

COMMITTEE OF THE WHOLE - DECEMBER 7, 2010

SIGN VARIANCE APPLICATION

FILE NO: SV.10-038
OWNER: RIOCAN
LOCATION: 7601 WESTON ROAD, UNIT 113B
LOT 5, CONCESSION 5
WARD 3

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.10-038, RioCan, be APPROVED, subject to the size of sign being restricted to a maximum of 9.1 sq.m., and that the previous sign that was approved under Sign Variance Application SV.10-003 not be constructed.

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 9.1 sqm. wall sign on the building face of the subject property as shown on the attached drawings.

Background - Analysis and Option

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 a 9.1 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.

The subject unit has been sub-divided from the abutting commercial unit occupied by "Dollaramma". At the time of their occupancy, approval was given by the City under File SV.10-003 for a Sign Variance to allow for the installation of a "Dollaramma" wall sign along the south elevation of the building. This proposed sign was never installed.

The tenant for the newly created unit (Wind Mobile) now proposes to erect a wall sign in the same area as the previously approved sign variance.

Members of the Sign Variance Committee have reviewed the application and have no objections to the application subject to the sign area of the proposed sign not exceed 9.1 sqm. and that the previously approved wall under File SV10-003 not being installed.

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:

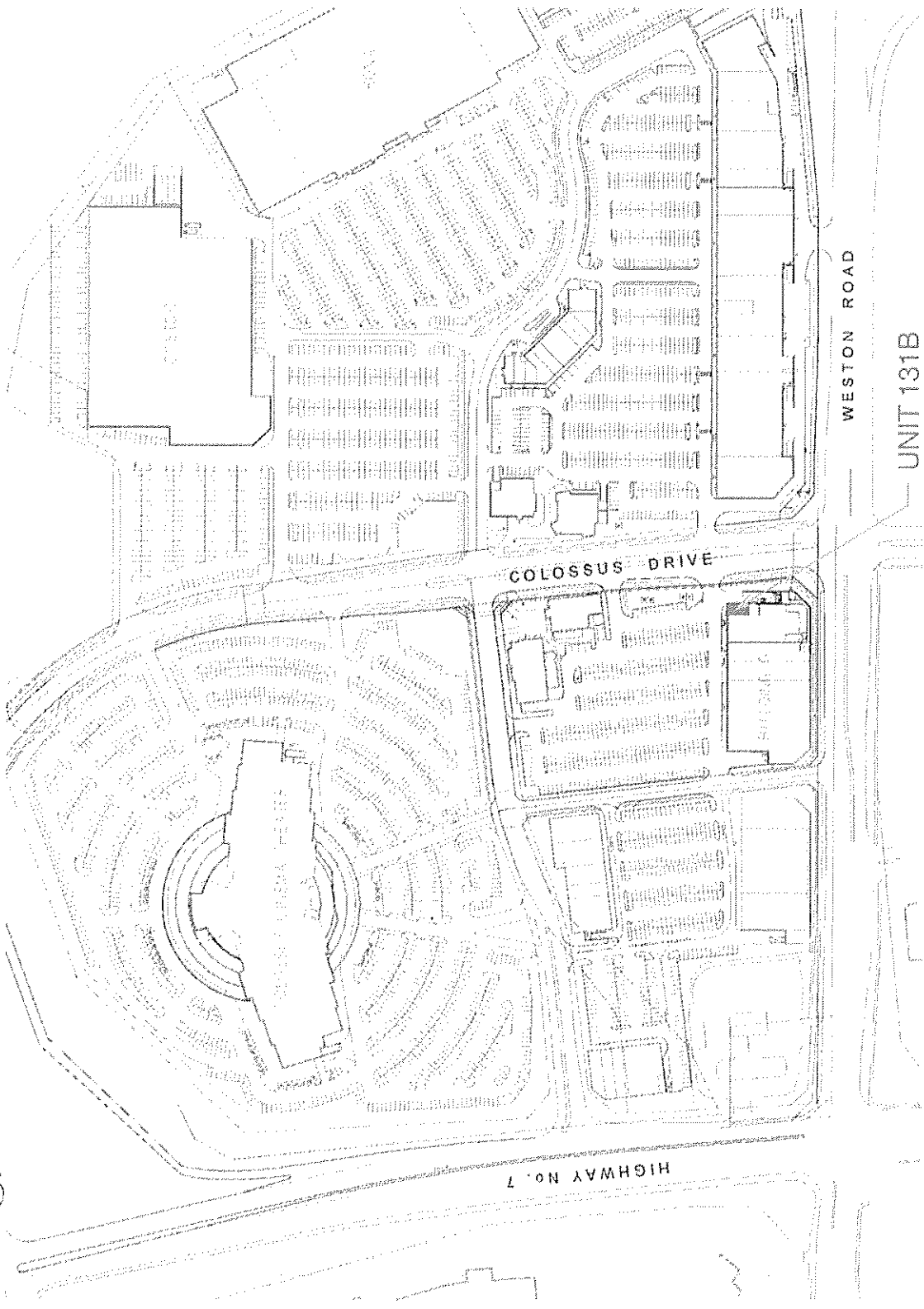
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

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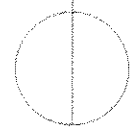
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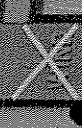


EXTENT OF RENOVATION
RENOVATED GFA=974 SQ. FT.

KEYFPLAN

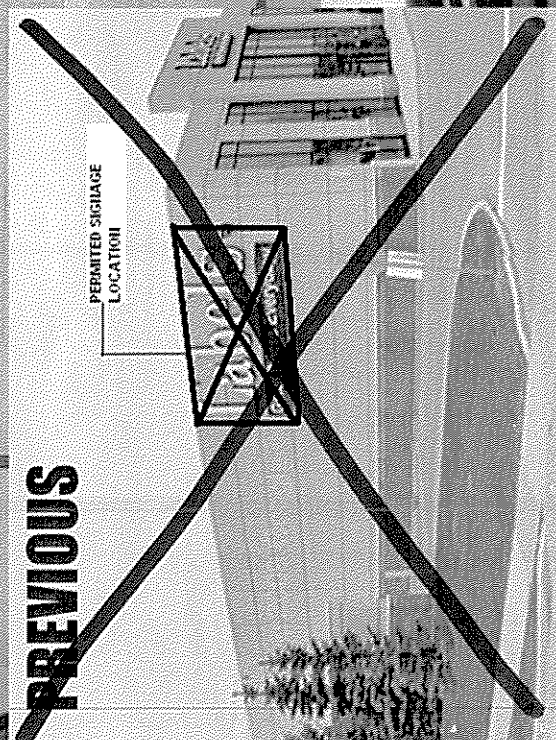
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WIND

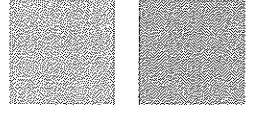
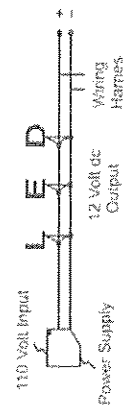
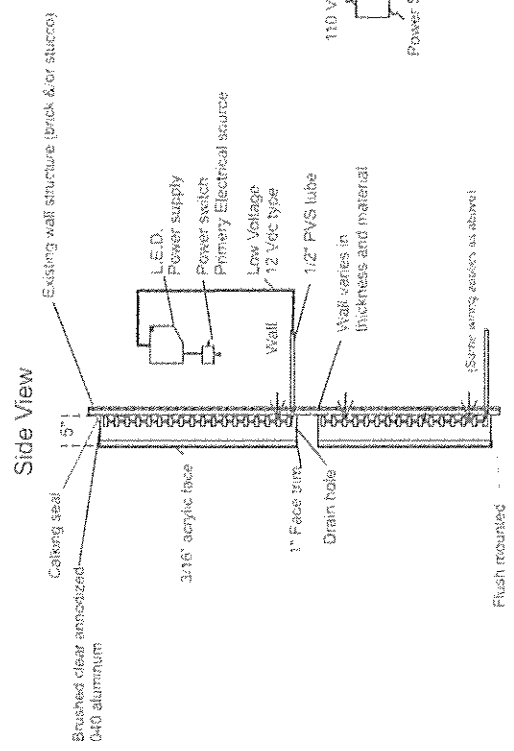
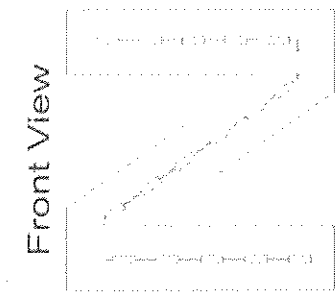
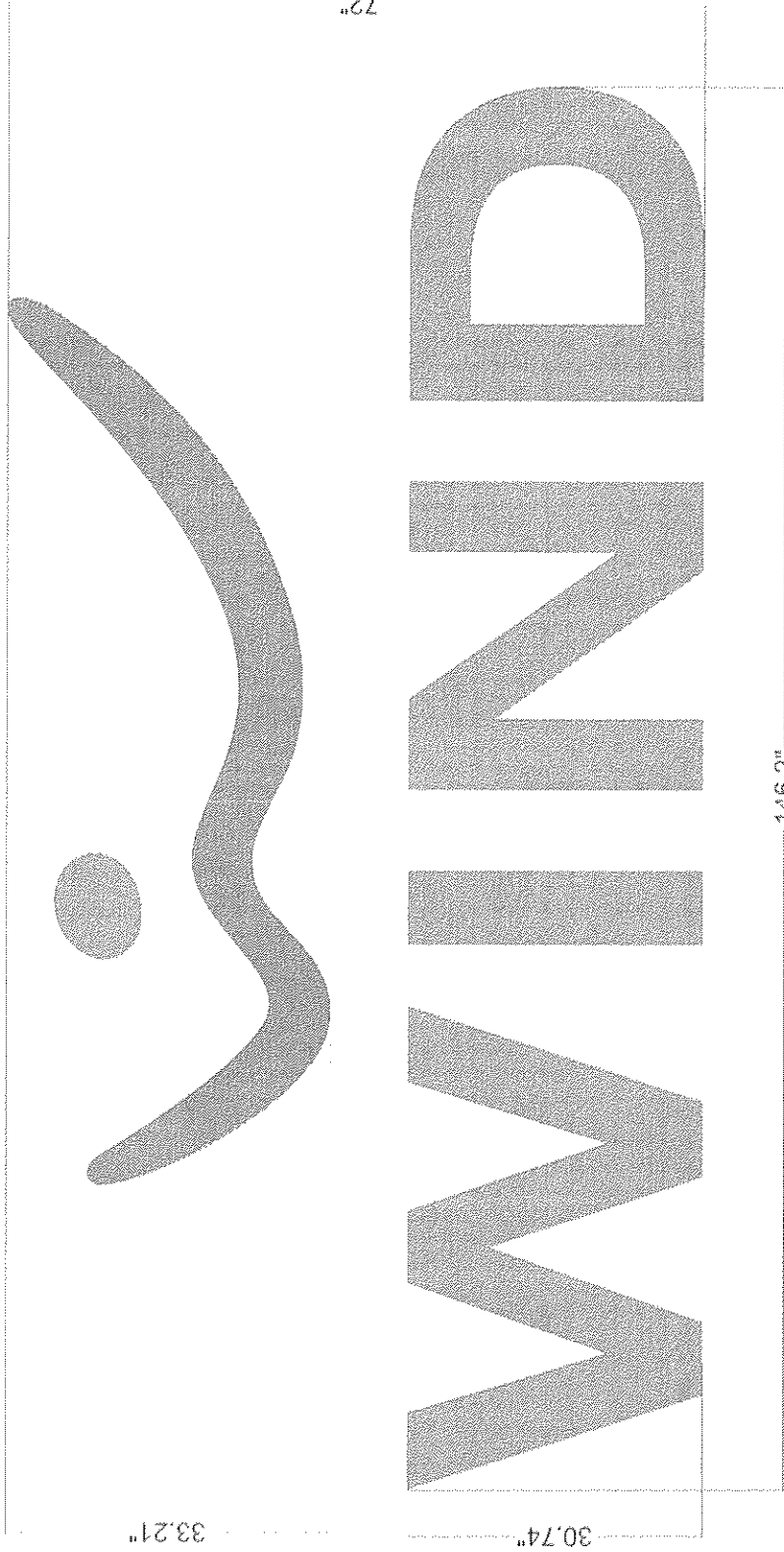
SOUTH WALL



PERMITTED SIGIAGE
LOCATION

PREVIOUS

03/08/2010



PMS 7413

PMS 5415

146.2"

72.9" 6.75m

12.1m

72"

6' 1/2" 1.8m

33.21"

30.74"