

COMMITTEE OF THE WHOLE – DECEMBER 7, 2010

SIGN VARIANCE APPLICATION

FILE NO: SV.10-035
OWNER: FIELDGATE COMMERCIAL
LOCATION: 3737 MAJOR MACKENZIE DRIVE, BUILDING E
LOT 20, CONCESSION 5
WARD 3

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.10-035, Fieldgate Commercial, 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 3.6 sqm. wall sign on the building face of the subject property 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 3.6 sqm. wall sign on the building face 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. Sketch of Sign

Report prepared by:

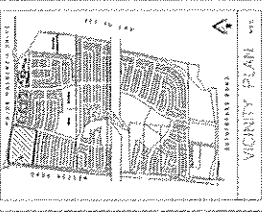
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/pa

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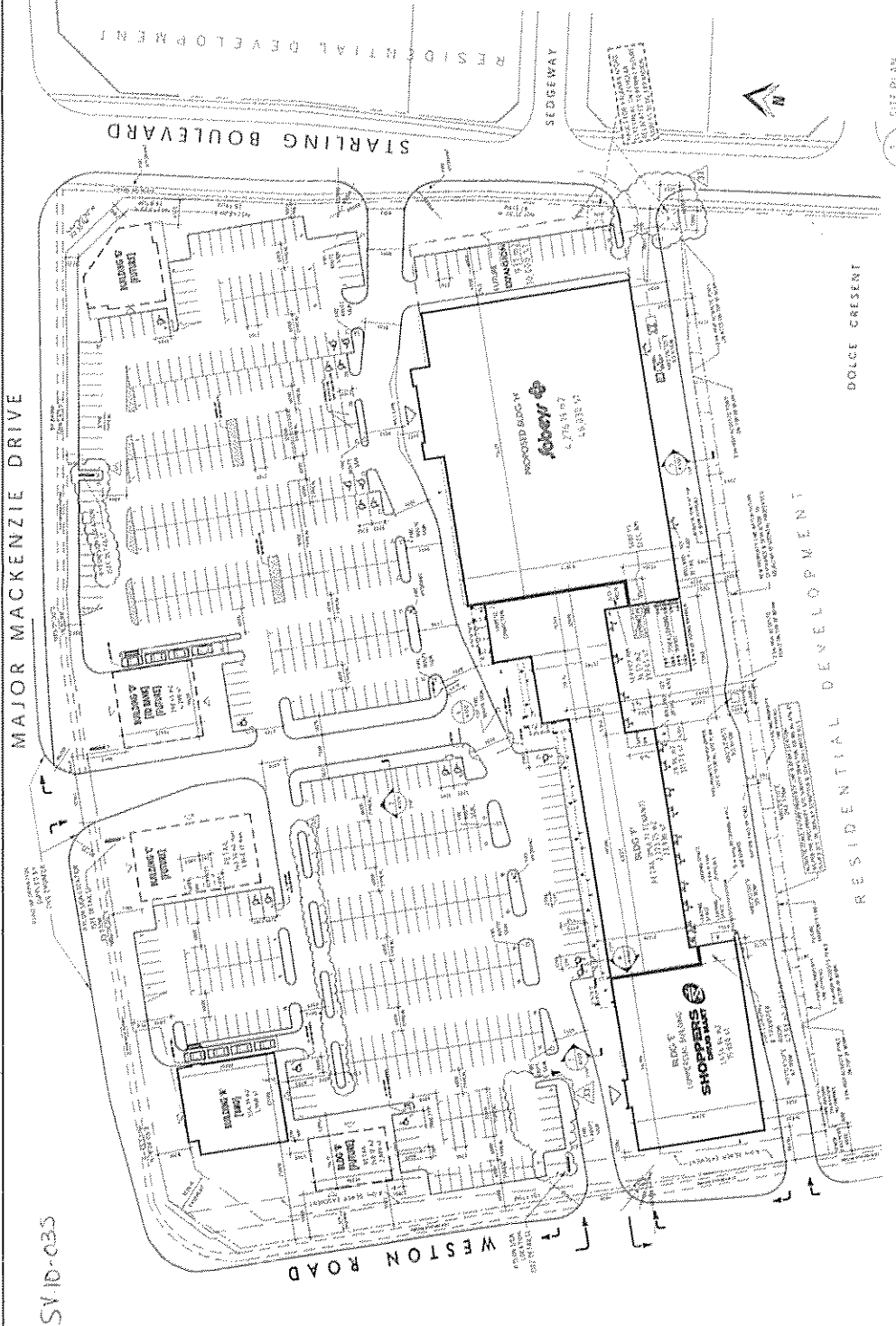


PROJECT ARCHITECT

 SMW ARCHITECTS INC.
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 VANCOUVER, BC V6E 3A5
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VELORE VILLAGE
 Approved Commercial Site
 Velore Road & Major Mackenzie Drive
 Vaughan
 Ontario

SITE PLAN
 Project No. 1552
 Date: 28 FEB 2008
 Scale: 1:500
 Drawing No. A101
 Revision No. 33



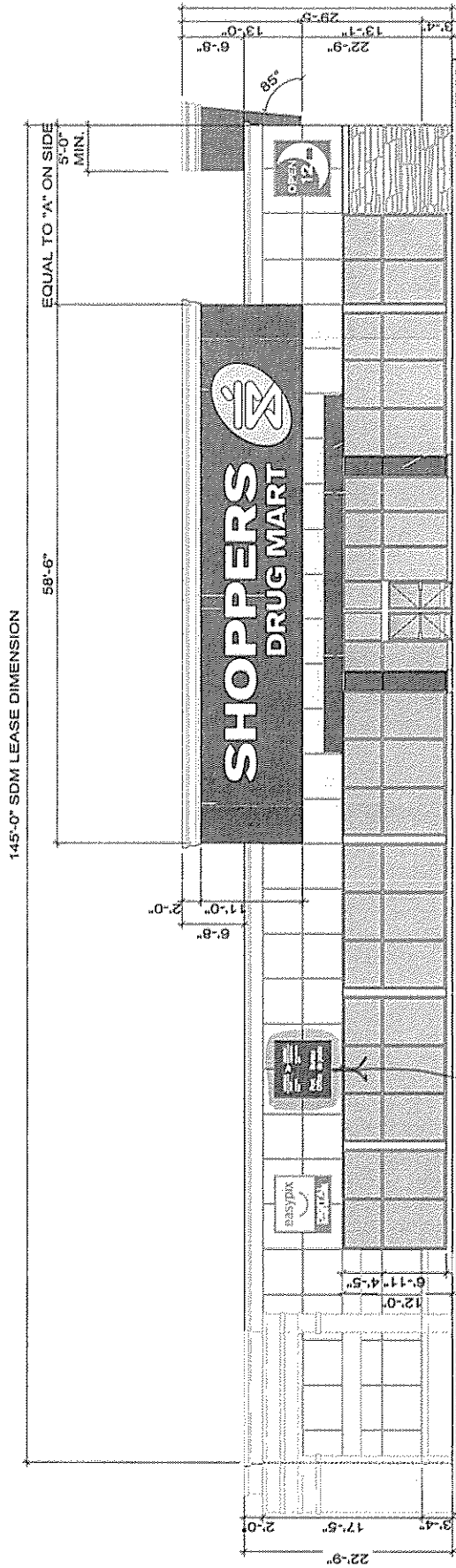
NOTES:
 1. EXISTING UTILITY LOCATIONS SHOWN AS PER THE UTILITY RECORDS.
 2. THE PROPOSED DEVELOPMENT IS TO BE CONSTRUCTED IN ACCORDANCE WITH THE APPROVED COMMERCIAL SITE PLAN.
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SV 10-035

ITEM	DESCRIPTION	PROPOSED	REQUIREMENTS	STATUS
1	PROPOSED	100,000 SQ FT	100,000 SQ FT	PROPOSED
2	EXISTING	50,000 SQ FT	50,000 SQ FT	EXISTING
3	TOTAL	150,000 SQ FT	150,000 SQ FT	PROPOSED

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Proposed
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