

COMMITTEE OF THE WHOLE – AUGUST 31, 2010

SIGN VARIANCE APPLICATION

FILE NO: SV.10-021
OWNER: 1051727 ONTARIO LTD
LOCATION: 5289 HIGHWAY 7
PART OF LOTS 5 – 9, CONCESSION 8
REGISTERED PLAN 3762
WARD 2

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.10-021, 1051727 Ontario Ltd., be REFUSED.

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 a 8.9 sqm (96 sqft) 3rd Party Development Sign on the subject property advertising the sale of dwelling/lots located elsewhere within the City, as shown on the attached drawings.

Background - Analysis and Options

Sign By-law Requirements (203-92, as amended):

12.1 (1) (b) Such signs may advertise only the development on the lands in which the sign is located, and not the sale of lots elsewhere or the Realtor's, Developer's, or Landowners business in general.

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 sign.

Conclusion

The applicant is proposing to install a 8.9 sqm. (96 sqft) 3rd Party Development sign on the subject property as shown on the attached drawings. The sign is proposed to be located on the south side of Highway 7 east of Kipling whereas the housing development is located 1.6 km north on east side of Kipling Avenue.

The City's Sign By-Law does not permit this type of 3rd party advertising. Members of the Sign Variance Committee are of the opinion that other than the permitted builders "A"- Frame Signs, all other development signs should be located on the lands being developed.

Members of the Sign Variance Committee do not support the application.

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:

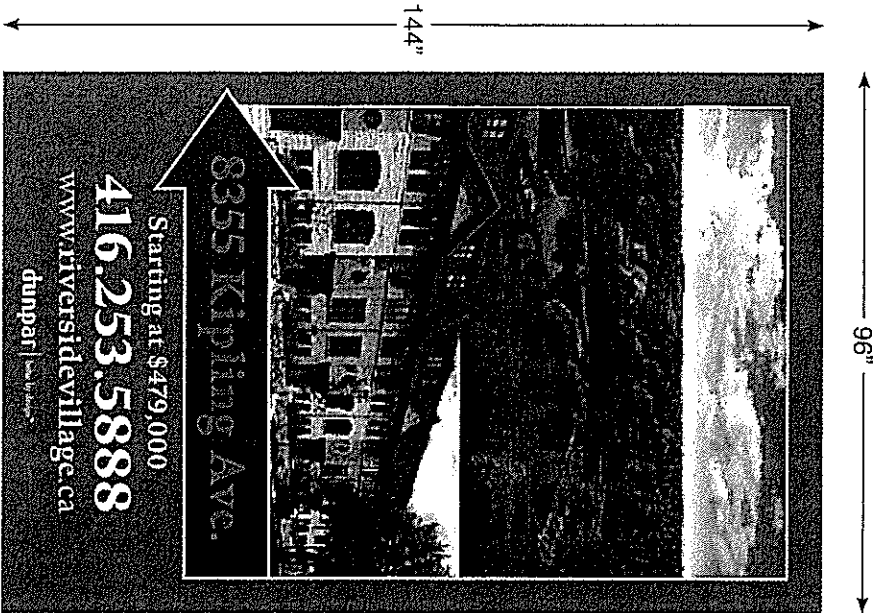
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

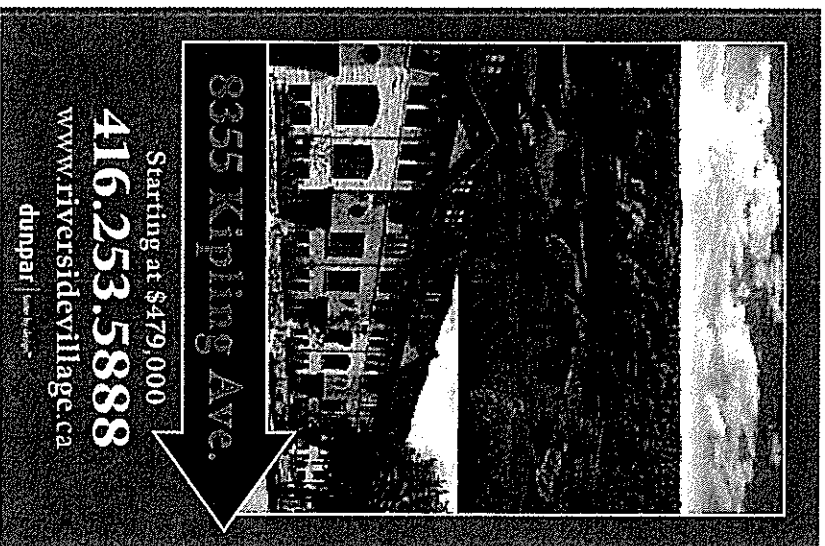
John Studdy
Chair, Sign Variance Committee

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Crezone A-Frame Sign
Quantity 2



Side A
Riverside_8x12'_A-frame(front).ai



Side B
Riverside_8x12'_A-frame(back).ai

Illustrator CS3 files built 1:4 scale and include 1/2" bleed.

(8.9 Sq.m)