COMMITTEE OF THE WHOLE - DECEMBER 7, 2010

SIGN VARIANCE APPLICATIONFILE NO:SV.10-034OWNER:F. & F. REALTY HOLDINGS INC.LOCATION:5694 HIGHWAY #7, LOT 6, CONCESSION 8
WARD 2

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.10-034, F. & F. Realty Holdings Inc., 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

Request to install an additional 7.85 sqm. wall sign on the building elevation as shown on the attached drawings

Background - Analysis and Options

Sign 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 an additional 7.85 sqm. wall sign on the building elevation as shown on the attached drawings. The proposed sign is not shown on the approved site plan agreement and therefore a sign variance is required.

Members of the Sign Variance Committee have reviewed the application and have no objections to the application as submitted. Committee members are of the opinion that the intent and purpose of the 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. Building Elevation
- 3. Sketch of Sign

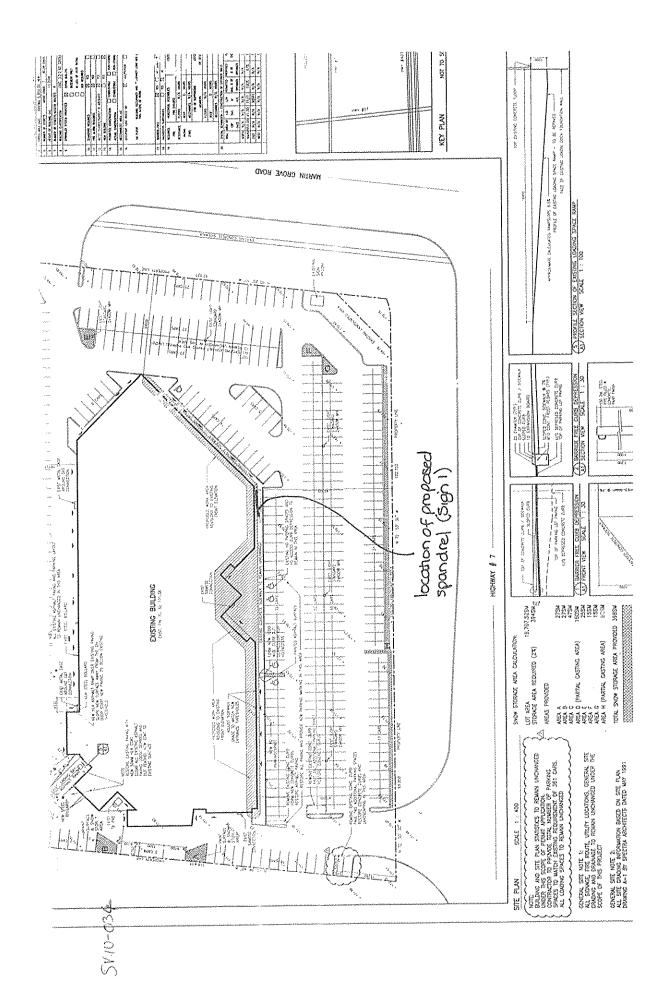
Report prepared by:

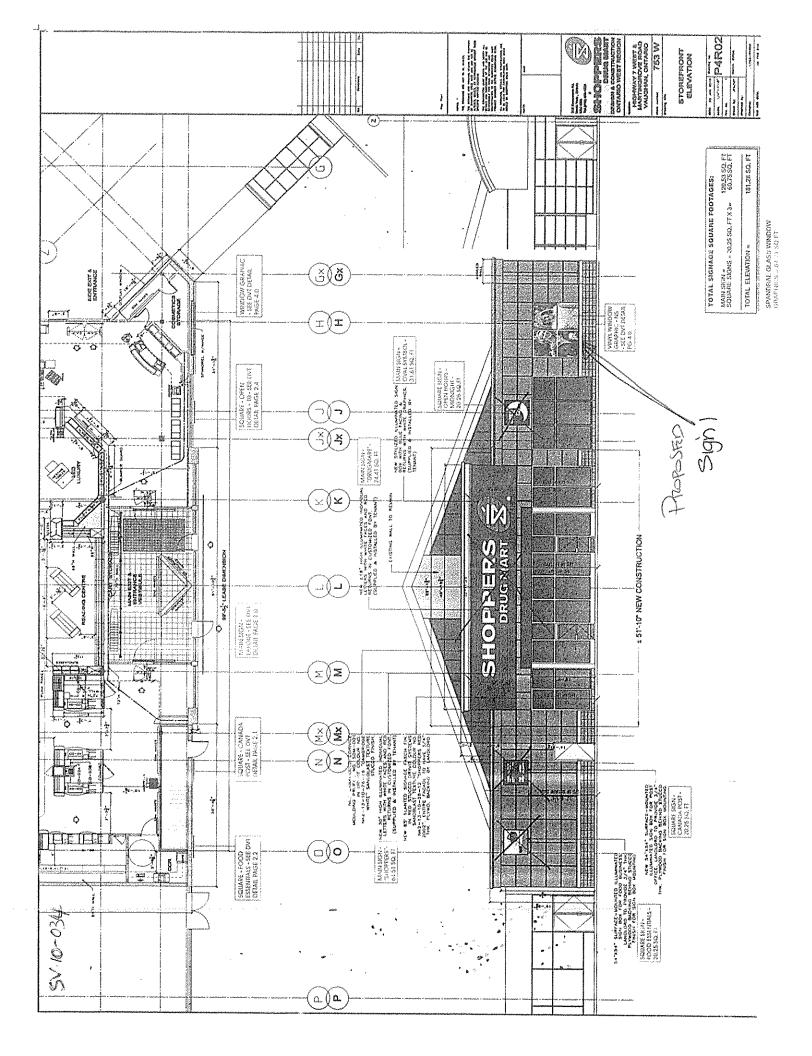
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy Chair, Sign Variance Committee

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	THE L.E.D. ADVANTAGE 5570 KENNEDY ROAD, MISSISSAUGA, ON, L42 209 TEL: 905 238 1777 FAX: 905 238 2666 www.dvgroup.com	REVISION DATE 4.1
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