

**COMMITTEE OF THE WHOLE – MAY 7, 2001**

**SIGN VARIANCE APPLICATION**

**FILE NO.: SV.01-009**

**OWNER: PARAMOUNT CANADA'S WONDERLAND**

**LOCATION: 9580 JANE STREET**

**LOT/BLOCK 16-21, REGISTERED PLAN NO. 65R-12731, CONCESSION 5**

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.01.009, Paramount Canada's Wonderland, be APPROVED subject to the following:

- i) the proposed signs comply with all other provisions of the sign by-law.
- ii) all necessary approvals are received from the abutting road jurisdictions (Regional Roads and MTO).
- iii) that the same message be displayed on the LED portion of the sign for a minimum of one week.

Background

Variance Requested/Required

Applicant is requesting to install three new pylon signs at the above location, which do not comply to sign by-law 203-92. There are two signs existing on the property, one externally illuminated ground sign on the Highway 400 frontage, and the second ground sign on the Rutherford Road main entrance which will be replaced should this variance be approved.

By-law Requirements (203-92 as amended)

"Section 10.1 – A maximum of two ground signs shall be permitted, each having a maximum sign area of 5.0 sq.m. and a total sign area of 10.0 sq.m.. Such signs shall advertise the name of the occupant of the agricultural or recreational use and shall not include any commercial advertising.

Variance Analysis

Applicant is requesting to replace the existing pylon sign located at the south entrance of Rutherford Road. The two new locations are at the south entrance on the west side of Jane Street, and at the west entrance on the north side of Major Mackenzie Drive. All three signs will be identical in size and appearance. The pylon signs measure 5.64m in height, non-illuminated face measures 2.03m x 3.05m and the electronic L.E.D. display measures 1.02m x 3.05m, total sign face area 9.04m<sup>2</sup>.

Respectfully Submitted,

John Studdy  
Chair, Sign Variance Committee

Attachment: Sketch of Sign

/pa

SIGN CHARACTERISTICS:  
 O.A.H. — 5.6M  
 HEAD — 2.03M x 3.05M  
 LED SIGN — 1.02M x 2.79M  
 HEAD AREA: 6.19 M<sup>2</sup>  
 LED : 2.85 M<sup>2</sup>  
 TOTAL AREA: 9.04 M<sup>2</sup>



A Front Gate Signage

  
 Design + Entertainment  
 ARCHITECTURE INTERIORS & SIGNAGE

4th Street Main NO Sign  
 1010

PCW  
 CROWN

DREWED AREA

BUILDING #  
 TP 31300  
 CREATED BY DRC  
 L2' = 1'-0"  
 SCALE  
 08883-05-4847  
 PROJECT #

APPROVED BY  
 APPROVED BY

HAS BEEN IN THE POSSESSION OF PREVIOUS  
 OWNER AND DOES NOT CONSTITUTE AN OFFER  
 OF ANY SERVICE. THIS IS APPROVED IN  
 ACCORDANCE WITH THE BY-LAW.

  
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