

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. LS-2022-0015

**FOR THE CONSIDERATION OF
COUNCIL**

August 10, 2022

**SUBJECT: APPLICATION FOR SIGN BY-LAW RELIEF FOR WALL SIGN AT 174
THE QUEENSWAY SOUTH**

1. RECOMMENDATION:

1. That Council receive Report No. LS-2022-0015 prepared by the Municipal Law Enforcement Division, Legislative Services dated August 10th, 2022 respecting one (1) Application for Sign By-law Relief for a Wall Sign at 174 the Queensway South.
2. That Council approve the application for Sign By-law Relief for a Wall Sign at 174 the Queensway South.

2. PURPOSE:

This report is presented to seek Council's approval of one (1) Sign By-law Relief Application for a Wall Sign at 174 the Queensway South.

3. BACKGROUND:

On June 28th, 2022 a completed sign application and supporting documentation was received for an existing wall sign that was recently installed at 174 the Queensway South. The sign is 4.9 metres x 1.8 metres (16' x 6'). The sign advertises a business on the property known as "Five Corners General Store". The sign is on the front of the building and faces the Queensway South. The property is zoned "C2" – Highway Commercial and the current use is permitted on the premises.

4. ANALYSIS:

The Town of Georgina Sign By-law No. 2006-0062 (PUT-1) defines a Wall Sign as a sign of rigid material that is attached and parallel to, or painted on, an exterior wall of any structure, building, fence or trailer that projects not more than 45 centimeters (18") from the wall.

Section 7.1 B) of the Sign By-law stipulates that no wall sign shall, either vertically or horizontally, extend beyond the extremities of the wall to which it is attached. As installed, this wall sign extends beyond the vertical extremities of the wall in violation

of Section 7.1 B). It has been determined by staff that this sign will require relief from the Sign By-law.

The *Municipal Act* provides that the municipality may authorize minor variances from the Sign By-law if the general intent and purpose of the By-law are maintained.

5. RELATIONSHIP TO STRATEGIC PLAN:

This report addresses the following strategic goal(s):

GOAL 1: “Grow Our Economy” – SUSTAINABLE ECONOMIC GROWTH & EMPLOYMENT

6. FINANCIAL AND BUDGETARY IMPACT:

There are no associated financial or budgetary impacts

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

In consideration that there are no regulatory requirements for public notice for Sign By-law relief applications, there has been no public consultation.

8. CONCLUSION:

This report contains staff recommendations that Council grant relief from the Sign By-law to the applicant.

APPROVALS

Prepared By: Mike Hutchinson, Manager, Municipal Law Enforcement

Recommended By: Mike Bigioni, Director, Legislative Services

Approved By: Ryan Cronsberry, Chief Administrative Officer

Attachments:

Attachment 1 – Sign Image, 174 the Queensway South
Attachment 2 – Site Location, 174 the Queensway South