

COMMITTEE OF THE WHOLE – APRIL 12, 2011

SIGN VARIANCE APPLICATION

FILE NO: SV.11-012
OWNER: 1750582 ONTARIO INC.
LOCATION: 9411 JANE STREET
LOT 17, CONCESSION 4
WARD 1

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-012, 1750582 Ontario Inc., be APPROVED, subject to the following conditions:

- i) that the proposed signage on the west elevation be approved, subject to the removal of the “YOUR COMMUNITY REALTY” on the west wall facing Jane Street; and
- ii) that the proposed north elevation signage be approved, subject to the removal of the telephone number and website address and the area of the proposed sign be limited to a maximum of 20 sqm..

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 one 25.2 sqm. awning sign on the north building elevation and two additional wall signs (Total Sign Area 5.7 sqm.) on the west building elevation facing Jane Street, 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 25.2 sqm. awning sign on the north building elevation and two additional wall signs (Total Sign Area 5.7 sqm.) on the west building elevation facing Jane Street, as shown on the attached drawings. These signs were 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 are concerned with the amount of signage being proposed by the applicant. Members of the Committee are recommending that both the number of signs and total area of the signage be reduced.

Accordingly, Committee recommends:

- i) that the proposed signage on the west elevation be approved, subject to the removal of the "YOUR COMMUNITY REALTY" on the west wall facing Jane Street; and
- ii) that the proposed north elevation signage be approved, subject to the removal of the telephone number and website address and the area of the proposed sign be limited to a maximum of 20 sqm..

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 Signs (2)

Report prepared by:

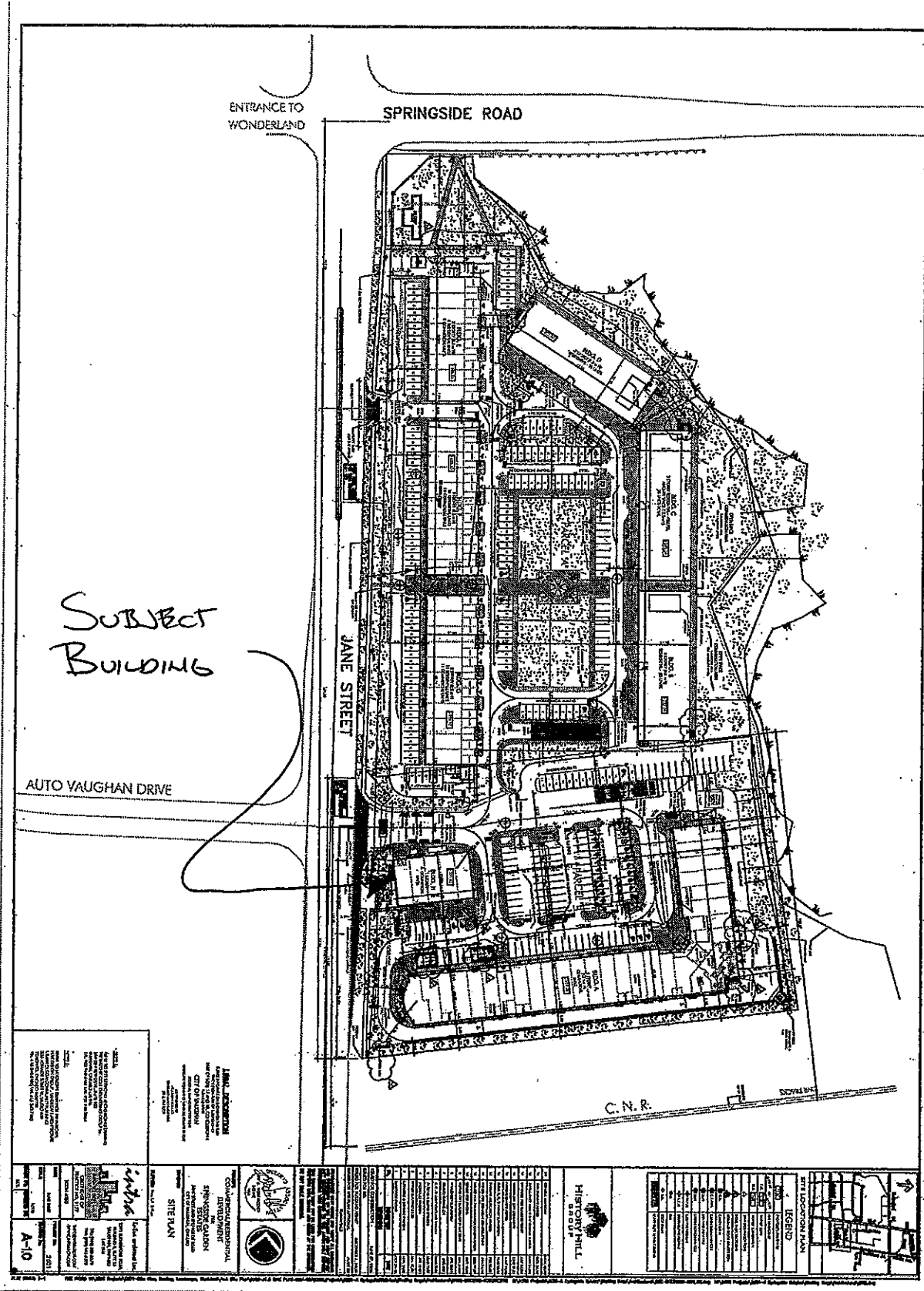
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/pa

SV.11-012



NOTES:
1. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE NOTED.
2. ALL FINISHES ARE TO BE AS SHOWN ON THE FINISH SCHEDULE.
3. ALL MATERIALS AND WORKMANSHIP SHALL BE AS SPECIFIED IN THE SPECIFICATIONS.
4. ALL UTILITIES SHALL BE AS SHOWN ON THE UTILITIES PLAN.
5. ALL CONCRETE SHALL BE AS SPECIFIED IN THE SPECIFICATIONS.
6. ALL ROADS SHALL BE AS SHOWN ON THE ROAD PLAN.
7. ALL LANDSCAPING SHALL BE AS SHOWN ON THE LANDSCAPING PLAN.
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GENERAL NOTES:
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NO.	DATE	REVISION
1	11/11/01	ISSUED FOR PERMITTING
2	11/11/01	ISSUED FOR CONSTRUCTION
3	11/11/01	ISSUED FOR AS-BUILT

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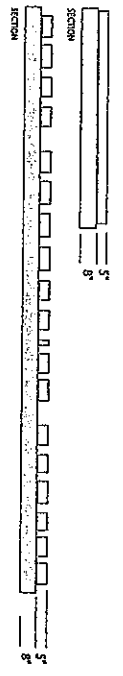
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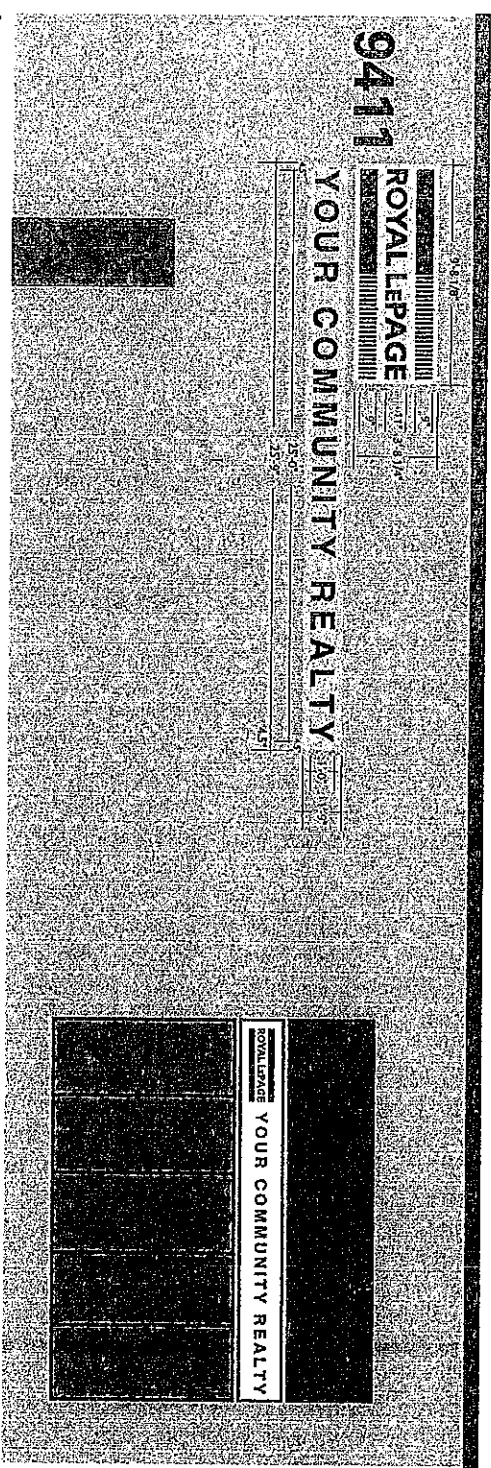
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5'-6"
13'-0"

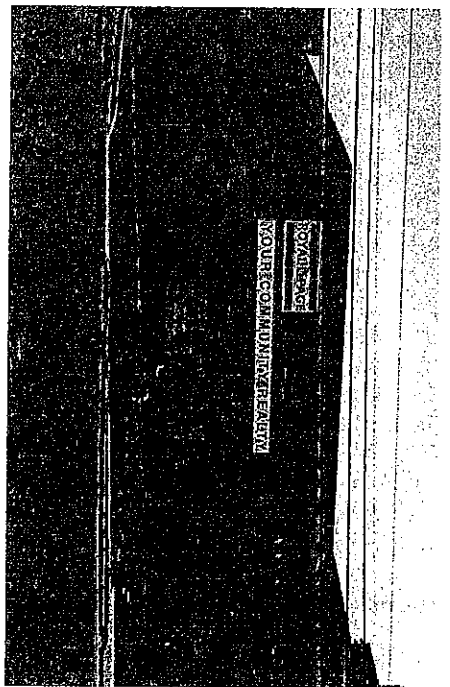
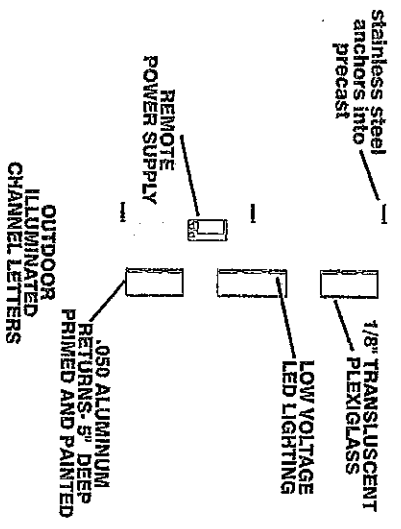


46"
24"
20'-3"
10'-4"

side elevation

2011-11-25

Cross-section



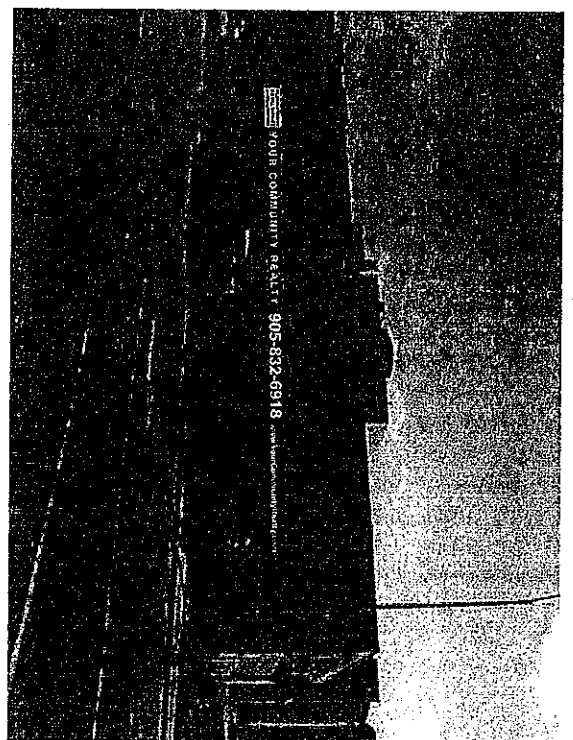
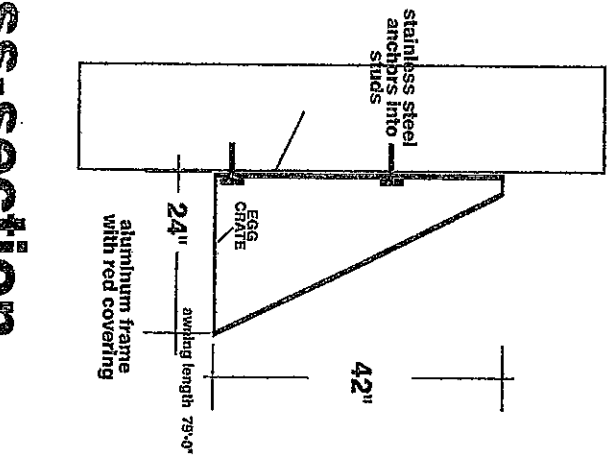
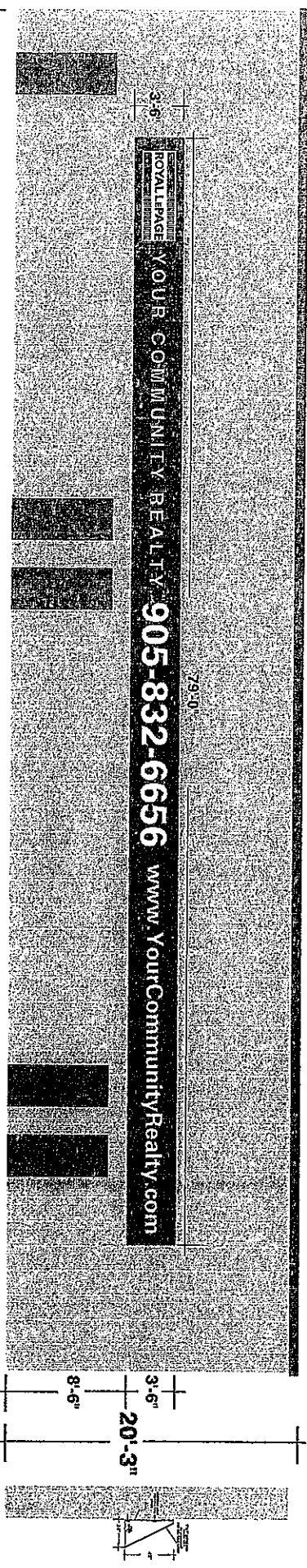
WEST
ELEVATION

CUSTOMER: ROYAL LEPAGE	DESCRIPTION: PROPOSAL	CUSTOMER APPROVAL:
PROJECT NO:	SCALE:	
DATE: JAN. 25, 2011	DRAWN BY: A. E.	
LOCATION: 9411 JANE ST.	REVISED:	
	REVISED:	
		SIGNATURE
		DATE

SIGN SOURCE SOLUTIONS LTD.
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416.567.0583 avi@signsourcesolution.com

422 N. Rivermede Road, Unit #5, Vaughan Ont. L4K 4H1



HORTH
FLORISTON

210-11-012

Cross-section

CUSTOMER: ROYAL LEPAGE	DESCRIPTION: PROPOSAL	CUSTOMER APPROVAL:
PROJECT NO: SCALE:	REVISED:	<input checked="" type="checkbox"/> SIGNATURE
DATE: JAN. 25, 2011	DRAWN BY: A.E.	DATE
LOCATION: 9411 JANE ST.	REVISED:	

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