

SIGN VARIANCE APPLICATION
FILE NO: SV.12-001
OWNER: 2019625 ONTARIO INC.
LOCATION: 88 AUTO VAUGHAN BLVD.
BLOCK 1, 65M-3766
WARD 1

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-00, 2019625 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 is requesting to install a 45 sqm. (480 sqft.) double-sided non-accessory pylon sign as shown on the attached drawings. The purpose of the proposed sign is to advertise all car dealerships within the area of the Maple Auto Mall.

Background - Analysis and Options

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

BY-LAW SECTION

- 5.15 Prohibited Signs: Signs not related to any business premises located on the lot except as provided in Section 15 - Poster Panels (Billboards).

- 6.5 (d) No ground sign shall exceed a maximum height of 7.5 m from the finished grade level at the base of the supporting structure of the said sign.

- 8.1 Except as otherwise permitted, no ground sign shall be larger than 10 sq.m. in area on a single sign face, or 20 sq.m. of sign area for all faces combined.

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 install a central double sided ground sign on the Toyota Dealership's lands located at the northwest corner of Jane Street and Auto Vaughan Drive. The proposed sign is to operate like a direction sign and to advertise all car dealerships within the Maple Auto Mall area. The proposed sign is in addition to other ground and wall signs that are installed at the individual dealership locations.

The proposed sign has an approximate sign area of 45 sqm. (480 sqft) per side with an overall sign height of approx. 10.6 meters (35 feet), whereas the City's Sign By-law would permit 10 sqm. (107 sqft) and 7.5 meters (25 feet)

Members of the Sign Variance Committee do not support the application as proposed. In Committee's opinion the application is not minor as the proposed sign far exceeds the maximums contained with the Sign By-law. The proposed sign is approximately (4) four times larger and 3 meters (10 feet) higher than permitted under the Sign By-law.

In the opinion the Sign Variance Committee there should be a more comprehensive approach to the directional signage for the Auto Mall Area and particular for the dealerships without exposure to Jane Street.

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 Proposed Sign

Report prepared by:

John Studdy, Manager of Customer & Administrative Services, Ext 8232

Respectfully submitted,

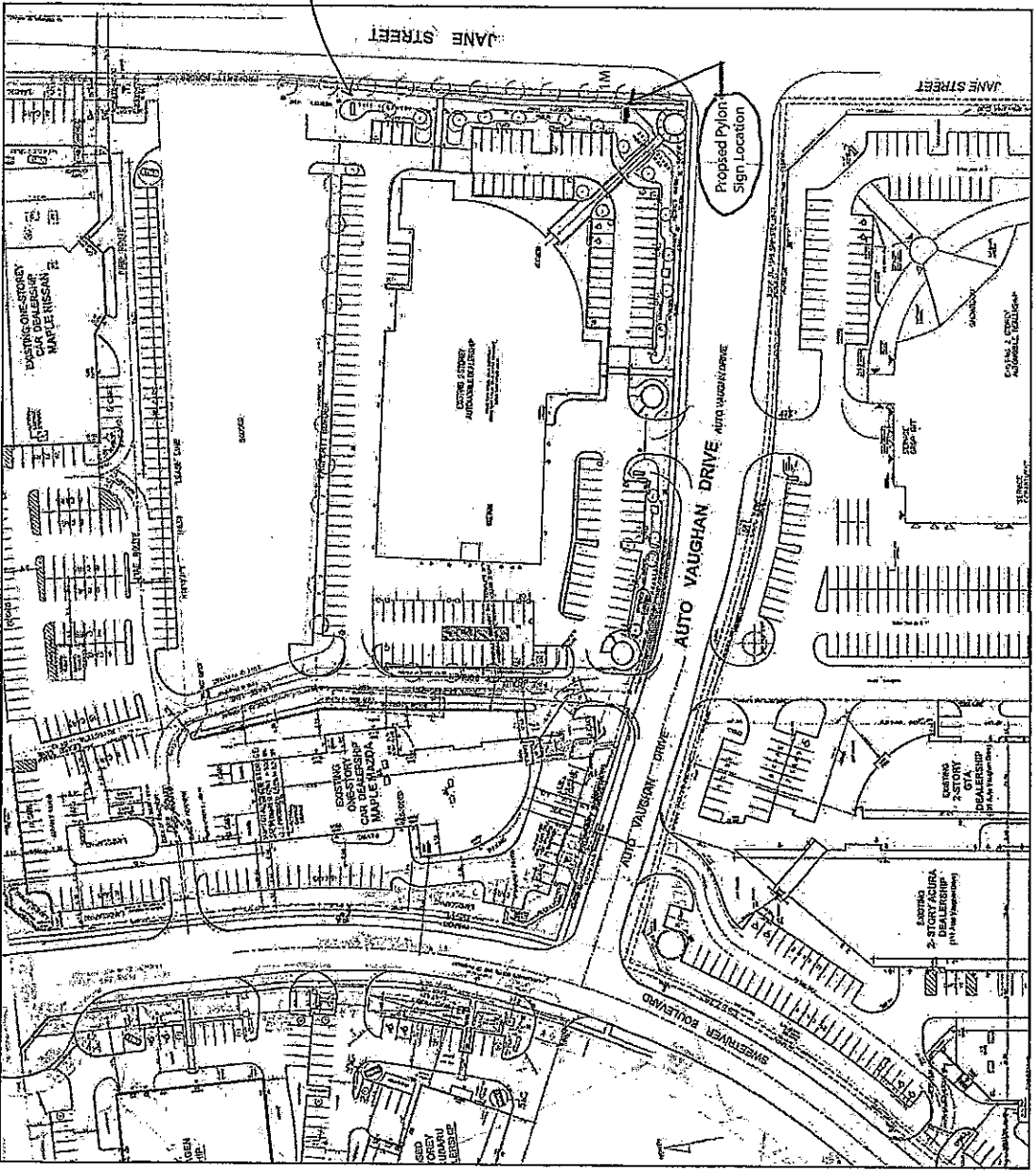
John Studdy
Chair, Sign Variance Committee

/as

NASCO Signs
 3850 Hwy. 7 West
 P.O. Box 30069
 Woodbridge, ON L4L 0C7
 Tel: 905.264.9924
 Fax: 905.264.9721
 Call: 647.898.7180
 Toll Free: 1.877.260.9924
 DISTINCTIVE SIGN MEDIA

Customer: Maple Auto Centre
 Project:
 Site:
 Contact Name:
 Drawing Title: D/F Illuminated Pylon Sign
 Site Plan
 Sales: JOE CAPUTI
 Designer: J
 Scale: as noted
 Date: Jan 7 2012
 Work Order #: 2010-
 Drawing No. MAPL-Jan 2012-Site Plan-A
 APPROVED FOR PRODUCTION
 Date: _____
 Name: _____
 Approval: _____

EXISTING
TOYOTA Pylon
SIGN



VOLTAGE	<input type="checkbox"/>
120V	<input type="checkbox"/>
347V	<input type="checkbox"/>

Site Plan
 n/s

This drawing is the property of North American Sign Company and contains proprietary and confidential information which must not be duplicated, used or disclosed other than as expressly authorized by North American Sign Company.

SU.12-001

3650 Hwy 7, West
PO Box 30089
Woodbridge, ON L4L 0C7
Tel: 905.264.9924
Fax: 905.264.9721
Cell: 647.898.7180
Toll Free: 1.877.260.9924

DISTINCTIVE SIGN MEDIA

Customer: **Maple Auto Centre**

Project:

Site:

Contact Name:

Drawing Title: **D/F Illuminated Pylon Sign
CONCEPT C - Yellow Band
ELEVATION**

Sales: **JOE CAPUTI**

Designer: **U**

Scale: as noted

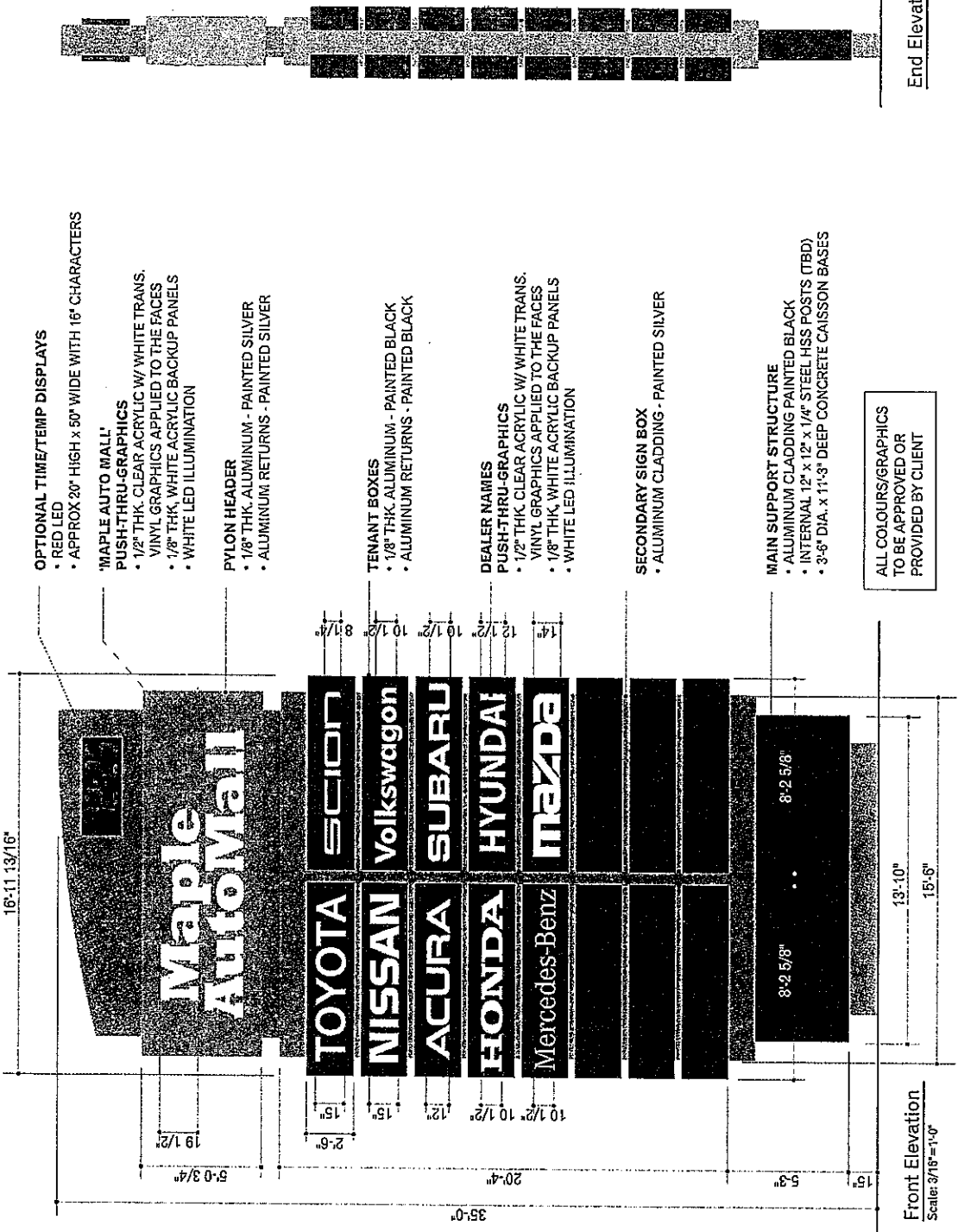
Date: **Dec 28 2011**

Work Order #: **2010-**

Drawing No. **MAPL-1011-CONPT-C-SIWER-GE-B**

Date: _____
Name: _____
Approval: _____

SV.12-001



This drawing is the property of North American Sign Company and contains proprietary and confidential information which must not be duplicated, used or disclosed other than as expressly authorized by North American Sign Company.