

Committee of the Whole (1) Report

DATE: Tuesday, September 14, 2021

WARD: 4

TITLE: APPEAL TO SIGN VARIANCE APPLICATION SV 20-004

FROM:

Haiqing Xu, Deputy City Manager, Planning and Growth Management

ACTION: DECISION

Purpose

To present for Council to uphold Notice of Decision as informed by the recommendation of the Sign Variance Committee to REFUSE sign variance application SV 20-004.

Report Highlights

- The applicant is requesting to install one (1) two-sided digital billboard sign which is,
 - larger than permitted,
 - higher than permitted and
 - closer to two existing billboard signs than permitted.
- The Sign Variance Committee recommended that the Sign Variance application SV.20-004 be REFUSED

Recommendation

1. That Council uphold the recommendation of the Sign Variance Committee and Notice of Decision to REFUSE sign variance application SV 20-004.

Background

The applicant is requesting to install one (1) two-sided digital billboard sign at 251 Doney Crescent which is:

1. larger than permitted,
2. higher than permitted and
3. closer to two existing billboard signs than permitted.

251 Doney Crescent is currently zoned as EM1, which permits employment and commercial uses. According to Sign By-law 140-2018, billboard signs in Industrial Use or Commercial Use zones shall:

- not exceed a maximum *Sign Area* of 20.0 square metres for any single *Sign Face* with a total *Sign Area* of 40 square metres for all *Sign Faces* combined;
- not exceed 8.0 metres in height measured from the finished grade level at the base of the supporting structure;
- be set back a minimum of 600 metres from any other *Billboard Sign* located on the same side of the street.

Previous Reports/Authority

N/A

Analysis and Options

The proposed two-sided digital billboard sign is over 3 times larger than permitted, 1.65 times higher than permitted and less than 1/3 of the distance to another existing billboard signs than permitted.

The applicant referred to billboard signs along railway corridors. Council approved these signs under a Dynamic Digital Sign Network Agreement. The two-sided billboard signs in the agreement are ~3m x 9.1m per side (10 feet x 30 feet).

The digital sign proposed by the applicant is 4.2m x 14.6m for each side (~14 feet x 48 feet).

Summary/Analysis of Variances Requested:

Permitted size: 20.0 square metres on a single sign face
Proposed size: 61.32 square metres on a single sign face

Permitted size: 40.0 square metres for all sign faces combined
Proposed size: 122.64 square metres for all sign faces combined (61.32 square metres per sign face x 2 sign faces = 122.64 square metres)

Permitted height: 8.0 metres
Proposed height: 13.2 metres

Permitted setback: 600 metres to closest billboard sign going east or west
Proposed setback: nearest billboard sign to the east is 191 metres and nearest billboard sign to the west is 472 metres

The applicant appeared before the Sign Variance Committee on September 24, 2020 (deferred) and October 15, 2020. On October 15, 2020, the Sign Variance Committee reviewed the application and recommended that Sign Variance application SV.20-004, be REFUSED.

Financial Impact

N/A

Broader Regional Impacts/Considerations

Region of York Engineering approval is not required for the proposed sign.

If Council finds merit and approves the sign variance application, it will set a precedent for size, height and location to existing billboard signs.

Conclusion

The Sign Variance Committee and Director of Building Standards find the proposed sign excessive in size, height and location to existing billboard signs, and do not support approval of the subject application.

If Council, however, finds merit in the application, a permit issued by the Building Standards Department is required.

For more information, please contact Jutta Court, Coordinator - Programs and Projects, ext. 8343.

Attachments

1. Submission Drawings
2. Sign Variance Committee Minutes
3. Notice of Decision
4. Request to Appeal Decision
5. Model Specifications DB-6400 14x48

Prepared by

Jutta Court, Coordinator - Programs and Projects, ext. 8343.

Elvio Valente, Manager of Zoning Services and Zoning Administrator, ext. 8374.

Ben Pucci, Director of Building Standards and Chief Building Official, ext. 8872.

Approved by



Haiqing Xu, Deputy City Manager
Planning and Growth Management

Reviewed by



Nick Spensieri, City Manager