COMMITTEE OF THE WHOLE - MARCH 22, 2011

SIGN VARIANCE APPLICATION FILE NO: SV.11-001 OWNER: GREENPARK GROUP CO. LOCATION: 9401 JANE STREET LOT 17, CONCESSION 4 WARD 1

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-001, Greenpark Group Co., be APPROVED subject to the approval of Sign 'A' (south elevation) and 'B' (west elevation) Sign only and that Sign 'C' (north elevation) be adjourned at this time.

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 three wall signs on the building elevations as shown on the attached drawings.

Background - Analysis and Options

Sign Bylaw Requirements (By-Law 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 three wall signs on the building elevations as shown on the attached drawings. The proposed signs are associated with a new Health Centre that occupies various floors of the building. The proposed signs vary from the signs shown on the approved site plan agreement and therefore a sign variance is required.

Members of the Sign Variance Committee have reviewed the application and have no objections to the proposed signs for the south and west elevations of the building. Committee members have raised concerns over the placement of the proposed sign for the north elevation application and are recommending that this portion of the application be deferred until such time as the tenant for the upper floor of the building is known. Committee are therefore recommending that Sign Variance Application SV.11-001, Greenpark Group Co., be APPROVED subject to the approval of Sign 'A' (south elevation) and 'B' (west elevation) Sign only and that Sign 'C' (north elevation) be adjourned at this time.

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

Attachments

- 1. Site Plan
- 2. Sketch of Sign

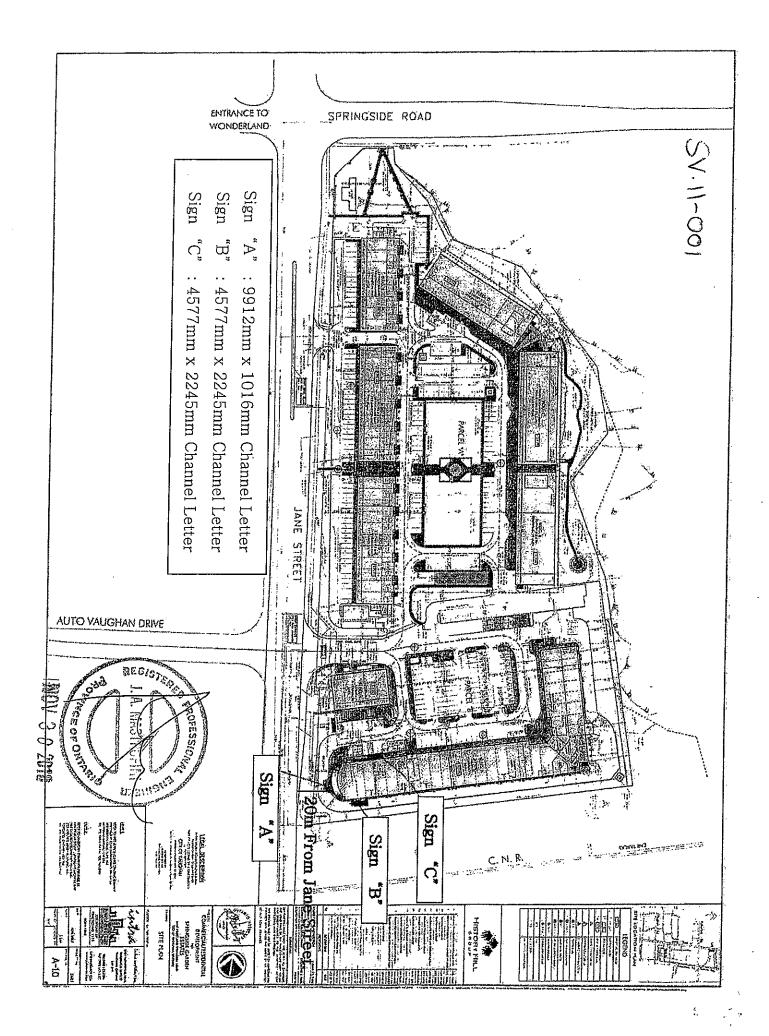
Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

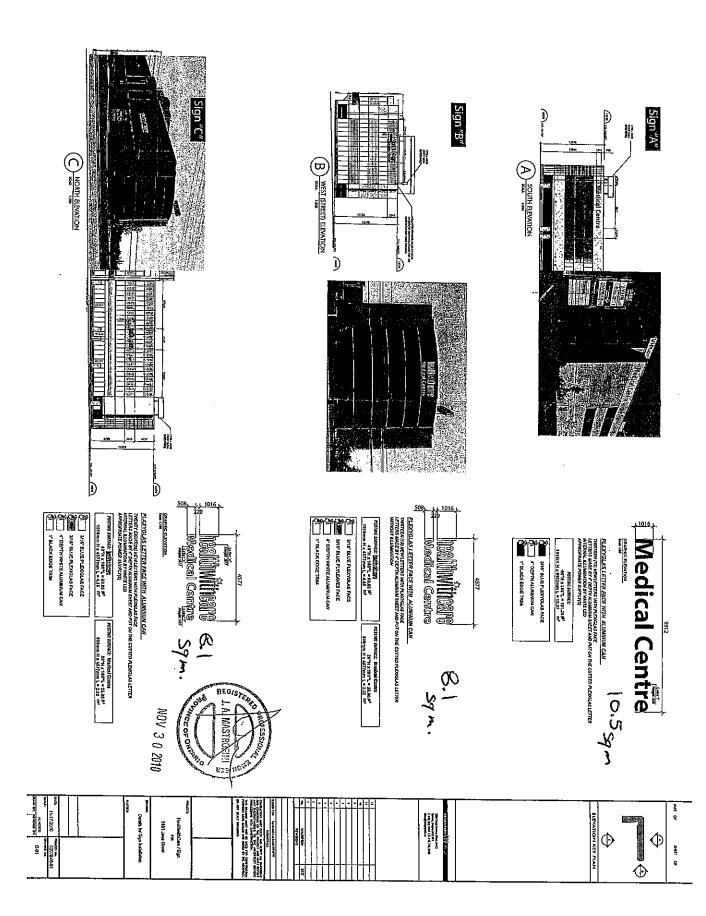
Respectfully submitted,

John Studdy Chair, Sign Variance Committee

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