

Corporate Services

**Memo**

**Subject: Sign Variance Application – Dufferin Wildlife Supplies – 287A Broadway**

**Department: Corporate Services**

**Division: By-law/Property Standards**

**Report #: Update to Report CPS-2024-040**

**Meeting Date: 2024-07-08**

At its meeting on June 24, 2024, Council deferred Report #CPS-2024-040 – Sign Variance Application – Dufferin Wildlife Supplies – 287A Broadway, for consideration at the July 8, 2024, Council Meeting.

**Additional Information**

Prior to the submission of a Sign Variance Application by the owner of Dufferin Wildlife Supplies for the proposed ground sign at 287A Broadway, as detailed in Report #CPS-2024-040, the applicant submitted a Sign Permit Application in Q4 of 2023 for the proposed ground sign.

During review of the Sign Permit Application, staff noted that:

- there was an existing ground sign at this location, smaller than the ground sign that was being proposed, however, the existing ground sign had been erected without a sign permit; and
- the larger proposed ground sign did not meet the requirements set out in Sign By-law 28-2013, as amended, for signage in a C5 Zone.

Details of the regulations for signage within a C5 Zone, including the minor variance process, were provided to the applicant for their consideration when determining how they would proceed in relation to the proposed ground sign.

The table below summarizes the existing and proposed signage:

	<b>By-law Requirements</b>	<b>Existing Sign</b>	<b>Proposed Sign</b>
Sign Face	Maximum 1.5 m <sup>2</sup>	0.65 m <sup>2</sup>	3.24 m <sup>2</sup>
Sign Height	Maximum 2.0 m	1.48 m	2.0 m
Set back from front property line	3.0 m	0.91 m	3.048 m

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In Q2 2024 the applicant submitted a Sign Variance Application for the proposed ground sign, having a sign area of 3.24 m<sup>2</sup>, exceeding the maximum permitted sign area of 1.5 m<sup>2</sup>.

The attached report contains the specific details of the variance request.

Respectfully submitted

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