

COMMITTEE OF THE WHOLE MARCH 23, 2010

SIGN VARIANCE APPLICATION

FILE NO: SV.10-006
OWNER: RITAJO DEVELOPMENTS INC.
LOCATION: 1611 RUTHERFORD ROAD, UNIT 5
LOT 15, CONCESSION 3
WARD 4

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.10-006, Ritajo Developments Inc., be APPROVED, subject to the wall sign with logo and name of business be channel letters with no background colour.

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 to install additional wall signs on the north and south building face of the subject property as shown on the attached drawings.

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

Request to install additional wall signs on the north and south building face of the subject property as shown on the attached drawings. The proposed signs are associated with a new tenant and were not shown on the approved site plan agreement.

Proposed Sign Areas: 1) South Wall - 1.1 sqm. or 12 sqft. 2) North Wall - 8.0 sqm or 78 sqft.

Members of the Sign Variance Committee have reviewed the application and had no objections to the applicant subject to the proposed sign for the north elevation be constructed with channel letters and graphics with no background colour.

Committee members 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 Department is required.

Attachments

1. Site Plan
2. Signs on Elevations
3. Sketch of Sign

Report prepared by:

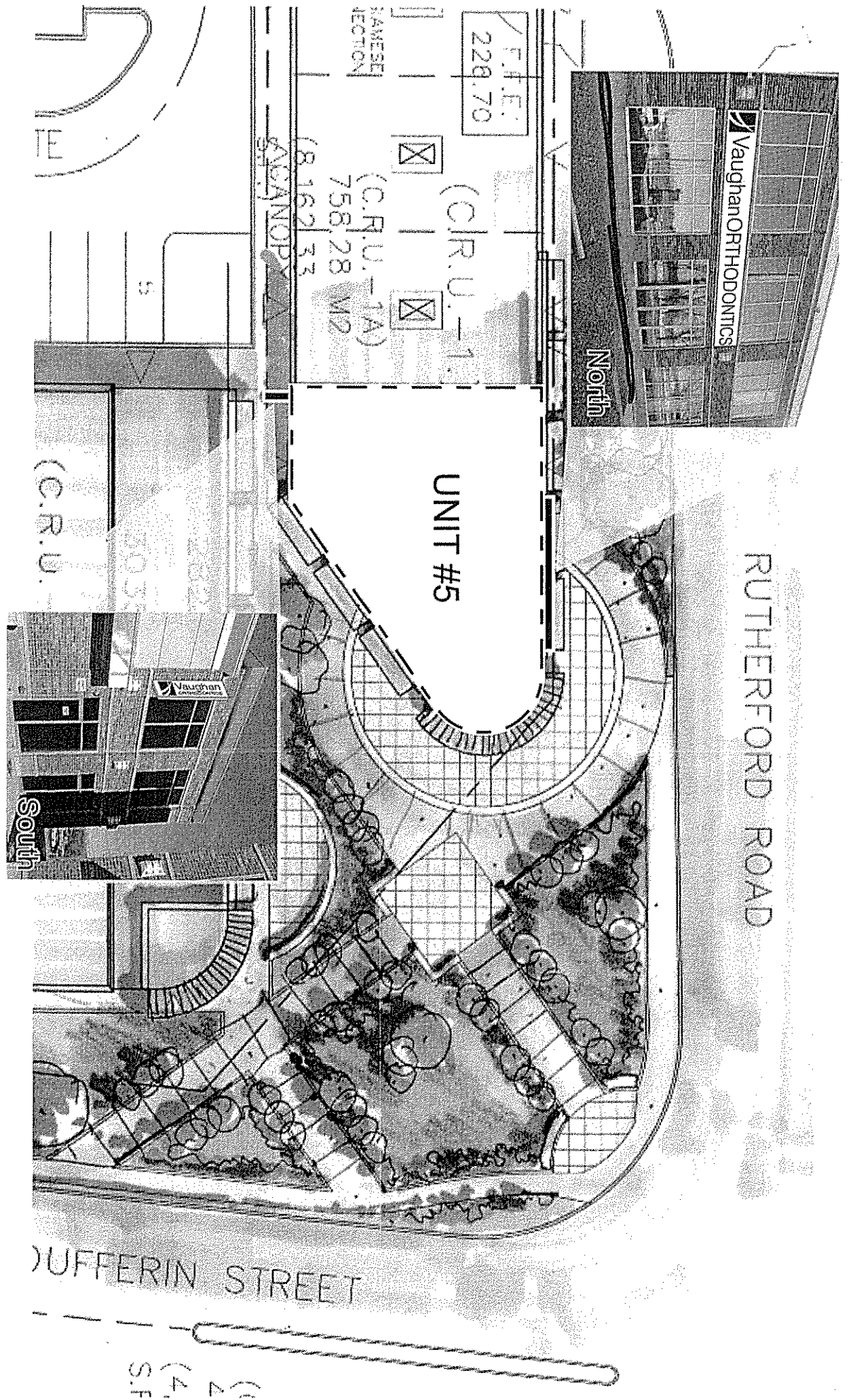
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

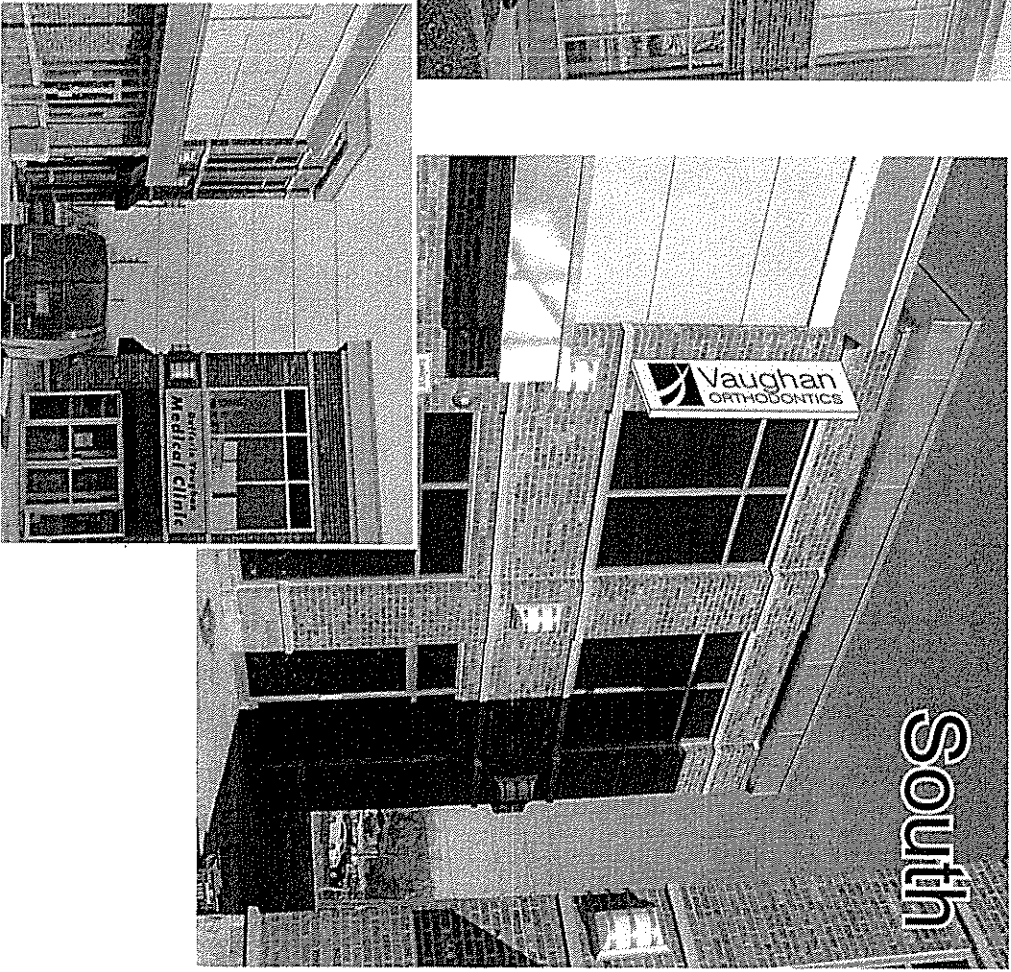
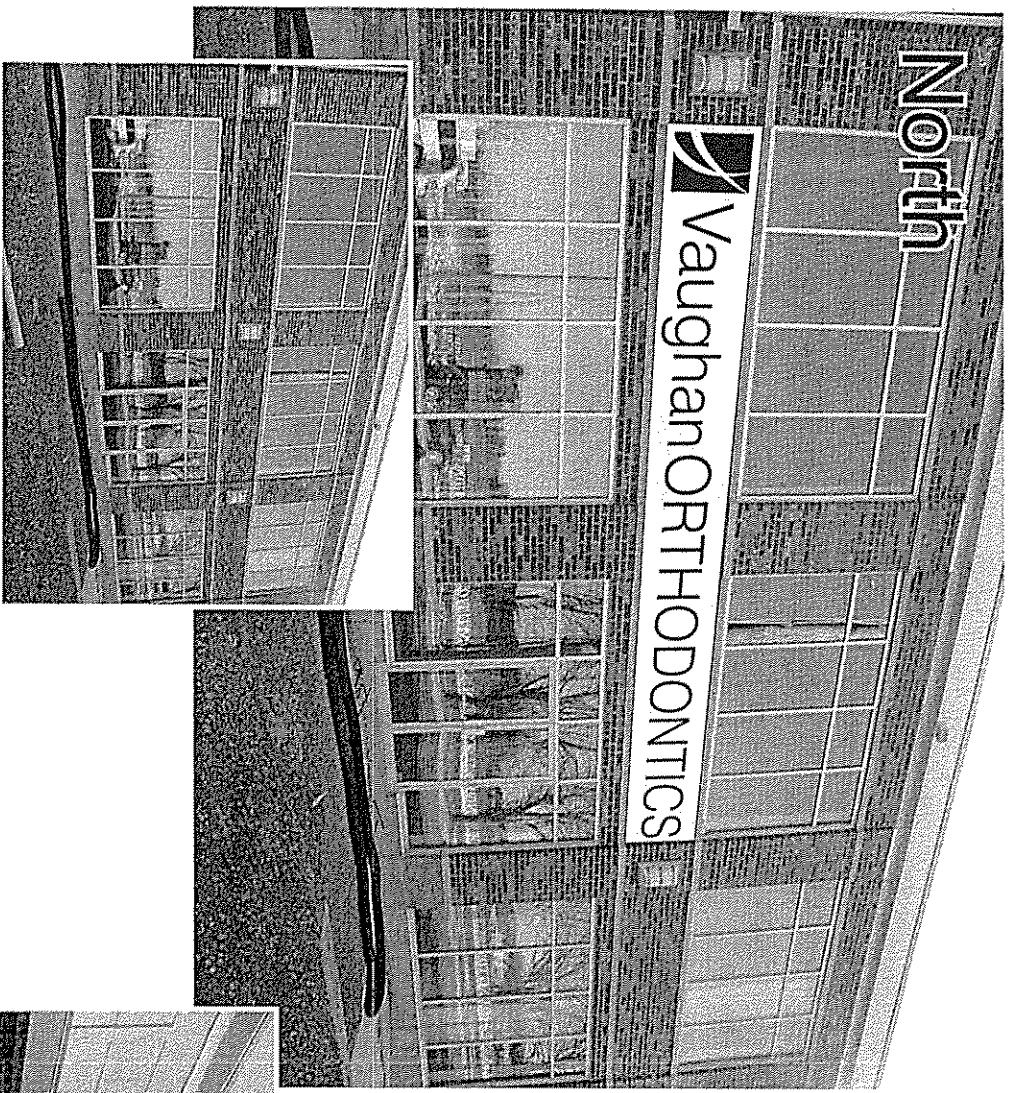
John Studdy
Chair, Sign Variance Committee

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SV.10-006



SIGNS ON ELEVATIONS

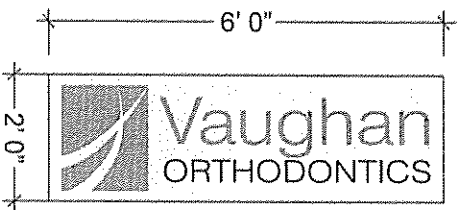


SV-10-006

PROPOSED BLADE + WALL SIGNS - 1611 RUTHERFORD RD., UNIT #5

Blade Sign

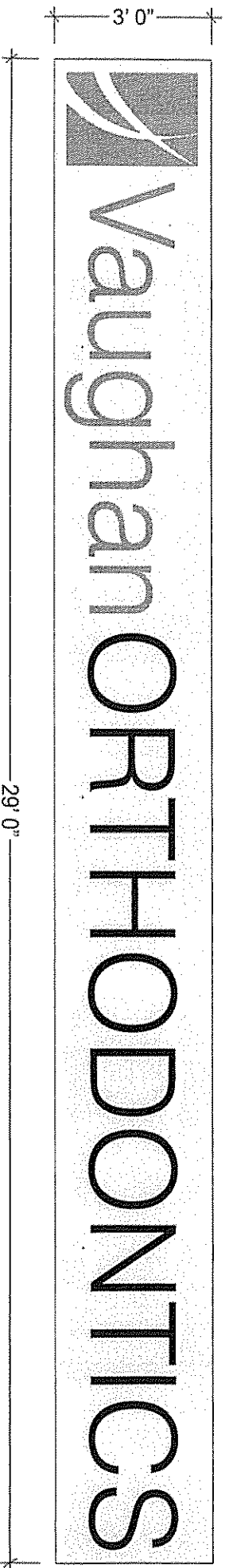
- double sided, backlit, perpendicular sign
- installed on second level, south elevation
- required for office identification from parking lot
- sign area on south elevation obstructed by overhang and adjacent building



Wall Sign

- single sided, backlit sign
- installed on first level, north elevation
- required for office identification from street
- sign area on north elevation separated by light fixture

Not To Scale



SY-10-006