

SIGN VARIANCE APPLICATION
FILE NO: SV.11-023
OWNER: CICCHINO HOLDING LTD.
LOCATION: 3812 MAJOR MACKENZIE DRIVE
LOT 21, CONCESSION 6
WARD 3

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-023, Cicchino Holdings Ltd., be REFUSED.

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 three third party development signs having a total of 25.3 sqm in area on the subject property as shown on the attached drawings.

Background - Analysis and Options

Sign Bylaw Requirements (By-Law 203-92, as amended):

12.1 (1) (a) Such subdivision development signs must be located on lands within the plan of subdivision. For all other developments, the signs must be located on the subject lands.

12.1 (1) (b) Such signs may advertise only the development on the lands in which the sign is located, and not the sale of lots elsewhere or the Realtor's, Developer's, or Landowners business in general.

12.1 (1) (c) Each builder is permitted a maximum of two (2) signs, with a combined sign face area not to exceed 20.0 sq m.

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 required for the proposed signs.

Conclusion

The applicant is proposing to install three development signs on the north-west corner of Weston Road and Major Mackenzie Drive west side of Jane Street just south of Kirby Road. The sign proposes to advertize a development located within the Township of King. The City's Sign By-Law requires all development signage to be located on the lands being developed.

Similar to other applications in the past the Sign Variance Committee continues not to support those sign variance applications proposing off site or 3rd party development signage. In Committee's opinion all development signs other than the permitted "A"-Frame signage should be restricted to the lands being developed and not spread out throughout the City.

Members of the Sign Variance Committee do not support the application and are recommending that it be refused.

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:

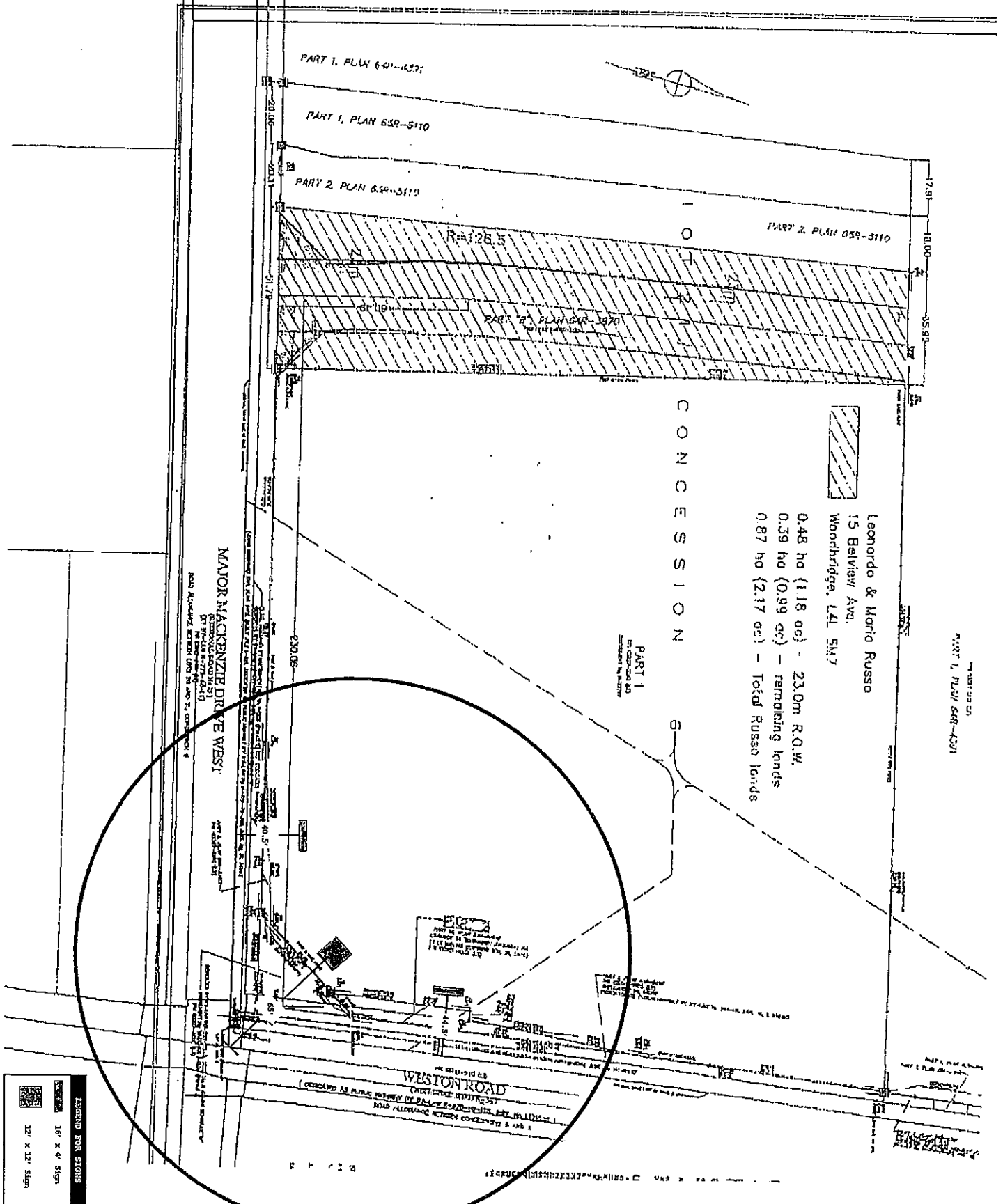
John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/as

SU-11-023



Leonardo & Mario Russo
 15 Belview Ave.
 Woodbridge, L4L 5M7
 0.48 ha (1.18 ac) - 23.0m R.O.W.
 0.39 ha (0.99 ac) - remaining lands
 0.87 ha (2.17 ac) - Total Russo lands

C O N C E S S I O N

PART 1
 CONCESSION AND
 SUBDIVISION IN PART 1

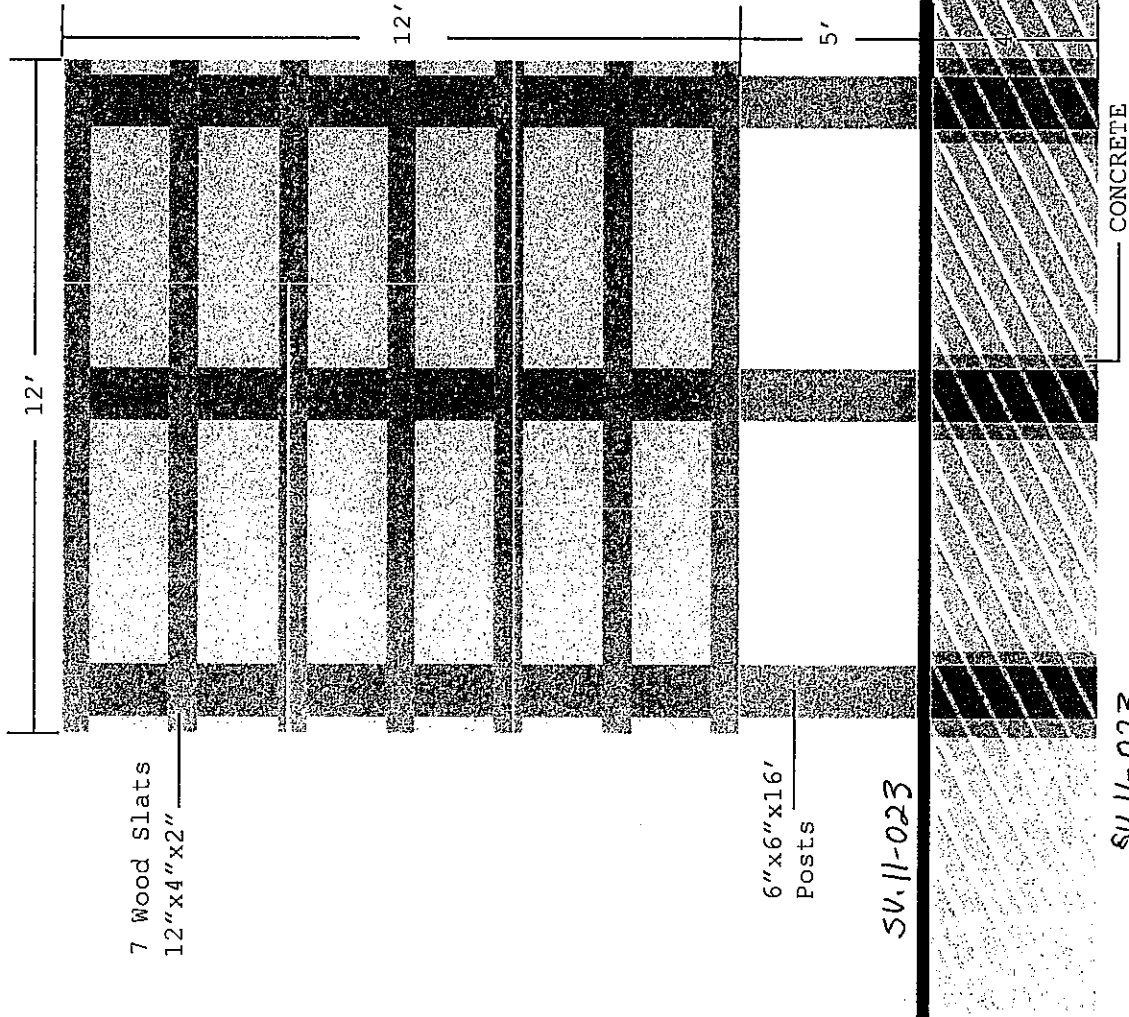
MAJOR MACKENZIE DRIVE WEST

WESTON ROAD

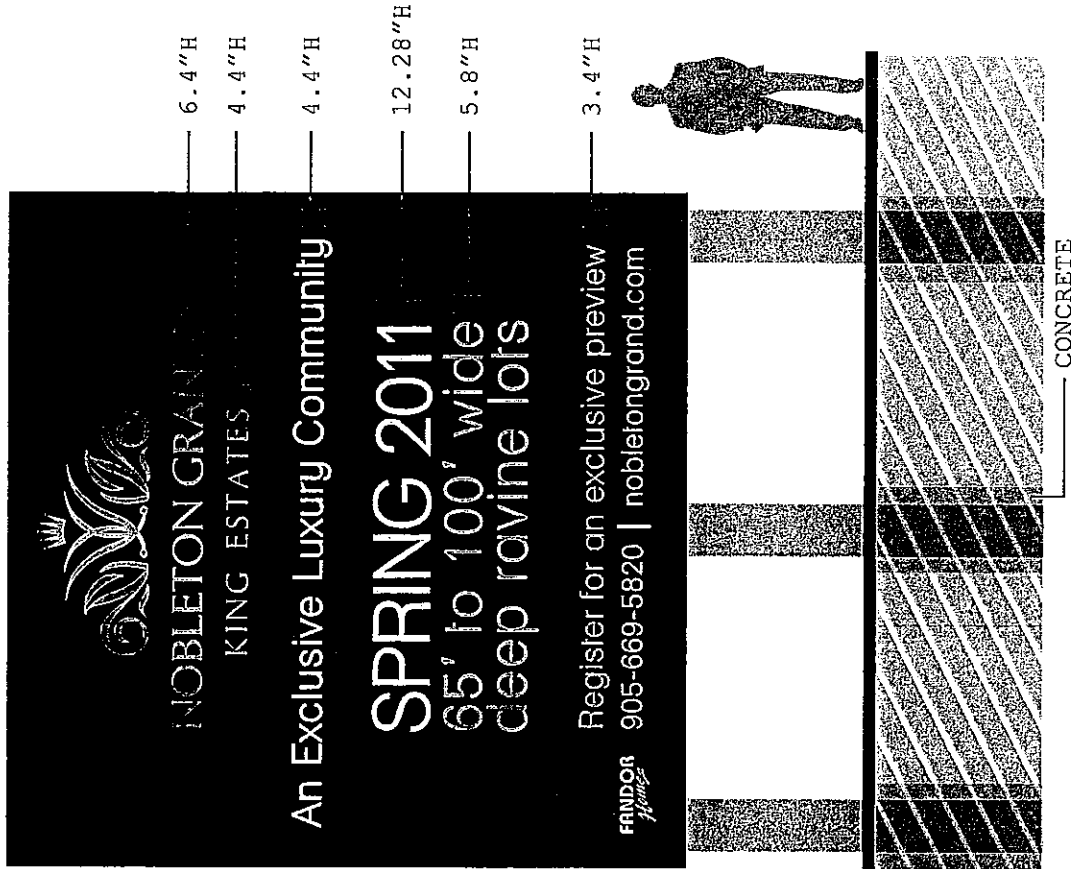
STANDARD FOR SIGNS
 16' x 4' SIGN
 12' x 12' SIGN

2 - SIDED SIGN

TECHNICAL DRAWING



SIGNAGE LAYOUT

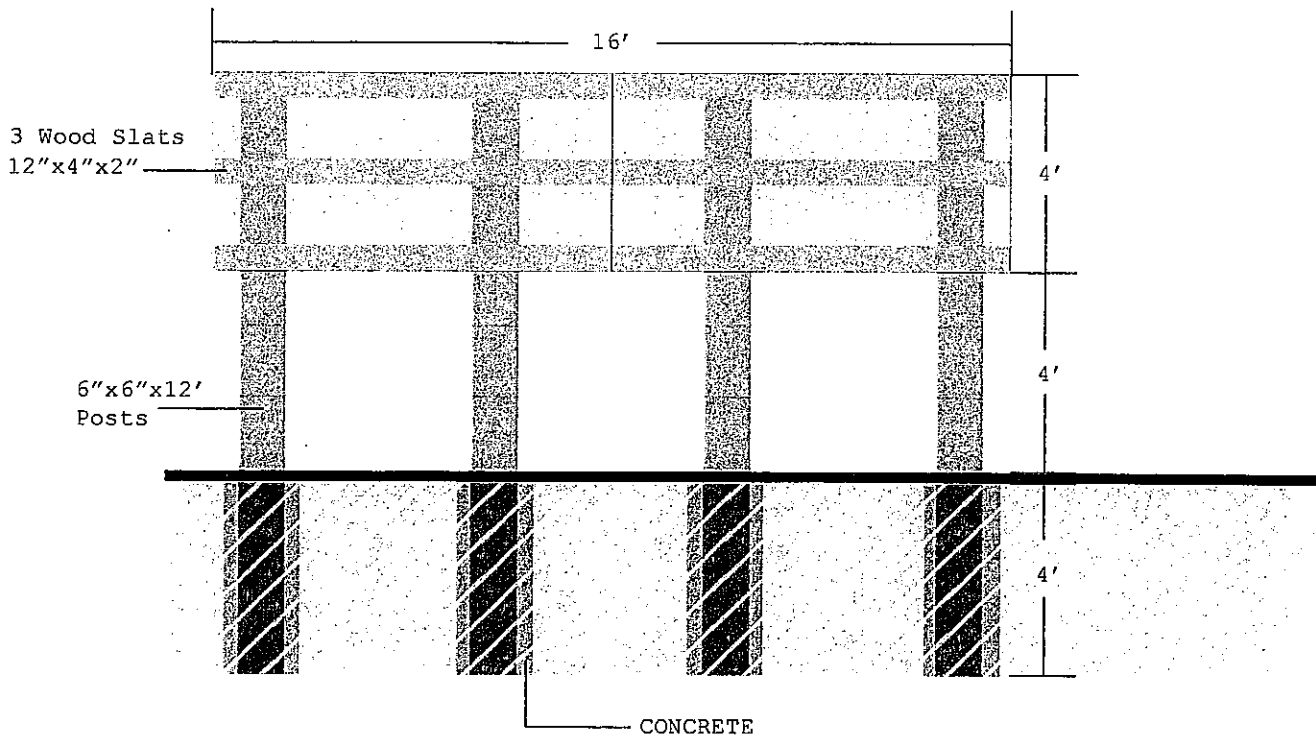


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TECHNICAL DRAWING



SIGNAGE LAYOUT

