

SIGN VARIANCE APPLICATION

FILE NO: SV.11-024
OWNER: CITY OF VAUGHAN
LOCATION: 5770 RUTHERFORD ROAD
PART OF LOT 16, CONCESSION 8
WARD 2

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-024, City of Vaughan, be REFUSED.

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 maintain a third party sign having a sign area of 35.7 sqm. (Total sign area of 71.5 sqm – both sides) a sign face height of 7.32m, and an overall sign height of 9.45m from finished grade as shown on the attached drawings.

Background - Analysis and Options

Sign Bylaw Requirements (By-Law 203-92, as amended):

- 5.15 Signs not related to any business located on the lot except as provided in Sections 6.1 - Limit on number of Signs and Section 15 - Poster Panels (Billboards).
- 6.13 No person shall erect or maintain a sign upon a parcel of land or building unless it is accessory to a use that is lawfully being operated on such land.
- 6.5 (b) No ground sign shall exceed 5.0 m in any dimensions of the sign face.
- 6.5 (d) No ground sign shall exceed a maximum height of 7.5m from finished grade level at the base of the supporting structure of the said sign.
- 8.1 (a) 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.

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.

Conclusion

The applicant has applied to allow for the maintenance of a third party sign having an area 35.7 sqm on lands owned by the City, as shown on the attached plans. The subject sign is located on the north-east corner of Highway No 27 and Rutherford Road. The structure for the subject sign was originally approved many years ago and at that time was part of a larger land holding that was used as a golf course. The subject sign was used to advertise that former golf course.

At the time the surrounding lands were developed, the subject land was conveyed to the City as open space.

Since that time the sign has been used for various purposes. The sign has been modified with the sign area increased and now advertises the Copper Creek Golf Course approximately 5 km. to the north.

The applicant advised that there was a lease arrangement with the former land owner respecting the use of the sign. This lease was not registered on title as it is not binding on future owners nor does it bind the City as we were never party to any of the previous agreements.

The City's Sign By-Law requires that all signage be located on the lands that contain the business premises and does not permit any 3rd party advertising with the exception of highly regulated billboards that are restricted to specified industrial areas within the City.

Similar to other applications in the past the Sign Variance Committee continues not to support those sign variance applications proposing off site or 3rd party signage. In Committee's opinion all signs should be located on the property that contains the business and not spread out throughout the City.

Members of the Sign Variance Committee do not support the application and are recommending that it be refused.

If Council finds merit in the application, it must be conditional upon an encroachment agreement being entered into with City in accordance with the City's Encroachment By-law and a Sign Permit issued by the Building Standards Department.

Attachments

1. Aerial photo showing Sign Location
2. Sketch showing Location of Sign
3. Sketch of Sign

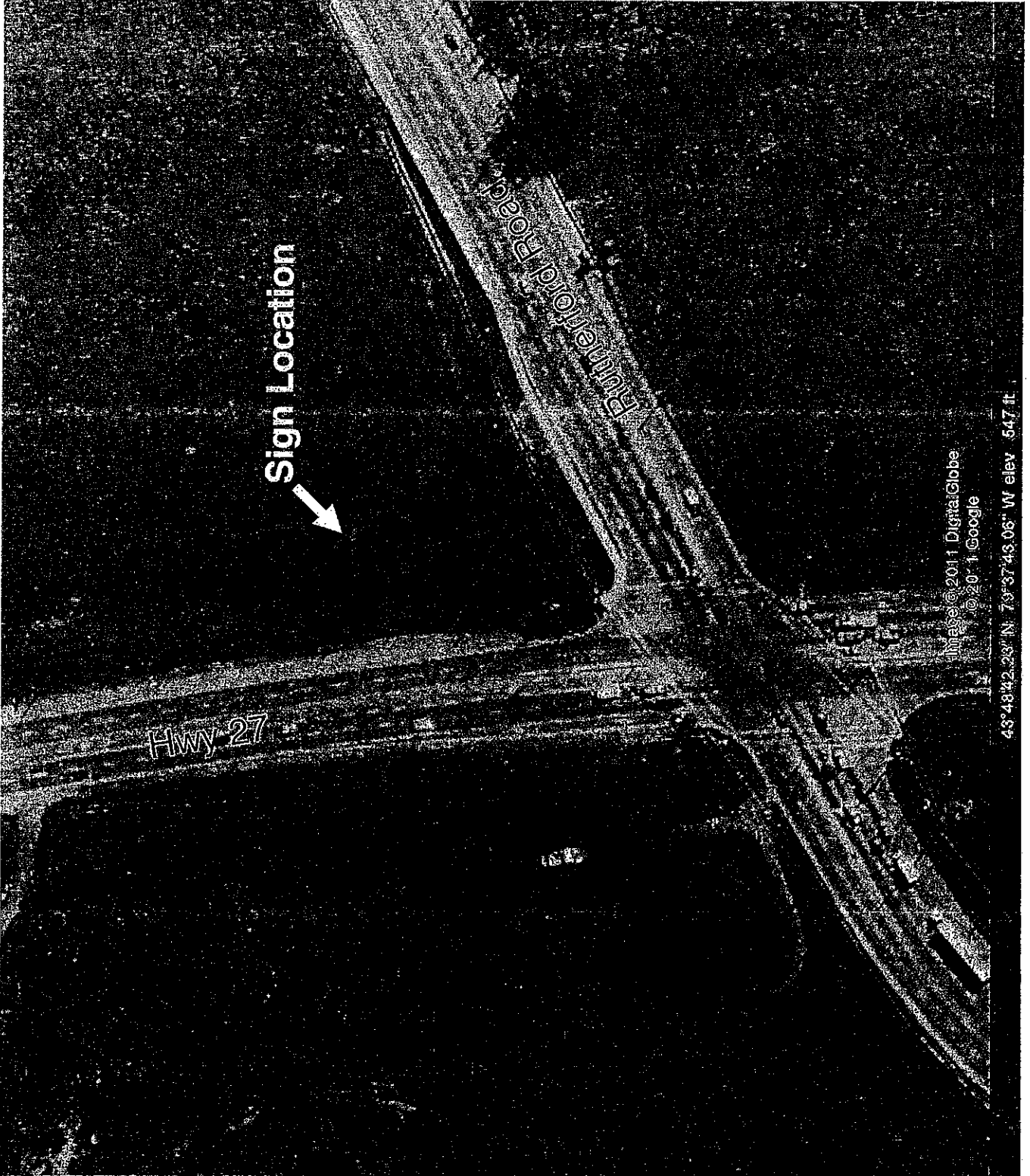
Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

SV-11-024



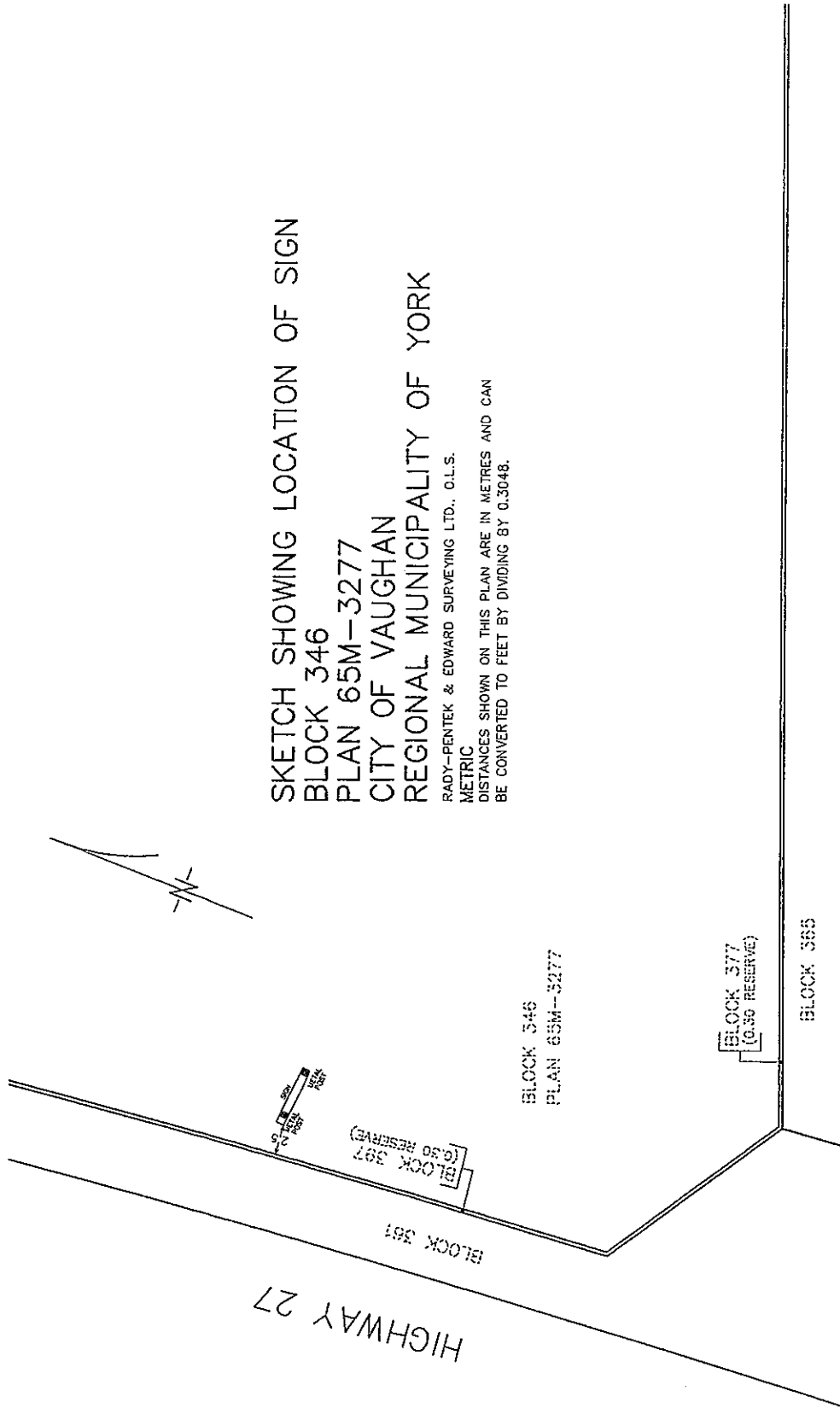
Sign Location

Hwy 27

Fairfield Road

Images © 2011 DigitalGlobe
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43°48'42.29" N 79°37'43.06" W elev 547 ft



SKETCH SHOWING LOCATION OF SIGN
 BLOCK 346
 PLAN 65M-3277
 CITY OF VAUGHAN
 REGIONAL MUNICIPALITY OF YORK

RADY-PENTEK & EDWARD SURVEYING LTD., O.L.S.
 METRIC
 DISTANCES SHOWN ON THIS PLAN ARE IN METRES AND CAN
 BE CONVERTED TO FEET BY DIVIDING BY 0.3048.

BLOCK 346
 PLAN 65M-3277

BLOCK 377
 (0.30 RESERVE)

BLOCK 365

HIGHWAY 27

SU.11-084

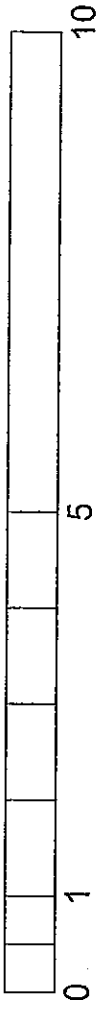
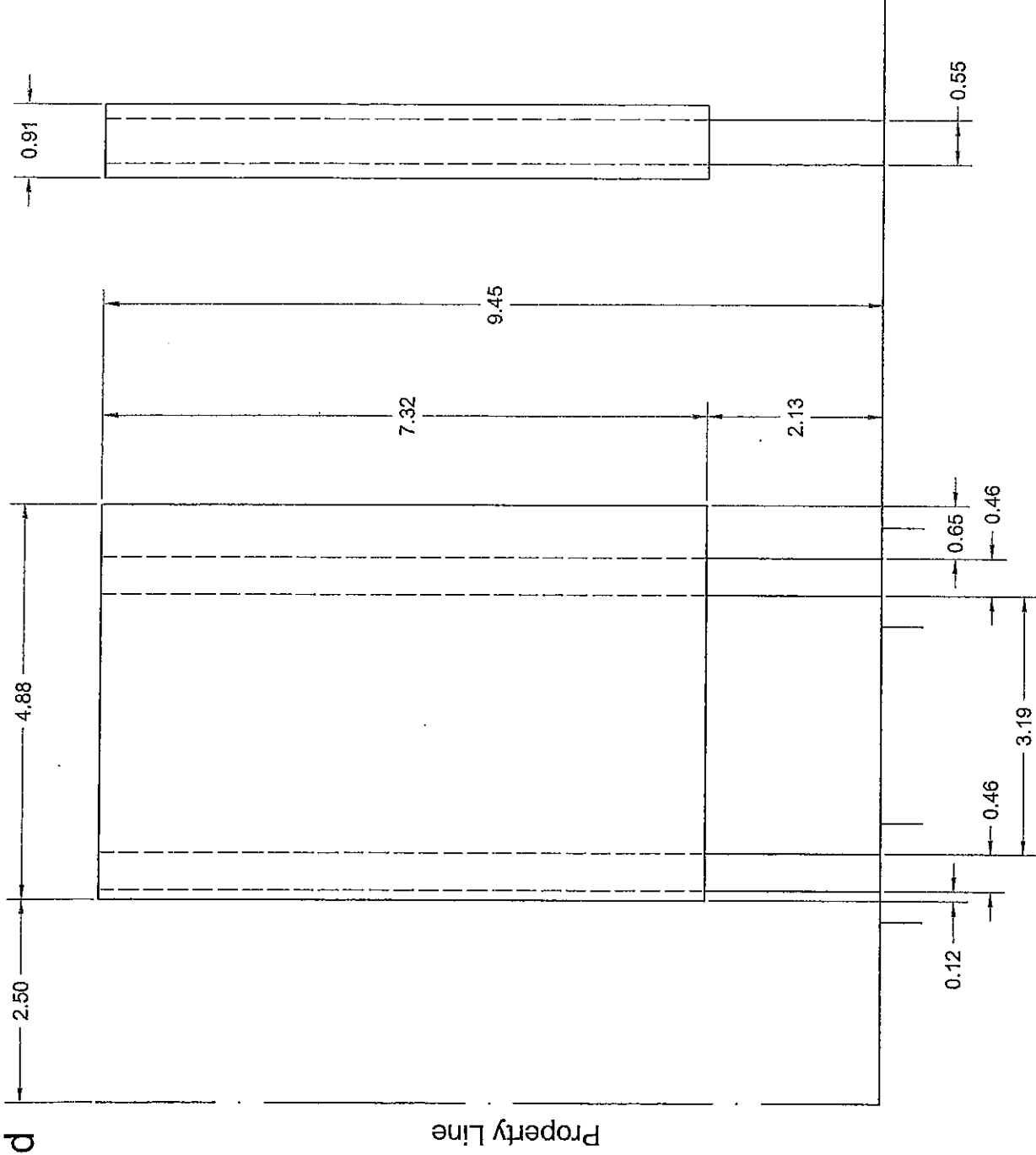
RUTHERFORD ROAD



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 Website: www.r-pe.ca
 DRAWN: D.F. CHECKED:
 JOB No. 06-003 CAD FILE No. 06-003Sign

SU-11-024

Sign Located at
5770 Rutherford Road
Block 346,
Plan 65M-3277
City of Vaughan
June 22, 2011



All dimensions to be confirmed.