

## St. George's Anglican Church – 166 Russell St E

### Sign By-law Review

#### Applicable Zoning

**Zoning Designation:** Institutional

- **Ground Signs:** Permitted
- **Digital Display Signs:** Permitted (Section 4.7), subject to regulations



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### 1. Ground Sign Compliance (Section 4.11)

#### Permitted:

- Ground signs are permitted within the Institutional zone, subject to the requirements of Section 4.11 of the Sign By-law.

#### Proposed Ground Sign Specifications:

**Height:** 121 inches (3.07 m)

✓ Complies (Max. 3.5 m)

**Width:** 61 inches (1.55 m)

✓ Complies (Max. 3.0 m)

**Sign Area:** 4.75 m<sup>2</sup>, single face

✓ Complies (Max. 7.5 m<sup>2</sup> per face)

#### Setback from Property Line:

- Required: 3.0 m minimum
- Proposed: 0.8 m from property line

✗ **Does not comply with Section 4.11(4)(d)**

#### Conclusion – Ground Sign:

✓ The proposed ground sign structure complies with the height, width, and area requirements of Section 4.11 of the Sign By-law.

✗ The proposed location does not comply with the minimum 3.0 m setback requirement, as the sign is proposed 0.8 m from the property line.

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## 2. Digital Display Sign Review (Section 4.7)

### Digital Display as Part of Ground Sign

- ✓ Permitted, as digital display signs may form part of another sign
- ✓ Digital signs are permitted in Institutional zones
- ✓ No separation distance conflict identified (no other digital signs within 300 m)

### Digital Display Size

**Maximum permitted area:** 0.5 m<sup>2</sup>

#### Proposed digital display:

- 50.13 in × 29.6 in (1.27 m × 0.75 m)
- **Area:** 0.95 m<sup>2</sup>

**✗ Does not comply** – exceeds the maximum permitted digital display area.

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## 3. Image Change Frequency

### By-law Requirement:

- Maximum of one (1) image per 60 seconds

### Applicant Proposal:

- Up to three (3) static images per 60 seconds
- One of the three images will display town news/message

**✗ Does not comply with Section 4.7(3)** – exceeds the maximum image change frequency

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## 4. Animation, Motion & Brightness

### Applicant confirms:

- The sign has animation capability, but
- Will only display static images
- Auto-dimming and brightness controls are included for day/night operation

✓ Acceptable in principle, provided the sign is programmed to comply with the By-law limitations on image changes and motion.

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## 5. Variance / Exemption Required

**The proposal does not comply with the Sign By-law in the following respects:**

1. Ground sign setback – 0.8 m proposed vs. 3.0 m required
2. Digital display area exceeds 0.5 m<sup>2</sup>
3. Image frequency exceeds one image per 60 seconds

The applicant has acknowledged these deficiencies and indicated that a By-law exemption/variance will be required due to prefabricated sign components.

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### Summary & Staff Considerations

- ✓ Ground sign dimensions comply
- ✗ Ground sign setback does not comply
- ✓ Digital sign is permitted in principle
- ✗ Digital display size exceeds permitted area
- ✗ Image frequency exceeds permitted limit – up to three images per 60 seconds (one image will display town news)

Staff Comment: Including town news as part of the digital display content is considered appropriate and aligns with the institutional and community-oriented purpose of the sign.