

Public Release  
September 12, 2017



**Town of Aurora  
Additional Items to  
Council Meeting Agenda**

Tuesday, September 12, 2017  
7 p.m., Council Chambers

- **Item R3 – PBS17-073 – Sign Variance Appeal to Council – 330 McClellan Way (Additional Information)**



**Town of Aurora  
Council Report**

**No. PBS17-073**

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**Subject: Sign Variance Appeal to Council – 330 McClellan Way  
(Additional information)**

**Prepared by: Afshin Bazar, Manager of Building Services**

**Department: Planning and Building Services**

**Date: September 12, 2017**

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## **Recommendations**

- 1. That Report No. PBS17-073 be received; and**
- 2. That Council authorize the revised request for a variance to Sign By-law 5840-16 as amended to allow one internally illuminated ground sign with sign area of 8.0 m<sup>2</sup> and height of 6.0 m subject to no illumination after 11:30 pm on the property located at 330 McClellan Way where the Sign By-law does not allow ground signs in any C1 zones.**

## **Executive Summary**

This report provides Council with additional information and recommendation following previous report No. PBS17-061 which was brought forward at General Committee Meeting of September 5<sup>th</sup> 2017.

- On September 5<sup>th</sup> 2017 General Committee Meeting, Council adopted the staff's recommendation to deny the sign variance as originally requested by the applicant, however Council suggested that staff continue working with applicant in order to come up with a solution and report back to Council.
- After staff's discussion with the applicant, the owners of the plaza have agreed to revise the original proposal to reduce the proposed sign area by 20% (from 10 m<sup>2</sup> to 8 m<sup>2</sup>) and reduce the proposed height by 18% (from 7.3 m to 6 m). The applicant has also offered to install a timer which will turn off the illumination of the sign at 11:30pm as suggested by nearby residents during applicant's discussion with them.
- Staff are of the opinion that the revised proposal would be considered a reasonable solution which will address the business needs of the plaza owners on one hand and it is more respectful and considerate to the residential character of the neighbourhood on the other hand.

## **Background**

Staff received an application for one internally illuminated ground sign with sign area of 10 m<sup>2</sup> and height of 7.3 metres within a plaza located at 330 McClellan Way. The subject property is zoned Convenience Commercial C1-103 Exception Zone according to the new comprehensive Zoning By-law #6000-17 (previously zoned as Local Commercial C1-1 Exception Zone). Town of Aurora Sign By-law does not allow ground signs in any C1 zones. The applicant has applied for sign variance under Section 4.10 (b) of the Sign By-law where the Director has a delegated authority to authorize the requested variance. The request was evaluated against the criteria outlined in the By-law and denied by the Director as proposed. Staff continued to work with the applicant in order to come up with a resolution however an agreement could not be reached and the applicant chose to file for appeal to Council in accordance with Section 4.10 (d) of the Sign By-law. Section 4.10 (f) of the Sign By-law states that the Council decision is final, without any further right of appeal.

Staff brought forward Report No. PBS17-061 at General Committee Meeting of September 5<sup>th</sup> 2017. In that meeting, Council adopted the staff recommendation to deny the sign variance as originally requested by the applicant, however Council suggested that staff continue working with applicant in order to come up with a solution and report back to Council.

## **Analysis**

**The applicant has revised the original proposal to address concerns raised by staff and nearby residents.**

Following General Committee Meeting of September 5<sup>th</sup> 2017, staff had a discussion with the applicant and as a result the owners of the plaza have agreed to revise the original proposal to reduce the sign area by 20% (from 10.0 m<sup>2</sup> to 8.0 m<sup>2</sup>) and reduce the height by 18% (from 7.3 m to 6.0 m). The applicant has also offered to install a timer which will turn off the illumination of the sign at 11:30 pm. This was suggested by nearby residents during applicant's discussion with them.

Staff are of the opinion that the revised proposal would be considered a reasonable solution which will address the business needs of the plaza owners on one hand and it is more respectful and considerate to the residential character of the neighbourhood on the other hand.

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### **Advisory Committee Review**

N/A

### **Financial Implications**

There are no financial implications.

### **Communications Considerations**

N/A

### **Link to Strategic Plan**

Staff's recommendation for approval of the revised proposal supports the Strategic Plan goal of supporting an exceptional quality of life for all.

Staff's recommendation also supports the Strategic Plan goal of Enabling a Diverse, Creative and Resilient Economy through satisfying requirements of the objective of supporting small businesses and encouraging a more sustainable business environment.

### **Alternative to the Recommendation**

1. Council may choose to deny the revised proposal for a sign variance.

### **Conclusions**

Staff are of the opinion that the revised proposal would be considered a reasonable solution which will address the business needs of the plaza and it is more respectful and considerate to the residential character of the neighbourhood and therefore staff are recommending that Council authorize the revised request for a sign variance as outlined in this report.

### **Attachments**

Attachment 1 – Original and revised proposal

### **Previous Reports**

Report No. PBS17-061 - Sign Variance Appeal to Council – 330 McClellan Way, dated September 5, 2017.

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**Pre-submission Review**

Reviewed by the Chief Administrative Officer.

**Departmental Approval**

**Approved for Agenda**

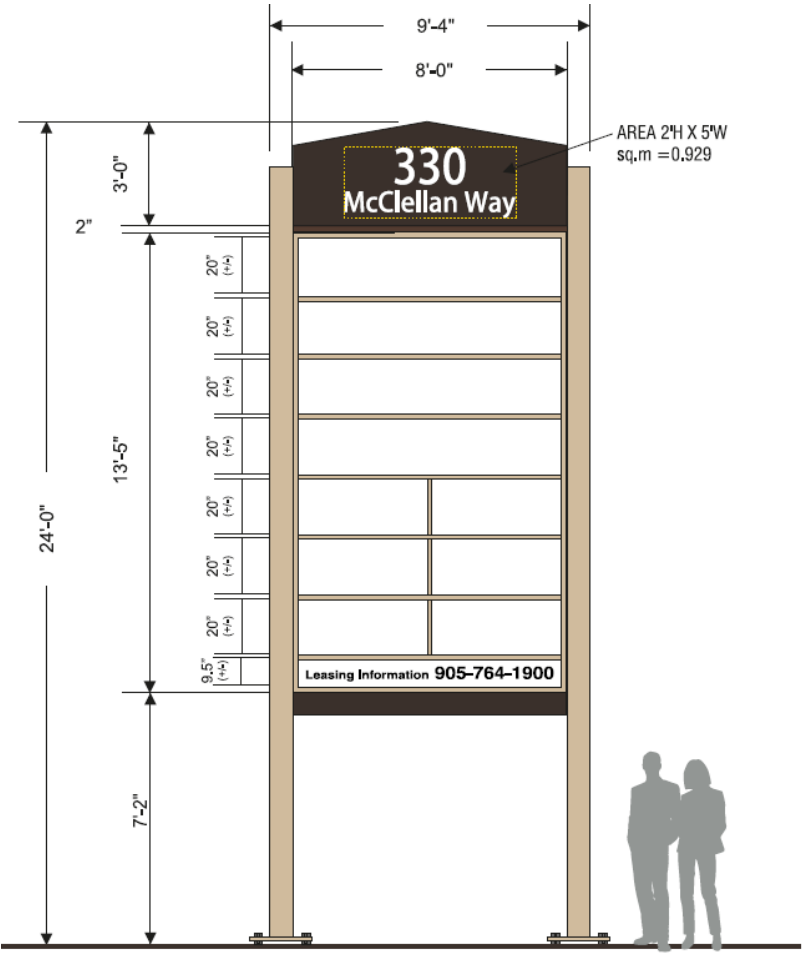


**Marco Ramunno, MCIP, RPP  
Director  
Planning and Building Services**

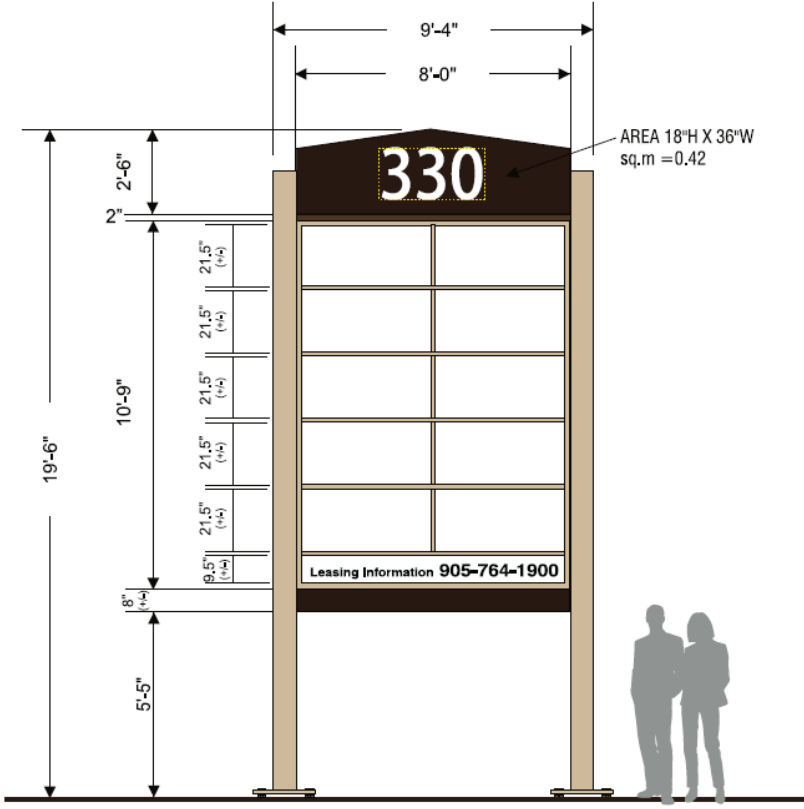


**Doug Nadorozny  
Chief Administrative Officer**

Attachment 1



Original Proposal



Revised Proposal