



VAN**HORNE** OUTDOOR

Sign Variance Committee Item
SB17.4

Requesting two minor variances subject
to four conditions on the Belleville
Railway Subdivision, north of Ellesmere
Road and east of Warden Avenue

We worked with City Staff extensively
through this application process where it
was agreed that the nine criteria have been
met which is indexed by their recommendation
to grant the requested variances.



Three paste-and-paper signs to be removed in favour of one electronic sign

694-30A(1) : The Proposed Sign belongs to
a sign class permitted in the Sign
District

Sign District is Utility (U) which permits
the Third-Party Electronic Ground Sign
sought to be approved.

694-30A(2): In the case of a Third-Party Sign, the Proposed Sign is of a sign type permitted in the Sign District

Third-Party Electronic Ground Signs are a sign type permitted in Utility (U) Sign Districts.

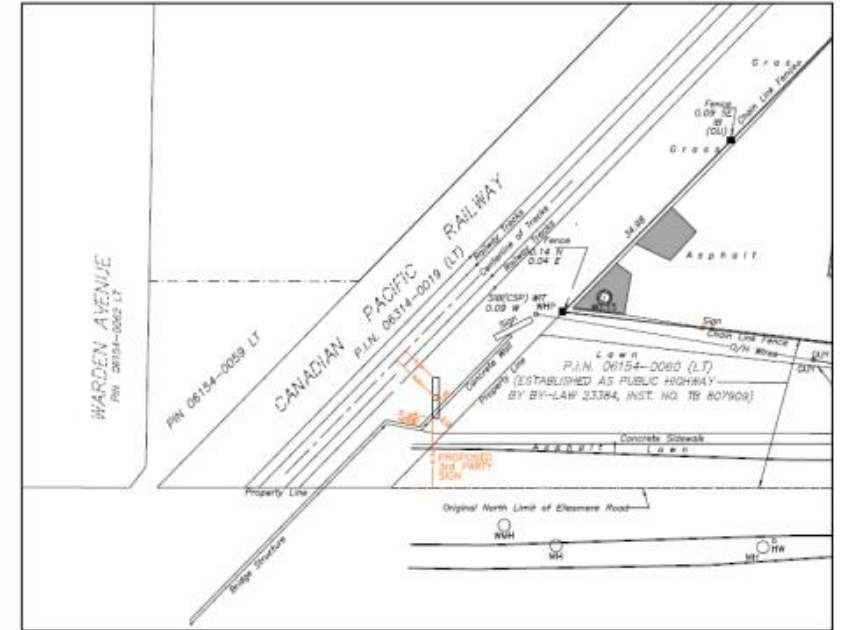
694-30A(3): The Proposed Sign is
compatible with the development of the
premises and surrounding area

Sign removals and the other three conditions
of approval enhance the compatibility of the
surrounding area.

694-30A(4): The Proposed Sign supports Official Plan objectives for the subject site premises and surrounding area

Official Plan land designation for the premises is "Utility Corridors which are used primarily for the movement and transmission of energy, information, people and goods".

Sign will not hinder the use of the utility corridor as a rail corridor and will continue to provide for the movement of



Third Party Electronic Ground Sign – Belleville Subdivision, E/O Warden, N/O Ellesmere – Two Variances

694-30A(5) : The Proposed Sign does not adversely affect adjacent premises

Utility Sign District permits a Third-Party Electronic Ground Sign at a height and sign face area consistent with our proposal.

One sign face directed east away from the intersection and toward one storey retail buildings within an Employment District (E) containing no sensitive land uses.



**694-30A(6) : The Proposed Sign does not
adversely affect public safety,
including traffic and pedestrian safety**

Removal of signs facing into the intersection of
Ellesmere and Warden improve traffic and
pedestrian safety.

New electronic sign is directed away from the
intersection and therefore does not interfere
with traffic signal infrastructure.

Due to the lack of nearby residential uses, the
area is not characteristically pedestrianized.

Sign will operate at 150nits in the evening (**50%
less** than required by the bylaw)

694-30A(7) : The Proposed Sign is not a
sign prohibited by 694-15B

Criteria has been established because the
sign is not prohibited

**694-30A(8) : The Proposed Sign does not
alter the character of the premises or
surrounding area**

Proposed sign is not inconsistent with the
predominant character and function of other
uses in the area, and the industrial and
related uses of the Employment Sign
Districts to the east.

Proposed sign is also at a scale and nature
that is consistent with the surrounding
built form.

Proposed sign does not introduce a new sign
class to the proposed location nor the

694-30A(9): The Proposed Sign will not be, in the opinion of the decision maker, contrary to the public interest

Proposed sign complies with the Sign Bylaw in terms of height, size, function, setbacks from property lines and intersections, as well as requirement for use of renewable energy, message duration and transition between messages, time of day restrictions, and we are proposing to improve the illumination regulation by operating at 50% less than the bylaw requirement for night-time brightness.

THANK YOU

The logo is contained within a white hexagon with a thick red border. The background of the slide features a dark grey triangle in the top right and a red triangle in the bottom right, meeting at a diagonal line.

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