COMMITTEE OF THE WHOLE OCTOBER 25, 2011

SIGN VARIANCE APPLICATION

FILE NO: SV.11-005 OWNER: CP RAIL

LOCATION: SOUTH SIDE OF MAJOR MACKENZIE DRIVE

(EAST SIDE OF HUNTINGTON ROAD)

LOT 20, CONCESSION 9

WARD 2

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-005, CP Rail, be APPROVED for a temporary 5 year period and at which time an additional Sign Variance Application will be required to be approved by Council to allow the sign to remain.

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.

<u>Purpose</u>

Request to install a Poster Panel (3rd Party Billboard) sign on the subject property as shown on the attached drawings.

Background - Analysis and Options

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

Section 15.1 Poster Panel Signs shall be located on vacant lands zoned industrial or

commercial.

Section 15.1 a) Poster Panel Signs shall be located within the limits of the Permitted

Employment Areas as shown on Schedule "E".

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 has applied to the City to construct a 3rd Part Poster Panel Sign (Billboard) outside the prescribed area of the City. The proposed sign is located on the west side on the CPR Right-of Way crossing on the north side of Major Mackenzie Drive approximately half way between Huntington Road and Highway No. 27.

Members of the Sign Variance Committee have reviewed the application and have no objections to the proposed sign being approved for a temporary period of time and that the subject sign is removed when the lands to the north or east are developed. The proposed sign is located outside the prescribed area of the City. The area is predominately zoned agricultural and open space as shown on the attached plan. There are Employment area uses proposed to the south and Residential uses proposed for the lands north and east of the proposed sign that are in various stages of approval. Construction/occupancy of the residential homes is not expected in the immediate future.

Members of the Committee are prepared to recommend approval for a temporary period of time and that the present application/approval will expire and an additional Sign Variance Application will be required and to be approved by Council. Failing the additional approval of Council, the sign must be removed by the owner.

Accordingly, Members of the Committee are recommending that the approval be for a temporary 5 year period and at which time an additional Sign Variance Application will be required to be approved by Council to allow the sign to remain.

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

Attachments

- 1. Photo Sign Location
- 2. City Zoning Map Sign Location
- 3. Sketch of Sign

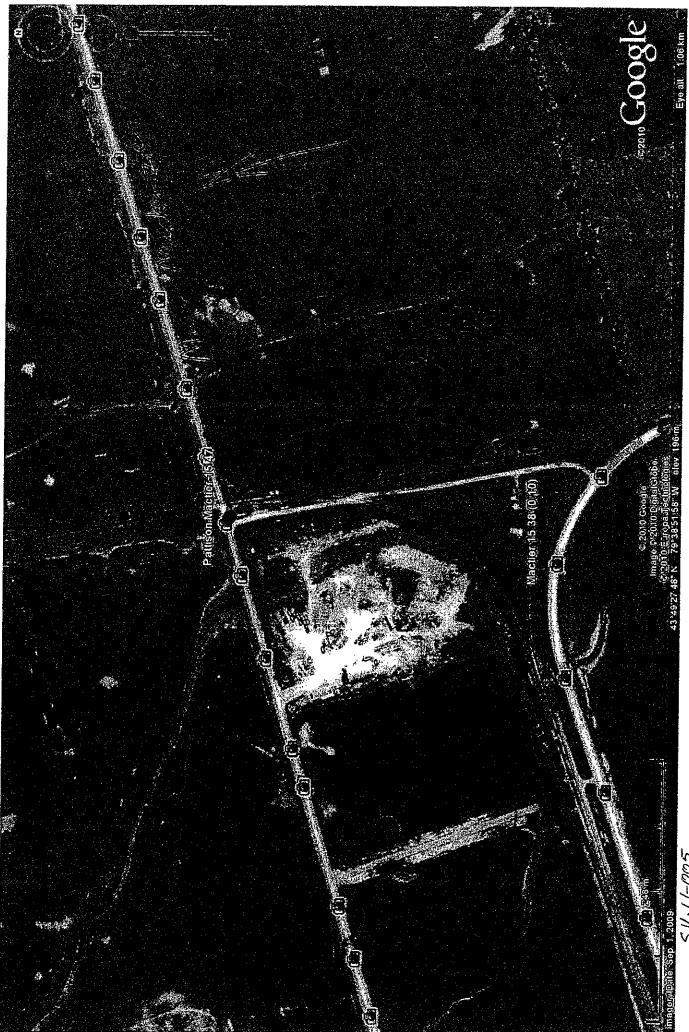
Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy Chair, Sign Variance Committee

/as



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