

SIGN VARIANCE APPLICATION
FILE NO: SV.12-004
OWNER: YORK MAJOR HOLDINGS INC.
LOCATION: 211 MCNAUGHTON ROAD EAST
BLOCK 20, PLAN 19T-05V05
WARD 4

Recommendation

The Sign Variance Committee recommends:

That Sign Variance Application SV.11-004, York Major Holdings 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 temporary 3rd party sign as shown on the attached plans.

Background - Analysis and Options

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

5.15 Prohibited Signs

Signs not related to any business located on the lot except as provided in Sections 6.1 – Limit on number of Signs and Section 15 – Poster Panels (Billboards).

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 is requesting to maintain a 3rd party sign on a vacant piece of land on the north side of Major Mackenzie Drive just west of Mc Naughton Road East.

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 signage. In Committee's opinion all signage should be restricted to the lands containing the business premises 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 Sign

Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

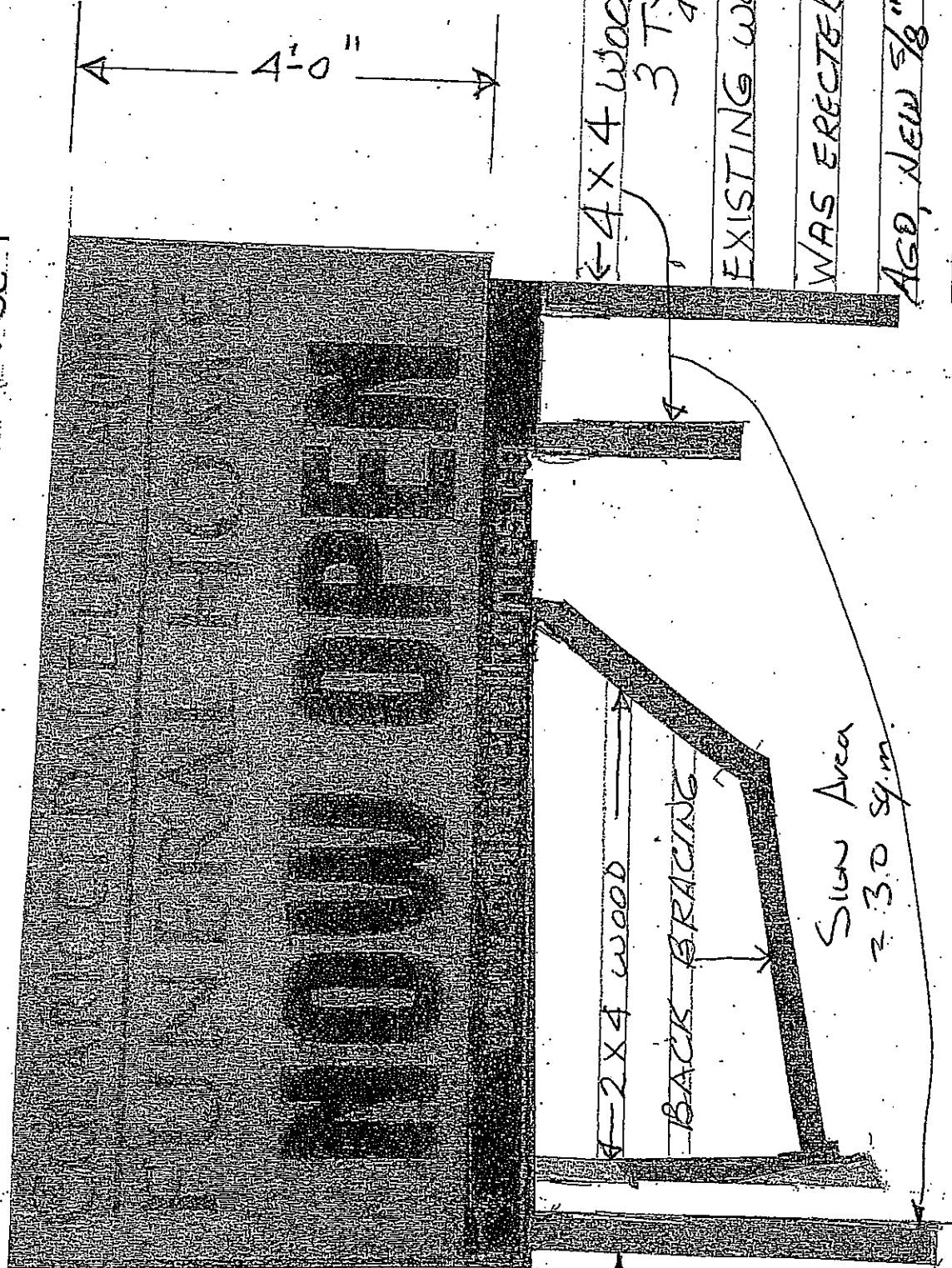
Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

/as



TEMPORARY SIGN
8'-0"
SYMMETRICAL - ON REVERSE SIDE



1900 MAJOR MACKENZIE EAST - MAPLE, ON.