

**SIGN VARIANCE APPLICATION**

**FILE NO:            SV.11-018**  
**OWNER:            MAJORWEST COMMERCIAL 11 INC.**  
**LOCATION:          3737 MAJOR MACKENZIE DRIVE,**  
**LOT 20, CONCESSION NO. 5**  
**WARD 3**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-018, Majorwest Commercial 11 Inc., be APPROVED subject to the existing banner sign being removed.

**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 relocate a 2.9 sqm. wall sign on the north building elevation, as shown on the attached drawings.

**Background - Analysis and Options**

Sign Bylaw Requirements (By-Law 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/relocate a 2.9 sqm. wall sign from the left side of the north building elevation to the right side as shown on the attached drawings.

Members of the Sign Variance Committee have reviewed the application and have no objection to the application as submitted. Members noted that the subject sign was originally proposed and approved on the left side of the building elevation.

Members of the Sign Variance Committee are of the opinion that the intent and purpose of the 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

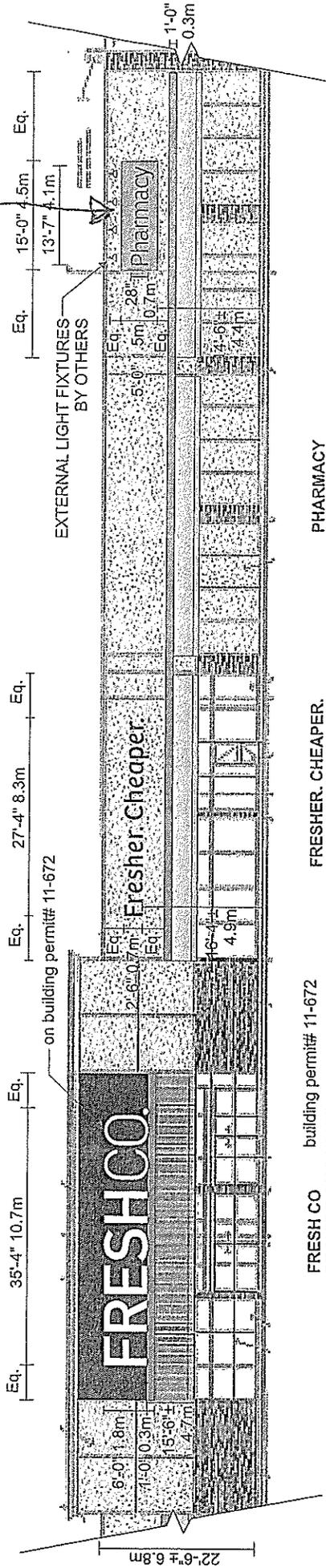
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EXTERIOR NORTH ELEVATION

SUBJECT SIGN

246'-4" 75.0m



**FRESH CO** building permit# 11-672  
 PROVIDE ONE (1) NEW SET  
 OF NON-ILLUMINATED LETTERS

ALUMINUM FACES, PAINTED WHITE  
 5" DEEP ALUMINUM MILL FINISH COIL RETURNS,  
 PAINTED WHITE  
 SECURED TO EXISTING WALL  
 USING ANGLE MOUNTING BRACKETS

Design Loads:

Wind load:  
 $q$  110 = 0.39 KPa (8.15 psf),  $q$  150 = 0.53 KPa (11.07 psf)  
 Importance category: normal  
 Importance factors:  $iw$  [ULS] = 1.0,  $iw$  [SLS] = 0.75  
 Factored wind pressure [ULS] = 1.74 KPa (36.26 psf)  
 Factored wind pressure [SLS] = 0.93 KPa (19.42 psf)  
 Snow loads:  
 $S_s$  = 1.1 KPa (22.80 psf),  $S_e$  = 0.4 KPa (8.36 psf)  
 Importance category: Normal  
 Importance factors:  $i_s$  [ULS] = 1.0,  $i_s$  [SLS] = 0.9  
 Factored snow load [ULS] = 1.28 KPa (26.74 psf)  
 Factored snow load [SLS] = 1.15 KPa (24.026 psf)

**FRESHER CHEAPER**  
 PROVIDE ONE (1) NEW SET  
 OF NON-ILLUMINATED LETTERS

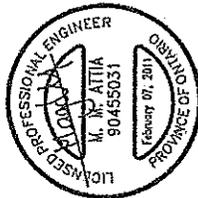
CUT OUT 1/2" THICK BLACK PVC COPY  
 PIN-MOUNTED TO EXISTING WALL  
 DRILL HOLES  
 FILL WITH SILICONE  
 PUSH PINS INTO SILICONE

SIGN AREA USED:  
 FRESH CO: 211.99 sf  
 FRESHER CHEAPER: 68.26 sf  
 PHARMACY: 75 sf  
 TOTAL: 355.25 sf. (33 sm.)

WEIGHTS:  
 FRESH CO: 234 lbs.  
 FRESHER CHEAPER: 21 lbs.  
 PHARMACY: 42 lbs.

**PHARMACY**  
 PROVIDE ONE (1) NEW SET OF  
 NON-ILLUMINATED REVERSE CHANNEL LETTERS  
 ON ALUMINUM BACKGROUND PANEL

.125 MILL ALUMINUM FACES, PAINTED BLACK  
 3" DEEP .081 ALUMINUM RETURNS, PAINTED BLACK  
 SECURE LETTERS TO ALUMINUM BACKGROUND PANEL,  
 PAINTED TO MATCH AVERY GREEN UC 900-734-T VINYL  
 SECURED TO WALL WITH ANGLE MOUNTING BRACKETS



**ZCAN ENGINEERING INC.**  
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