

COMMITTEE OF THE WHOLE JULY 6, 2010

SIGN VARIANCE APPLICATION

FILE NO: SV.10-017

OWNER: CHERRY HILL HOLDINGS INC.

**LOCATION: 2316 MAJOR MACKENZIE, LOT 21, CONCESSION 4
WARD 1**

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.10-017, Cherry Hill Holdings Inc., be APPROVED subject to the submission of revised drawings by the applicant reflecting the changes to the proposed signs construction, to the satisfaction of Building Standards and Cultural Services staff.

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 proposing to install a 1.3 sqm. ± canopy sign above the entrance on the building's elevation as shown on the attached drawings. The proposed canopy sign was not shown on the approved site plan agreement for the property and therefore a sign variance application is required

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.

Further, the subject property is located within the Maple Special Sign District and subject to the special sign requirements as outlined in the 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 a 1.3 sqm. ± canopy sign above the entrance on the building's elevation as shown on the attached drawings. The subject property is located within the Maple Special Sign District.

Members of the Sign Variance Committee have no objections to the variance application provided that the proposed sign is externally illuminated, and is constructed of materials as outlined in the Maple Heritage Area guidelines. The application is therefore being recommended for approval subject to the submission of revised drawings to the satisfaction of Building Standards and Cultural Services staff.

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

Attachments

1. Sketch of Sign

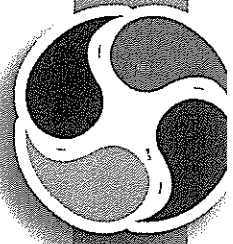
Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

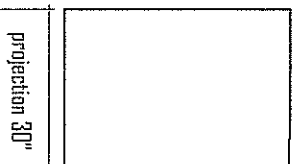
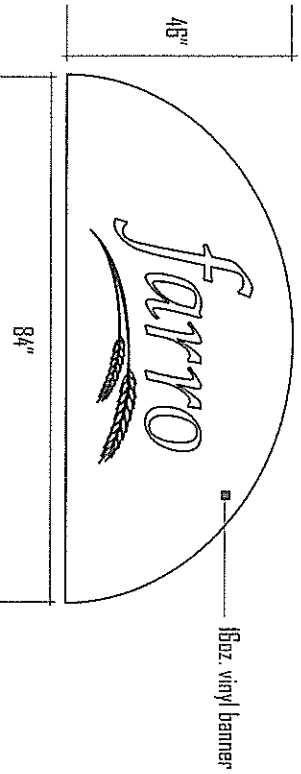
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