

**SIGN VARIANCE APPLICATION**

**FILE NO:**        **SV.11-032**  
**OWNER:**        **7 MARLI LIMITED**  
**LOCATION:**      **5731 HIGHWAY 7, UNIT #23**  
                         **LOT 5, CONCESSION 8**  
                         **WARD 2**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-032, 7 Marli Limited, be APPROVED, subject to the following condition:

- i)        that the overall height of the sign be reduced by 25%.

**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 (1) 12 sqm. illuminated wall sign 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 sign.

## **Conclusion**

The applicant is proposing to install a 12 sqm. wall sign on the building's elevation as shown on the attached drawings. The proposed sign is associated with a new tenant that is to occupy the subject unit. The subject unit has very limited exposure on the building's exterior elevation.

Members of the Sign Variance Committee have reviewed the applicant's proposal and have concerns respecting the overall height and impact of the proposed signage. Accordingly, Members of the Committee are therefore recommending that the overall height of the proposed sign be reduced by 25%. In committee's opinion this would be more sympatric/compatible with the building's elevation and other existing signage.

In Committee's opinion the intent and purpose of the Sign By-law is being maintained.

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

## **Attachments**

1. Site Plan
2. Proposed Building Elevation
3. Sketch of Proposed Sign

## **Report prepared by:**

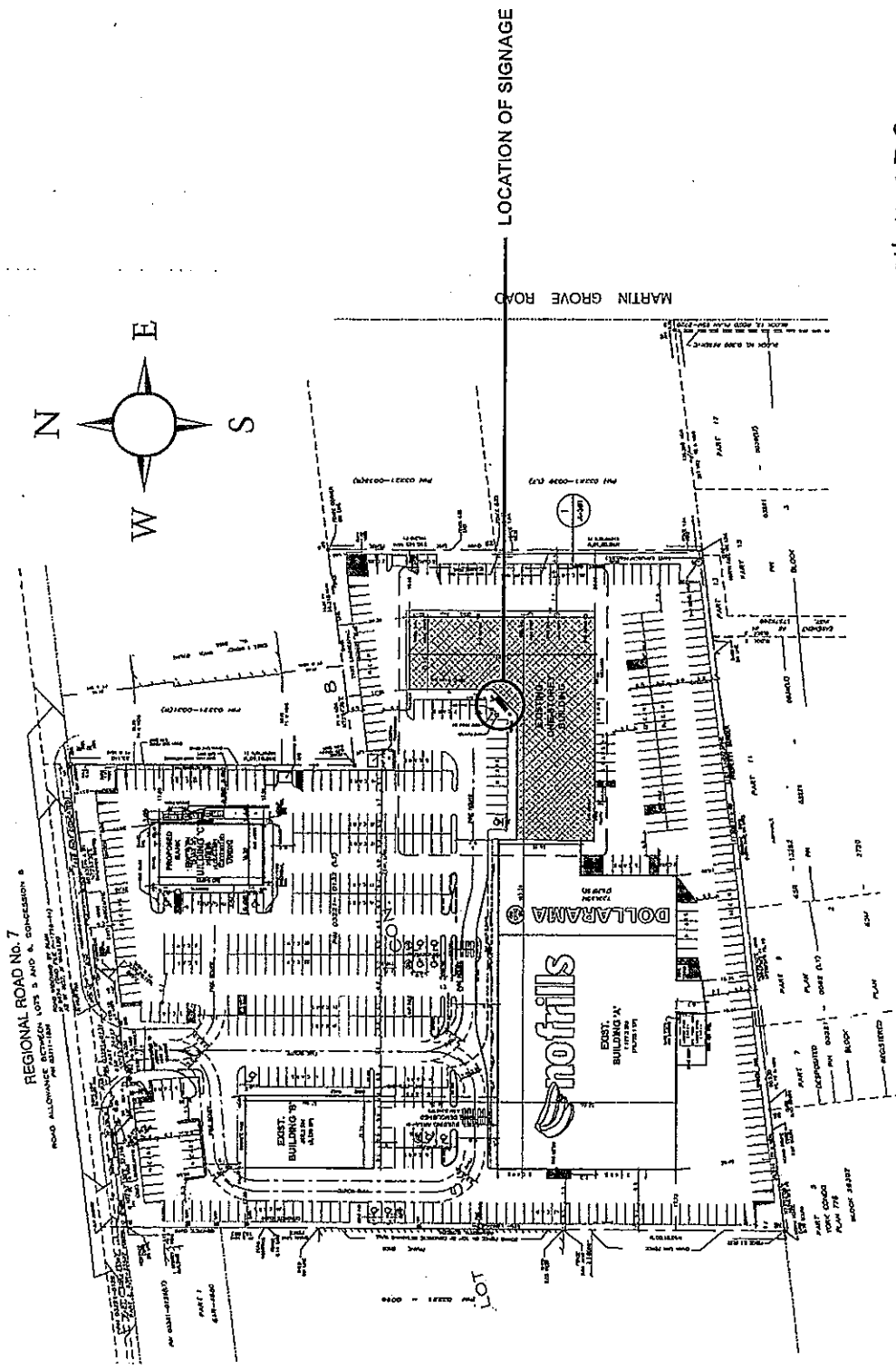
John Studdy, Manager of Customer & Administrative Services, Ext 8232

Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

/as

**SITE PLAN**



SV-11-032

Customer: Pet Valu (Woodbridge)  
 Address: 5731 Hwy 7, Unit # 23  
 Vaughan, ON  
 Designer: SV  
 Page: 3

Sales: Jeff Pilgrim  
 Date: Sept. 7/11  
 Revision:  
 Scale: NTS  
 File Name: Woodbridge Variance.cdr

**JONEE**  
 neon displays  
 the LED specialists

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Proposed Sign

2

petvalu  
your pet · your store

ROGERS  
WIRELESS

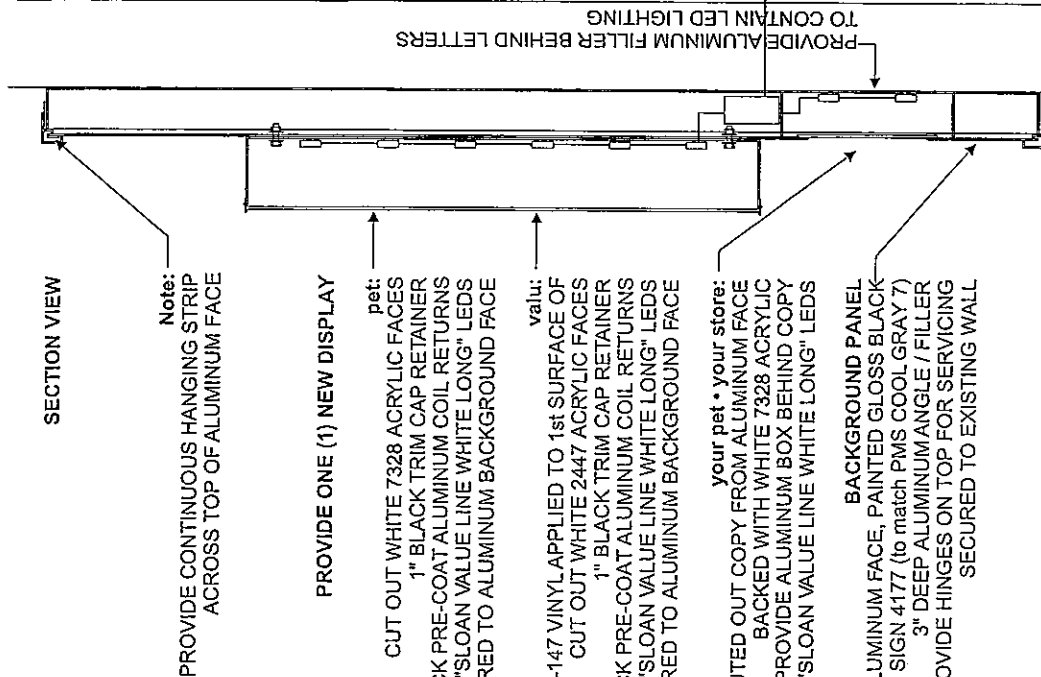
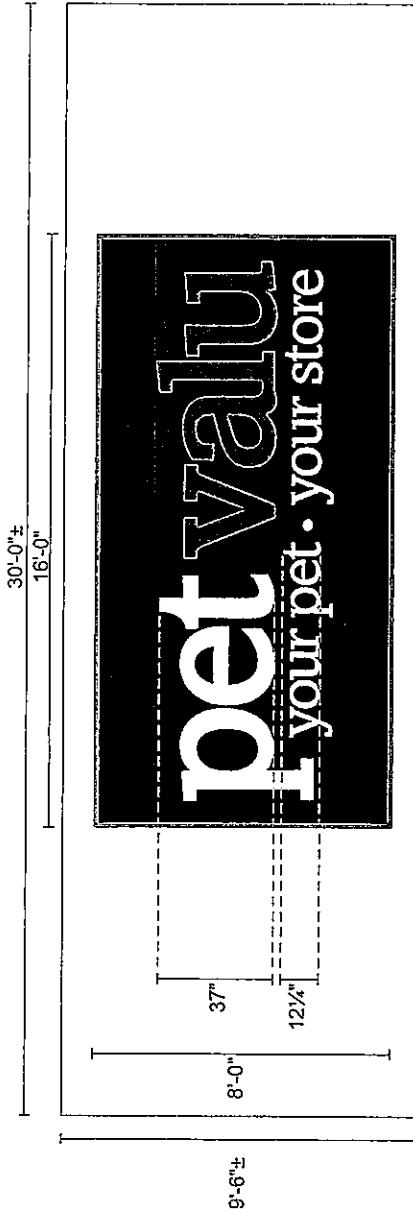
FLORIST

KIM'S  
MAGIC

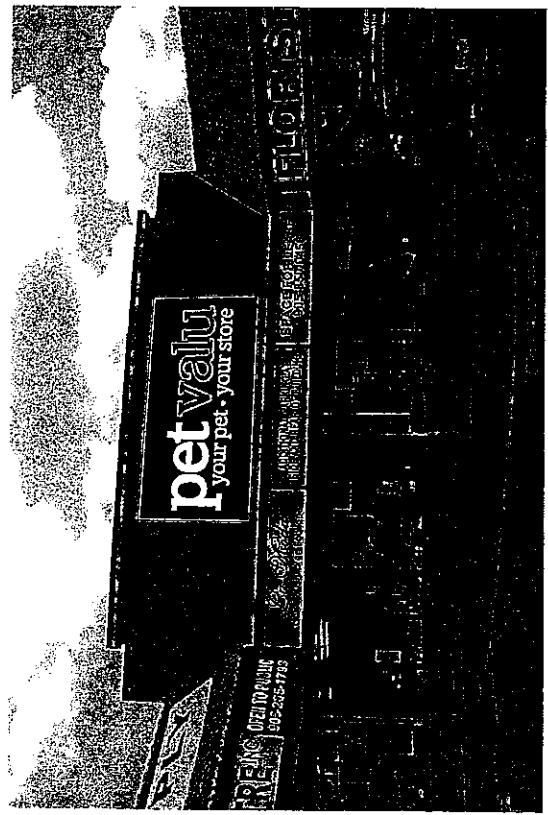
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SV-11-032



- SECTION VIEW**
- Note:  
PROVIDE CONTINUOUS HANGING STRIP ACROSS TOP OF ALUMINUM FACE
- PROVIDE ONE (1) NEW DISPLAY
- pet:  
CUT OUT WHITE 7328 ACRYLIC FACES  
1" BLACK TRIM CAP RETAINER  
5" DEEP GLOSS BLACK PRE-COAT ALUMINUM COIL RETURNS ILLUMINATED BY "SLOAN VALUE LINE WHITE LONG" LEDS SECURED TO ALUMINUM BACKGROUND FACE
- valu:  
3M LIGHT EUROPEAN BLUE 3630-147 VINYL APPLIED TO 1st SURFACE OF  
CUT OUT WHITE 2447 ACRYLIC FACES  
1" BLACK TRIM CAP RETAINER  
5" DEEP BLACK PRE-COAT ALUMINUM COIL RETURNS ILLUMINATED BY "SLOAN VALUE LINE WHITE LONG" LEDS SECURED TO ALUMINUM BACKGROUND FACE
- your pet • your store:  
ROUTED OUT COPY FROM ALUMINUM FACE BACKED WITH WHITE 7328 ACRYLIC PROVIDE ALUMINUM BOX BEHIND COPY ILLUMINATED BY "SLOAN VALUE LINE WHITE LONG" LEDS
- BACKGROUND PANEL  
0.125 ALUMINUM FACE, PAINTED GLOSS BLACK EX-7 FRAME, PAINTED SIGN 4177 (to match PMS COOL GRAY 7)  
3" DEEP ALUMINUM ANGLE / FILLER PROVIDE HINGES ON TOP FOR SERVICING SECURED TO EXISTING WALL
- PROVIDE ALUMINUM FILLER BEHIND LETTERS TO CONTAIN LED LIGHTING



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Website: www.jonesneonsigns.com

Customer:	Pet Valu	Sales:	Jeff Pilgrim
Address:	Woodbridge, ON	Date:	July 18 /11
Designer:	SV	Revision:	July 19 /11...28 /11
Page:	1	Scale:	1/4"=1'-0"
		File Name:	Woodbridge.cdr

50-11-032