

Town of Whitby

Staff Report

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Report Title: Sign By-law Variance to Permanent Sign By-law for 1655 Stellar Drive (Menkes Champlain Inc.) – SB-01-25

Report to: Committee of the Whole

Date of meeting: June 2, 2025

Report Number: PDP 27-25

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:

J. Takeuchi, Planner I, x.2807

1. Recommendation:

1. That Council approve the request for a variance to the Town of Whitby Permanent Sign By-law #7379-18 for the Menkes Whitby Business Park, located at 1655 Stellar Drive.

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 Menkes Whitby Business Park, located at 1655 Stellar Drive; and
- The variance application is required to permit one additional pylon sign that exceeds the maximum sign area and sign height permitted by the By-law.

3. Background:

The subject land is located on the south side of Stellar Drive and east of Champlain Avenue, municipally known as 1655 Stellar Drive (refer to Attachments #1 and #2).

The subject land is zoned Prestige Industrial (M1A-2) within Zoning By-law 1784, as amended, which permits a warehouse building.

A Site Plan (SP-08-24) for the development of a warehouse building was approved in January 2025.

4. Discussion:

The proponent is proposing to install an additional pylon sign on the southwest corner of the site (refer to Attachment #3).

On the basis of the industrial zoning, the Permanent Sign By-law permits one (1) ground sign or one (1) pylon sign per street frontage having:

- a) a maximum sign area of 15.0 square metres;
- b) in the case of a pylon sign, a maximum sign height of 7.5 metres;
- c) a minimum setback from a street line of 1.0 metres;
- d) a minimum set back from a vehicular entrance of 3.0 metres for a ground sign or pylon sign having a display surface equal to or greater than 3.0 metres above the ground; and,
- e) a minimum set back from a vehicular entrance of 5.0 metres for a pylon sign having a display surface less than 3.0 metres above the ground.

The proposed pylon sign would have a sign area of 38.9 square metres and a height of 11 metres (refer to Attachment #4 and #5).

As per Section 1.3 of the Permanent Sign By-law, the “sign, pylon” means a sign advertising the use or occupancy of the premises on the same property on which the sign is located, supported by one (1) or more poles, or other support structure.

The Permanent Sign By-law permits one ground or one pylon sign per street frontage, subject to meeting the relevant provisions of the By-law. The subject land has two frontages; therefore, two signs are permitted. A third sign will require a variance.

The proposed variance is required to permit one additional pylon sign that exceeds the maximum sign area and height permitted by the By-law. The pylon sign would comply with the other relevant provisions of the By-law. As a result of environmental constraints on the subject property, the sign is required to be located further away from Champlain Avenue which necessitates a larger sign and area to be legible from the public road.

Therefore, it is recommended that Council approve the request for a variance to the Town of Whitby Permanent Sign By-law #7379-18 for Menkes Champlain Inc., located at 1655 Stellar Drive.

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 3 of the Community Strategic Plan – Whitby's Economy. Responding to the request of an additional pylon sign, will address Objective 3.2 that the Town will attract and retain business.

9. Attachments:

Attachment #1 – Location Sketch

Attachment #2 – Aerial Context Map

Attachment #3 – Proponent's Proposed Sign Location

Attachment #4 – Proposed Sign Mock Up

Attachment #5 – Proposed Pylon Sign Detail