COMMITTEE OF THE WHOLE OCTOBER 4, 2011

SIGN VARIANCE APPLICATION FILE NO: SV.11-034 OWNER: SIMERRA PROPERTY MANAGEMENT INC. LOCATION: 3175 RUTHERFORD ROAD YCC NO. 10521 WARD 4

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-034, Simerra Property Management Inc., be APPROVED.

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) 1.75 sqm. illuminated wall sign on the building's east 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.

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 (1) 1.75 sqm. wall sign on the building's east elevation as shown on the attached plans. This proposed sign was not shown on the original Site Plan Agreement that was approved by Council.

Members of the Sign Variance Committee have reviewed the applicant's proposal and have no objections to the application as submitted. 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. Building Elevation
- 3. Sketch of Proposed Sign

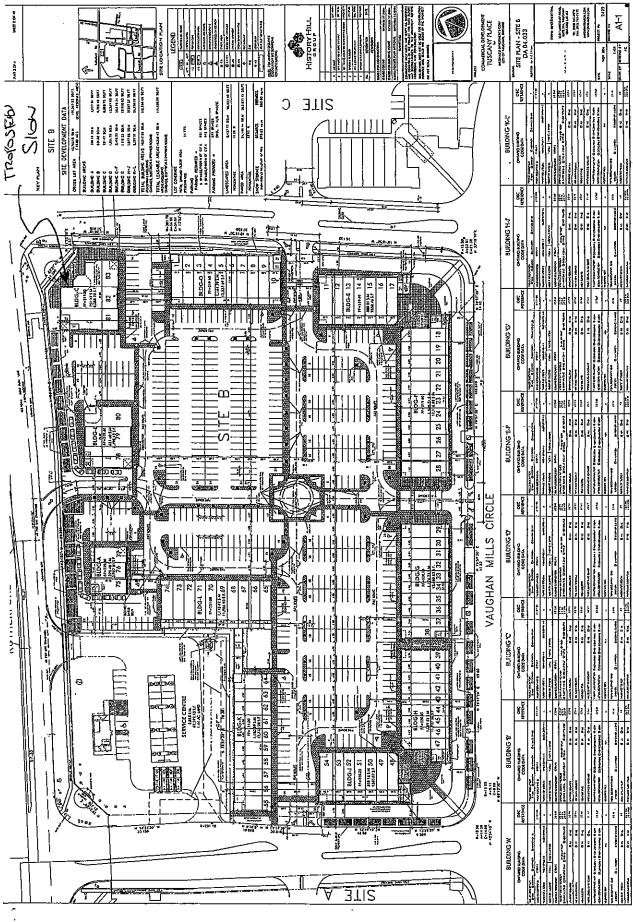
Report prepared by:

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

Respectfully submitted,

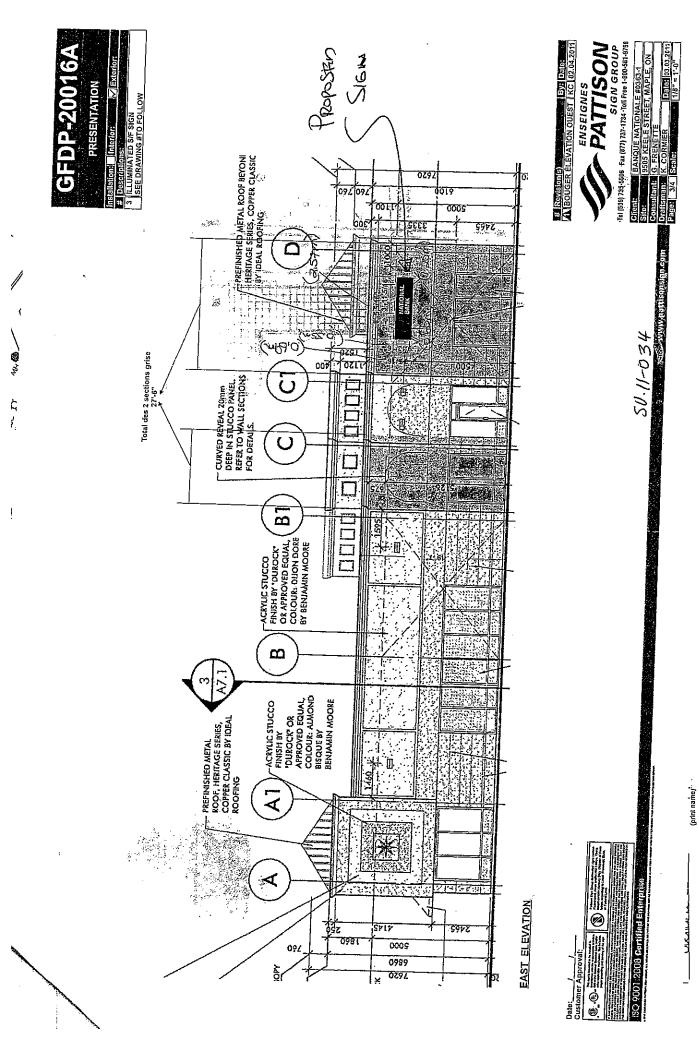
John Studdy Chair, Sign Variance Committee

/as



5W.11-034

τ.



The information contained in this application, attached schedules, attached plans and specifications, and other

1. The

