

SIGN VARIANCE APPLICATION

FILE NO: SV.11-045
OWNER: MARKET LANE HOLDINGS INC.
LOCATION: 140 WOODBRIDGE AVENUE
PART OF LOT 7, CONCESSION 7
WARD 2

(Deferred)

Council, at its meeting of May 8, 2011, adopted the following Committee of the Whole recommendation (Item 3, Report 16):

Committee of the Whole recommendation of April 24, 2012:

The Committee of the Whole recommends that this matter be deferred in accordance with Communication C3 from Mr. Rocco Cerone, dated April 18, 2012.

Recommendation of the Sign Variance Committee, dated April 24, 2012.

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-045, Market Lane Holdings Inc., be APPROVED subject to the following:

- i) That the subject application be refused as proposed;
- ii) That the proposed sign be amended to be reduced in total size, by at least 50%;
- iii) That the proposed sign be amended to be of a historically appropriate, matte non-reflective material; and
- iv) That if internally lit, the proposed sign be amended to be externally lit in a historically appropriate manner, or be unlit.

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

The applicant is requesting to maintain an additional ground sign on an existing entrance feature as shown on the attached drawings.

Background - Analysis and Options

6.1 LIMIT ON NUMBER OF SIGNS

Except as may otherwise be permitted in this by-law, the maximum number of signs that may be erected shall be:

One (1) ground sign per lot

SECTION 11 – SPECIAL SIGN DISTRICT

11.3 (a) Ground signs for multi-use buildings shall not exceed 2.0 sq.m in area per single sign face or 4.0 sq.m for all faces combined.

(b) Such ground signs, notwithstanding Section 6.5(d) shall not exceed 3.0 m in height.

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 is requesting approval to maintain an existing 42 sqm. (per side) ground sign on an existing entrance feature as shown on the attached drawings installed without a permit. This proposed ground sign is in addition to an already existing 10 sqm.± ground sign located at the front entrance and approved by Council in 1997 under Sign Variance Application File No. SV.97-002.

The subject property is located within the Heritage Conservation District for Woodbridge and subject to the Special Sign District provisions of the City's Sign By-law. Signage permitted within the Special Sign Districts (Heritage Conservation Districts) is substantially reduced from other areas of the City. Applications for Sign Variances within the Special Sign Districts are forwarded to Heritage Vaughan/Heritage Staff for their consideration prior to being considered by the Sign Variance Committee and Council. Heritage Vaughan have considered the applicant's proposal and have recommended the following to Council. :

- i) That the subject application be refused as proposed;
- ii) That the proposed sign be amended to be reduced in total size, by at least 50%;
- iii) That the proposed sign be amended to be of a historically appropriate, matte non-reflective material; and
- iv) That if internally lit, the proposed sign be amended to be externally lit in a historically appropriate manner, or be unlit.

Members of the Sign Variance Committee have also considered the application and note that the proposed signage far exceeds the maximums contained within the City's Sign By-law for Special Sign Districts. The proposed signage is approximately twice the sign area that would normally be permitted for regular shopping centers outside the sign districts. (Maximum one ground sign with a maximum sign area of 20 sqm. per side for the same size plaza.)

Members of the Committee of the Sign Variance Committee concur with the above recommendations of Heritage Vaughan.

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

Attachments

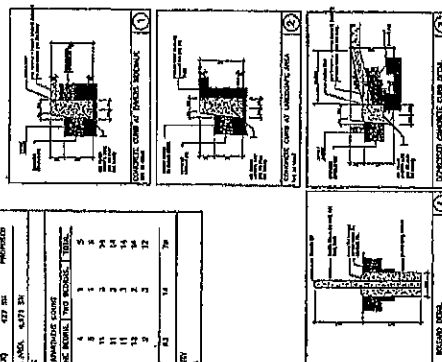
1. Site Plan
2. Sketch of Sign
3. Photo of the front entrance prior to the construction of the subject sign.

Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

The site plan illustrates the proposed development at 100 Woodbridge Avenue. The plan includes the following details:

- Proposed Building:** A 5-story building located at the southeast corner of the site, adjacent to Woodbridge Avenue.
- Existing Buildings:**
 - Existing 2-story building 'A' (top left)
 - Existing 2-story building 'B' (top center)
 - Existing 2-story building 'C' (top right)
 - Existing 2-story building 'D' (middle left)
 - Existing 2-story building 'E' (middle center)
 - Existing 2-story building 'F' (middle right)
 - Existing 2-story building 'G' (bottom left)
 - Existing 2-story building 'H' (bottom center)
 - Existing 2-story building 'I' (bottom right)
- Parking Lots:** Multiple parking areas are shown, including a large lot at the top and several smaller lots interspersed among the buildings.
- Streets:**
 - Woodbridge Avenue (bottom edge)
 - Arbors Lane (top edge)
 - Public Road (right edge)
- Other Features:**
 - Proposed 5-story building 'G' (bottom right)
 - Existing 2-story building 'G' (bottom right)
 - Existing 2-story building 'H' (bottom center)
 - Existing 2-story building 'I' (bottom right)
 - Existing 2-story building 'J' (bottom right)
 - Existing 2-story building 'K' (bottom right)
 - Existing 2-story building 'L' (bottom right)
 - Existing 2-story building 'M' (bottom right)
 - Existing 2-story building 'N' (bottom right)
 - Existing 2-story building 'O' (bottom right)
 - Existing 2-story building 'P' (bottom right)
 - Existing 2-story building 'Q' (bottom right)
 - Existing 2-story building 'R' (bottom right)
 - Existing 2-story building 'S' (bottom right)
 - Existing 2-story building 'T' (bottom right)
 - Existing 2-story building 'U' (bottom right)
 - Existing 2-story building 'V' (bottom right)
 - Existing 2-story building 'W' (bottom right)
 - Existing 2-story building 'X' (bottom right)
 - Existing 2-story building 'Y' (bottom right)
 - Existing 2-story building 'Z' (bottom right)

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INTRODUCTION

MARKET
CANE
HGLDNGS
LIMITED

PROPOSED
MIXED USE
COMMERCIAL
RESIDENTIAL
COMPLEX

115-116 WOODBROOK AVE
WATSONVILLE, CALIFORNIA

DRAWING TITLE: SITE PLAN FILE NO.: Z00107 DATE: 07/01/03	PLAN DATE: 07/01/03	DRAWING NO.: A1.0 100%
SHEET: 1007	PROJECT NO.: 1007	

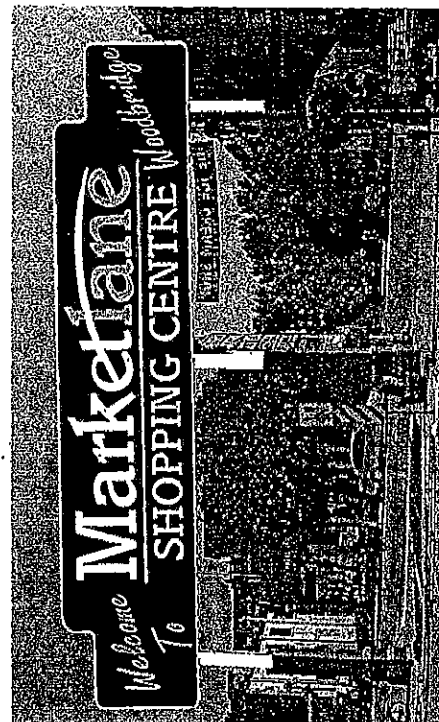
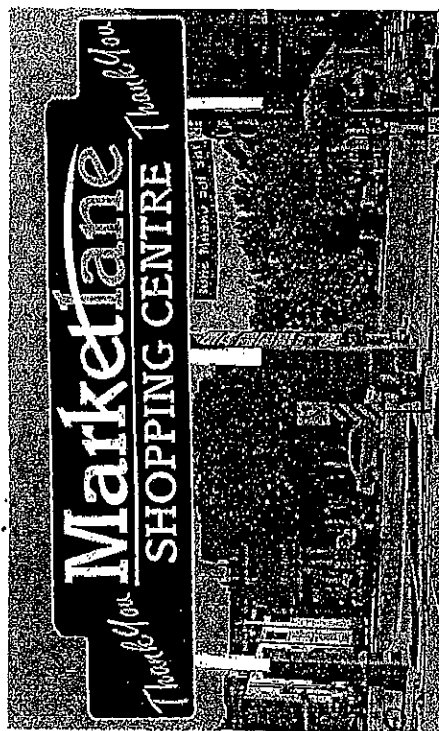
option Four

48'



3/16 Diabond Panels

Graphics Cut Vinyl



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Client: Marketlane
Location: 140 Woodbridge ave
Date: Aug 9, 2011
Sales: E.C.

Approved: _____
Scale: _____
Designer: _____
Checked By: _____
Design: _____
Page: _____
Revision: _____
Date: _____

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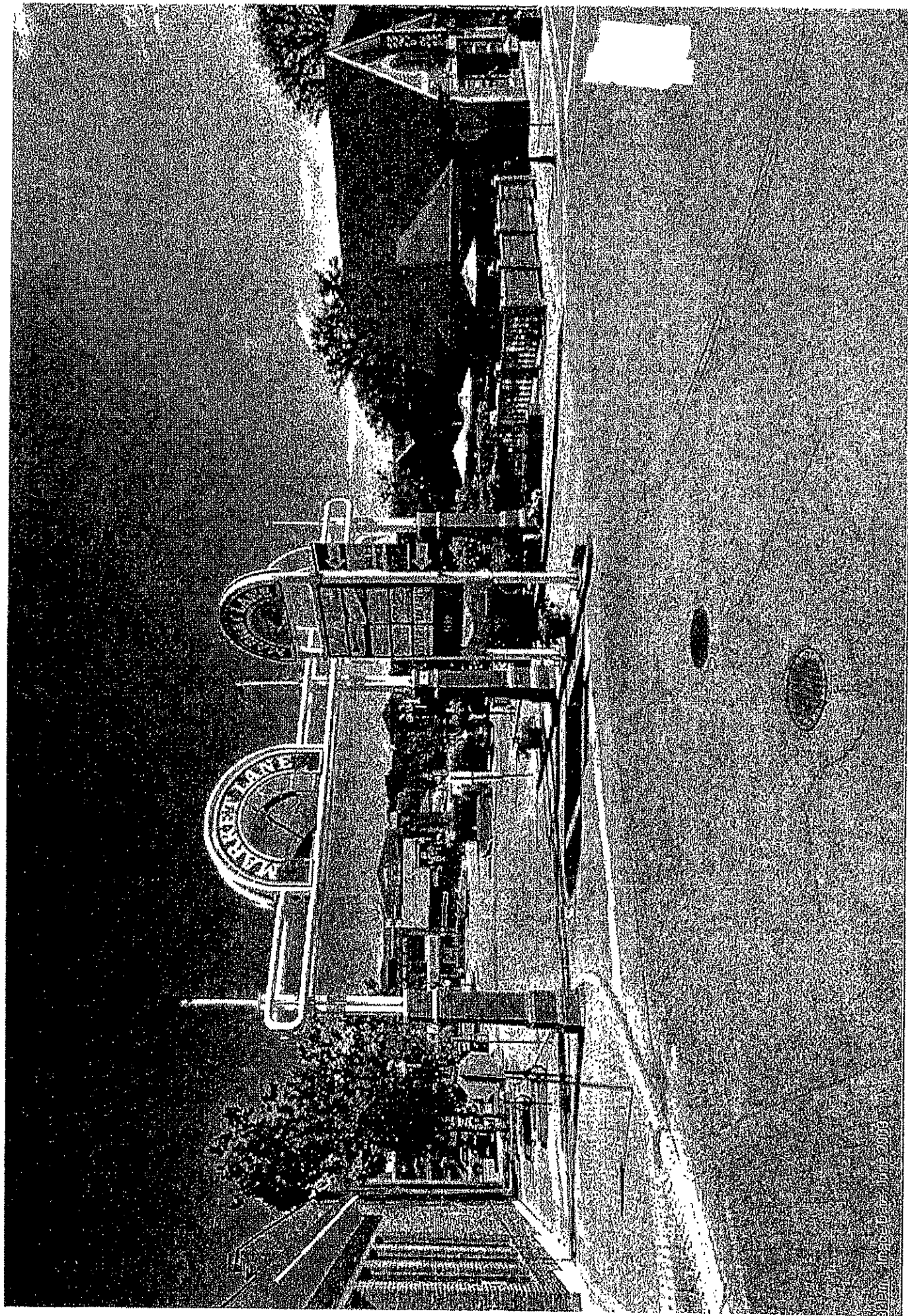


Photo prior to installation of the Subject Sign