

Rationale Letter: Signage Exemption

Orangeville Building Supply (Freestanding sign with EMC)

Proposal created exclusively for: Township of East Garafraxa

Property address: 205164 County Rd 109, East Garafraxa, ON L9W 2Z3

RE: Request for minor exemption related to *Sign By-law 37-2012*

To: Township Clerk

Date: April 30th, 2025

To Whom It May Concern,

I am writing to formally request a minor exemption to Sign By-Law 37-2012 to permit the installation of a freestanding sign at the above noted property. The proposed sign will have a height of 6.04 metres from grade and a total sign area of 9.46 square metres, which includes an LED message centre display component.

We are seeking an exemption from the current by-law provisions, which limit freestanding signs to a maximum height of 5 metres and a maximum sign area of 4 square metres. Additionally, we request an exemption to allow the replacement of the existing freestanding sign, which is currently located within an Environmental Protection (EP) Zone, where signage is currently not permitted.

1. Improved Visibility and Public Communication:

The proposed signage is designed to enhance visibility for motorists travelling on County Road 109, a high-traffic regional road. The increased height and area will ensure that the sign is clearly visible from a safe distance, allowing drivers to view important messages and business identification information without distraction.

County Road 109 is a wide, fast-moving arterial road. A larger sign is necessary to ensure adequate visibility and legibility from a distance and at higher passing speeds. The size of the sign is proportionate to the scale of the road and the setbacks to the property. It does not create visual clutter or overwhelm the streetscape.

Signage plays a vital role in supporting a local business activity, particularly in rural areas like East Garafraxa, where there is limited walk-by traffic and minimum exposure from other advertising platforms.

The proposed sign ensures that the business remains visible and accessible to people passing by at higher speeds on this major roadway. A sign of reduced size and height, as per the current by-law, would be insufficient to catch the attention of motorists and could result in missed opportunities for customer engagement and community interaction.

The exemption not only supports economic development, but also entrepreneurship within the Township.

2. Public Service Messaging via LED Display:

The integrated LED message centre will be used to communicate timely, community-relevant information such as public service announcements, safety messages, and business updates. This adds a public benefit and aligns with modern signage practices that support local engagement and safety.

3. Minimal Impact on Surrounding Area:

The sign's design has been carefully considered to remain visually appropriate for the area. The additional height and size are moderate and proportionate to the properties frontage and road conditions. The LED display will be operated in compliance with brightness and timing standards to avoid light pollution or distraction.

4. Modernization and Aesthetic Improvement:

The proposed sign represents a significant upgrade from the existing freestanding sign, which is outdated and no longer aligns with contemporary design or safety standards. The new structure is professionally designed, constructed and engineered to be durable, use modern materials and will enhance the visual appearance of the property and surrounding area. By integrating a clean, attractive design with an LED message centre, the sign balances function with form, ensuring it meets both practical needs and aesthetic considerations.

The modernization of the signage contributes to a more cohesive and polished visual identify for the property and reflects the ongoing improvement and investment in the community's infrastructure.

We believe the proposed sign supports the intent of the by-law while addressing the practical needs of the location and providing additional benefits to the community. We respectfully request the Township's consideration and approval of this minor exemption.

Please do not hesitate to contact me should you require any additional information or clarification.

Thank you in advance for your consideration,

Brittany Andrews | Permit Coordinator

Lovett Signs
92 Ferguson Street
Guelph, ON N1E 2Y6

519.822.9558 x.101
permits@lovettsigns.ca