



Subject: Sign Variance Request – 87 Broadway – Economic Development and Culture LOVE Installation

Department: Corporate Services

Division: By-law/Property Standards

Report #: CPS-2025-007

Meeting Date: 2025-01-27

Recommendations

That report CPS-2025-007, Sign Variance Request – 87 Broadway – Economic Development and Culture LOVE Installation, be received; and

That Council grant a variance to Sign By-law 28-2013, as amended, to permit the placement of a portable temporary L-O-V-E sign with internal illumination in the circle in front of Town Hall (87 Broadway), which measures 1.829 m (H) x 6.096 m (W) x 0.914 m (D), for the month of February annually.

Overview

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

In February 2024, Council approved a request to place the L-O-V-E installation in the circle in front of Town Hall from February 13 – March 18th. There was discussion at the Council meeting whether the installation could be classified as a “temporary art installation” as opposed to a “portable temporary sign” however there is nothing in the sign by-law currently that would provide necessary clarity on the term to provide relief.

The sign by-law is scheduled for review in 2025.

The Economic Development and Culture Division is requesting the same variance relief to allow the L-O-V-E installation to be placed each February.

Background

In January 2025, By-law staff received a request from the Town's Tourism and Culture Officer to place a L-O-V-E sign installation, having internal illumination, in the circle in front of Town Hall (87 Broadway), measuring 1.829 m (H) x 6.096 m (W) x 0.914 m (D). Attachment #1 shows the proposed location.

Town Hall (87 Broadway) is in the CBD (Central Business District) zone and falls within the Sign By-law's Heritage Sign Special Policy District. The purpose of the Heritage Sign Special Policy District is to provide for the development of signage which is consistent with the 19th Century architecture which exists within downtown Orangeville. The regulations in the By-law attempt to allow a variety of signage types yet provide for a broad consistency with respect to style.

The proposed sign, attachment #2, is a portable temporary sign consisting of four illuminated letters which spell, L O V E, and is intended to promote Orangeville's tourism brand – Love, Orangeville. It is the same sign that was erected from February 13, 2024 to March 18, 2024 as part of the campaign.

The table below summarizes the applicable provisions of the Sign By-law and the variance being requested again:

Section	Requirement/Regulation	Requested Relief
4.9 (w)	Prohibited Signs: A portable temporary sign in the Heritage Sign Special Policy District , C5 Zone and Residential Zone.	Exemption
6.4.3 (c)	Special Regulations – Heritage Sign Special Policy District: Illumination: No forms of internally illuminated signs or awnings shall be permitted	Exemption
7.5 (a)	Portable Temporary Signs: Portable temporary signs may be erected in any zone except Residential Zones, the C5 Zone and the Heritage Sign Special Policy District , provided that they are in full compliance with all other provisions of this bylaw.	Exemption

By-law staff had circulated the sign variance application details internally in 2024 and to representatives of Orangeville BIA and Heritage Orangeville. The comments received at that time are summarized below.

Division/ Committee	2024 Comment
Building	Building has no concerns regarding this application.
Planning	Within Heritage Sign Special Policy District - Sign By-law provisions not met – application for a variance to be submitted to Council for approval.
Transportation & Development	T&D has no issue with the temporary sign.
Economic Development	Economic Development is in favour of this variance request. This temporary installation is intended to encourage community engagement, increase visits to downtown Orangeville, and promote Orangeville as tourism destination. The L-O-V-E installation will increase awareness of the Love, Orangeville tourism brand and will be used as part of the EDC office’s annual campaign to promote tourism in Orangeville. The central and prominent location in front of Orangeville's Town Hall is the ideal spot for this installation as it will attract residents and visitors to our historic downtown. This location is often used for other temporary community-focused installations including the annual Town Christmas tree. This installation has similar intentions. The scale and illumination of this installation will heighten interest and interaction. Although technically a “sign,” this installation is more accurately intended to create a new opportunity for Orangeville’s residents and tourists to visit our community, specifically our BIA, at a time of year when visitation typically decreases. For these reasons, Economic Development is in favour of this variance request.
Heritage Orangeville	Heritage Orangeville has no objection for this proposed sign.

<p>Orangeville BIA</p>	<p>The Orangeville BIA has no issue with this application and is excited about the draw that the L-O-V-E installation will create, especially in February/March which is traditionally a slow period for visitors.</p> <p>Last year’s Canada Day E-H installation was a hit with locals and visitors alike and the timing of the L-O-V-E installation is also perfect for Valentine’s Day.</p> <p>Due to its visibility and central location, easy access to electrical power, and the built-in anchors to secure large items safely, the Town Hall courtyard or “Town Circle” is the perfect place for mini activations and photo op features like these.</p>
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Summarized comments from the recent 2025 circulation are included below:

<p>Division/Committee</p>	<p>2025 Comment</p>
<p>Building</p>	<p>The Building Division has no issues</p>
<p>Planning</p>	<p>Within Heritage Sign Special Policy District, Variance required. Temporary installation, no Planning concerns with variance.</p>
<p>Transportation & Development</p>	<p>Reviewed with Operations noting the location of the sign will not be an issue for plowing and winter maintenance of the sidewalk, as such, T&D has no issues with the sign and variance application.</p>
<p>Economic Development</p>	<p>Based on the positive feedback to this installation in 2024, the EDC office anticipates continued community support and engagement in 2025.</p>
<p>Heritage Orangeville</p>	<p>Approve the temporary Installation Of the LOVE sign</p>
<p>Orangeville BIA</p>	<p>In full support of this Sign Variance application</p>

Analysis/Current Situation

This year, staff are requesting an annual approval of the installation. This would allow the campaign to proceed annually without having to come back to the Council for approval each year.

Corporate Implications

Cost associated with the installation of the illuminated sign is \$2,000 plus HST and will be covered within the operating budget for Economic Development and Culture division.

Conclusion

Staff supports this sign variance request as:

- the signage installation is temporary,
- the proposed location is used regularly for other temporary community-focused installations,
- Council has previously approved the same installation in 2024, and
- no concerns were raised during comment circulation.

The Sign By-law is scheduled to undergo a full review in 2025.

Strategic Alignment

Strategic Plan

Strategic Goal: Community Vitality

Objective: VIBRANCY – Build a more inclusive community, and ensure citizen involvement

Notice Provisions

Not Applicable.

Respectfully submitted,

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