

Sign Variance Application Assessment Table

The table below shows the Guidelines or the sections of the Sign By-Law that the applicant's proposal has addressed or not addressed satisfactorily.

The Sign By-law or Guidelines	Applicant's proposal	Met (✓)
		Not Met (X)
Location: Electronic billboard signs shall only be considered wherever billboard signs are permitted in accordance with Sign By-Law 54-02	Existing permitted static billboard sign to be replaced by electronic billboard sign	✓
Maximum Height: 7.62 m (25.4 ft.)	7.62 m (25.4 ft.)	✓
Setback from Street line: 7.5 m (25 ft.)	7.5 m (25 ft.)	✓
Maximum number of sign faces: 2	1	✓
Maximum area per sign face: 20 m ² (215 ft. ²)	18.62 m ² (200.4 ft. ²)	✓
Minimum distance from another electronic billboard sign on the same side of the street: 250 m (820.2 ft.)	➤ 250 m (820.2 ft.)	✓
Minimum distance from a residential zone: 250 m (820.2 ft.)	160 m (524.9 ft.)	X
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.	170 m (557.7 ft.)	✓
Minimum distance to the closest traffic control device: 250 m (820.2 ft.) from a major traffic sign and 500 m (1,640.4 ft.) from a driver decision point, where the posted speed limit on a road is 80 km/hr. or greater	N/A	N/A
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 electronic billboard sign, including the minimum message display duration, the transition between successive displays, message sequencing, amount of information displayed, sign animation, and the sign brightness and luminance	The applicant has addressed these criteria.	✓