



**THE CORPORATION OF THE  
TOWN OF MIDLAND**

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**NOTICE OF DECISION  
SIGN VARIANCE COMMITTEE  
Sign Variance Application C.4/2019**

**DECISION DATE:** July 11, 2019  
**MAILING DATE OF THIS NOTICE:** July 12, 2019  
**MUNICIPAL ADDRESS:** 9303 County Road 93

Notice was given and a Public Hearing was held on Thursday, July 11, 2019, as required under Part 9.1.6 of the Sign By-law 2011-79, as amended.

**PURPOSE OF THE APPLICATION:**

A Variance to permit three (3) Fascia Signs on the East elevation of the building, to increase the number of permitted Fascia Signs from one (1) sign to eight (8) signs on the South elevation, and to increase the Maximum Sign Area of one (1) Fascia Sign from 4.0 square metres to 9.99 square metres

**REQUESTED VARIANCE(S) TO THE SIGN BY-LAW:**

- 1. Section 8.1.3, By-law 2011-79, as amended**  
The by-law permits one Fascia Sign per building face.  
The Application is proposing three (3) Fascia Signs on the East elevation and eight (8) Fascia Signs on the South elevation.
- 2. Section 8.2.3, By-law 2011-79, as amended**  
The by-law requires a Maximum Sign Area of 4.0 square metres.  
The proposed Fascia Sign will have a Sign Area of 9.99 square metres.

**DECISION OF THE COMMITTEE:** **APPROVED (with conditions)**

**Reasons:**

The proposed signs are appropriate in scale for the type of business, provide appropriate communication to the public and will not adversely impact public or private lands.

**Conditions:**

- 1. That approval of the Variance is granted and fixed to the size, extent and design of the proposed signage shown on the Elevations attached to Staff Report PL-2019-52 dated June 25, 2019 and shown on Attachment #2.**
- 2. That necessary permits be obtained within one (1) year of approval from the County of Simcoe, if necessary.**
- 3. That Sign Permits be obtained within one (1) year of approval.**

**DECISION SIGNATURE PAGE**

We, the undersigned, concur in the Decision and the Reasons of the Sign Variance Committee:

Committee Member  C. Tremblay, Chair

Committee Member  G. Barber

Committee Member  L. Ferris

Committee Member  B. Jeffery

Committee Member  A. Philips

I, Natalie Murdock, Secretary-Treasurer of the Sign Variance Committee, do hereby certify this to be a true copy of the Decision handed down on an application for Sign Variance.



Natalie Murdock  
Secretary-Treasurer, Midland Sign Variance Committee