

## **COMMITTEE OF THE WHOLE – MARCH 6, 2006**

### **SIGN VARIANCE APPLICATION**

**FILE NO: SV.06-03**  
**OWNER: FIELDGATE DEVELOPMENTS**  
**LOCATION: 3737 MAJOR MACKENZIE DRIVE**  
**BUILDING E-F, UNIT 114**  
**PART OF LOTS 20 AND 21**  
**REGISTERED PLAN 65R-25645, CONCESSION 5**

### **Recommendation**

That Sign Variance Application SV.06-03, Fieldgate Developments., be REFUSED.

### **Economic Impact**

None.

### **Purpose**

Request to install five (5) window graphics on the west elevation each with an area of 7.16m<sup>2</sup> as shown on the attached drawings.

### **Background - Analysis and Options**

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

6.2 (a) Where a site plan approved by the City provides standards for signage and the signs for the development comply therewith, such signs shall be deemed to comply with this By-law.

### **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**

The By-law permits only those wall signs approved on the site plan agreement. The applicant is proposing to install five (5) window graphics on the west elevation each with an area of 7.16m<sup>2</sup> as shown on the attached drawings.

Members of the Sign Variance Committee do not support the application. In their opinion, the proposed signage far exceeds the maximums contained within the Sign By-Law and if approved, the signage would constitute an unacceptable levels of clutter in an area designated as the central core of Vellore District Centre.

If Committee finds merit in the application, a sign permit issued by the Building Standards Department is required.

### **Attachments**

1. Sketch of Sign
2. Sign Elevations

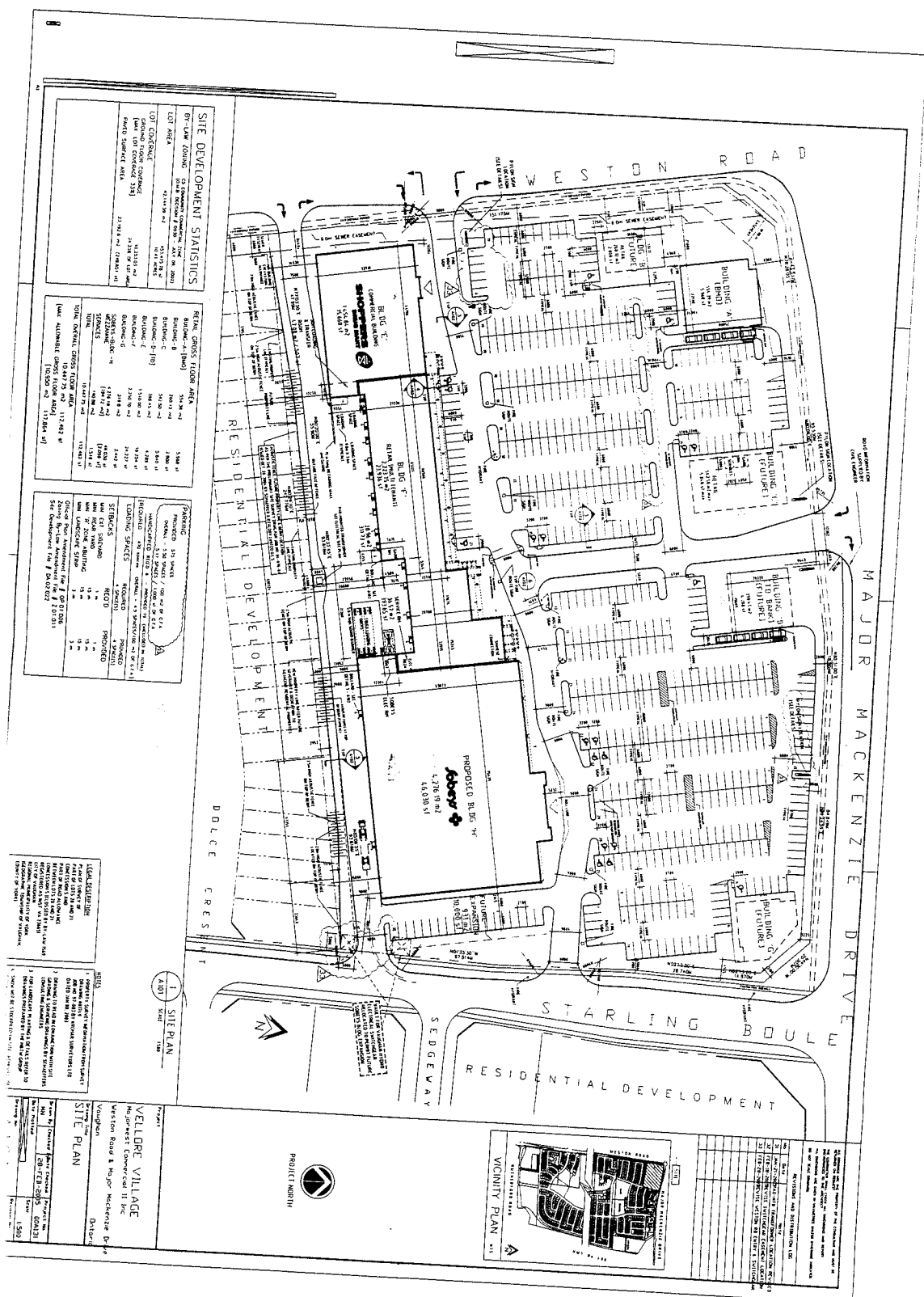
**Report prepared by:**

John Studdy  
Manager of Customer & Administrative Services

Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

/pa



**SITE DEVELOPMENT STATISTICS**

GR. LAND ZONING	GR. LAND ZONING	GR. LAND ZONING	GR. LAND ZONING
LOT AREA	LOT AREA	LOT AREA	LOT AREA
LANDING FLOOR COVERAGE	LANDING FLOOR COVERAGE	LANDING FLOOR COVERAGE	LANDING FLOOR COVERAGE
LANDING FLOOR COVERAGE	LANDING FLOOR COVERAGE	LANDING FLOOR COVERAGE	LANDING FLOOR COVERAGE
LANDING FLOOR COVERAGE	LANDING FLOOR COVERAGE	LANDING FLOOR COVERAGE	LANDING FLOOR COVERAGE

**RESIDENTIAL GROSS FLOOR AREA**

Building A	3,500 sq. ft.
Building B	2,800 sq. ft.
Building C	1,500 sq. ft.
Building D	1,500 sq. ft.
Building E	1,500 sq. ft.
Building F	1,500 sq. ft.
Building G	1,500 sq. ft.
<b>TOTAL</b>	<b>17,300 sq. ft.</b>

**CONSTRUCTION**

PROPOSED	311,000
EXISTING	2,300,000
<b>TOTAL</b>	<b>2,611,000</b>

**IDEAL DEVELOPMENT**

PROPOSED	311,000
EXISTING	2,300,000
<b>TOTAL</b>	<b>2,611,000</b>

**1 SITE PLAN**

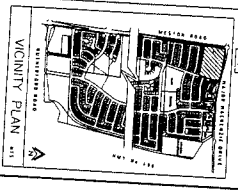
ADJ. SITE: 750'

**YELLOW VILLAGE**

Major Mackenzie Drive

**SITE PLAN**

Scale: 1" = 50'



**NOTES**

1. ALL DIMENSIONS ARE IN METERS UNLESS OTHERWISE SPECIFIED.
2. THE DEVELOPER SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITY.
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