COMMITTEE OF THE WHOLE DECEMBER 1, 2008

SIGN VARIANCE APPLICATION

FILE NO: SV.08-023

OWNER: STONEMARK INVESTMENTS INC./YORK STANDARD CONDOMINIUM CORP.

LOCATION: 643 CHRISLEA BLVD, UNIT 4, YCC 1005

LOT 32, REGISTERED PLAN 65M-2588

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.08-023, Stonemark Investments Inc./York Standard Condominium Corp., be APPROVED, subject to the subtext located below "Ultimate Stone" being relocated to the existing sign band.

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

The applicant is proposing to install an additional wall sign to be located above the existing sign band shown and permitted by the relevant site plan agreement.

Background - Analysis and Options

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.

Noting the above, where the property is regulated by a site plan agreement approved by the City, only those wall signs and pylon signs approved under the site plan agreement are deemed to be permitted by the City's Sign By-law.

Relationship to Vaughan Vision 2020

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 an additional wall sign to be located above the existing sign band shown and permitted by the relevant site plan agreement.

Members of the Sign Variance Committee have no objections to the applicant's proposal provided that overall sign area is reduced to reflect the size and scale of the building's elevation. The Committee is therefore recommending that the subtext located below "Ultimate Stone" being relocated to the existing sign band. This is in keeping with other sign variances applications that have been approved for the building.

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

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