COMMITTEE OF THE WHOLE OCTOBER 25, 2011

SIGN VARIANCE APPLICATION FILE NO: SV.11-031 OWNER: PINEVIEW AUTO SALES LOCATION: 3790 HIGHWAY 7 LOT 6, CONCESSION 6 WARD 3

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-031, Pineview Auto Sales, be APPROVED subject to the removal of the existing steel structure along Weston Road..

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 alter existing two pylon signs with a height of 8 meters and less than 1 meter to property lines and driveways on the subject property 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.

- 6.5 (a) Ground signs shall be set back a minimum of 1.0m from all street lines.
- 6.5 (d) No ground sign shall exceed a maximum height of 7.5m from finished grade level at the base of the supporting structure of the said sign.
- 6.5 (f) A ground sign including any part of its structure shall not be located closer than 1.0m to any driveway.

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 has applied to the Committee to allow for the alteration of two existing pylon signs as shown on the attached drawings. The alterations are associated with the re-branding of an existing automobile dealership. Sign permits were issued several years ago for the two existing pylon signs and Building/Sign Permits were never issued for the existing steel structure along Weston Road.

The members of the Sign Variance Committee have reviewed the application and have no objections to the variance application subject to the existing steel structure and associated signage located along Weston Road being removed. In Committee's opinion the intent and purpose of the Sign 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. Proposed Sign along Highway No 7
- 3. Proposed Sign along Weston Road

Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy Chair, Sign Variance Committee

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