
**Subject: Sign Variance Application –
2715432 Ontario Inc. - 287 Broadway**

Department: Corporate Services

Division: By-law/Property Standards

Report #: CPS-2023-078

Meeting Date: 2023-11-13

Recommendations

That Report CPS-2023-078, Sign Variance Application – 2715432 Ontario Inc. - 287 Broadway be received; and

That Council deny a variance to the Sign By-law for two signs:

Sign #1 - a 0.98 meter (W) x 1.21 meter (H) illuminated electronic message display window sign; and

Sign #2 - a 2.48 meter (W) x 2.03 meter (H) illuminated electronic message display ground sign with a total sign face area of 1.46 square meters.

Background and Analysis

In 2013, Council passed Sign By-law 28-2013 to regulate the quantity and quality of signs throughout the Town.

On September 29, 2023, staff received a request from 2715432 Ontario Inc., the owner of 287 Broadway, regarding the placement of signage as follows:

Sign #1 – Window Sign – is an illuminated electronic message display sign in the second storey window facing Broadway. The sign measures 0.98 m x 1.21 m and covers 90% of the window area. See **Attachment #1**.

Sign #2 – Ground Sign – is an illuminated electronic message display sign in the front yard. The illuminated electronic message display portion of the sign is affixed to existing sign posts and incorporated on top is an illuminated sign face in the shape of a tooth which displays the street number. The ground sign measures 2.48 m x 2.03 m. The total sign face area is 1.46 m². This sign is set back 8.35 m from the front property

line and 3.20 m and 7 m from the side lot lines. See **Attachment #2** and **Attachment #3**.

287 Broadway is zoned C5 and is on the north side of Broadway, between Ada Street/Dawson Road and Clara Street/Centre Street. The adjacent property to the east and the properties to the west are zoned C5, while other properties in this area of Broadway are zoned C2. 287 Broadway and several of the neighbouring properties are on the Town's Municipal Register of Non-Designated Properties of Cultural Heritage Value or Interest.

The table below summarizes the applicable provisions of the Sign By-law and the variance(s) requested:

Section	Requirement/Regulation	Requested Relief
4.9 (q)	<p>Prohibited Signs: (q) Any illuminated sign in the Residential, C5 and Institutional Zones, with the exception of illuminated "open" window signs in the C5 Zone subject to the provisions of Section 4.8(i)</p>	Sign #1 Sign #2
6.3	<p>C5 Zone: Internally illuminated, flashing signs and electronic message displays shall not be permitted in the C5 Zone with the exception of illuminated, non-flashing "open" window signs subject to the provisions of Section 4.8(i). Only the following signs shall be permitted in the C5 Zone:</p> <p>(a) Ground Signs (i) one (1) ground sign per lot having a maximum sign area of 1.5m² and a maximum height of 2m shall be permitted; (ii) ground signs shall be set back not less than 3m from the front lot line and 1m from any side lot line; (iii) sign materials for ground signs shall be of a heritage appearance that is appropriate to the age of the building; and (iv) the street number of the lot shall be prominently displayed on a ground sign such that it is visible from the highway.</p>	Sign #1 (6.3) Sign #2 (6.3 and 6.3(a)(iii))
7.7	<p>Readographs or Electronic Message Displays (a) Readographs or electronic message displays, that are an integral part of ground signs and wall signs are permitted in all Commercial, Industrial and Institutional Zones, except the Heritage Sign Special Policy District, Residential Zones and the C5 Zone.</p>	Sign #1 Sign #2

By-law staff have circulated the application details to Infrastructure Services staff and Heritage Orangeville for comment, which are itemized below:

Division/Committee	Comment
Building	Window sign – as we do not know the use of that room, the window may be required for egress or light.
Planning	Planning supports By-law staff's recommendation due to the substantive deviation of the Sign By-law.
Transportation & Development	No concerns
Heritage Orangeville	<p>This property does not fall within the Heritage Conservation District, however, it is on the Non-Designated Registry.</p> <p>HO recommendation is that the signage in the upper window be removed as it does not provide character to this 1895 heritage home and its beautiful historical round top windows.</p> <p>HO does not think that illuminated signs that are on the front of this historic building compliment the historical characteristics of this building that one time was owned by our postmaster.</p>

An inspection of the property and a review of the request was conducted by staff. Staff recognize that the illuminated electronic message display signs that have been erected in the window and in the front yard may assist the tenant with advertising opportunities, however, do not recommend approval of the variance as:

- the request is not minor in nature;
- the Sign By-law sets out clear requirements for signage in the C5 zone;
- the signage is inconsistent with the heritage aspects of the property and the surrounding C5 zone properties; and
- advertising opportunities are available without illumination.

Strategic Alignment

Strategic Plan

Strategic Goal: Future-Readiness

Objective: Due Diligence

Sustainable Neighbourhood Action Plan

Theme: Not applicable

Strategy: Not applicable

Notice Provisions

Not applicable

Financial Impact

The sign variance fee in the amount of \$300.00 has been received. Additional revenue for a sign permit fee would be applicable should Council grant the variance request.

Respectfully submitted

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Reviewed by

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Deputy Clerk, Corporate Services

Prepared by

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Corporate Services

Attachment(s):

1. Sign #1 – Window Sign Dimensions
2. Sign #2 – Ground Sign Dimensions
3. Sign #2 – Ground Sign Face Dimensions