



Report n° PE2026-016

Date: March 11, 2026

Submitted by: Fabien Lalande, Municipal Planner

Subject: Sign Variance Application – Billboard Sign – Part 7 (no civic number), Summit Private

Nature/Goal

The purpose of this report is to evaluate a variance application submitted by Alex Long on behalf of Get Space LTD to permit an existing billboard sign located on Part 7 (no civic number), Plan 50R- 11380 (frontage on Summit Private). The applicant is seeking relief from the 300-metre minimum separation requirement between billboards and the 25-metre minimum setback from the County Road 17 right- of- way, as prescribed under the City of Clarence- Rockland Sign By- law 2015- 160.

Directive/Previous policy

N/A.

Department’s recommendation

THAT Council approve the sign variance application for the existing billboard on Part 7, Plan 50R- 11380, subject to the condition of replacing the face of the sign with bilingual content that complies with Section 8.8 of Sign By- law 2015- 160;

QUE le Conseil approuve la demande de dérogation pour l’enseigne- panneau d’affichage située sur la partie 7 du plan 50R- 11380, sous réserve que la face de l’enseigne soit remplacée par un contenu bilingue conforme à l’article 8.8 du Règlement sur les enseignes 2015- 160.

Background

The applicant installed a large ground-mounted sign on Part 7, Plan 50R- 11380 (no civic number) without a sign permit, contrary to Section 5.1 of the Sign By-law.

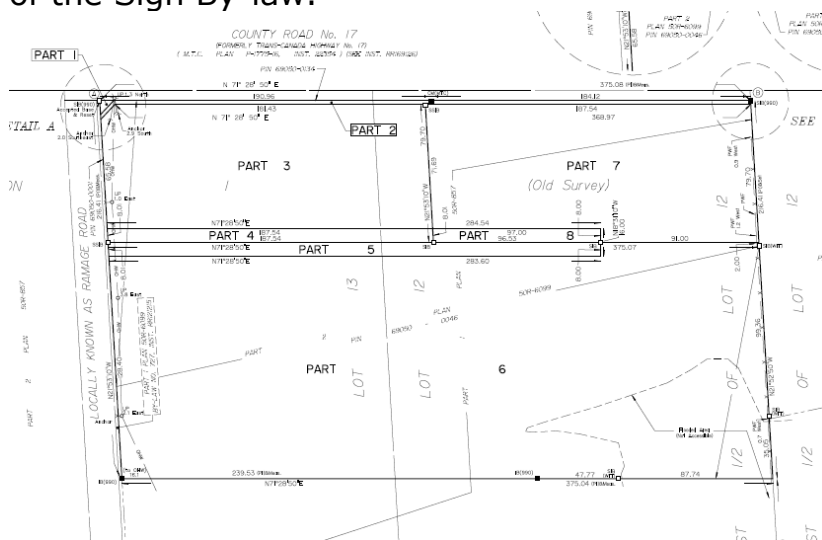


Image 1 – Capture of survey depicting subject lot

The sign advertises the Get Space business, which is established at 822 Summit Private (Get Space Landscape) and 830 Summit Private (Get Space Storage)—neither of which is located on Part 7. Because the sign promotes a business located on different parcels, it meets the definition of a billboard (off-premises advertising sign) under Section 3.7 of the Sign By-law.

The applicant has submitted a complete variance application, including a justification letter and applicable fee at the doubled rate for a sign already installed.

The survey Plan 50R-11380 submitted delineates Parts 1 through 8, confirming the location of the billboard on Part 7, which currently does not have a civic address assigned.

Discussion

The subject property lies within the Highway Commercial (CH) zone. Billboard signs are permitted along County Roads in Commercial zones under Section 9.24 of the Sign By-law.



Image 2 – Keymap depicting location of subject lot

Plan 50R-11380 confirms that Part 7 directly abuts the County Road 17 right-of-way along its southern boundary, with limited lot depth. Because of this configuration, it is not physically possible for any billboard on Part 7 to meet the 25-metre minimum setback required under Section 9.26(a). This limitation arises from the geometry of the lot itself, not from siting choices by the applicant.

Given the highway commercial context, staff consider the reduced setback reasonable and consistent with the intent of the By-law.

Section 9.26(d) requires a 300- metre separation between billboard signs. The applicant indicates that existing billboards across County Road 17 is within this distance based on available measurements.

The applicant has committed to updating the billboard content to meet the bilingual requirement under Section 8.8 (identical English and French lettering, with the business name exempt).



Image 3 – concept sign face submitted by applicant

The applicant submitted a complete variance application, including the required supporting documents and payment of the doubled variance fee.

Under Section 6.1, Council may grant a variance where the general intent of the By-law is maintained. Staff find that approving the variance in this case satisfies the By-law's general intent given the site's CH zoning, its highway frontage, and physical limitations of Part 7.

Consultation

Internal review was completed by Planning.

Recommendations or comments from committee/ other departments

No comments at this stage.

Financial impact

The applicant paid the doubled variance fee as required for signs installed without prior approval.

No additional financial impact is anticipated.

Legal implications

Council is the approval authority for billboard variances. Upon approval and satisfaction of conditions, the Manager will issue the corresponding permit. If conditions are not met, the City retains authority under Section 12.7 to require removal of the sign.

Risk management

Low risk given the commercial zoning, highway frontage, and signage context.

Strategic implications

Supports local economic visibility while upholding bilingual requirements and the Sign By-law's regulatory purpose.

Supporting documents

- Applicant's Justification Letter
- Plan 50R- 11380