

Electronic billboard sign variance applications processed with the Council approved Guidelines for the Review of Sign Variance Applications for Billboard Signs with Electronic Changing Copy (Approved in November 22, 2017 at PDC 065-2017)																	
#	Application Number	Address	Ward	Applicant	City Staff Recommendation	Approved by PDC	Refused by PDC	Remarks	Location: Electronic billboard signs shall only be considered wherever billboard signs are permitted in Sign By-law 54-02 (Table 4) and 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. • specific areas of the City, deemed by the City to be locations in which electronic billboard signs are seen as key elements that contribute to the character and vibrancy of the area.	Sign By-law 54-02 (Table 4) states that one (1) billboard sign is permitted for each property where there is no ground sign .	Maximum height: 7.6 m (25.0 ft.)	Setback from the street line: 7.5 m (24.6 ft.)	Number of faces: No part of an electronic billboard shall be a multi-faced	Maximum sign area per sign face: 20 m2 (215.3 ft2) per sign face.	Minimum distance from another billboard sign on the same side of the street: 250 m (820.2 ft.)	Minimum distance from a residential zone: 250 m (820.2 ft.)	Location of billboard signs with electronic changing copy, relative to traffic control devices and important driver decision points: • Where the posted speed limit is less than 80 km/h: 120 m (393.7 ft.) of a major traffic or driver decision point. • Where the posted speed limit is 80 km/h or greater: 250 m (820.21 ft.) of a major traffic sign and 500 m (1640.42 ft.) of a driver decision point. Specifications: Sections 3.7, 3.8, 3.9, 3.10, 3.11, and 3.12 in 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 and the amount of information displayed, sign animation, and the sign brightness and luminance.

Applications Processed with PDC Decision	1	SGNBLD 16-562 VAR	3005 Ninth Line	8	Pattison Outdoor Advertisement	Approved	6-Nov-18		✓	✓	✓	✓	✓	✓	✓	✓	✓
	2	SGNBLD 17-6393 VAR	2200 Eglinton Ave. W.	8	Outfront Media	Refused		19-Mar-18	✓	✓	✓	✓	✓	X Sign area = 32.52 m2 (350 ft2) 62.5%	✓	✓	✓
	3	SGNBLD 17-6914 VAR	135 Dundas St. E.	7	Pattison Outdoor Advertisement	Refused		19-Mar-18	✓	✓	✓	✓	✓	✓	X	✓	✓
	4	SGNBLD 17-6915 VAR	765 Dundas St. E.	3	Pattison Outdoor Advertisement	Refused	7-Oct-19		X	✓	✓	✓	✓	✓	X	✓	✓
	5	SGNBLD 18-3449 VAR	6975 Tranmere Drive	5	Pattison Outdoor Advertisement	Refused	15-Apr-19		✓	✓	✓	✓	✓	X Sign area = 32.52 m2 (350 ft2) 62.5%	X	✓	X
	6	SGNBLD 18-4282 VAR	1675 Queensway East	1	Pattison Outdoor Advertisement	Refused	7-Oct-19		✓	✓	✓	✓	✓	X Sign area = 32.52 m2 (350 ft2) 62.5%	✓	X	X
	7	SGNBLD 18-4493 VAR	6650 Hurontario St.	5	Pattison Outdoor Advertisement	Refused	20-Sep-19		✓	✓	✓	✓	✓	X Sign area = 32.52 m2 (350 ft2) 62.5%	X	✓	X
	8	SGNBLD 19-7383 VAR	6020 Winston Churchill Blvd.	9	Permit World	Refused		3-Feb-20	✓	✓	✓	✓	✓	X Sign area = 32.52 m2 (350 ft2) 62.5%	✓	X	✓
	9	SGNBLD 19-4909 VAR	6900 Dixie Rd.	5	Permit World	Refused	20-Apr-20		✓	✓	✓	✓	✓	✓	✓	X	✓
	10	SGNBLD 19-8273 VAR	6235 Kennedy Rd.	5	Sanford Media	Approved	13-Jan-19		✓	✓	✓	✓	✓	✓	✓	✓	✓
	11	SGNBLD 20-1229 VAR	5965 Dixie Rd.	5	Permit World	Approved	31-May-21		✓	✓	✓	✓	✓	✓	✓	✓	✓
	12	SGNBLD 20-2491 VAR	3663 Platinum Dr.	8	Due to Const. Media	Refused		11-Jan-21	✓	X	✓	✓	✓	✓	✓	X	X
	13	SGNBLD 21-5852 VAR	2175 Royal Windsor Dr.	2	Sanford Media	Approved	7-Sep-21		✓	✓	✓	✓	✓	✓	✓	✓	✓
	14	SGNBLD 21-5710 VAR	3530 Derry Rd. E.	5	X-media				Canceled by Applicant	✓	✓	✓	✓	X Sign area - 35.1 m2 (377.8 ft2) 75.5 %	✓	X	X
	15	SGNBLD 21-5970 VAR	2424 Lakeshore Rd. W.	2	Sanford Media	Approved	6-Dec-21		✓	✓	✓	✓	✓	✓	✓	✓	✓
	16	SGNBLD 21-8303 VAR	700 Dundas St. E.	1	Sandford Media				Canceled by Applicant	✓	X	✓	✓	✓	✓	✓	X
	17	SGNBLD 21-9557 VAR	3663 Platinum Dr.	8	Due to Const. Media	Refused	28-Mar-22		✓	✓	✓	✓	✓	X Sign area = 29.7 m2 (319.7 ft2) 48.5 %	✓	X	X
	18	SGNBLD 22-1197 VAR	2531 Cawthra Rd.	1	Permit World	Refused	21-Nov-22		✓	X	✓	✓	✓	✓	X	✓	✓
	19	SGNBLD 22-743 VAR	455 Gibraltar Dr.	5	Permit World	Approved	21-Nov-22		✓	✓	✓	✓	✓	✓	✓	✓	✓
	20	SGNBLD 22-2141 VAR	1900 Derry Rd. E.	5	Permit World	Refused	1-Nov-22		✓	✓	✓	✓	✓	X Sign area = 26.2 m2 (282 ft2) 31.0 %	✓	✓	✓
	21	SGNBLD 23-6232 VAR	455 Gibraltar Dr.	5	Permit World	Refused	29-May-23		✓	✓	✓	✓	✓	X Sign area = 29. 5 m2 (317.5 ft2) 47.5 %	✓	✓	✓
	22	SGNBLD 23-6511 VAR	2531 Cawthra Rd.	1	Permit World	Refused	26-Jun-23		✓	✓	✓	✓	✓	X Sign area = 29. 5 m2 (317.5 ft2) 47.5 %	X	✓	✓
	23	SGNBLD 23-6512 VAR	1615 Dundas St. W.	6	Permit World	Refused	18-Sep-23		✓	X	✓	✓	✓	X Sign area = 29. 5 m2 (317.5 ft2) 47.5 %	X	✓	✓
	24	SGNBLD 23-6777 VAR	3915 Dundas ST. W.	8	Due to Const. Media	Refused		18-Sep-23	✓	X	✓	X	✓	✓	✓	✓	X
	25	SGNBLD 22-3864 VAR	3205 Derry Rd. E.	5	Pattison Outdoor Advertisement	Refused	18-Sep-23		✓		✓	✓	✓	✓	✓	X	✓
	26	SGNBLD 23-6953 VAR	1061 Winston Churchill	2	Permit World	Refused	18-Sep-23		✓	✓	✓	✓	✓	X Sign area = 29. 5 m2 (317.5 ft2) 47.5 %	✓	✓	✓
	27	SGNBLD 23-7495 VAR	2070 Bromsgrove Rd.	2	Pattison Outdoor Advertisement	Refused			Schedulded on 3-Oct-23	X	✓	✓	X	✓	✓	X	X

Notes:

From Nov 22, 2017 – to September 12, 2023: Total number of processed applications	27
Total processed applications with PDC decision	25
Total approved electronic billboard applications by PDC	20 74%
Total refused electronic billboard applications by PDC	5 18%
Total canceled applications by applicants during the review process	2 8%

Total processed applications with PDC decision over the permitted sign face area of 20 m² (215.3 ft²)	11 (44 % of total processed applications with PDC decision)
Approved by PDC	9 (2 in W1 + 1 in W2 + 4 in W5 + 1 in W6 + 1 in W8) 47 % of total approved by PDC
Refused by PDC	2 (1 in W8 + 1 in W9) 40 % of total refused by PDC

Total processed applications meet the Guidelines with staff approval and PDC decision	6 (24 % of total processed applications with PDC decision)
Total processed applications do not meet some of the Guidelines with staff refusal and PDC decision	19 (76 % of total processed applications with PDC decision)