Outline

- Background
- Sign Variance process
- Review of Sign Variance Applications
- Procedure for Community Council Hearings
- Powers of Council
- Questions
Background

- 2009/2010 – Chapter 694 (Sign Bylaw) adopted
  - Specific criteria were adopted for the consideration of Sign Variance applications
  - Councillors may have variance applications in their ward re-considered where approval has been granted by the Sign Variance Committee

- 2012 – Training provided to Councillors at Community Council meetings

- 2013 – Criteria for considering Sign Variance applications was modified
Sign Variance Process

First-Party Sign Variances are delegated to the Chief Building Official

- Appeals for First-Party Signs are referred to the Sign Variance Committee
- Decisions of the Sign Variance Committee to refuse a variance are final
- Decisions of the Sign Variance Committee to approve a variance can be, upon application by the Ward Councillor, considered by Council
  - Public meeting at Community Council
Sign Variance Process

Third-Party Sign Variances delegated to the Sign Variance Committee

- Decisions of the Sign Variance Committee to refuse a variance are final
- Decisions of the Sign Variance Committee to approve a variance can be, upon application by the Ward Councillor, considered by Council
  - Public meeting at Community Council
Review of Sign Variance Applications

Nine Criteria need to be satisfied in order for approval of a variance application:

1. Be compatible with the development of the premises and surrounding area
2. Support Official Plan objectives for the property and surrounding area
3. Not adversely affect adjacent properties
4. Not adversely affect public safety
5. Not alter the character of the premises or surrounding area
6. Not be contrary to the public interest
7. Must belong to a sign class permitted in the sign district
8. In the case of a third party sign, must be of a sign type permitted in the sign district
9. Not be a sign prohibited by 694-15B
Review of Sign Variance Applications

Administrative Criteria:
• Must belong to a sign class permitted in the sign district
• In the case of a third party sign, must be of a sign type permitted in the sign district
• Not be a sign prohibited by 694-15B

Design Criteria
• Be compatible with the development of the premises and surrounding area
• Not alter the character of the premises or surrounding area
• Support the Official Plan objectives for the property and surrounding area

Impact Criteria:
• Not adversely affect adjacent properties
• Not adversely affect public safety
• Not be contrary to the public interest
Administrative Criteria

• ‘Yes’ or ‘No’ type of criteria
• These criteria can be identified and answered simply by inspecting:
  • The sign class (first party sign vs. third party sign),
  • The sign type (ground sign, wall sign, roof sign),
  • The sign district where the sign is proposed to be located, and
  • Chapter 694-15B (prohibited sign types)
• Will potentially determine whether or not a bylaw amendment is required
Design Criteria

Requires a review of the sign’s design (size, location, copy type), context, and Official Plan Designation(s):

• What do the buildings on the property look like? (location, size, scale etc)
• What do the buildings on the surrounding properties look like? (location, size, scale etc)
• What use is associated with the sign?
• What are the buildings surrounding the sign being used for?
• Are there any similar signs in the area?
• Are there any built-form policies in the Official Plan that the application compliments or contravenes? (Chapters 2,3,4 of the Official Plan)
Impact Criteria

Requires a more technical review of the application and the potential affects that the sign may have on surrounding properties

- How close is the proposed sign(s) to residential properties or other sensitive land uses?
- How close is the sign to a highway or intersection?
- Is the sign illuminated?
- How is the sign copy displayed (static, electronic)?
- How far will the sign be visible from and which properties could it impact?
- Could the proposal cause confusion or distraction?
- Could the proposal impact other initiatives or developments taking place in the community?
Sign Variance Decisions

- Variance applications must be considered on their individual merits and evaluated against the criteria in Chapter 694-30A
- Other considerations are not relevant and cannot be considered as part of the decision
Procedure for Community Council Hearing

1. Chair will ask interested parties to identify themselves
2. Community Council will hear requests for deferral
3. Deputation of applicant
4. Deputation(s) of members of the public
5. Deputation and recommendation of staff
Procedure for Community Council Hearing (cont.)

- Once all parties have been heard and the matter debated, Community Council votes on the variance application
- Order of motions (per Chapter 27)
  - Refer the matter for further information
  - Defer the matter to another meeting
  - Amend the staff recommendation(s)
  - Adopt the staff recommendation(s)
- Community Council makes a recommendation to Council for a final decision on the application
Powers of Council

- Community Council recommendation will go to Council for a final decision
- Council must consider the application based on the criteria listed in Chapter 694-30A
- Other considerations are not relevant and cannot be considered as part of the decision
Order of motions:

- Refer the matter for further information
- Defer the matter to another meeting
- Amend the recommendation(s) of Community Council
- Adopt the recommendations of Community Council
Powers of Council (cont.)

Council may:

- Grant a variance
- Grant a variance with conditions
- Refuse to grant a variance
- Defer the matter to another meeting
- Refer the matter for further information
Questions?