

Town of Whitby

Staff Report

whitby.ca/CouncilCalendar



Report Title: Sign By-law Variance to Permanent Sign By-law for 100 Rossland Road West (Whitby Christian Assembly) – SB-01-24

Report to: Committee of the Whole

Date of meeting: September 16, 2024

Report Number: PDP 44-24

Department(s) Responsible:

Planning and Development Department
(Planning Services)

Submitted by:

R. Saunders, Commissioner of Planning
and Development

**Acknowledged by M. Gaskell,
Chief Administrative Officer**

For additional information, contact:

K. Afante, Planner I, x.2836

1. Recommendation:

That Council approve the request for a variance to the Town of Whitby Permanent Sign By-law #7379-18 for the Whitby Christian Assembly, located at 100 Rossland Road West.

2. Highlights:

- The Planning and Development Department is in receipt of a Sign By-law Variance application to amend the Town's Permanent Sign By-law #7379-18 for the Whitby Christian Assembly, located at 100 Rossland Road West.
- The variance application is required to permit a new ground sign that exceeds the maximum permitted sign area by the By-law.
- The existing ground sign on the subject property is proposed to be removed.

3. Background:

The subject land is located on the north side of Rossland Road West and west of Brock Street North, municipally known as 100 Rossland Road West (refer to Attachments #1 and #2).

The subject land is zoned Institutional (I*) Zone in Zoning By-law 1784, as amended, which permits a Place of Worship.

A Site Plan Agreement (SP-24-04) for the development of the Church was registered on title in March 2009.

4. Discussion:

The proponent is proposing to install a ground sign on the Rossland Road West frontage to identify the Church (refer to Attachment #3).

The proposed ground sign would have a sign area of 9.45 square metres and a height of 3.445 metres (refer to Attachment #4).

As per Section 1.3 of the Permanent Sign By-law, the “display surface” means the surface of the sign excluding the sign (support) structure, upon, against, or through which the message of the sign is displayed. The total display area of the proposed sign is 4.44 square metres. The display area includes a digital component that will display static messaging that does not scroll, flash, or feature motion pictures to promote road safety and reduce driver distraction (refer to Attachment #5).

The proposed variance is required to permit one ground sign that exceeds the maximum sign area permitted by the By-law. The ground sign would comply with the other relevant provisions of the By-law. The existing ground sign on the subject land will be removed.

It is recommended that the requested variance be approved.

5. Financial Considerations:

Not applicable.

6. Communication and Public Engagement:

Not applicable.

7. Input from Departments/Sources:

Not applicable.

8. Strategic Priorities:

Consideration of this application addresses Pillar 4 of the Community Strategic Plan – Whitby’s Government. Responding to the needs of the Whitby Christian Assembly Addresses Strategic Priority 4.3 that the Town will deliver exceptional customer service.

9. Attachments:

- Attachment #1 Location Sketch
- Attachment #2 Aerial Context Map
- Attachment #3 Proposed Sign Location
- Attachment #4 Proposed Sign Elevations
- Attachment #5 Proposed Sign Mock Up