

**COMMITTEE OF THE WHOLE - MARCH 22, 2011**

**SIGN VARIANCE APPLICATION**

**FILE NO: SV.11-007**  
**OWNER: RIOCAN REAL ESTATE INVESTMENT TRUST**  
**LOCATION: 7601 WESTON ROAD, UNIT 129**  
**LOT 5, CONCESSION 5**  
**WARD 3**

**Recommendation**

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-007, Riocan Real Estate Investment Trust., 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 a 6.1 sqm. wall sign on the south 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 a 6.1 sqm. wall sign on the south building elevation as shown on the attached drawings. The proposed new sign is associated with a new tenancy that now occupies the subject unit. The proposed sign was 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. The proposed sign is well within the maximum sign area permitted by the by-law and Committee members 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

/pa



HIGHWAY 400

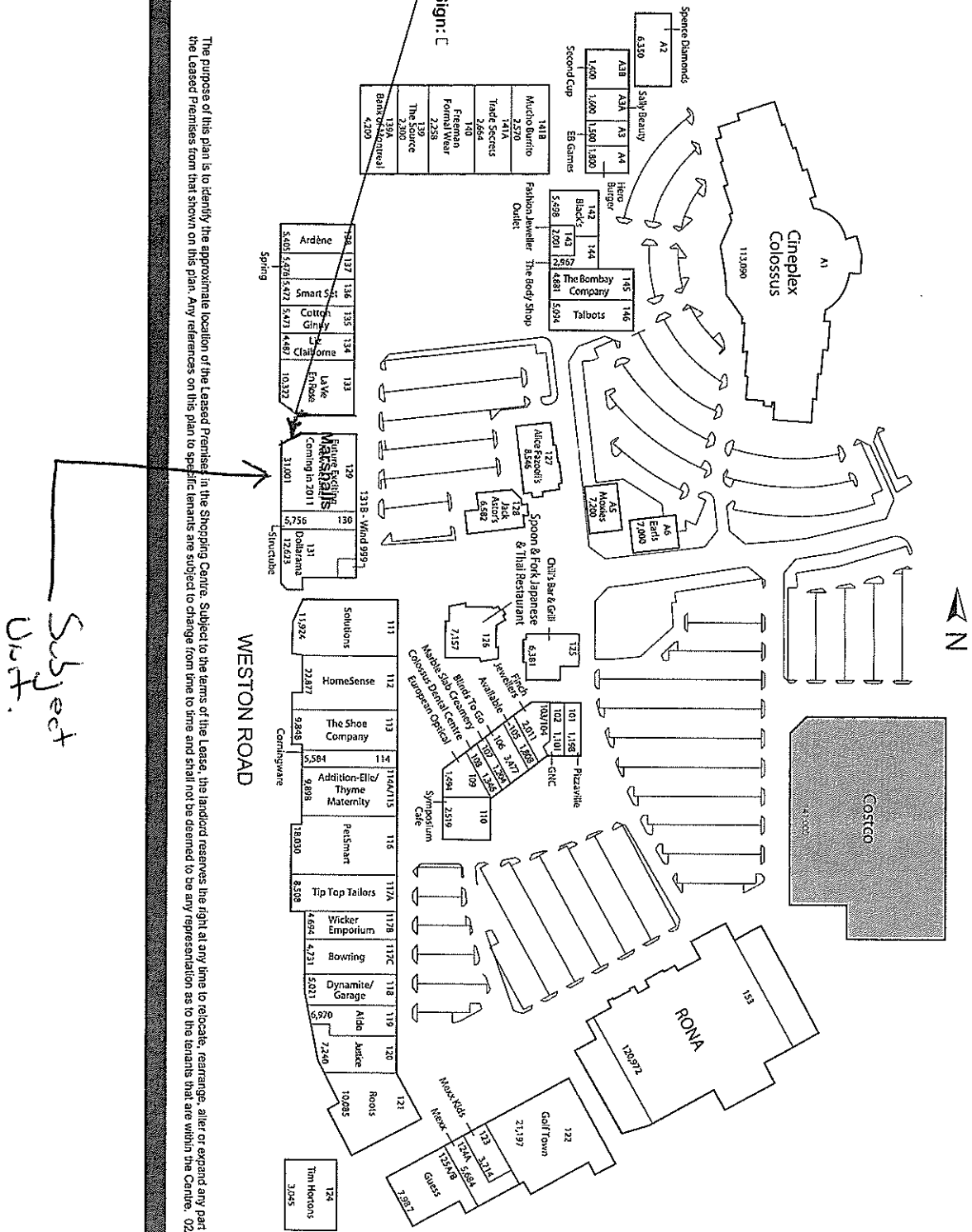
7501, 7575, 7601 & 7621 Weston Road  
10, 20, 11, 21, 31 & 55 Colossus Drive, 16 & 30 Famous Avenue,  
Vaughan, Ontario

HIGHWAY 407

SV-11-007

HIGHWAY 7

Side Elevation Sign: C  
6,015m<sup>2</sup>



The purpose of this plan is to identify the approximate location of the Leased Premises in the Shopping Centre. Subject to the terms of the Lease, the landlord reserves the right at any time to relocate, rearrange, alter or expand any part of the Leased Premises from that shown on this plan. Any references on this plan to time and shall not be deemed to be any representation as to the tenants that are within the Centre. 02/09

Subject Unit.