

Sign Variance Application Assessment Table

The table below shows the Council approved *Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy* (Guidelines) or the sections of the Sign By-Law 54-02 that the applicant's proposal has addressed or has not addressed satisfactorily.

The Sign By-law or Guidelines	Applicant's proposal	Meet (✓)
		Not Meet (X)
<p>Location: Table (4) in Sign By-law states that billboard sign is permitted in the following areas of the city:</p> <ul style="list-style-type: none"> • Public Squares in the Downtown Core. • Public Squares within the Cooksville 4 Corners. • Public Squares within Major Nodes. • The city deems specific areas to be the locations in which electronic billboard signs are seen as key elements that contribute to the character and vibrancy of the area. 	<p>The subject property is zoned E2 and surrounded by properties zoned E2, which is an employment zone that allows for a variety of business operations.</p> <p>We do not anticipate any negative impact on the surrounding context due to the proposed electronic billboard sign.</p>	✓
Maximum height: 7.6 m (25.0 ft.)	7.5 m (24.6 ft.)	✓
Setback from the street line: 7.5 m (24.6 ft.)	7.5 m (24.6 ft.)	✓
Number of faces: No part of a billboard shall be a multi-faced	One billboard with two electronic copy faces	✓
Maximum sign area per face: 20 m ² (215.3 ft ²)	The proposed sign face area is 29.5 m² (317.5 ft ²). We anticipate negative visual impacts of this large sign face area, which is 47.5% over the maximum area in the Guidelines.	X
Minimum distance from another billboard sign on the same side of the street: 250 m (820.2 ft.)	No electronic billboards are located within 250 m (820.2 ft.) of the subject property on the same side of the street.	✓
Minimum distance from a residential zone: 250 m (820.2 ft.)	No residential properties are located within the proposed sign's 250 m (820.2 ft.).	✓
Minimum distance to the closest traffic control device: 120 m (393.7 ft.) from a major traffic sign or driver decision point, where the posted speed limit on a road is less than 80 km/hr	The existing posted speed limit is 70 km/h. The distance from the proposed billboard to the nearest intersection at Kennedy Road South and Derry Road East is 242 m (794.0 ft.).	✓
Specifications: sections 3.7, 3.8, 3.9, 3.10, 3.11, and 3.12 of the Guidelines state the required specifications for a proposed billboard sign, including the minimum message display duration, the transition between successive displays, message sequencing and amount of information displayed, sign animation, and the sign brightness and luminance	The proposed billboard sign satisfactorily addresses all the technical required specifications in the Guidelines.	✓