

SIGN VARIANCE APPLICATION

FILE NO: **SV.11-036**
OWNER: **1821676 ONTARIO INC.**
LOCATION: **7961 JANE STREET, LOT 7, CONCESSION 4**
 WARD 4

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-036, 1821676 Ontario Inc., 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

The applicant has applied to the Sign Variance Committee to permit the installation of one (1) "V" Shaped 10' x 20' Poster Panel Sign (3rd Party Billboard) back to back having tri-vision rotating panels on a property zoned "A" (Agricultural).

Background - Analysis and Options

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

15.2 Developed Industrial and Commercial Zoned Lands

One (1) Poster Panel may be permitted on a developed lot zoned Industrial or Commercial, in accordance with the following requirements:

Poster Panels erected in accordance with this sub-section shall:

- a) only be permitted on a lot in lieu of the additional ground sign permitted by Section 6.1 i) of this by-law.
- f) be set back a minimum of 5.0 m. from any common lot boundary with an adjacent lot.
- h) be set back a minimum of 600 meters from any other poster panel located on the same side of the street.
- i) Not be permitted on a lot that abuts a residential zone and not be located within 100 meters from a building containing residential units or lands zoned Residential.

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 Sign variance Committee to allow for the installation of one (1) "V" Shaped 10' x 20' Poster Panel Sign (3rd Party Billboard) back to back having tri-vision rotating panels. (Three (3) messages/panels that change every 3-5 seconds.)

The subject property is located on the east side of Jane Street north of Highway No 7. The property is zoned "A (Agricultural) and contains a residential dwelling (Legal- Non-Conforming) that was originally constructed many years ago. This dwelling has recently been renovated by the new owners. There are several large mature trees located in the front yard and there are additional trees located on the adjacent landscaping strip to the south. The trees in the front yard and on the abutting landscaping strip have been recently pruned and some smaller trees and shrubs have been removed as shown on the attached photo. It is our understanding that the large tree sections shown on the photo are associated with a large dead tree that was taken down previously.

The subject property is located in an area that is predominately zoned industrial and within the prescribed area of the City that permits the use of Poster Panel Signs. The sign is proposed to be located 7.8 meters from the front lot line and 2.6 m. from the south property line and located 580 ± meters from another Poster Panel Sign to the south.

The applicant is proposing to locate the sign in southerly portion of the front yard between the most southerly tree and driveway on the lot and the adjacent landscaping strip on the industrial property to the south, as shown on the attached plan.

Members of the Sign variance Committee have reviewed the application and while there are no objections to the general area for the proposed sign there are concerns however respecting the particulars of the application including the impact of large Poster Panel Sign on the smaller lot containing a legal-nonconforming residential use. There are also additional concerns respecting the negative impact the sign may have on the existing trees located both on the subject property and the property to the south.

Members of the Sign Variance 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. Revised Site Plan
2. Aerial Photo of the Property
3. Recent Photo of the Property showing Proposed Sign Location
4. Sketch of Sign

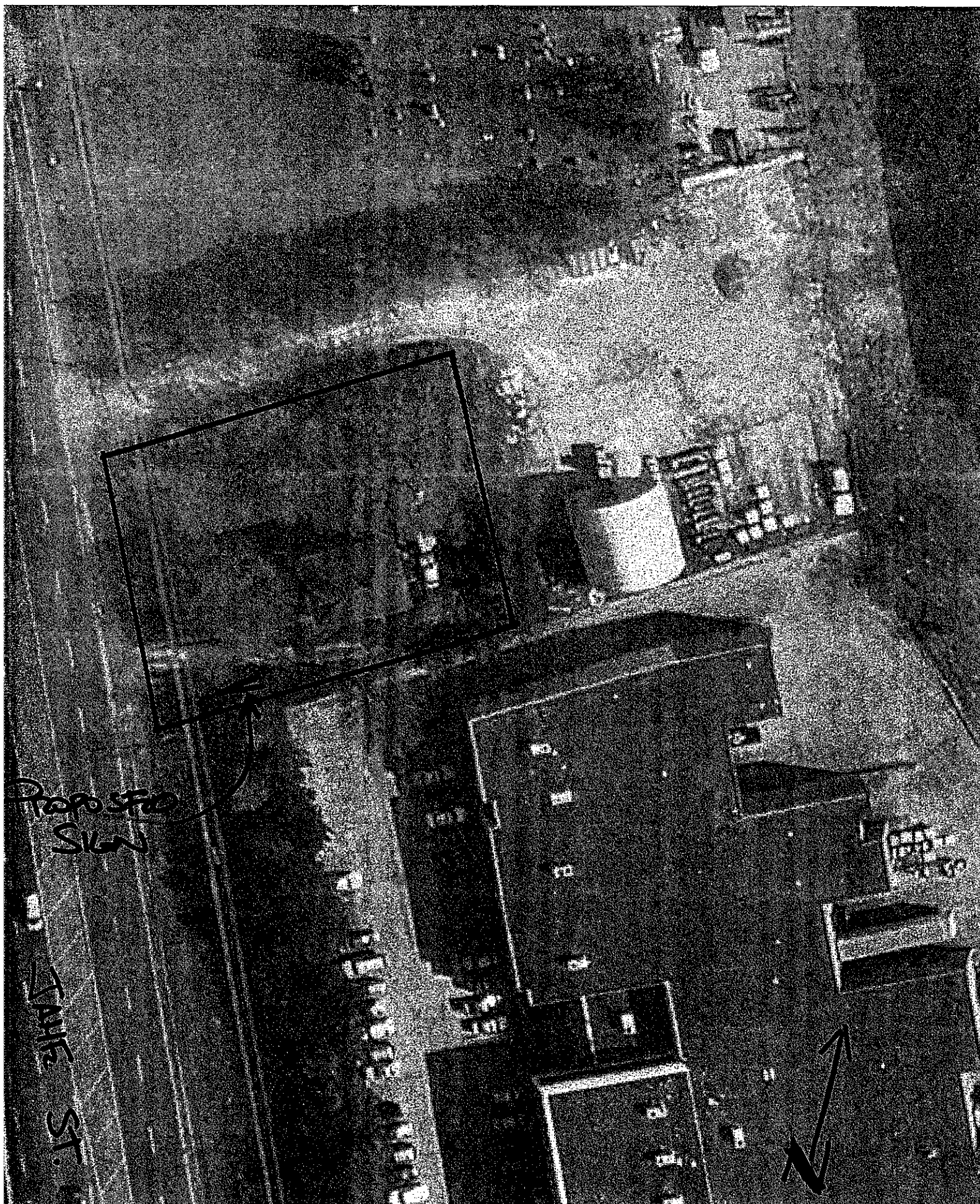
Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/as



TOP SIGN

ZANE ST.

