COMMITTEE OF THE WHOLE OCTOBER 25, 2011

SIGN VARIANCE APPLICATION FILE NO: SV.11-003 OWNER: CP RAIL LOCATION: WEST SIDE OF HWY 27 (455M NORTH OF MARTIN GROVE ROAD) LOT 15, CONCESSION 9 WARD 2

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-003, CP Rail, 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 a Poster Panel (3rd Party Billboard) sign on the subject property, as shown on the attached drawings.

Background - Analysis and Options

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

Section 15.1 a)	Poster Panel Signs shall be located within the limits of the Permitted
	Employment Areas as shown on Schedule "E".

Section 15.1 h) Poster Panel shall be setback 100 meters from lands zoned Residential and all buildings containing residential units.

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 sign.

Conclusion

The applicant has applied to the City to construct a Poster Panel Sign (3rd Party Billboard) outside the prescribed area of the City. The proposed sign is located south side of the bridge on the CPR Right-of way crossing on the west side of Highway No 27 north of Martin Grove Road as shown on the attached plans.

Members of the Sign Variance Committee do not support the application. The proposed sign is located outside the prescribed area for Poster Panels on lands zoned Residential. The area is predominately zoned residential with agricultural zoned land to the west as shown on the attached plan. The proposed sign is directly across the street from a residential plan of subdivision and is setback approx. 70 meters from the nearest building containing a residential unit.

Members of the Sign Variance Committee are concerned with the overall impact of the proposed 3rd party sign on the surrounding agricultural/residential area and do not support the application.

Accordingly, Members of the Committee are recommending that the application be refused.

If Council finds merit in the application, a Sign Permit issued by the Building Standards Department is required.

Attachments

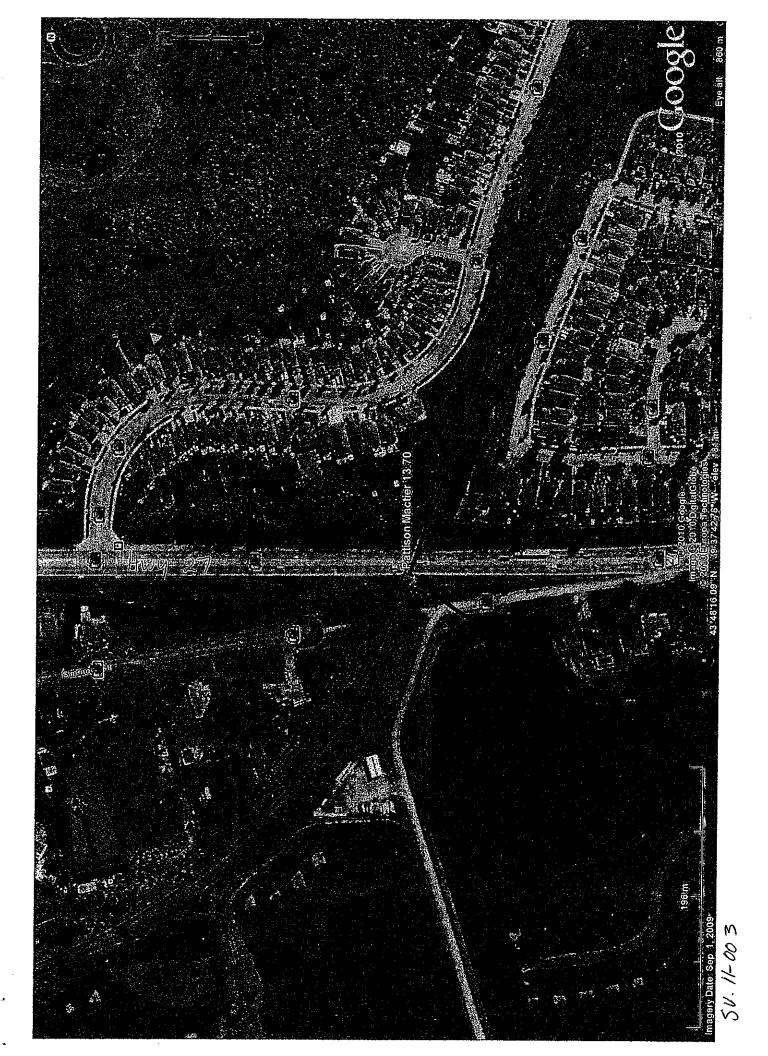
- 1. Photo Sign Location
- 2. City Zone Map Sign Location
- 3. Sketch of Sign

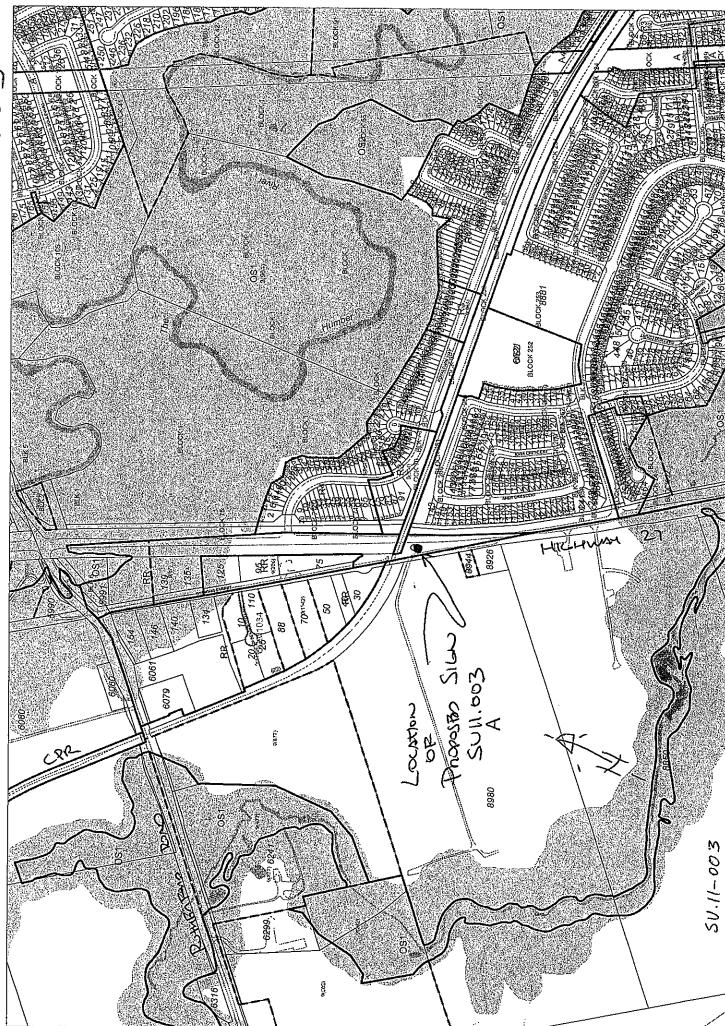
Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy Chair, Sign Variance Committee





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