

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)
Location: Table (4) in Sign By-law states that billboard sign is permitted in the following areas of the city: 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.	The subject property is zoned D (Development) and surrounded by properties zoned C5 (Commercial), G1 (Greenlands), E2 (Employment), and R3 (Residential). Billboard sign is not permitted in a 'D' zone area.	X
Table (4) in Sign By-law states that one (1) billboard sign is permitted for each property where there is no ground sign.	No ground sign is located on the subject property.	✓
Maximum height: 7.6 m (25.0 ft.)	7.62 m (25.0 ft.)	✓
Setback from the street line: 7.5 m (24.6 ft.)	4.0 m (13.1 ft.)	X
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: 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 proposed sign face area is 18.6 m ² (200.2 ft ²).	✓
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 side of the street.	✓
Minimum distance from a residential zone: 250 m (820.2 ft.)	The distance from the proposed billboard to the nearest detached residential property is 85.0 m (278.9 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.	The posted speed limit in this portion of Southdown Road is 60 km/hr. The distance from the proposed billboard to the closest traffic control device at Bromsgrove Road and Southdown Road intersection is 52.0 m (170.6 ft.)	X
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 required technical specifications in the Guidelines.	✓