

Subject: Sign Variance Application – Sheldon Creek Homes – SIX90

Department: Corporate Services

Division: By-law/Property Standards

Report #: CPS-2021-078

Meeting Date: 2021-11-08

Recommendations

That Report CPS-CL-2021-078, regarding Sign Variance Application – SIX90 Towns be received; and

That Council grant a variance to Sign By-law to permit three (3) Land Development Ground Signs measuring: 3.65 metres X 2.43 metres, and two signs at 2.74 metres X 1.45 metres for an aggregate sign face area of 16.82 m² at 670-690 Broadway; and

That sign variance be conditional upon the applicant obtaining a Sign Permit.

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 September 2021, By-law Division staff received a request from Willem Wildeboer – Project Coordinator at Sheldon Creek Homes. Regarding the placement of three (3) Land Development Ground Signs at 670-690 Broadway to advertise the upcoming townhome development – SIX90. Attachment #1 and Attachment #2 shows the design of the Land Development Ground Signs.

The subject property is approximately 1.107 hectares (2.735 acres) and is a townhouse development as shown on the Site Plan (Attachment #3).

By-law Division staff conducted a review of the proposal. The sign by-law permits the placement of up to four (4) Land Development Ground Signs at the development site with a maximum total aggregate sign area of 4m² per .4 hectares (1 acre).

The sign variance application requests the placement of three (3) Land Development Ground Signs at 670-690 Broadway where the total aggregate sign area is 16.82 m² and exceeds the permitted allowance by 5.75 m².

The applicant is seeking relief and has advised that the:

Riddell Road Location - has a low-lying ditch, which does not afford adequate advertising exposure for vehicular traffic; and

County Road 109 (Broadway) Location – provides a focal entry point into the sales office and development site for customers.

By-law Division staff has no objection to the variance request.

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

Financial Impact

Fees have been collected for the sign variance in the amount of \$200.00. Additional fees for the sign permit in the amount of \$3750.00 will be submitted by the applicant upon approval of the variance.

Respectfully submitted

Andrea McKinney, General Manager
Corporate Services

Reviewed by

Karen Landry, Clerk
Corporate Services

Prepared by

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

- Attachment(s):**
1. Land Development Sign measuring 3.65 metres X 2.43 metres
 2. Land Development Sign measuring 2.74 metres x 1.45 metres
 3. Site Plan