

COMMITTEE OF THE WHOLE – NOVEMBER 7, 2005

SIGN VARIANCE APPLICATION

FILE NO: SV.05-22
OWNER: TERRA PINE VALLEY CORP.
LOCATION: 7611 PINE VALLEY DRIVE
LOTS 3 AND 4, 65M-2167

Recommendation

That Sign Variance Application SV.05-22, Terra Pine Valley Corp., be APPROVED, provided that the lettering and background colours are reversed.

Economic Impact

None.

Purpose

Request to install a 12m high pylon sign having a double sign face area of 18 sq m for the main sign face with a width of 5.4m and a single sign face area of 7.0 sq m for the portion of the steel spire as shown on the attached drawings.

Background- Analysis and Options

By-Law Requirements (203-92, as amended)

- 8.1 (a) Except as otherwise permitted in Section 8.7 and 8.8, no ground sign shall be larger than 10.0 sq m in area on a single sign face, or 20.0 sq m area for all faces combined.
- 6.5 (b) No ground sign shall exceed 5.0 metres in any dimensions of the sign face.
- 6.5 (d) No ground sign shall exceed a maximum height of 7.5m from finished grade level at the base of the supporting structure of the said sign.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Conclusion

In response to comments made by Committee members during the September 21, 2005 Sign Variance Committee Meeting, revised drawings were received from the applicant reducing the overall sign height of the structure from 12.0 meters to 9.5 meters and reducing the overall mass of the sign structure. Committee members generally had no objections to the applicant's revised proposal as submitted, providing that the lettering and background colours are reversed.

Upon approval of the sign variance by Council, a Sign Permit is required to be issued by the Building Standards Department.

Attachments

1. Sketch of Sign

Report prepared by:

John Studdy, Manager of Customer & Administrative Services
Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

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