

Sign Variance 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> <p>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>	<p>The subject property is zoned C4-7 (Commercial) and surrounded by properties zoned C4 (Commercial), G1 (Greenlands), and R2 (Detached residential dwellings).</p> <p>We anticipate visual negative impacts on the adjacent residential uses due to its proximity to the proposed electronic billboard sign.</p>	X
Table (4) in Sign By-law states that one (1) billboard sign is permitted for each property where there is no ground sign.	There is one existing ground sign located on the subject property.	X
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.)	9.55 m (31.3 ft.)	✓
Number of faces: No part of a billboard shall be a multi-faced	One billboard with one electronic copy face.	✓
Maximum sign area per face: Table 4 in Sign By-law and section 3.5 in the Guidelines indicate that the maximum sign area of a billboard shall be 20 m ² (215.3 ft ²) per sign face.	The sign face area of the proposed billboard is 29.5 m ² (317.5 ft ²), which is 47.5% over the maximum permitted area (20 m ² (215.3 ft ²)) identified in the Guidelines. We anticipate negative visual impacts of this large sign face area.	X
Minimum distance from another billboard sign on the same side of the street: 250 m (820.2 ft.)	No other electronic billboards are located within 250 m (820.2 ft.) of the subject property on the same street side.	✓
Minimum distance from a residential zone: 250 m (820.2 ft.)	The distance from the proposed billboard to the nearest detached residential property is 94.1 m (308.7 ft.), which is less than the minimum distance (250 m (820.2 ft.)) from a residential zone required by the Guidelines.	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.	The posted speed limit in Dundas Street West is 60 km/hr. The distance from the proposed billboard to the major traffic sign at Mississauga Road and Dundas Street West is 500 m (1640.4 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.	✓