

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF SEPTEMBER 27, 2021

Item 16, Report No. 39, of the Committee of the Whole, which was adopted, as amended, by the Council of the City of Vaughan on September 27, 2021, as follows:

By approving the following in accordance with Communication C21, memorandum from the Deputy City Manager, Planning and Growth Management, dated September 23, 2021:

1. ***That Council uphold the recommendation of the Sign Variance Committee and Notice of Decision to REFUSE sign variance application SV 20-004.***

16. APPEAL TO SIGN VARIANCE APPLICATION SV 20-004

The Committee of the Whole recommends:

- 1) That consideration of this matter be deferred to the Council meeting of September 27, 2021 to enable staff to meet with the proponent to discuss a reasonably acceptable reduction in the size of the sign; and
- 2) That the comments from Rav Banvair and Communication C5 dated September 13, 2021 be received.

Recommendation

1. That Council uphold the recommendation of the Sign Variance Committee and Notice of Decision to REFUSE sign variance application SV 20-004.

Committee of the Whole (1) Report

DATE: Tuesday, September 14, 2021

WARD: 4

TITLE: APPEAL TO SIGN VARIANCE APPLICATION SV 20-004

FROM:

Haiqing Xu, Deputy City Manager, Planning and Growth Management

ACTION: DECISION

Purpose

To present for Council to uphold Notice of Decision as informed by the recommendation of the Sign Variance Committee to REFUSE sign variance application SV 20-004.

Report Highlights

- The applicant is requesting to install one (1) two-sided digital billboard sign which is,
 - larger than permitted,
 - higher than permitted and
 - closer to two existing billboard signs than permitted.
- The Sign Variance Committee recommended that the Sign Variance application SV.20-004 be REFUSED

Recommendation

1. That Council uphold the recommendation of the Sign Variance Committee and Notice of Decision to REFUSE sign variance application SV 20-004.

Background

The applicant is requesting to install one (1) two-sided digital billboard sign at 251 Doney Crescent which is:

1. larger than permitted,
2. higher than permitted and
3. closer to two existing billboard signs than permitted.

251 Doney Crescent is currently zoned as EM1, which permits employment and commercial uses. According to Sign By-law 140-2018, billboard signs in Industrial Use or Commercial Use zones shall:

- not exceed a maximum *Sign Area* of 20.0 square metres for any single *Sign Face* with a total *Sign Area* of 40 square metres for all *Sign Faces* combined;
- not exceed 8.0 metres in height measured from the finished grade level at the base of the supporting structure;
- be set back a minimum of 600 metres from any other *Billboard Sign* located on the same side of the street.

Previous Reports/Authority

N/A

Analysis and Options

The proposed two-sided digital billboard sign is over 3 times larger than permitted, 1.65 times higher than permitted and less than 1/3 of the distance to another existing billboard signs than permitted.

The applicant referred to billboard signs along railway corridors. Council approved these signs under a Dynamic Digital Sign Network Agreement. The two-sided billboard signs in the agreement are ~3m x 9.1m per side (10 feet x 30 feet).

The digital sign proposed by the applicant is 4.2m x 14.6m for each side (~14 feet x 48 feet).

Summary/Analysis of Variances Requested:

Permitted size: 20.0 square metres on a single sign face
Proposed size: 61.32 square metres on a single sign face

Permitted size: 40.0 square metres for all sign faces combined
Proposed size: 122.64 square metres for all sign faces combined (61.32 square metres per sign face x 2 sign faces = 122.64 square metres)

Permitted height: 8.0 metres
Proposed height: 13.2 metres

Permitted setback: 600 metres to closest billboard sign going east or west
Proposed setback: nearest billboard sign to the east is 191 metres and nearest billboard sign to the west is 472 metres

The applicant appeared before the Sign Variance Committee on September 24, 2020 (deferred) and October 15, 2020. On October 15, 2020, the Sign Variance Committee reviewed the application and recommended that Sign Variance application SV.20-004, be REFUSED.

Financial Impact

N/A

Broader Regional Impacts/Considerations

Region of York Engineering approval is not required for the proposed sign.

If Council finds merit and approves the sign variance application, it will set a precedent for size, height and location to existing billboard signs.

Conclusion

The Sign Variance Committee and Director of Building Standards find the proposed sign excessive in size, height and location to existing billboard signs, and do not support approval of the subject application.

If Council, however, finds merit in the application, a permit issued by the Building Standards Department is required.

For more information, please contact Jutta Court, Coordinator - Programs and Projects, ext. 8343.

Attachments

1. Submission Drawings
2. Sign Variance Committee Minutes
3. Notice of Decision
4. Request to Appeal Decision
5. Model Specifications DB-6400 14x48

Prepared by

Jutta Court, Coordinator - Programs and Projects, ext. 8343.

Elvio Valente, Manager of Zoning Services and Zoning Administrator, ext. 8374.

Ben Pucci, Director of Building Standards and Chief Building Official, ext. 8872.

Approved by



Haiqing Xu, Deputy City Manager
Planning and Growth Management

Reviewed by



Nick Spensieri, City Manager

Required Sign Variances

251 Doney Crescent, Concord, ON

SCANNED
TO
AMANDA

Signage (v-shape) to be located within the limits of the Employment Areas as per Schedule E of the Bylaws, and that is not in the Ministry of Transportation (MTO) Permit Control Areas, routes or locations, as well as outside the TRCA controlled areas.

Height

The requirement contained in Section 15.1 part d), that signage not exceed 8.0 metres in height measured from the finished grade level at the base of the supporting structure, *be varied* to allow a billboard to be erected an additional 5.2 meters over the imposed limit.

The variance is required due to its location well below the overpass on the southeast side of the bridge. The actual base of the sign will be located nine meters below the grade level of the overpass. The additional height is necessary so that clarity and readability can be fully achieved without drivers exerting undue efforts to view it. The fact that the base of the sign will be located nine meters below the grade level of the overpass, an additional height of only 5.2 meters is required. This is similar to the digital sign erected on the northwest side of the overpass which exceeds the height limit of 8.0 meters.

Size

The requirement contained in Section 15.1 part c), that signage not exceed a maximum Sign Area of 20.0 square metres for any single Sign Face with a total Sign Area of 40 square metres for all Sign Faces combined, *be varied* to allow the sign area to be 62.43 square meters for each sign face.

In order to ensure visibility and readability, the surface area of the signage requested is 62.43 square meters with illumination limits according to section 19.1 of the bylaws. The additional 22.43 square meters is needed because, Highway 7 is major road with 8 lanes wide (including transit) compared to a city street with just 2-4 lanes wide. The added sign face area will help to overcome the challenge of the extended distance the sign will be located, approximately 40 meters from the centre line of Highway 7.

The existing digital sign erected on the northwest side of the overpass also exceeds the sign face area by 20.0 square meters.

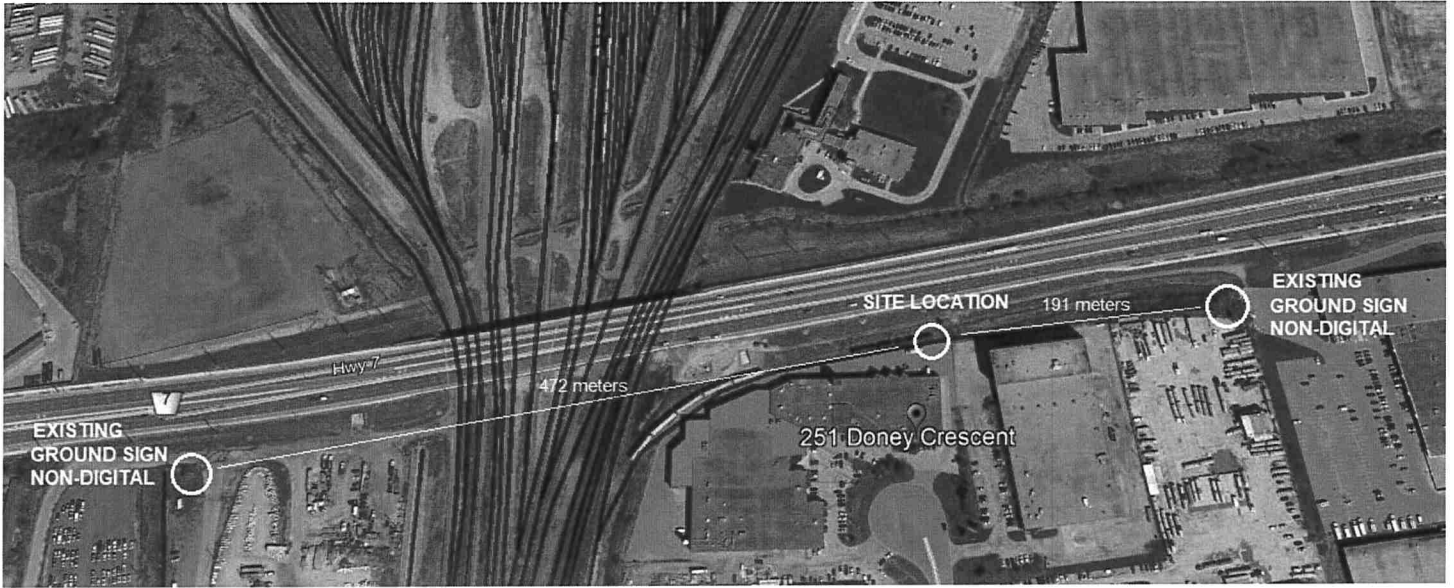
The proposed signage would blend and integrate into the surrounding properties without looking out of character.

Distance to other signs

The requirement contained in Section 15.1 part g), that signage be 600 meters from any other billboard, located on the same side of the street, *be varied* to allow a billboard to be erected 191 meters from the nearest billboard and 472 meters from the second nearest billboard.

A sign is located on the west side, a distance away of 472 meters away (1,549 feet) from the proposed sign. Its location on the other side of the tracks and the height of the overpass, is too far away to be affected by the proposed sign.

A current billboard exists 191 meters (626 feet) to the east facing Highway 7. This existing sign is a static board in an industrial zoned lot currently used for parking. The parking lot will soon be developed and the sign will most likely be removed. The proposed signage will have no effect on this existing sign as a large industrial building is situated in between the two signs.



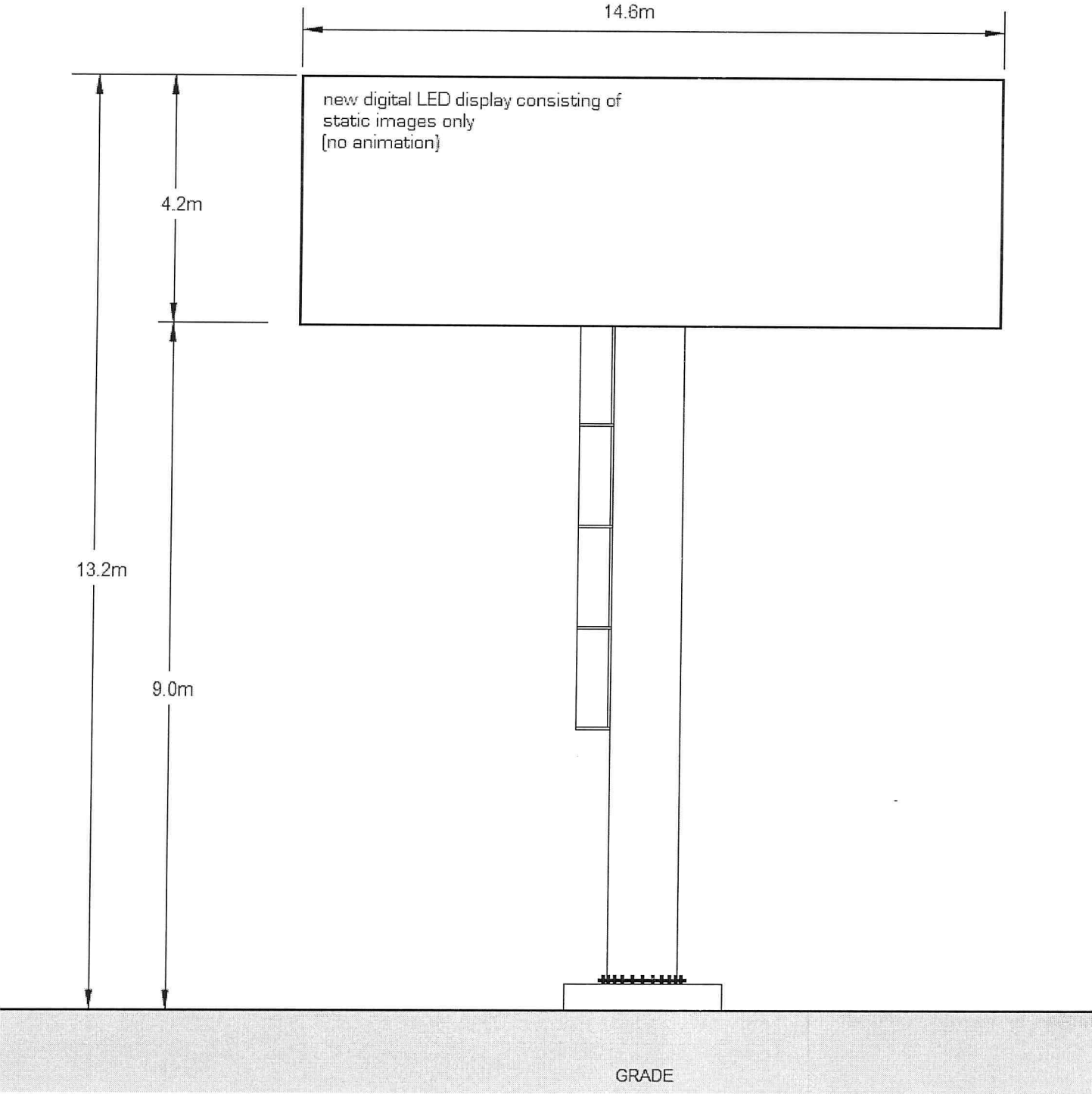
Other Notes

All provisions relating to digital signs will be respected as per section 19.1

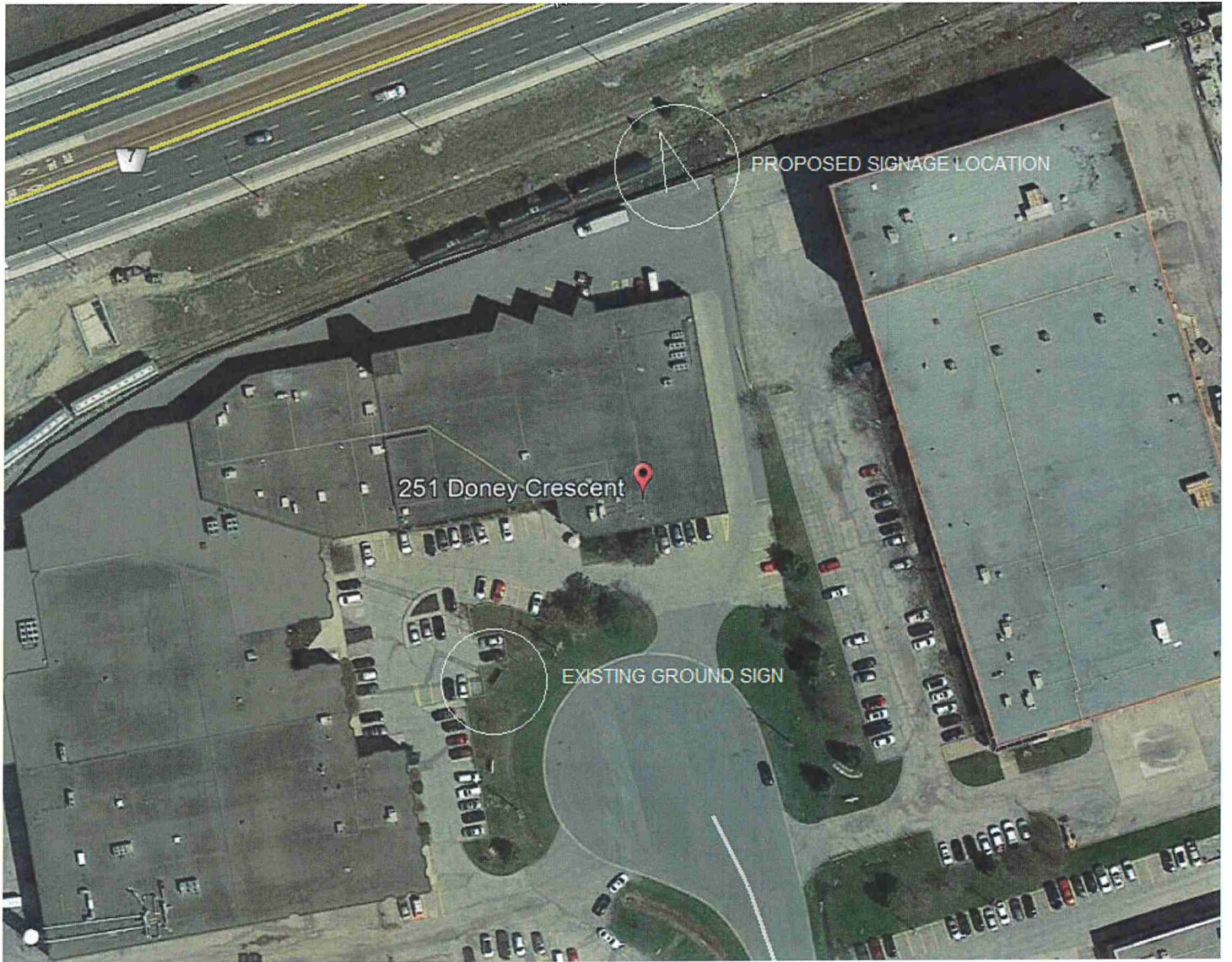
With emphasis on

- i. the Illumination shall not exceed 5,000 nits during the period between sunrise and sunset;
- j. the Illumination shall not exceed 300 nits during the period between sunset and sunrise

PROPOSED ARTIST RENDERING.
251 DONEY CRESCENT, CONCORD, ON



Aerial View



CITY OF VAUGHAN
SIGN VARIANCE COMMITTEE
MINUTES

Thursday, October 15, 2020

Members: Angela Palermo, Recreation Manager, Community Development and Planning

Jeffrey Resendes, Senior Applications Expediter (Building Permits)

Chrisa Assimopoulos, Urban Designer, Development Planning

Staff: Laura Canestraro, P/T, Council/Committee Services Coordinator

The meeting was called to order at 2:43 p.m., with Angela Palermo in the Chair.

1. CONFIRMATION OF AGENDA

MOVED by Chrisa Assimopoulos
seconded By Jeffrey Resendes

That the Agenda be confirmed as presented.

CARRIED

2. DISCLOSURE OF INTEREST

There was no disclosure of interest from any member present.

3. ADOPTION OF MINUTES

MOVED by Jeffrey Resendes
seconded By Chrisa Assimopoulos

That the Minutes of the meeting of September 24, 2020 be adopted as circulated.

CARRIED

4. APPLICATIONS FOR CONSIDERATION

- a. **SIGN VARIANCE APPLICATION FILE NO. SV.20-004**
DEFERRED FROM SEPTEMBER 24, 2020

**OWNER: AMFISSA HOLDINGS LTD.
LOCATION: 251 DONEY CRESCENT
LOT 5, CONCESSION 4, WARD 4**

Variance Requested/Required:

The applicant is requesting to install one (1) Billboard Sign which is closer to two existing Billboards, is higher and is larger than permitted.

By-law Requirements (140-2018):

Section 15 – Billboards

15.1 – Vacant Industrial/Commercial zoned lands

- d. not exceed a maximum sign area of 20.0 sq.m for any single sign face and not exceed 40.0 sq.m
- e. not exceed 8.0.m in height
h be setback a minimum of 600m from any other billboard

Variance Analysis:

Proposed size – per face = 61.32m x 2 = 122.64m

Allowed size – 20m per face, 40m total

Proposed height – 13.2m

Allowed – 8m

Setback to nearest Billboard to the east is 191m

Setback to nearest Billboard to the west is 472m

Allowed is 600m to closest Billboard going east or west

Rav Banwait appeared before the Committee with respect to the foregoing matter and provided a summary of the sign variance request.

MOVED by Jeffrey Resendes
seconded By Chrisa Assimopoulos

That Sign Variance application SV.20-004, be REFUSED.

CARRIED

5. OTHER BUSINESS

None.

6. MOTION TO ADJOURN

MOVED by Chrisa Assimopoulos
seconded By Jeffrey Resendes

That the meeting be adjourned at 2:59 p.m.

CARRIED



October 21, 2020

Rav Banwait c/o
Amfissa Holdings Ltd.
251 Doney Crescent
Vaughan, Ontario
L4K 1P6

NOTICE OF DECISION

Re: Sign Variance Application #20-004
Owner: Amfissa Holdings Ltd.
Location: 251 Doney Crescent
Lot 5, Concession 4
Ward 4

Dear Sir/Ms.

We have completed the review of your application for sign variance.

Request for minor variances are reviewed based on the merit of the application, and informed by the recommendations of the sign variance committee. Accordingly, we wish to advise you that your application has been **REFUSED**.

Furthermore, By-law 136-2017 provides that:

“where an applicant wishes to appeal the refusal to their application, the applicant shall deliver a notice of appeal in writing to the City Clerk’s Department within 7 days of being served with the decision. Council shall review the appeal and make a final determination to uphold or vary the decision.”

Therefore, a notice of appeal may be filed within the prescribed timeline to City Clerk’s Department. Please quote the sign variance application number in your notice of appeal.

Sincerely,

Ben Pucci, P.Eng.,
Director of Building Standards Department, Chief Building Official

cc:

Rav Banwait
ravbanwait@gmail.com

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.

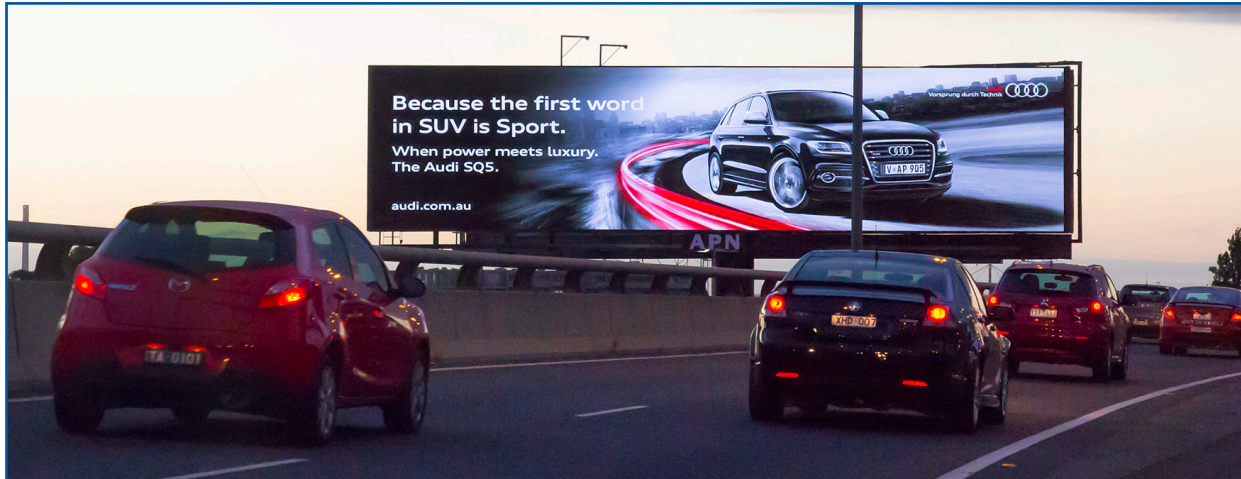
I am attaching some of the material presented at the committee to provide some additional information to illustrate how this sign would blend and integrate into the surrounding properties and maintain consistency with other signage across Highway 7.

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

DB-6400 14'x48' PRODUCT SPECIFICATIONS



Power Requirements:

32 Amps

Brightness*:

8,500 nits when shipped;
5,000 nits at year 10 guarantee

Service Access:

Front and rear access-standard

Environmental Protection:

Fully-sealed IP-67 module, fully-sealed power supply, and PLR

LEDs per Pixel:

3 color matched LEDs: 1 red, 1 green, 1 blue

Viewing Angle:

160° H x 70° V

Compliance Information:

UL, cUL, UL-Energy Verified, IBC 2012, FCC Compliant

Operating Temperature:

-30° to +120° F (-34° to +49° C)

Contrast:

High-contrast, non-reflective louver design

Color Capability:

19 bit - 144 quadrillion

Light Control Standards:

Complies with local, federal, and industry light output standards

Diagnostics:

Advanced diagnostics checks the following:

- Module and display temperatures
- Display dimming
- Non-visual alerts
- Visual inspection

Filterless Display:

Less maintenance, sealed components with increased reliability

Integrated Control System:

- Governs hold times
- Limits media to static images

Display Calibration:

Factory calibrated individual LEDs

Display Dimming:

256 dimming levels

Snap™ Technology:

Automatically blend new modules with existing

Visual Verification:

- Webcam
- Retractable webcam arm (where applicable)

SmartLink™:

Remote control and redundant communication

Multidirectional Light Sensor System:

Multi-direction sensing with power-saving algorithms

Surge Suppression:

Standard

DIGITAL BILLBOARD MODEL SPECIFICATIONS

SIZE (INDUSTRY NAMES)	DISPLAY SIZE ACTIVE AREA	OVERALL DISPLAY SIZE	ROWS AND COLUMNS	PIXEL SPACING (MM)	DISPLAY WEIGHT	OPERATING AMPS**	POWER REQUIREMENTS
14' x 48' (Bulletin)	13'2" x 47'3"	13'8" x 47'9"	200 x 720 240 x 864	20 MT 16 MT	6,550 lbs (2,977 kg)	15 amps	64 amps

*Brightness can be adjusted to meet local regulations.

**Measurements based on content over a 24 hour period.

For precise measurements, request a Daktronics shop and riser drawing.