

COMMITTEE OF THE WHOLE – AUGUST 31, 2010

SIGN VARIANCE APPLICATION

FILE NO: SV.10-019 & SV.10-030
OWNER: ESTATE OF ARLENE BADNER
LOCATION: 261 BOWES ROAD
LOT 19, REGISTERED PLAN 7925
WARD 4

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.10-019, Estate of Arlene Badner, be REFUSED.

and

That Sign Variance Application SV.10-030, Estate of Arlene Badner, be APPROVED.

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

The applicant has applied for two separate Sign Variance Applications at different times to allow for two additional 3.4 sqm. (36 sqft.) wall signs to be constructed on the front elevation of the building.

Background - Analysis and Options

Bylaw Requirements (203-92, as amended):

6.1 (a) Except as may otherwise be permitted in this by-law, the maximum number of signs that may be erected shall be:

One (1) wall sign per exterior wall per business premises.

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 two additional 3.4 sqm. (36 sqft.) wall signs on the front building elevation as shown on the attached drawings. The By-law permits only one wall sign per exterior wall per business premises.

SV.10.019 3.4 sqm. Applied June 21/10 - "GOODYEAR" Sign

SV.10.030 3.4 sqm. Applied July 21/10 - "TRUCKWISE TIRE CENTRE" sign

Members of the Sign Variance Committee do not support the application SV.10.019 (3.4 sqm. "GOODYEAR" Sign) as proposed. In the Committee's opinion the proposed sign advertises a product that is available rather the business premises itself.

Members of the Sign Variance Committee have no objections to SV.10.030 (3.4 sqm "TRUCKWISE TIRE CENTRE" sign.) as the proposed sign appears to advertise a business entity with the business premises located on the subject land.

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

Attachments

1. Site Plan
2. Proposed Location of Sign (north and west elevations)
3. Existing Sketch of Sign

Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/pa

PLAN SHOWING

PART OF LOT 19,
TOWNSHIP

REGISTERED
of VAUGHAN

PLAN 7925
COUNTY OF YORK

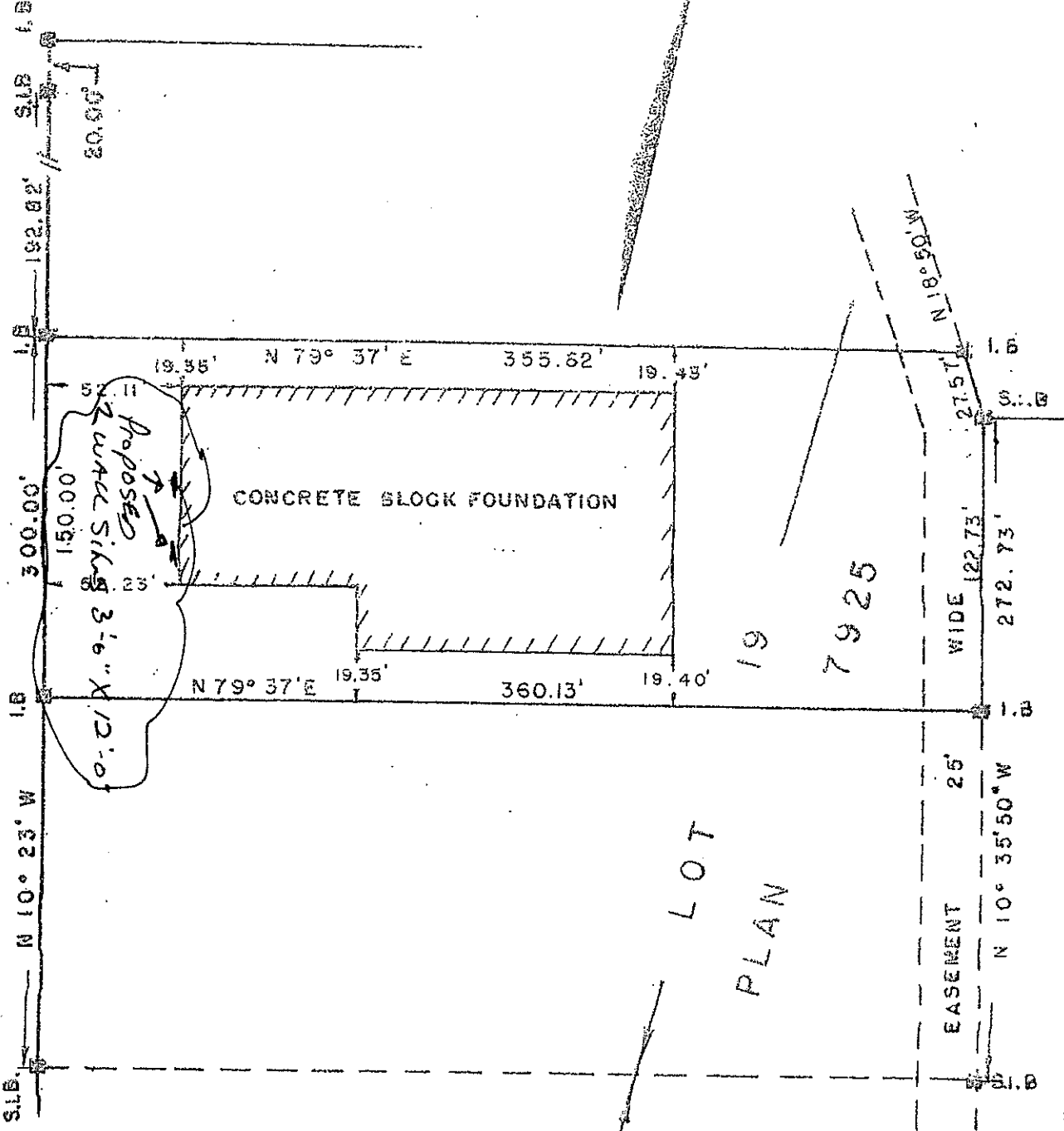
SCALE: 1" = 60'

SV-10-030

RIVERMEDE ROAD

BOWES ROAD

BOWES ROAD



LOT
PLAN

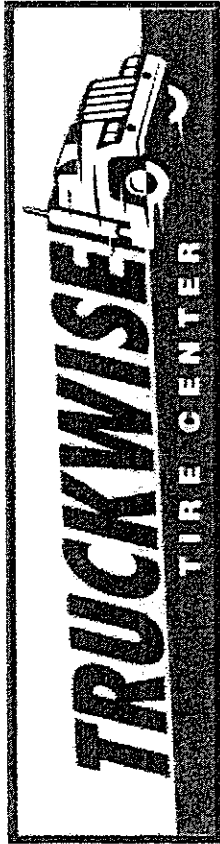
EASEMENT 25'
N 10° 35' 50" W

19
7925

CONCRETE BLOCK FOUNDATION

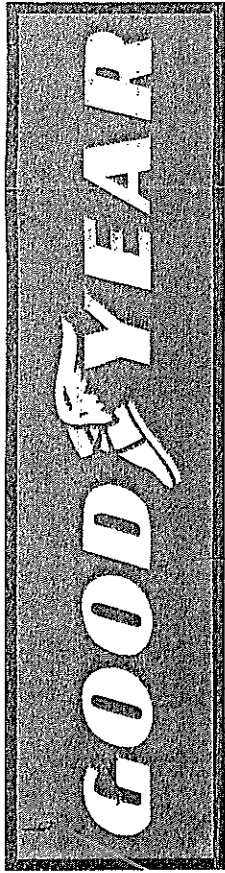
PROPOSED
WATER SILT TANK
3'-6" X 12'-0"

12'-0"
RETAINER



3'-0"
RETAINER

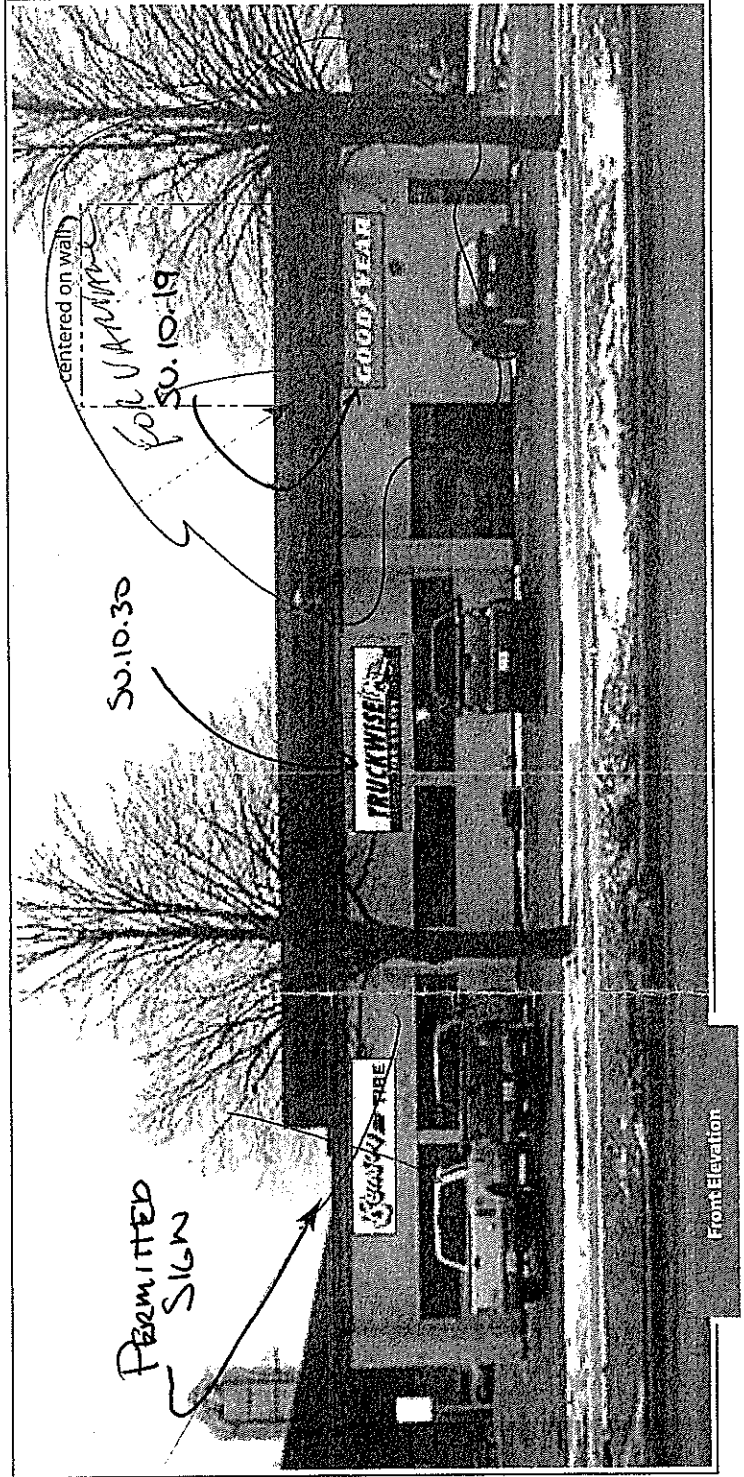
12'-0"



3'-0"

SU. 10. 19

SU. 10. 30



centered on wall

SU. 10. 30

PERMITTED
SIGN

SU. 10. 19

Front Elevation