

COMMITTEE OF THE WHOLE – DECEMBER 1, 2009

SIGN VARIANCE APPLICATION
FILE NO: SV.09-019
OWNER: ZZEN GROUP
LOCATION: SOUTH SIDE HIGHWAY 7
CONCESSION 9, PART OF LOT 6
WARD 2
(Deferred Item)

Council, at its meeting of November 24, 2009, adopted the following (Item 2, Report No. 50):

That this matter be deferred to the Committee of the Whole meeting of December 1, 2009;

That the memorandum from the Chair, Sign Variance Committee, dated November 20, 2009, be received; and

That the written submission from Mr. Graham Armstrong, Pattison Outdoor Advertising, 2285 Wyecroft Road, Oakville, L6L 5L7, dated November 24, 2009.

Recommendation of the Committee of the Whole meeting of November 10, 2009:

- 1) That this matter be deferred to the Council meeting of November 24, 2009 to allow staff to report back with respect to the signs on the north side of Hwy #7;
- 2) That the deputation of Mr. Graham Armstrong, Pattison Outdoor Advertising, 2285 Wyecroft Road, Oakville, L6L 2L7 and map, on behalf of the applicant, be received.

Report of the Sign Variance Committee, dated November 10, 2009

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.09-019, ZZen Group, be REFUSED, due to the proposed 320 meter minimum separation between Poster Panel Signs.

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 a Poster Panel Sign on a parcel of land zoned "A" (Agricultural Zone) and located 320 meters from another Poster Panel Sign located on the same side of the street.

Background - Analysis and Options

Bylaw Requirements (203-92, as amended):

15.1 One Poster Panel Sign (Billboard) per lot may be permitted on vacant lots zoned Industrial or Commercial.

All Poster Panel Signs shall be located within the "Industrial Area" as shown on Schedule "D" to the Sign By-Law. (The Industrial Area of Official Plan Amendment 450.)

Poster Panel Signs shall be setback a minimum of 600 meters from any other Poster Panel located on the same side of the street.

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 required for the proposed sign. (Minimum setback from the centre line of the road only.)

Conclusion

The applicant is proposing to erect a sign on a parcel of land zoned Agricultural that is within the "Industrial Area" as shown on Schedule "D" to the Sign By-law. The applicant is further proposing that the minimum separation between Poster Panel Signs be reduced from the required 600 meters to 320 meters.

Members of the Sign Variance Committee do not support the reduction of the separation between Poster Panel Signs. In their opinion the minimum separations required in the Sign By-law should be maintained to provide a distinct separation between the large third party advertising signs (Poster Panel Signs) to reduce the negative impact on the streetscape. For this reason members of the Sign Variance Committee are recommending that the application be refused.

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

Attachments

1. Site Plan
2. Memorandum from the Chair, Sign Variance Committee, dated November 20, 2009
3. Correspondence from Pattison Outdoor Advertising, dated November 24, 2009

Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

/pa

TO: Mayor and Members of Council
FROM: John Studdy, Building Standards Department
DATE: November 20, 2009
RE: **ITEM 2 - REPORT 50
ADDITIONAL INFORMATION
SIGN VARIANCE APPLICATION SV.09-019
ZZEN GROUP
SOUTH SIDE HIGHWAY 7
PART OF LOT 5, CONCESSION 9**

memorandum

The Committee of the Whole at its November 10, 2009 meeting referred the above matter to Staff for a report respecting the two existing Poster Panel Signs located on the north side of Highway 7

Building Staff have reviewed the permit records and they indicate that two sign permits have been issued for the north side of Highway 7 between Huntington Road and Highway 27

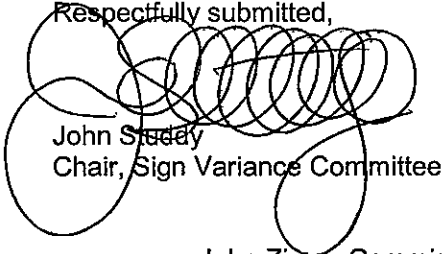
The most westerly Poster Panel Sign was applied for under Permit 96-1220 and was subsequently issued on July 31 1996. The sign is located approximately 175 meters east of the existing motel.

The most easterly Poster Panel Sign was applied for under Permit 02-5207 and was subsequently issued on April 25, 2003. The approved drawings issued with the site permit indicate that the proposed sign shall be set back a minimum of 600 meters from any other Poster Panel Sign located on the same side of the street. According to the deputant /applicant (Gram Armstrong - Patterson Outdoor Advertizing) the Poster Panel Sign as constructed is approximately 298 ± meters from the above noted sign. This as-constructed measurement has been confirmed by Staff.

In summary, the location of the most easterly Poster Panel Sign does not comply with the approved drawings issued with the Sign Permit and does not comply with the minimum 600 meter separation between Poster Panel Signs located on the same side of the street. Both the signs are located on the north side and are leased by Paterson Outdoor Advertizing.

The above has been discussed with the applicants and it is my understanding that they will be writing and requesting the matter be adjourned to the next Committee of the Whole Meeting in order that they may have the opportunity to speak to Committee.

Respectfully submitted,



John Studdy
Chair, Sign Variance Committee

c. John Zipay, Commissioner of Planning
Janice Atwood-Petkovski, Commissioner of Legal and Admin Services
Leo Grellette, Director of Building Standards



Attachment 3
ADDITIONAL INFORMATION
ITEM NO. 2
Report No. 50 Council Nov 24/09
cw

November 24th 2009

Members of Council
2141 Major Mackenzie Drive
Vaughan ON
L6A 1T1

Dear Members of Council by way of Mr. Abrams,

The Zzen Group and Pattison Outdoor would like consideration be made with respect to **Item No. 2 Report 50 – SVA 09-019 Zzen Group – South Side of HWY 7**. Further to Councillor Carella's motion at Committee of the Whole, we are offering to the City of Vaughan the opportunity to advertise on the westerly face of our standard 10'x20' sign in perpetuity free of charge for as long as it remains erected on the south side of HWY 7 west of HWY 427. Given the industrial/commercial nature of the area, we believe our sign at 320m separation is in keeping with the general intent and purpose of the City of Vaughan Sign By-Law 203-92 as a result of us donating one (1) face to the City in perpetuity.

Thank you for your attention to this matter.

Sincerely,

Graham Armstrong

PATTISON OUTDOOR ADVERTISING
2285 Wyecroft Road, Oakville, Ontario L6L 5L7

Telephone : 905 - 465 - 0114 Fax : 905 - 465 - 0633

A Division of Jim Pattison Industries Ltd.