

**COMMITTEE OF THE WHOLE JUNE 23, 2009**

**SIGN VARIANCE APPLICATION**

**FILE NO: SV.09-008**

**OWNER: RAY GOHREN – THE MILESTONE GROUP**

**LOCATION: 2300 STEELES AVENUE WEST, LOT 1, CONCESSION 4  
WARD 4**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.09-008, Ray Gohren – The Milestone Group, be APPROVED in accordance with the revised plans submitted.

**Contribution to Sustainability**

N/A

**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 a wall sign be permitted on north and south building elevations as shown on the attached plans.

**Background - Analysis and Options**

**Bylaw 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.

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/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 not required for the proposed signs.

### **Conclusion**

The applicant is proposing to install a wall sign (64" x 128") on the north and south building elevations as shown on the attached plans.

Members of the Sign Variance Committee have no objections to the application, subject to the sign being proposed for the west elevation being relocated to the south elevation, as shown on the revised plans that are attached to this report.

Further, members of the Sign Variance Committee are of the opinion that the intent and purpose of the City's Sign By-law is being maintained.

If Council finds merit in the application, a Sign Permit issued by the Building Standards is required.

### **Attachments**

1. Site Plan
2. Building Elevations showing the proposed Signs

### **Report prepared by:**

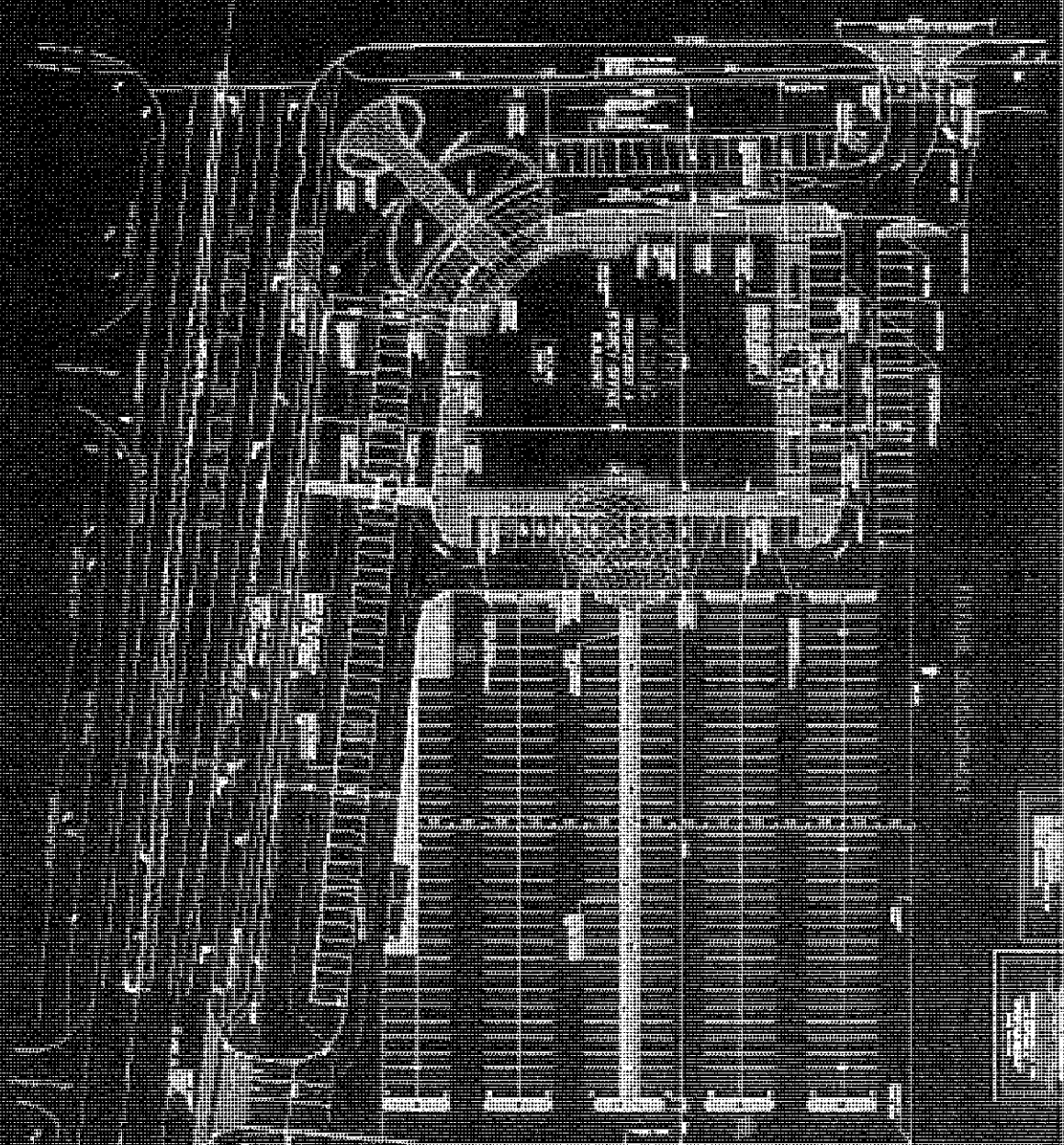
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy  
Chair, Sign Variance Committee

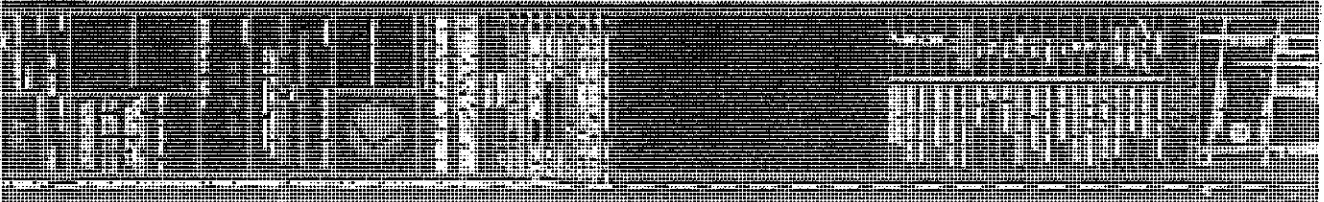
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SPICES AVENUE



PLAN OF THE BUILDING

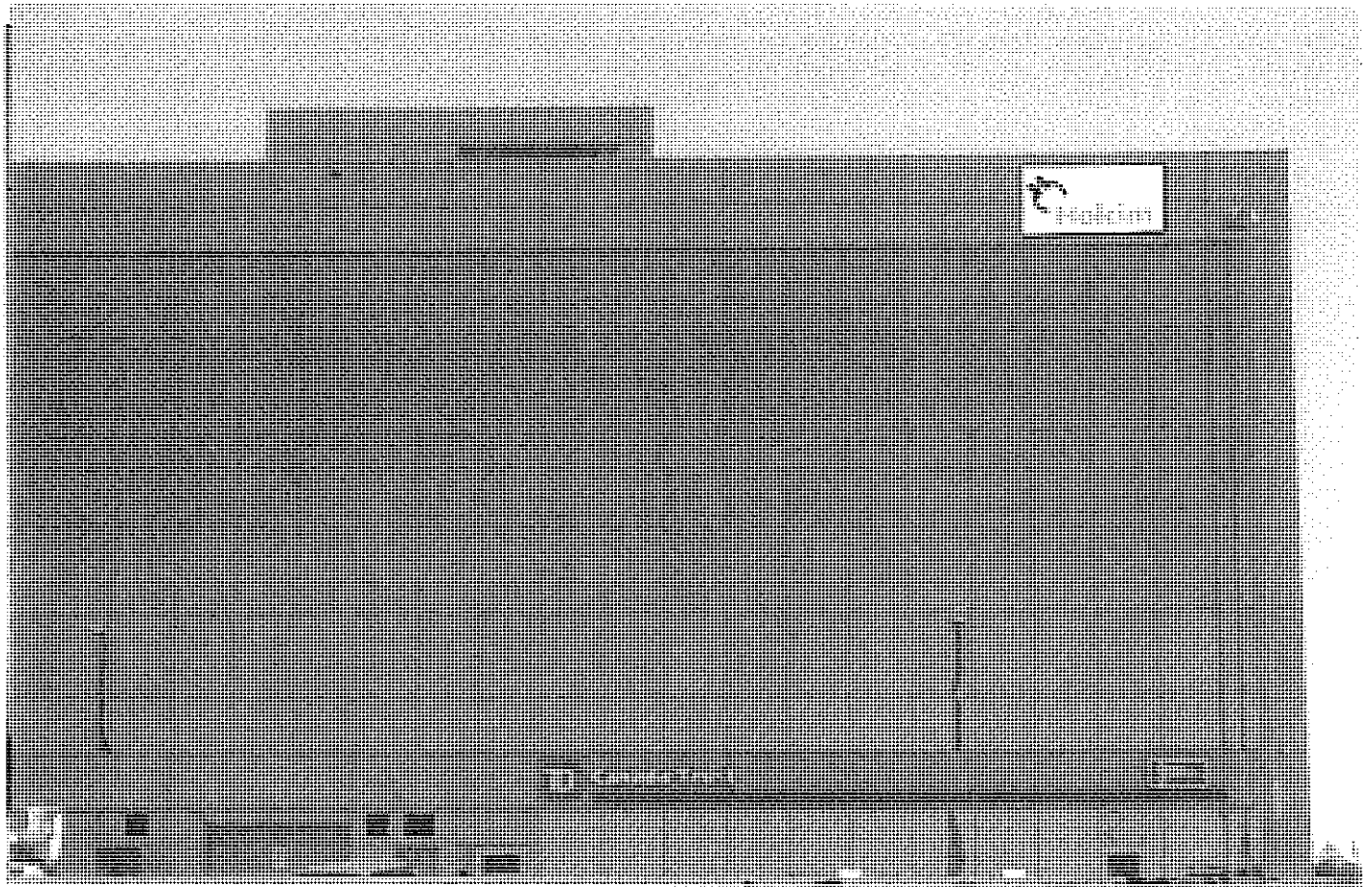
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REVISED PLAN



NORTH

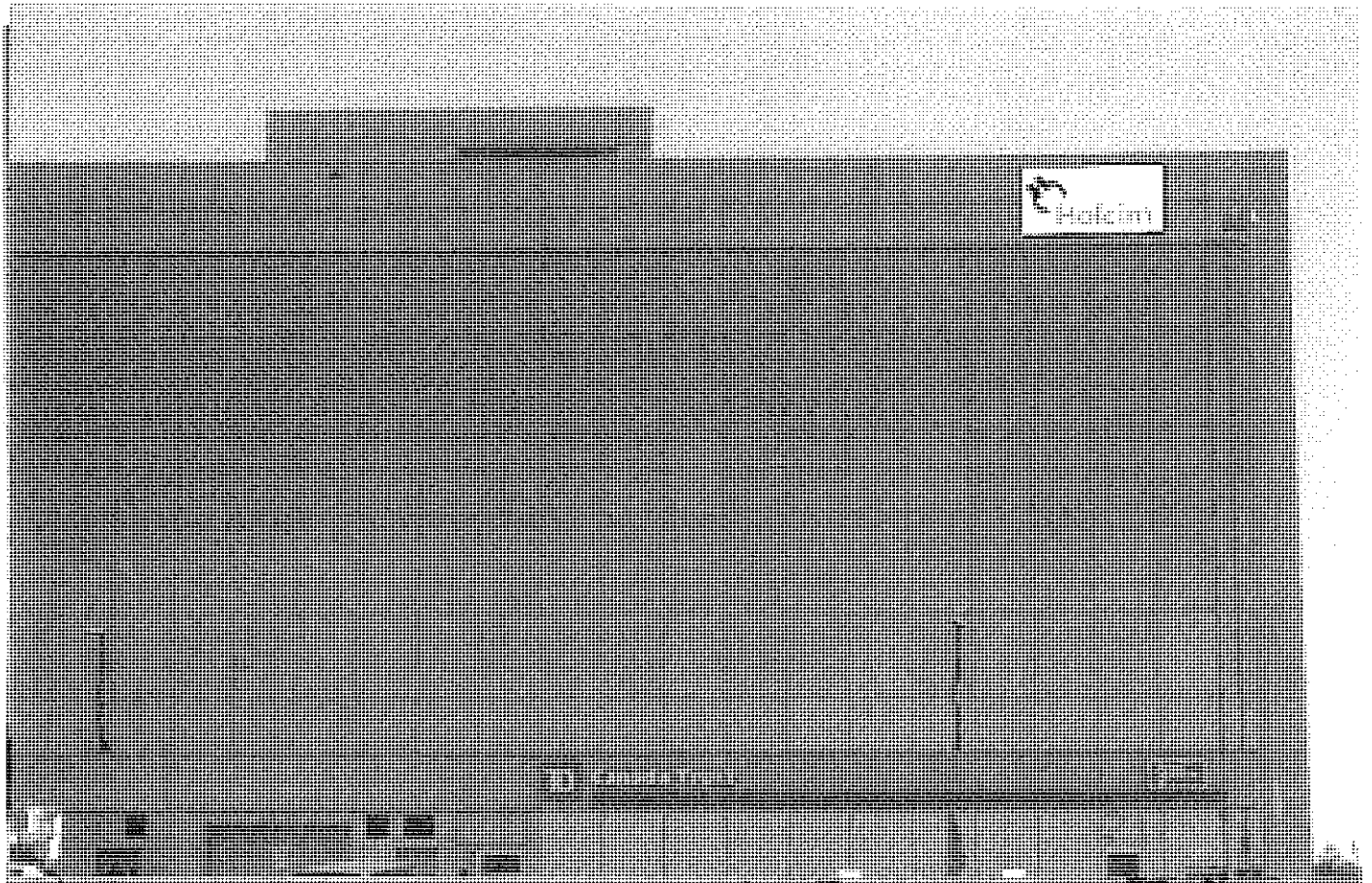


WEST SOUTH

REVISED Plan.



NORTH



WEST South