

Request to Appeal Decision

SIGN VARIANCE FILE NUMBER SV.20.004

Dear Ben Pucci,

I would like to appeal the decision of the sign variance committee.

I had two very productive discussions with the committee and appreciated their feedback and revised my application to reflect their comments. It was very disappointing when my application was refused, especially since I was requesting variances that had been previously approved by the City. This sign would blend and integrate into the surrounding properties and maintain consistency with other signage across Highway 7.

I revised my application to reduce the signage size by over 40% to a maximum size of 3.3m by 11m. This would be in keeping with other signage (boards, bridge ads) installed across the City, which vary greater than 20 sq.m. (i.e. signage at Islington and Steeles is over 63 sq.m).

The committee raised a question regarding a building planned for the future in the same vicinity. Upon further investigation, the building department has confirmed it is still in the early stages of a site approval plan. Secondly, the building is to be located on the southwest side of the railway corridor. Thirdly, the proposed sign will be more than 450m away to the east. Yet, two signs exist adjacent to the proposed building location within 132m.



Several local businesses have expressed interest and are excited about utilizing the new billboard in Vaughan. The proposed billboard will reduce the assortment of lawn signs, sidewalk signs, H-frames, utility pole tags, flag pole signs facing the streets by 20-25%.

A growing number of small and large businesses in Vaughan are looking for ways to advertising their businesses so they can attract customers during this pandemic with hopes of growing their business to survive these unprecedented times. (i.e. Krinos, largest distributor and manufacturer of Greek Food in Canada has been patiently for this opportunity to advertise and grow their business in Vaughan

The variance for height was addressed and accepted at the September 24, 2020 meeting.

The variance for distance to other signage was addressed and accepted at the September 24, 2020 meeting.

I am attaching some of the material presented at the committee to provide some additional information to illustrate how this sign would blend and integrate into the surrounding properties and maintain consistency with other signage across Highway 7.

I trust that you will agree that this sign is no different than the other signs approved by the city, and you see the merits of approving the variances and allow the sign to proceed.

Thank you,

Rav Banwait