

**COMMITTEE OF THE WHOLE – DECEMBER 6, 2011**

**SIGN VARIANCE APPLICATION**

**FILE NO: SV.11-002**

**OWNER: CP RAIL**

**LOCATION: 55 RUTHERFORD ROAD**

**SOUTH SIDE OF RUTHERFORD (460M WEST OF HWY 27)**

**LOT 15, CONCESSION 9**

**WARD 2**

**(Deferred)**

Council, at its meeting of November 8, 2011, adopted the following (Item 11, Report No. 47):

That consideration of this matter be deferred to the Committee of the Whole meeting of December 6, 2011; and

That the City Solicitor provide Council with a report on annual income generating opportunities from licensing of these signs, and that this report be provided to Council prior to the December Committee of the Whole meeting.

Committee of the Whole recommendation of October 25, 2011:

- 1) That the proposed signage in the vicinity of Rutherford Road and the CP Rail line be approved for a period of 5 years, and that the City be allowed the free use of the west facing side of the said signage for a total of 12 months of the 60 months of the approved period;
- 2) That the following report of the Sign Variance Committee, dated October 25, 2011, be received; and
- 3) That the deputation of Mr. Sid Catalano, Pattison Outdoor, 2700 Matheson Boulevard East, Mississauga, L4W 4V9, be received.

Report of the Sign Variance Committee, dated October 25, 2011.

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-002, CP Rail, 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**

Request to install a Poster Panel (3<sup>rd</sup> 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 a) Poster Panel Signs shall be located within the limits of the Permitted Employment Areas as shown on Schedule "E".

Section 15.1 h) Poster Panel shall be setback 100 meters from lands zoned Residential and all buildings containing residential units.

## **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 3<sup>rd</sup> Part Poster Panel Sign (Billboard) outside the prescribed area of the City. The proposed sign is located on the west side of the CPR Right-of way crossing on the south side of Rutherford Road just west of Simmons Street and Highway No.27.

Members of the Sign Variance Committee do not support the application. The proposed sign is located outside the prescribed area for Poster Panels on lands zoned Agricultural, as shown on the attached plan. The area is predominately zoned agricultural and open space with residentially zoned lands to the east. The proposed sign is setback approx. 20 meters for the residential zone and 60 meters from a building containing a residential unit.

Members of the Sign Variance Committee are concerned with the overall impact of the proposed 3<sup>rd</sup> party sign on the surrounding agricultural/residential area and do not support the application.

Accordingly, Members of the Committee are recommending that the application be refused.

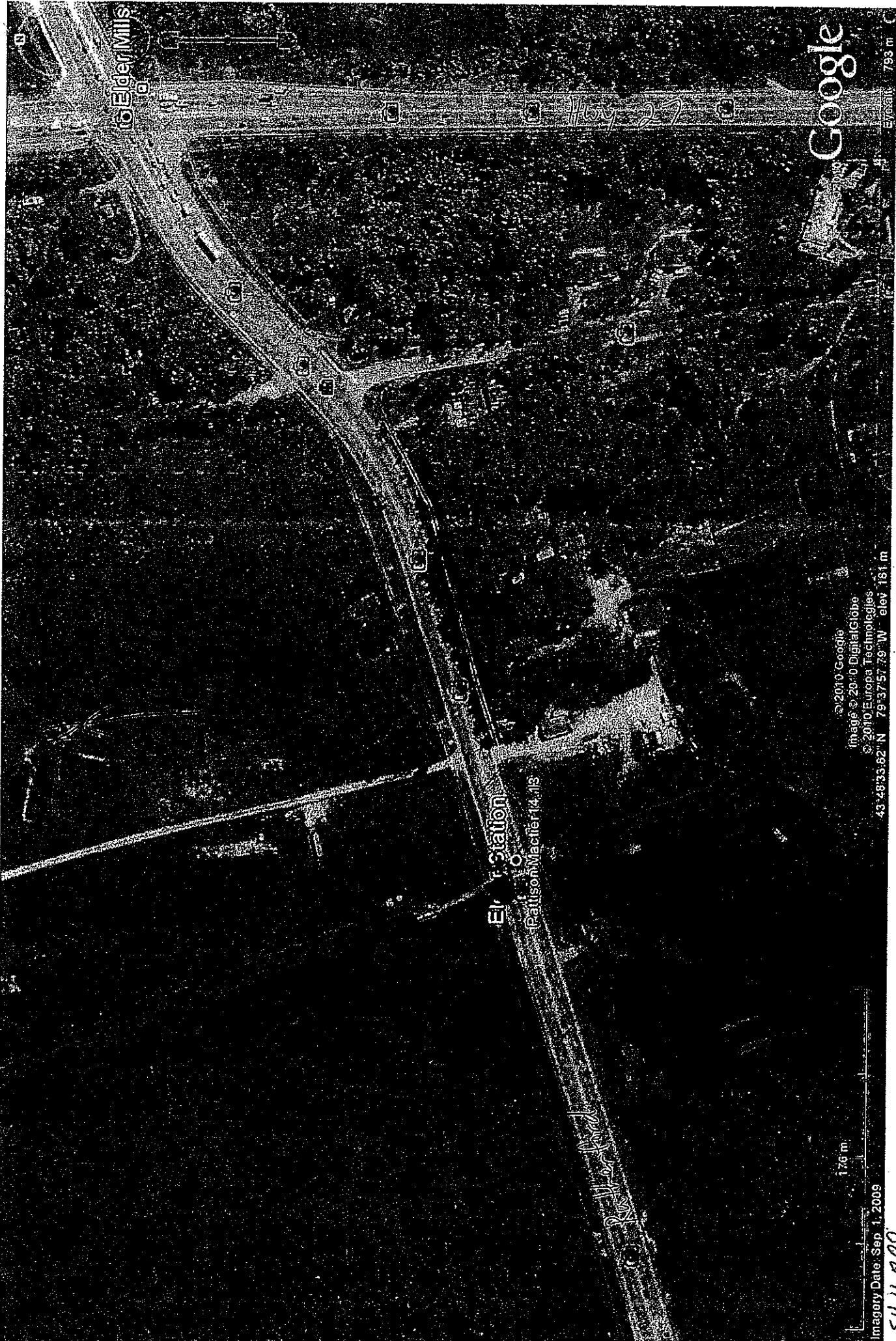
If Council finds merit in the application, a Sign Permit issued by the Building Standards Department is required.

## **Attachments**

1. 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



Elder Mills

Hwy 27

Google

Eyealt 793 m

© 2010 Google  
Image © 2010 DigitalGlobe  
© 2010 Europa Technologies  
43°48'33.82" N 79°37'57.79" W elev 161 m

El F. Station

Pattison Maciner 14.118

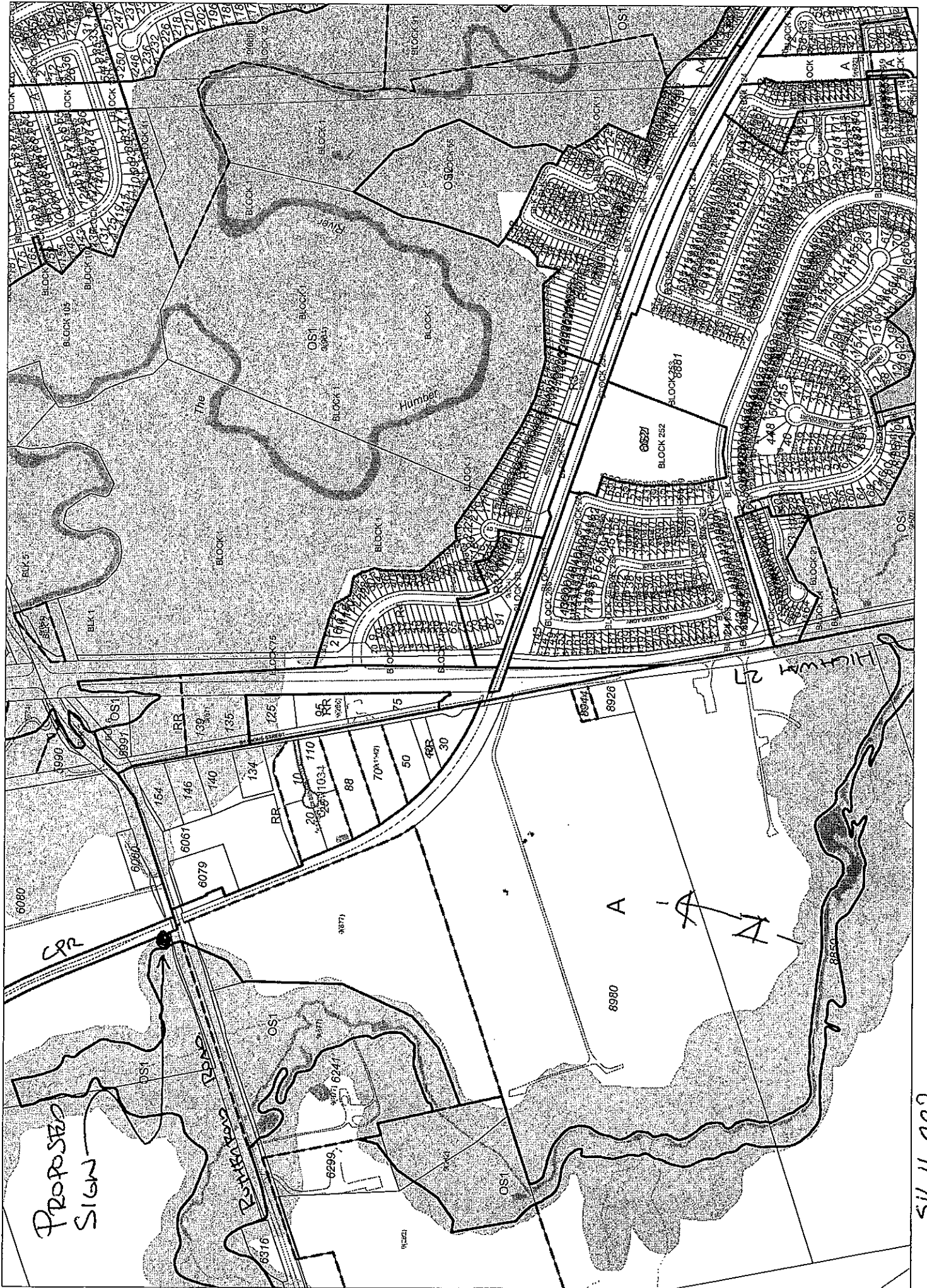
North West Road

1.76 m

Imagery Date: Sep 1, 2009

SV-11-002

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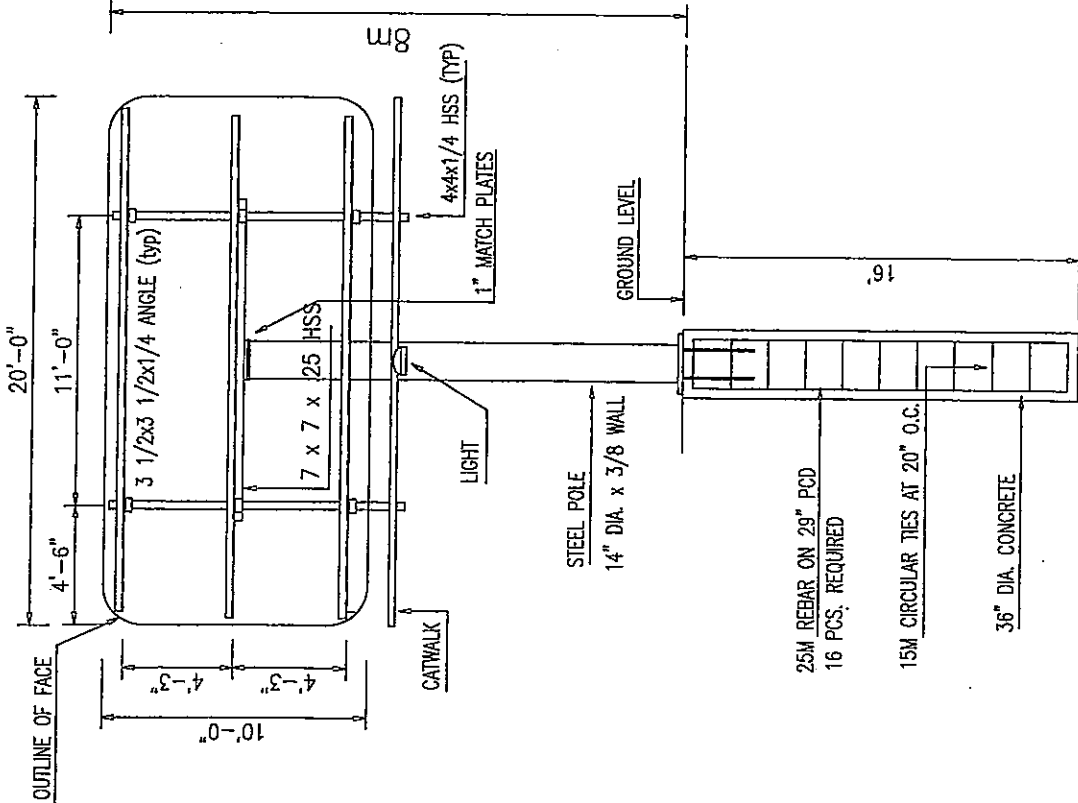


PROPOSED  
SIGN

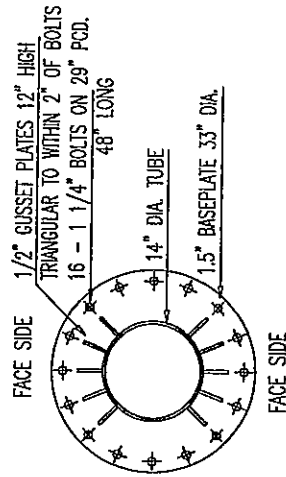
SV.11-002

# LOCATION

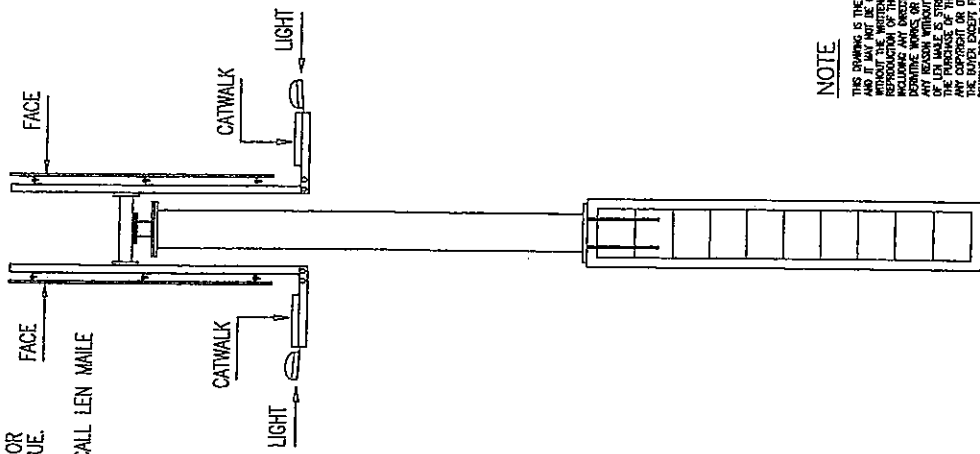
CHANGES IN THE CONTENTS OF THE "LOCATION" BOX OR WHITEOUTS MAKE THIS DRAWING VOID AND OF NO VALUE. PHOTOCOPIES OF THIS DRAWING HAVE NO VALIDITY IF IN DOUBT TO CONFIRM VALIDITY OF THE DRAWING CALL LEN MAILE



FRONT ELEVATION



PLAN VIEW OF BASEPLATE



END ELEVATION

### NOTE

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DESIGN WIND PRESSURES	
DESIGN WIND PRESSURE = $1.4 \times C_e \times C_d \times C_w \times C_p$	
$C_e = 0.7(z/12)^{0.3}$ WHERE $z$ = HEIGHT ABOVE GRADE IN METERS	
$C_e$ MUST BE NOT LESS THAN 0.7	
FOR TORONTO	
HEIGHT (FEET)	DESIGN WIND PRESSURE (LB/SQ.FT.)
20	25.8
25	25.8
30	25.8

- STEEL REBAR DEFORMED 400 MPa
- STEEL HSS ..... 50 KSI YIELD
- STEEL TUBE ..... 45 KSI YIELD
- STEEL STRUCTURAL C.S.A. G40.21-44W
- ANCHOR BOLTS ..... 44 KSI YIELD
- WELDING C.S.A. W59-03 & W47.1
- FOOTING DESIGNED FOR NORMAL SOIL CONDITIONS WITH LATERAL BEARING PRR. OF 200 LB/SQ.FT./ FT.DEPTH.
- DESIGN IS FOR A WIND VELOCITY PRR. OF 0.49 kPa
- BOLTS ..... ASTM A325 OR EQUAL
- CONCRETE STRENGTH ..... 32MPa AT 28 DAYS 5% AIR INSTALL TO CAN/CSA A23.1 & A23.2 - M90
- DESIGN IS TO REQUIREMENTS OF THE 2006 ONT.BLDG.CODE

**LEN MAILE**  
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