

SIGN VARIANCE APPLICATION
FILE NO: SV.11-038
OWNER: FCHT HOLDINGS (ONT.) CORP.
LOCATION: 9360 BATHURST STREET, UNITS 4-8
BLOCK 23, PLAN 65M-3918
WARD 4

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-038, FCHT Holdings (Ont.) Corp., 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

To permit the installation of additional four (4) 0.9 sqm. promotional window signs on the south and east building elevations as shown on the attached plans.

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 signs.

Conclusion

The applicant has applied to the Committee to allow for the construction of four (4) additional) 0.9 sqm. promotional window signs on the south and east building elevations as shown on the attached drawings.

Members of the Sign Variance Committee do not support the sign variance application. The additional signs are used for special promotions or advertising by the bank and are in addition to those signs that advertise/identify the business premises itself.

As with previous applications, Members of the Sign Variance Committee do not support those applications proposing additional permanent signs used for special promotions or advertising. In Committee's opinion this type of sign should be restricted to portable/temporary signs permitted by the City's Sign By-Law. (e.g. Mobile or |"A"-Frame Signs)

Accordingly, Members of the Signs Variance Committee are recommending that the application 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. Sketch of Sign – South Elevation
3. Sketch of Sign – East Elevation
4. Sketch of Sign
5. Photo - Typical Examples of the Proposed Signs.
6. Photo - Sign Location

Report prepared by:

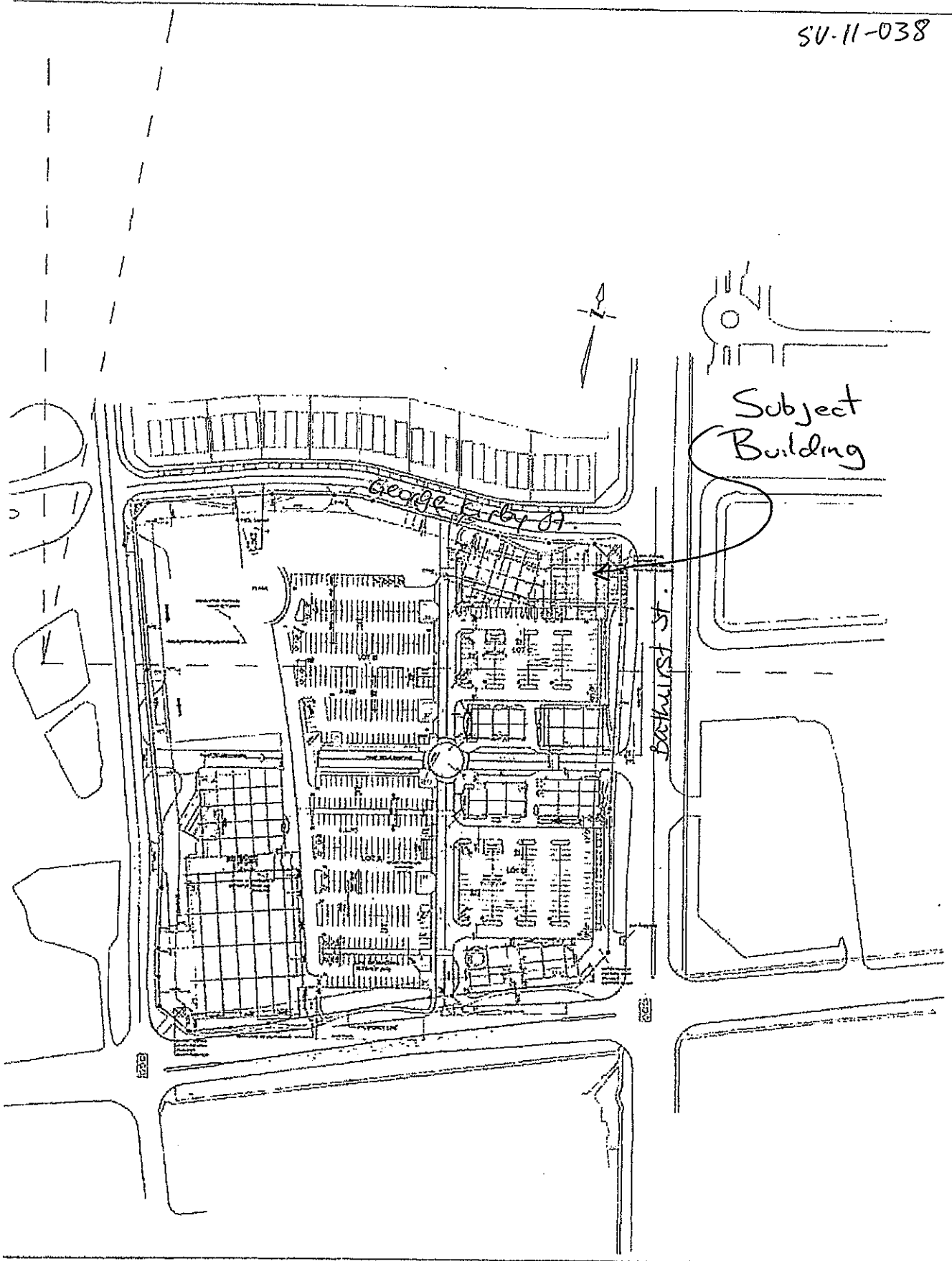
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

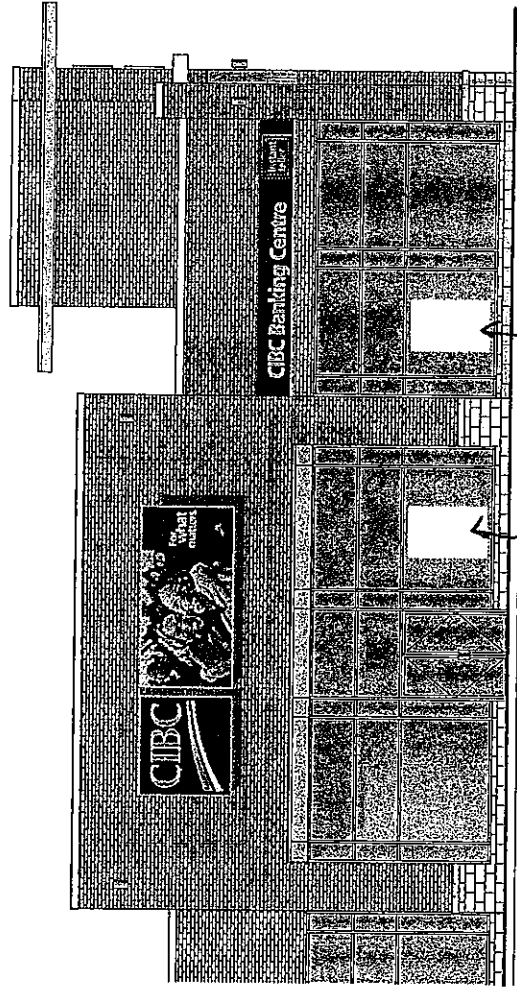
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SU-11-038



SOUTH ELEVATION

Scale: NTS



PROPOSED
SIGN



HOK CANADA

SU.11-038

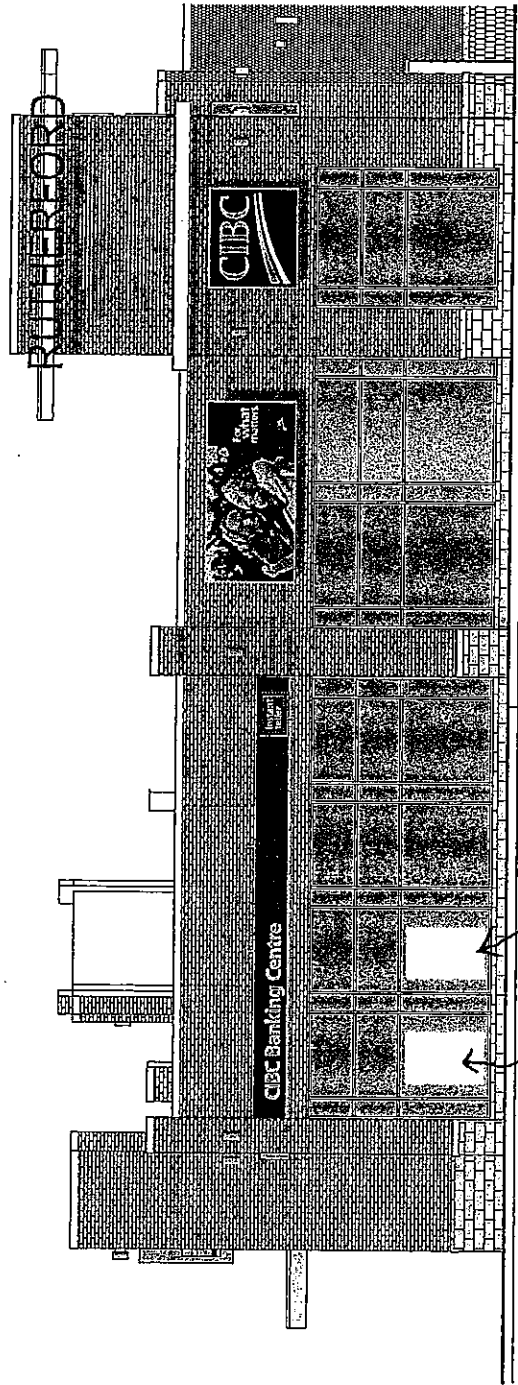
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EAST ELEVATION

Scale: NTS.



Proposed Signs



HOK CANADA

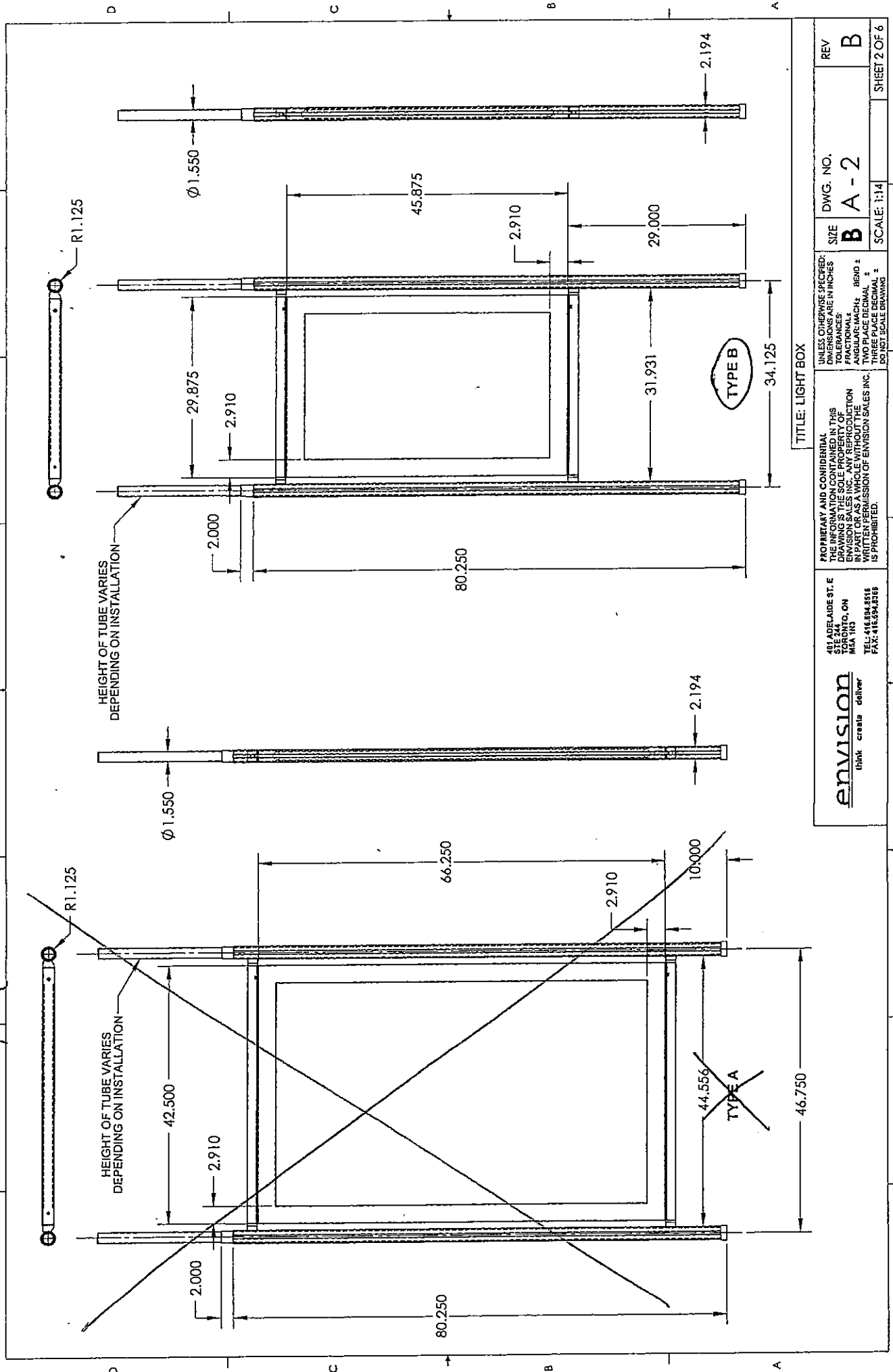
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$Area = 9.5 \text{ ft}^2 (0.9 \text{ m}^2)$

$Area = 19.6 \text{ ft}^2 (1.8 \text{ m}^2)$



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SV-11-038



We're open.
Let's talk.

ASK ABOUT OUR TIME-LIMITED OFFERS



Switch and you
could shrink
your mortgage
by 11 years.



I'm running
for my
best
friend's
mom.



Run for Mom
CIBC Run for Mom



Switch to
rewards for
everyday and
everywhere.



55,000
points



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