

COMMITTEE OF THE WHOLE JUNE 2, 2009

SIGN VARIANCE APPLICATION

FILE NO: SV.09-003
OWNER: PINEGROVE ON SEVEN INC.
LOCATION: 5263 HIGHWAY 7
7730 KIPLING AVENUE
7720 KIPLING AVENUE
LOTS 10 TO 13, REGISTERED PLAN 3762
WARD 2

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.09-003, Pinegrove on Seven Inc., be REFUSED.

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 that a Sign Variance be approved authorizing the installation of development signs on existing hoarding of the subject property as shown on the attached drawings.

The following are requested:

- 1) Ground sign to be setback less than 1.0m from all street lines.
- 2) Ground sign to exceed 5.0m in length as shown on the attached drawings.
- 3) Ground sign to be setback less than 1.5m from a common lot boundary with an adjacent lot.
- 4) Ground sign including any part of its structure to be located closer than 1.0m to any driveway.
- 5) The total combined sign face area to be 165 sqm.

Background - Analysis and Options

Bylaw Requirements (203-92, as amended):

- 1) 6.5 (a) Ground signs shall be set back a minimum of 1.0m from all street lines.
- 2) 6.5 (b) No ground sign shall exceed 5.0 m in any dimensions of the sign face.
- 3) 6.5 (e) Ground signs shall be setback a minimum of 1.5m from any common lot boundary with an adjacent lot.
- 4) 6.5 (f) A ground sign including any part of its structure shall not be located closer than 1.0m to any driveway
- 5) 12.1 (1) (c) Each builder is permitted a maximum of two (2) signs, with a combined sign face area not to exceed 20.0 sq m.

Relationship to Vaughan Vision 2020/Strategic Plan

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 required for the proposed signs.

Conclusion

The applicant is proposing to install various development signs on the existing hoarding for the project as shown on the attached drawings. (Total Sign Area 165 sqm.)

Members of the Sign Variance Committee do not support the application. In the Committee's opinion, the size and scale of the proposed signs far exceed the maximums contained within the City's Sign By-Law.

Members of the Sign Variance Committee also note that the property is subject to an Ontario Municipal Board Hearing that is scheduled to commence later this month.

Members of the Committee are of the opinion that the intent and purpose of the City's Sign By-law is not being maintained.

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 the Proposed Sign

Report prepared by:

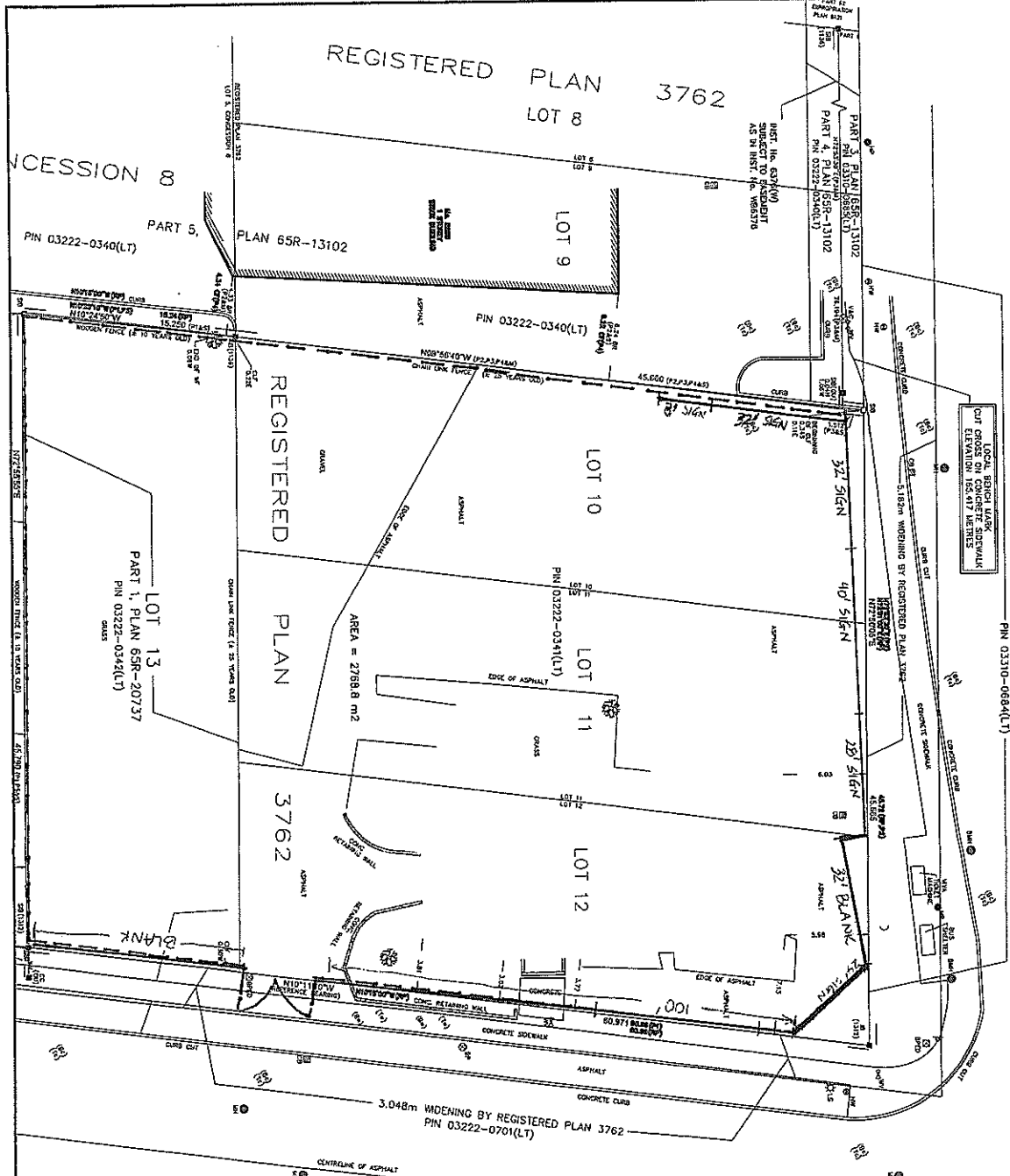
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

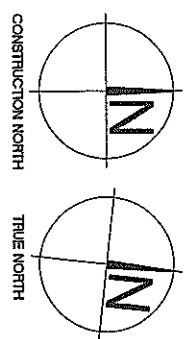
John Studdy
Chair, Sign Variance Committee

/pa

THE KING'S HIGHWAY No. 7
(YORK REGION ROAD No. 7)
ROAD ALLOWANCE BETWEEN LOTS 5 AND 6 CONCESSIONS 8)
PIN 03310-0684(LT)

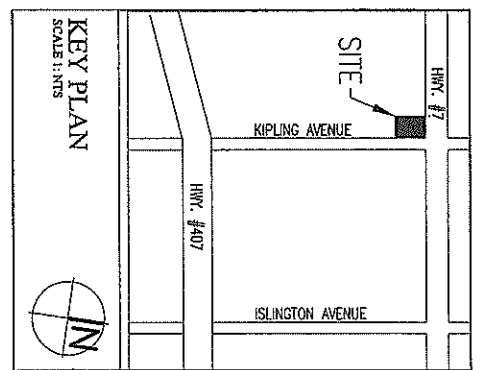


KIPLING AVENUE
(BY BY-LAW 26-73, UNREGISTERED)
(ROAD ALLOWANCE BETWEEN CONCESSIONS 7 AND 8)
PIN 03222-0382(LT)



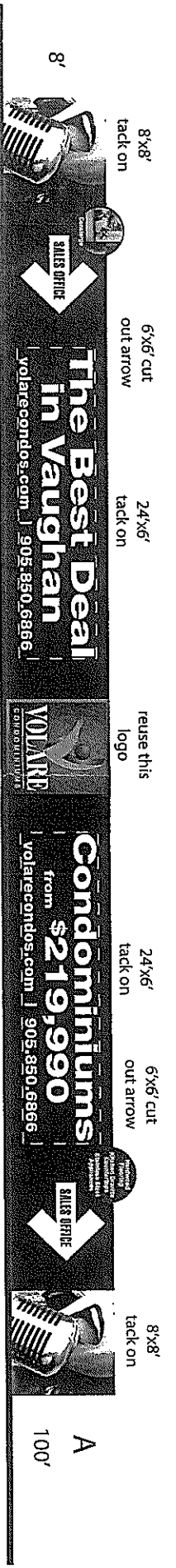
- hoarding 8' high
- - - chain-link fence
- hoarding 16' high

INFORMATION FOR THE PREPARATION OF THIS SITE PLAN TAKEN FROM A PLAN OF SURVEY PREPARED IN 2006 BY KROKAR SURVEYORS LTD.



 Kregg Fordyce Architect Suite 300- 197 Spadina Ave. Toronto, ON M5T 2C8 t. 416.977.5202 f. 416.351.3303 e. info@kfaarchitect.ca	EXISTING SITE SIGNAGE AND HOARDING SITE PLAN		DRAWN DATE MARCH 16, 2009	DRAWING NUMBER A1
	VOLARE CONDO TRIMAX DEVELOPMENT		DRAWN SCALE 1:300	REVISION 0
			DRAWN BY KGF	K.F.A. PROJECT NUMBER 0711

SI-09-003



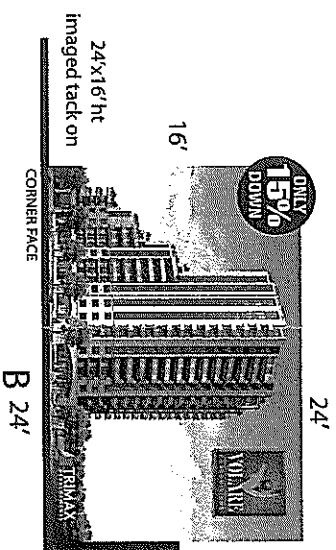
4' dia. tack ons

Hardwood Flooring
Kitchen Granite Countertops
Stainless Steel Appliances

Concierge

2 required

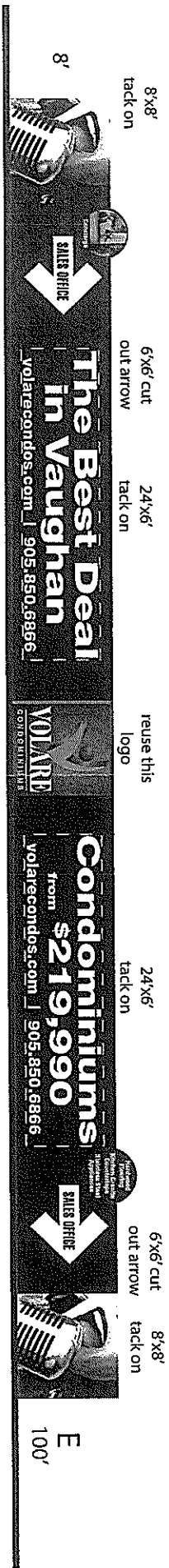
3 required



B 24'

C 32'

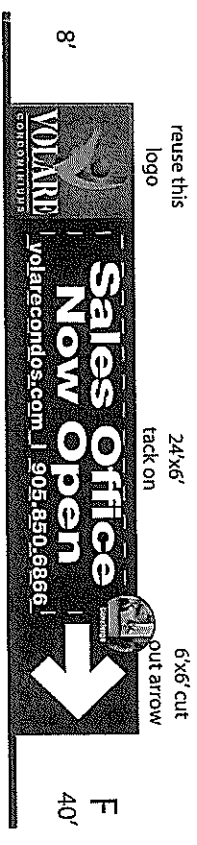
D 7'



FINAL TO ALPHA OMEGA FEB 24 09

STARBURAST TACK ONS to hoarding

Trimax - Volare -Feb 24 09
F p R Y A N
G930 DESIGN INCORPORATED



F 40'

SL 09-003