

**SIGN VARIANCE APPLICATION**

**FILE NO:            SV.11-020**  
**OWNER:            K & K HOLDINGS LIMITED**  
**LOCATION:        11610 KEELE STREET**  
**PART OF LOT 31, CONCESSION 4**  
**WARD 1**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-020, K & K Holdings Limited, 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 install a development sign, not located on the lands within the plan of subdivision, having a sign face area of 13.3 sqm per face with a combined sign face area of 26.6 sqm as shown on the attached drawings.

**Background - Analysis and Options**

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

- 12.1 (1) (a)        Subdivision development signs must be located on lands within the plan of subdivision. For all other developments, the signs must be located on the subject lands.
- 12.1 (1) (b)        Such signs may advertise only the development on the lands in which the sign is located, and not the sale of lots elsewhere or the Realtor's, Developer's, or Landowners business in general.
- 12.1 (1) (c)        Each builder is permitted a maximum of two (2) signs, with a combined sign face area not to exceed 20.0 sq m.

**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 is proposing to install a development sign on the west side of Keele Street just north of Kirby Road. The sign proposes to advertise a development located within the Township of King. The City's Sign By-Law requires all development signage to be located on the lands being developed.

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 development signage. In Committee's opinion all development signs other than the permitted "A"-Frame signage should be restricted to the lands being developed 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, a Sign Permit issued by the Building Standards Department is required.

### **Attachments**

1. Site Plan (2)
2. Sketch of Sign

### **Report prepared by:**

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

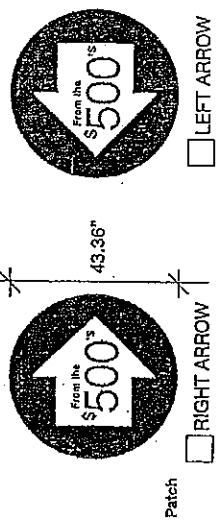
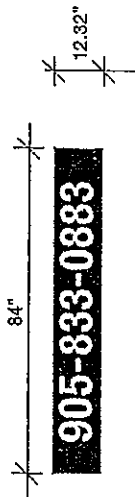
John Studdy  
Chair, Sign Variance Committee

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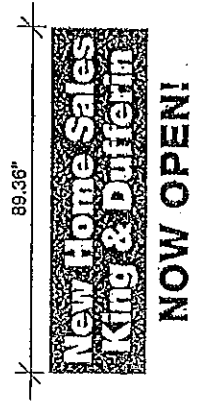
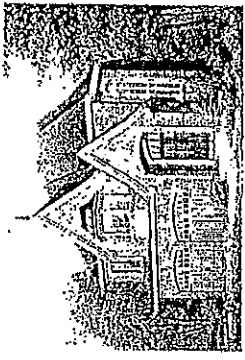




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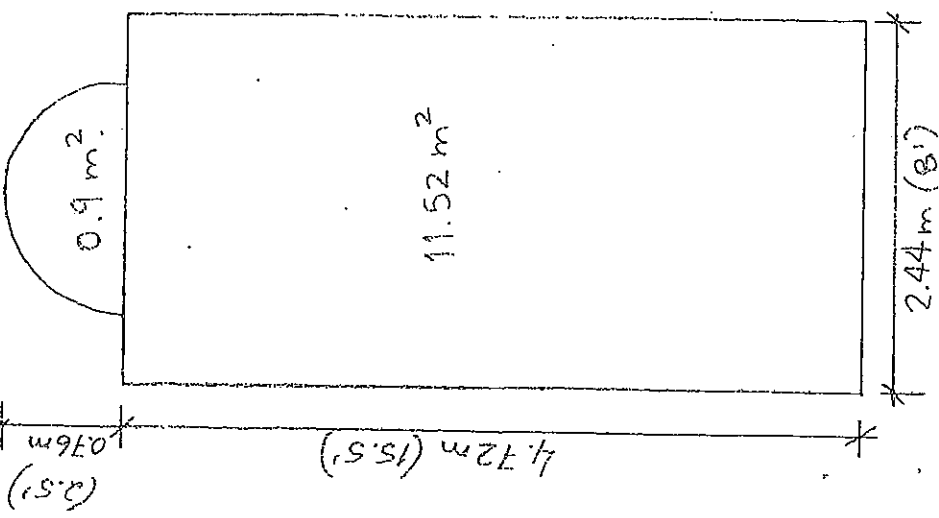
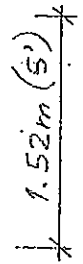
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$11.52 + 0.9 = 12.42 \text{ m}^2$



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