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**Subject:** Sign Variance Application – Orangeville BIA

**Department:** Corporate Services

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

**Report #:** CPS-2021-068

**Meeting Date:** 2021-09-13

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### Recommendations

That report CPS-2021-068, regarding Sign Variance Application – Orangeville BIA be received; and

That Council grant a variance to Sign By-law 28-2013, as amended to permit the placement by the Orangeville BIA of twenty-five (25) sidewalk decals on public property measuring 25” in diameter in the following locations conditional upon a obtaining a Road Occupancy Permit:

- Between John Street & Third/Wellington (Qty 20)
- Little York Street (Qty 1)
- Second Street between Broadway & First Ave (Qty 1)
- First Street between Broadway & First Ave (Qty 1)
- Mill Street between Broadway & Little York/Armstrong Streets (Qty 2)

### Background and Analysis

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

In early August 2021, By-law Division staff received a request from Alison Scheel, General Manager, Orangeville BIA (OBIA), to place twenty-five (25) high adhesion, removable non-slip sidewalk decals thanking visitors and residents of Orangeville for shopping locally throughout the pandemic. **Attachment #1** shows the design and look of the decals.

The formal request indicated that the decals would be placed at the following locations:

- Between John Street & Third/Wellington (Qty 20)
- Little York Street (Qty 1)
- Second Street between Broadway & First Ave (Qty 1)
- First Street between Broadway & First Ave (Qty 1)
- Mill Street between Broadway & Little York/Armstrong Streets (Qty 2)

By-law Division staff conducted a review of the proposal in conjunction with the regulations of Sign By-law 28-2013, as amended. Section 4.9 “Prohibited Signs” provides a comprehensive listing of sign types which are prohibited to be placed throughout the municipality. More specifically section 4.9 subsection (I) states: “A sign which is located on public property unless expressly permitted by this by-law”.

By-law Division staff requested OBIA staff return a completed sign variance application to seek relief from the above-mentioned section. On August 23<sup>rd</sup>, By-law Division received a formal sign variance for the above-mentioned request.

The request was circulated to Infrastructure Services for comment as it relates to the maintenance of sidewalks and any potential hazards for pedestrian travel. Operations staff confirmed no concerns with the proposal and subsequent arrangements are to be made between the installer and operations to ensure any unseen concerns are identified and corrected. Furthermore, OBIA staff will be obtaining a road occupancy permit through Infrastructure Services to fully comply with the Town’s Road Occupancy Policy.

By-law Division staff recognize that throughout the pandemic the need to support local companies has been more critical than ever. At this time, By-law Division staff have no objection to the request.

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## **Strategic Alignment**

### **Orangeville Forward – Strategic Plan**

Priority Area: Strong Governance

Objective: Transparent and fair decision-making processes

### **Sustainable Neighbourhood Action Plan**

Theme: Not applicable

Strategy: Not applicable

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### **Financial Impact**

No fees are payable by the OBIA for a sign variance or a road occupancy permit.

Respectfully submitted

Reviewed by

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General Manager, Corporate Services

Karen Landry  
Town Clerk, Corporate Services

Prepared by

Chris Johnston,  
By-law and Property Standards Officer  
Corporate Services

**Attachment(s):** 1. Sign Drawings