

Summary of Comments

A-017-2022 - 8093 Yonge Street



COMMITTEE OF ADJUSTMENT MEMORANDUM

APPLICATION NUMBERS: A-017-22

MEETING DATE: April 21, 2021

TO: Toomaj Haghshenas, Secretary Treasurer Committee of Adjustment

FROM: Chris Cannon, Placemaker/Planner

SUBJECT: Variance to Town's The Large Sign By-law No. 050-06 for proposed ground sign 8093 Yonge Street

PROPERTY INFORMATION:

Municipal Address	8093 Yonge Street
Legal Description	Part of Lots 16 & 17; Concession 10
Official Plan	Agricultural Area
Zoning By-law	Agricultural General (AG) Zone

RECOMMENDATION:

Planning Services recommends approval of the Variance application A-017-22, subject to the condition below:

CONDITION(S):

1. That the Owner/applicant obtain written approval from Simcoe County for the proposed signage to the Town's satisfaction.

REASON FOR APPLICATION(S):

A-017-22:

The Applicant is proposing to convert a ground sign to a one sided digital sign with a sign area of 18.5m² (3.05m x 6.1m) on the subject property. The Applicant is seeking relief from The Large Sign By-law section 5.c.ii., which requires a maximum allowable sign area of 15 m².

Application Number	By-law Requirement	Proposed	Difference
A-061-19	15m ²	18.5m ²	3.5m ²

SURROUNDING LANDS:

NORTH:	Agricultural uses
EAST:	Agricultural uses

SOUTH:	Single detached dwellings and accessory structure
WEST:	Agricultural uses

ANALYSIS:

Conforms with the purpose and intent of the Town Official Plan: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<p>The subject lands are designated Agricultural Area. It is the policy of the Plan to plan and design gateways to use simple and universally readable lettering for any signage that is part of a gateway feature.</p> <p>The proposal conforms to the purpose and intent of the Town of Innisfil, insofar as no policies have been provided to guide signage in the Agricultural Area.</p>
Complies with the purpose and intent of the Town Zoning By-law: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<p>Maximum signage area and height is a provision that is not considered in the Town of Innisfil Zoning By-law (080-13).</p> <p>The proposed sign is permitted as an encroachment in this yard, as per 3.54 d).</p>
Maintains the purpose and intent of the Large Sign By-law (No. 050-06): <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Deferral	<p>The purpose and intent of the Large Signs By-law is to manage the adverse effects that large signage proposals can have from a community appearance and safety standpoint. The Town of Innisfil Large Sign By-law manages adverse visual impacts of large signs through metrics such as height, sign face area, sign face length and height, illumination, and flashing. The proposed variance, for sign face area, in the opinion of Planning Staff, a key metric to managing the adverse effects on community appearance.</p> <p>Notwithstanding the regulations in the Large Signs By-law, Planning Staff note that no policies prohibit signage on this property.</p> <p>While acknowledging the rationale for a larger sign on this location, Planning Staff are of the opinion that the commercial benefit gained by putting up a larger ground sign than is permitted does not provide adverse public impacts.</p> <p>The proposal meets the intent and purpose of the Large Sign By-law, and Planning Staff support the sign as proposed.</p>
The variance is desirable for the appropriate/orderly development or use of the land: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<p>Planning Staff note the necessity to carefully regulate ground sign size along a roadway corridor.</p> <p>Given the proposed location of the ground sign and its projection towards Yonge Street, the proposed variance is desirable for the appropriate/orderly use of the land.</p>
The variance is minor in nature: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<p>The requested adjustment in height of the proposed sign is minor in effect and magnitude. A 3.5m increase in permitted height would not be discernable from a distance of 150 m.</p> <p>The request for increased size of the area of the ground sign, as proposed, is minor in effect or magnitude.</p>

CONCLUSION:

Planning Services recommends approval of the Variance application A-017-22, subject to conditions.

PREPARED BY:

Chris Cannon, Placemaker/Planner

REVIEWED BY:

Steven Montgomery, Supervisor of Development Acceleration



Community Development Standards Branch

MEMORANDUM TO FILE

DATE: April 14, 2022

FROM/CONTACT: Jocelyn Penfold ex 3506 jpenfold@innisfil.ca

FILE/APPLICATION: A-017-2022

SUBJECT: 8093 Yonge Street

Comments to applicant/owner for information purposes (Comments help provide additional information regarding the development of the subject lands to the applicant. Comments are not conditions of approval):

No comments.

Condition of Approval (Conditions of Approval are specific enforceable conditions regarding the subject lands should the Committee of Adjustment approve the application. For example: The applicant/owner shall apply for a building permit for the construction of a new dwelling to the satisfaction of Community Development Standards Branch)

No comments.

A-017-2022 - 8093 Yonge Street - Public Comments

Public comment #1:

Interested in learning of the proposed design, and if it will be a replacement of the existing two billboard signs with digital versions. Light and movement of these signs will shine into our home and be more disturbing than current signs.