

COMMITTEE OF THE WHOLE OCTOBER 7, 2002

ERECTION OF ELECTRONIC SIGN - CHABAD LUBAVICH OF ONTARIO

Recommendation

The Commissioner of Planning and Director of Building Standards recommends:

That the Region of York be advised that Council for the City of Vaughan supports the applicant's request for the installation of an electronic message board sign subject to the following conditions:

- 1) That the landscaping abutting the existing residential properties be enhanced to screen the illumination from the proposed sign and that landscaping plans be submitted and approved to the satisfaction of the City's Urban Design Department in consultation with the Region of York Engineering Department.
- 2) That the final location/size of the sign be to the satisfaction of the Region of York Engineering Department.
- 3) The applicant pay all costs associated with the proposed sign.

Purpose

To respond to Council's request for a report respecting the applicant's request for the installation of an electronic message board sign.

Background - Analysis and Options

On May 13, 2002, Committee of the Whole referred the deputation by Rabbi Z. Grossbaum on behalf of Chabad Lubavich of Ontario requesting the installation of a Community Electronic Message Board Sign. (LED Sign) for a report. This message board sign is proposed to advertise religious events within the Lubavich community.

Attached as Appendix "1" is a plan showing the proposed sign.

Location

The sign is proposed to be located on the north-east corner of Bathurst Street and Chabad Gate within the Thornhill community. The sign is proposed to be located within the municipal right-of-way owned by the Region of York. (Block 59, Registered Plan M-1947) The proposed sign is located within a sight triangle abutting an existing residential townhouse development.

Attached as Appendix "2" is a site plan showing the location of the proposed sign.

City of Vaughan Sign By-Law 203-92

The proposed sign is located on regional lands and therefore, the City's Sign By-Law is not in effect in this instance.

Region of York Sign By-Law

The Region of York Sign By-Law presently prohibits all permanent signs within their road allowances and therefore an amendment to their Sign By-Law will be required. There has been a meeting with the applicant and Regional Staff to discuss the applicant's proposal. The Regional Staff advised that amendments to the Sign By-Law are processed through regularly scheduled Engineering Works Committee meetings. Staff understanding is that the applicant's proposal is scheduled for the Engineering Works Committee Meeting sometime in October.

Additional Comments

Generally City Staff have no objections to the applicant's proposal however we are concerned with the illumination generated by the sign, especially at night. The concerns related to the impact the signs illumination might have on the abutting residential properties.

This matter has been discussed with the applicant, and it is generally agreed that the existing landscaping located within the sight-triangle should be enhanced to reduce the effect of the sign's illumination.

Staff recommends that a condition be added requiring that the existing landscaping be enhanced. The applicant should also be required to submit revised landscaping plans to be approved by the City's Urban Design Department in consultation with the Region of York's Engineering Department.

All costs associated with the sign and the enhanced landscaping, will be the responsibility of the applicant.

Conclusion

The Region of York Sign By-Law regulates the subject lands and does not permit the proposed sign.

Should Council find merit in the applicant's proposal the following conditions are recommended by Staff:

- 1) That a landscaping abutting the existing residential properties be enhanced to screen the illumination from the proposed sign and that landscaping plans be submitted and approved to the satisfaction of the City's Urban Design Department in consultation with the Region of York Engineering Department.
- 2) That the final location/size of the sign be to the satisfaction of the Region of York Engineering Department.
- 3) The applicant pay all costs associated with the proposed sign.

The Region of York should be advised of Council's position.

Attachments

Attached as Appendix "1" is a plan showing the proposed sign.

Attached as Appendix "2" is a site plan showing the location of the proposed sign

Report prepared by:

John Studdy, Manager of Customer Service and Administration ext. 8232.

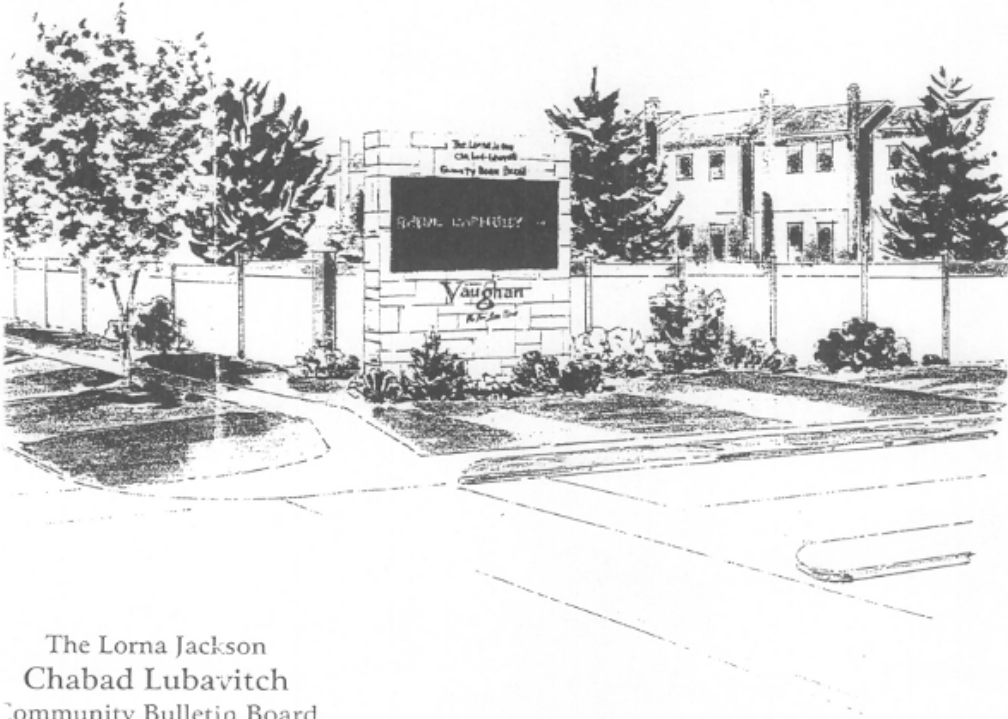
Respectfully submitted,

Michael DeAngelis
Commissioner of Planning and Urban Design

Mani Navabi
Director of Building Standards

Appendix "1"

Deputation with
Rabbi Grossman
CW May 6/02
Item 27



The Lorna Jackson
Chabad Lubavitch
Community Bulletin Board

1st corner of Bathurst St. & Chabad Gate
Vaughan, Ontario

