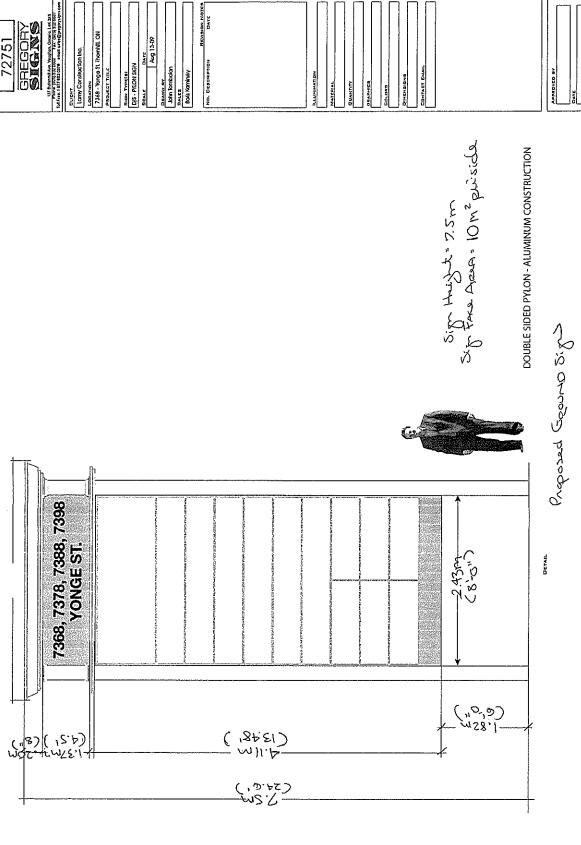
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