

## **COMMITTEE OF THE WHOLE – MARCH 5, 2007**

### **SIGN VARIANCE APPLICATION**

**FILE NO: SV.07-02**

**OWNER: 1567855 ONTARIO LTD**

**LOCATION: 5451 HIGHWAY 7, BLOCK 42, REGISTERED PLAN 65M-2464**

### **Recommendation**

That Sign Variance Application SV.07-02, 1567855 Ontario Ltd., be APPROVED, subject to the following conditions:

- i) That the maximum area of the second storey signs shall not exceed 0.4sqm/metre of unit width;
- ii) That the maximum sign shall not exceed 0.3m;
- iii) That all colours and materials be uniform; and
- iv) That the top storey signage shall only advertise second storey business.

### **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**

Request to install wall signs on the second floor elevations of the subject building 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.

### **Regional Implications**

Region of York Engineering approval is not required for the proposed signs.

### **Conclusion**

The applicant is proposing to install (6) six additional wall signs on the second floor of the existing building as shown on the attached drawings.

Members of the Sign Variance Committee noted that the second floor tenants for the subject building have no sign exposure available to them to advertise there premises.

Members generally had no objections to the application as submitted, provided that the proposed signs all had a similar size and shape to lessen the cluttered appearance of the building's elevation. To reinforce this requirement, the following conditions of approval are being recommended:

- i) That the maximum area of the second storey signs shall not exceed 0.4sqm/metre of unit width;
- ii) That the maximum sign shall not exceed 0.3m;
- iii) That all colours and materials be uniform; and
- iv) That the top storey signage shall only advertise second storey business.

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

**Report prepared by:**

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

/pa



PROPOSED  
SIGNS

