



Report n° PE2026-015
Date: March 11, 2026
Submitted by: Marie-Eve Bélanger
Subject: Sign variance – New Beginning Church

Nature/Goal

The nature of this report is to have a decision from Council regarding the variance to the sign by-law for New Beginning Church on Giroux Street.

Directive/Previous policy

n/a

Department's recommendation

That Council approve the sign variance for the ground sign submitted by New Beginning Church in order to :

- permit a message centre sign, being an illuminated sign closer than 30 metres from a residential property and visible from residential buildings for the sign area facing north only.
- permit a message centre of 1.71 m².
- permit a ground sign of a height of 2.13 m,

subject to the following condition:

- the illumination of the message centre sign must be dimmed as to not create a nuisance to the neighboring property to the north and must be turned off after 9:00 pm.

and that Council refuse the sign variance for the ground sign submitted by New Beginning Church in order to :

- permit a message centre sign, being an illuminated sign closer than 30 metres from a residential property and visible from residential buildings for the sign area facing south only.

Il est résolu que le conseil approuve la dérogation relative à l'enseigne sur socle soumise par New Beginning Church afin de :

- permettre un centre de message, soit une enseigne illuminée située à moins de 30 mètres d'une propriété résidentielle et visible à partir de bâtiments résidentiels, uniquement pour la face nord de l'enseigne;
- permettre un centre de message d'une superficie de 1,71 m²;
- permettre une enseigne sur socle d'une hauteur de 2,13 m,

sous réserve des conditions suivantes :

- la luminosité du centre de message doit être atténué de manière à ne pas créer de nuisance pour la propriété voisine située au nord et doit être éteint après 21 h.

Il est également résolu que le conseil refuse la dérogation relative à l'enseigne sur socle présentée par New Beginning Church afin de :

- permettre un centre de message, soit une enseigne illuminée située à

moins de 30 mètres d'une propriété résidentielle et visible à partir de bâtiments résidentiels pour la face sud de l'enseigne seulement.

Background

The City received a Community Improvement Plan (CIP) grant application from New Beginning Church in relation to a ground sign at 954 Giroux Street. It is noted that the CIP grant is contingent on the approval and issuance of the required sign permit. As part of the sign permit review process, staff from the Planning Division and the Enforcement Division identified that a portion of the sign had been installed prior to the issuance of a sign permit and that the sign, as installed/proposed, does not fully comply with certain provisions of the Sign By-law.

The sign is an illuminated ground sign that includes a message centre, and it currently consists of one sign face facing north. The related sign permit application includes the existing sign and the proposed addition of the second sign face.

Discussion

Sign By-law Provisions and Variances Requested

The applicant has now applied for variances to the Sign By-law to permit the existing and proposed illuminated sign and message centre. The location of the sign is shown in Figure 1.



Figure 1: Location of the proposed/existing sign

The Sign By-law establishes requirements for ground signs associated with institutional uses. As summarized below, the overall sign area complies with the by-law. However, the sign does not comply with the permitted height, the maximum permitted message centre area, and the minimum required setback for illuminated signs from residential buildings. In addition, the sign is visible from nearby residential windows, whereas the by-law requires that illuminated signs not be visible from a residential building. Variances are therefore required for these provisions.

Provisions	By-law	Proposed	Variance
Height	2 m	2.13 m	0.13 m (6%)
Area	3 m ²	2.62 m ²	N/A
Message Centre sign	0.75 m ²	1.71 m ²	0.96 m ² (128%)
Illumination	30 m away from a residential building	17 m (950 Giroux)	13 m (43%)
		12 m (960 Giroux)	18 m (60%)
	Not visible from a residential building	Sign is visible from nearby windows of both neighboring properties	

Existing Sign Description and Context

Figure 2 shows the existing sign that was installed prior to the issuance of a sign permit. As shown, the sign is currently one-sided. The upper portion of the sign displaying the church name is illuminated and measures approximately 45.7 cm in height by 1.98 m in length. The message centre portion measures approximately 86.4 cm in height.

The Sign By-law limits the message centre component to 25% of the permitted sign area. For an institutional ground sign, the permitted sign area is 3.0 m², resulting in a maximum message centre area of 0.96 m². The installed sign includes a message centre area of approximately 1.71 m², which exceeds the permitted maximum by 128%.



Figure 2: photo of the existing sign- view to the south

The overall height of the sign is approximately 2.13 m, exceeding the permitted height by 0.13 m. The sign is located in the front yard of New Beginning Church and is situated approximately 17 metres from the residential property to the north (950 Giroux Street) and approximately 12 metres from the residential property to the south (960 Giroux Street). The sign currently faces north. As a result, the minimum setback requirement of 30 metres for illuminated signs is not met for either adjacent residential property.

Figure 3 illustrates the view looking north. Windows are present on the south wall of the residence at 950 Giroux Street and the sign is visible from within the dwelling. The sign is also visible from windows at 960 Giroux Street. The applicant has indicated that the sign is fully programmable and that they have the ability to reduce illumination at night and/or establish a schedule to turn off illumination during nighttime hours.



Figure 3: View to the north

Consultation

Notice of the proposed sign variance was circulated to the adjacent property owners to the north and south of the subject property.

The resident to the south expressed concerns that the proposed illuminated message centre sign could create a nuisance due to its close proximity to the residence. The resident also noted that the surrounding area is predominantly residential in character and indicated that efforts should be made to maintain that character.

The owner of the property to the north inquired whether the sign illumination could be dimmed and whether the operation of the sign could be restricted to specific hours.

Recommendations or comments from committee/ other departments

N/A

Financial impact (expenses/material/etc.)

N/A

Legal implications

If the variance is not approved for the sign that was currently installed (one-sided), the applicant will be required to remove the sign and install a permitted sign.

Risk management

The illuminated sign could create light pollution for the two residences that are adjacent to the sign.

Strategic implications

N/A

Supporting documents

N/A