

SIGN VARIANCE APPLICATION

FILE NO: SV.11-022
OWNER: MAJORWEST COMMERCIAL II INC.
LOCATION: 3737 MAJOR MACKENZIE DRIVE
LOT 20, CONCESSION 5
WARD 3

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-022, Majorwest Commercial II Inc., be APPROVED subject to the following changes:

- i) that the proposed banner type sign not be permitted;
- ii) that the proposed signage be comprised of cut out channel letters with logo signage be permitted to be within sign box (non illuminated); and
- iii) that the overall sign area be reduced by 15%.

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 one additional 22.1 sqm. banner sign on the building's north elevation 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.

Section 5.10 - Banner Signs are not permitted.

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 sign.

Conclusion

The applicant is proposing to install one additional 22.1 sqm. banner sign on the building's north elevation as shown on the attached drawings. The proposed banner sign is in addition to the two other wall signs that have been previously approved.

Members of the Sign Variance Committee do not support the application and have concerns over both the type and size of the proposed sign.

In Committee's opinion the banner type signs should not be permitted as provided for in the City's Sign By-Law, and the construction of the proposed sign should be of a similar type to the signs that presently exist on the building. (e.g. cut out channel letters.)

Further, the size of the proposed sign should be reduced by a minimum of 15%. (22.1 sqm. – 15% = 18.7 sqm.) to be more compatible with the building's elevation.

Noting the above, the Sign Variance Committee are recommending that:

- i) that the proposed banner type sign not be permitted;
- ii) that the proposed signage be comprised of cut out channel letters with logo signage be permitted to be within sign box (non illuminated); and
- iii) that the overall sign area be reduced by 15%.

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

Attachments

1. Site Plan and Sketch of Sign

Report prepared by:

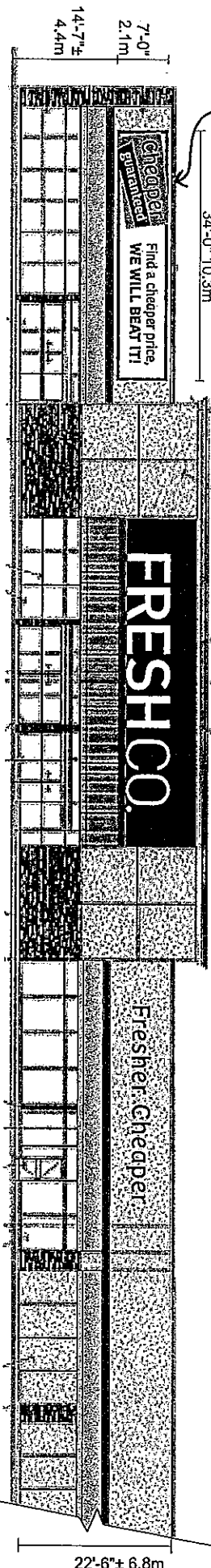
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

EXTERIOR NORTH ELEVATION

Proposed Sign

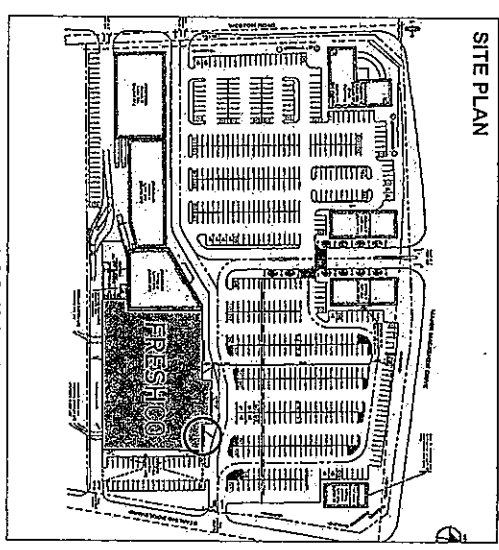


246'-4" 75.0m

SV-11-092

PROVIDE ONE (1) NEW BANNER
 IMAGED GRAPHICS
 ON WHITE FLEX FACE MATERIAL
 HEM & GROMMET @ 2'-0"± O/C
 SECURE BANNER TO EXISTING WALL
 WITH SCREWS & WASHERS

SIGN AREA USED: 238 sf. (22.11 sm.)



SITE PLAN

- = LOCATION OF BANNER

Customer:	Fresh Co.	Sales:	Dan Bevalir
Address:	3737 Major Mackenzie Dr.	Date:	March 14 /11
Designer:	Vaughan, ON	Revision:	March 16 /11
Page:	2	Scale:	1/16"=1'-0"
		File Name:	Banners for Phase 6 Locations

JONES
the LED specialists
 neon displays
 LARGE FORMAT
 PRINTING

1140 Blair Rd.
 Burlington, ON
 L7M 1K9
 Phone: (905) 335-6664
 Fax: (905) 335-2712
 E-mail: info@jonesneonsigns.com
 Website: www.jonesneonsigns.com