



## **CORPORATION OF THE TOWNSHIP OF EAST GARAFRAXA**

### **Staff Report**

**To:** Council  
**From:** Jessica Kennedy, Clerk  
**Report Date:** May 12, 2025  
**Meeting Date:** May 13, 2025  
**Subject:** Sign By-Law Exemption Request – Orangeville Building Supply, 205164 County Road 109

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#### **RECOMMENDATION:**

BE IT RESOLVED THAT: Council receive the Sign By-Law Exemption Request – Orangeville Building Supply, 205164 County Road 109 report dated May 12, 2025; and

That Council receive the sign exemption request to Sign By-law 37-2012, as amended, submitted by LovettSigns on behalf of Orangeville Building Supply Inc., to permit the installation of a new freestanding illuminated sign, and provide the following exemptions:

1. Height: up to a maximum of a 10% variance of 5.0 metres;
2. Area: up to a maximum area of 6.10 square metres;
3. Location: to be permitted within the Environmental Protection zone in the same location as the existing sign to be replaced;

And that the above exemptions be granted subject to the following conditions:

1. Payment of the sign application fee of \$300, plus an additional \$100 for the illuminated message centre;
2. Receipt of comments from the County of Dufferin Public Works Department;
3. Obtaining a building permit.

#### **PURPOSE:**

To consider a request for exemptions to Sign By-law 37-2012, as amended, to permit the replacement of an existing freestanding sign with a new freestanding illuminated sign with message centre that exceeds the permitted maximum height, maximum area, and zone location.

#### **BACKGROUND AND DISCUSSION:**

Sign By-law 37-2012, as amended, regulates signage within the Township of East Garafraxa and is administered by the Township Clerk (By-Law 37-2012 Attachment 1). Signs listed under Schedule “C” require Township approval. Where a proposed sign does not comply with the by-law’s provisions (e.g., height, area, location etc.), a written exemption request must be submitted to Council for consideration.

### Exemption Application:

The subject property is located at 205164 County Road 109 and is zoned Environmental Protection (EP) and Industrial (MI). The proposed replacement sign is a freestanding illuminated pylon sign with the following specifications:

- Total height: **6.04 metres**
- Total signage area: **9.46 square metres**, including a **3.49 square metre** LED message centre
- Proposed location: Within the **Environmental Protection (EP)** zone

The exemption request submitted by LovettSigns (Attachment 2) seeks relief from the following Sign By-law provisions:

<b>Provisions for Freestanding Signs</b>	<b>Permitted</b>	<b>Proposed</b>	<b>Requested Variance/Exemption</b>
<b>Section 4.3: Maximum Height</b>	5.0 metres	6.04 metres	1.04 metres
<b>Schedule “C”: Maximum Area</b>	4.0 square metres	9.46 square metres (including an area of 3.49 sq m for illumination message centre)	5.46 square metres
<b>Schedule “C”: Permitted Zones (Sign Location)</b>	General Commercial, Highway Commercial, Industrial, Institutional, Extractive Industrial	Environmental Protection (EP)	To permit signage within the EP zone (replacement of sign currently located within the EP zone)

### Existing Sign Specifications:

- Height: 4.8 metres
- Area: 6.10 square metres
- Not illuminated
- We believe that the existing sign was installed prior to the Sign By-Law being enacted in 2012

### Documents Submitted:

- LovettSigns Rational Letter dated April 30, 2025 (Attachment 2)
- LovettSigns Site Plan, Design and Engineered Drawings dated March 18, 2025 (Attachment 3)

- LovettSigns Comparison of Existing Sign and Proposed Sign Revision date March 22, 2025 (Attachment 4)
- Indicated there are large visibility issues with the current sign which has prompted the replacement of the sign and design of the new sign.

### **Site Context and Considerations:**

- The proposed sign is a replacement of the existing freestanding sign with the addition of an illuminated message centre. The existing sign has an area larger than the permitted size provisions within the Township's Sign By-Law and is currently located in the Environmental Protection zone.
- The subject property is adjacent to Business Park-zoned lands and residential uses (see Attachments 5 and 6).
- A portion of the subject property is regulated by the Grand River Conservation Authority (GRCA); however, correspondence from GRCA dated May 6, 2025, notes that the proposed sign location is outside their regulated area and therefore, they have no comments on this proposal at this time. GRCA mapping has been included for reference (Attachment 7).
- The property is subject to a Site Plan Agreement; however, the agreement contains no provisions related to signage. Previously, sign exemption requests have been considered minor in relation to Site Plan Agreements and have not required a Site Plan Amendment and have been dealt with through motions of Council.
- As the property fronts a County Road (County Road 109), information was circulated to the County of Dufferin Public Works for comment.
- Consideration should be given to future sign exemption requests as the Business Park area is developed.

### **Conclusion**

In order to be consistent when considering sign exemption requests staff are of the opinion that requests for provisions outside of the Township's Sign By-Law should be within a 10% variance.

The proposed sign exceeds both the maximum height and area provisions by more than 10%, and is located within the Environmental Protection (EP) zone, which is not a permitted zone for freestanding signage. However, staff and the Township Planning Consulting firm do not have concerns regarding the location of the sign within the Environmental Protection (EP) area as this is a replacement of an existing sign which is located in the EP zone. In addition, as the existing sign has an area larger than the provisions of the Sign By-Law it may be appropriate to permit the replacement sign to be a maximum of the area of the existing sign which is approximately 6.10 square metres.

While staff acknowledge that the sign is intended to replace an existing structure, the proposed design introduces substantial changes, including an illuminated message centre, which further intensifies the use.

Staff recommend that the applicant revise and resubmit a proposal that complies with the Sign By-law, except for the location, and limits any variance to a maximum of 10% for height, with the total sign area not exceeding the existing sign size of approximately 6.10 square metres.

### **CONSULTATION:**

Fotenn Consultants, Township Planning Consultant  
Township CAO

### **FINANCIAL IMPACTS:**

There are no financial implications related to this report.

**Respectfully Submitted,**  
Jessica Kennedy, Clerk

**Reviewed by:**  
Peter C. Avgoustis  
Chief Administrative Officer (CAO)

### **Attachments:**

1. [Sign By-Law 37-2012, as amended \(link\)](#)
2. LovettSigns Rational Letter dated April 30, 2025
3. LovettSigns Site Plan, Design and Engineered Drawings dated March 18, 2025
4. LovettSigns Comparison of Existing Sign and Proposed Sign Revision date March 22, 2025
5. Aerial Photo
6. Zoning Map Extract
7. Grand River Conservation Authority (GRCA) Map