

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. LS-2024-0002

**FOR THE CONSIDERATION OF
COUNCIL**

January 17, 2024

**SUBJECT: SIGN BY-LAW RELIEF APPLICATION – LAKE DRIVE EAST, PLAN 208,
LOTS 20 & 21**

1. RECOMMENDATION:

1. That Council receive Report No. LS-2024-0002 prepared by the Municipal Law Enforcement Division, Legislative Services dated January 17th, 2024 respecting an Application for Sign By-law Relief for two oversized real estate signs in a Residential zone, namely at Lake Drive East, Plan 208, Lots 20 and 21.
2. That Council approve the Application for Sign By-law Relief for two oversized real estate signs at Lake Drive East, Plan 208, Lots 20 and 21, for a period of up to 6 months.

2. PURPOSE:

This report is presented to seek Council's approval of one Sign By-law Relief Application for two oversized real estate signs at Lake Drive East, Plan 208, Lots 20 and 21.

3. BACKGROUND:

On November 28th, 2023, the Municipal Law Enforcement Division received an Application for two oversized real estate signs to be located on Lots 20 and 21, Plan 208 at Lake Drive East. The principal of the property owner, Qamar Rizvi of Kokoro Haus Corporation, would like to advertise the construction and sale of homes on each of Lots 20 and 21 on Plan 208. The lots are currently vacant and are bordered by a house to the west of Lot 21, Lake Drive East to the north of both lots, Isobel Avenue to the east of Lot 20, and vacant rural land to the south. No building permits or approvals have been issued to build on the properties at this time.

The proposed signs had previously been installed without permits (see Attachment 1). When contacted by the Municipal Law Enforcement Division, the owner was cooperative and agreed to remove the signs pending the issuance of a permit.

The proposed signs are banners that each measure 5.9 metres x 2.4 metres (19'4" x 9'4"), so that each sign has an area of 14.2 square metres (182 square feet). The banners are proposed to be attached to an existing chain link fence on the property.

If the Application is approved, one banner will face west and the other will face north (See Attachment 2).

4. ANALYSIS:

Municipal Law Enforcement staff have determined that before permits can be issued for these proposed oversized real estate signs, relief from Town of Georgina Sign By-law No. 2006-0062 (PUT-1) is required.

Lots 20 and 21 on Plan 208 are both zoned Residential, and are currently vacant. Section 8.2 of the Sign By-law permits the signs listed in Section 3.0 to be located on Residential lots. Real estate signs fall under Section 3.3, but the sign faces are only permitted to be up to 0.6 square metres (6.5 square feet), so the Applicant is requesting relief from this requirement. Additionally, a real estate sign is only permitted on a lot that is being advertised for sale; both of Lots 20 and 21 are for sale, but both signs are proposed to be located on Lot 21 so that they can be fastened to an existing chain link fence, thus necessitating further relief. Finally, Section 7.6 E) of the By-law only permits banner signs to be up to 10 square metres (108 square feet) in sign face area, whereas both banner sign faces are 14.2 square metres.

Under the Sign By-law, both real estate signs and banner signs are meant to be temporary. Banner signs are permitted on a property for up to 240 days within a calendar year. Due to the large size of the banners and the fact that there are two proposed to be located on one Residential lot, staff are proposing to issue a temporary sign permit for each banner for a period of up to six months, or approximately 180 days. Staff propose this to be a one-time permit with no extensions permitted.

5. RELATIONSHIP TO STRATEGIC PLAN:

This matter supports the “Ensuring Balanced Growth” and “Advancing Environmental Stability” pillars of the Town’s Strategic Plan. The proposed homes to be advertised on the signs are to be sustainable, eco-friendly homes.

6. FINANCIAL AND BUDGETARY IMPACT:

None.

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

Although there are no legislated requirements for public consultation, because these signs were the subject of a complaint, the complainant has received notification of the consideration of this application by Council. The complainant has been invited to attend the Council meeting and speak in regards to the application.

8. CONCLUSION:

This report contains a staff recommendation to approve the Sign By-law Relief Application for two oversized real estate signs to be displayed for a period of up to 6 months.

APPROVALS

Prepared By: Mike Hutchinson, Manager, Municipal Law Enforcement

Recommended By: Michael Bigioni, Director, Legislative Services

Approved By: Ryan Cronsberry, Chief Administrative Officer

Attachments:

Attachment 1 – Sign Images

Attachment 2 – Site Plan