



**THE CORPORATION OF THE  
TOWN OF MIDLAND**

575 Dominion Avenue  
Midland, ON L4R 1R2  
Phone: 705-526-4275  
Fax: 705-526-9971  
www.midland.ca

**NOTICE OF DECISION  
SIGN VARIANCE COMMITTEE  
Sign Variance Application C.3/2019**

**DECISION DATE:** June 13, 2019  
**MAILING DATE OF THIS NOTICE:** June 14, 2019  
**MUNICIPAL ADDRESS:** 9225 County Road 93

Notice was given and a Public Hearing was held on Thursday, June 13, 2019, as required under Part 9.1.6 of the Sign By-law 2011-79, as amended.

**PURPOSE OF THE APPLICATION:**

A Variance to increase the maximum Sign Area of a Fascia Sign from 4.0 square metres to 19.33 square metres, a Variance of 15.33 square metres.

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

- 1. Section 8.1.3, 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 19.33 square metres.

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

**Reasons:**

The proposed sign is 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 Elevation attached to Staff Report PL-2019-41 dated May 28, 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.**
- 4. That the existing fascia sign be demolished and removed.**

**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  ~~F. Baldwin~~ 

Committee Member  ~~R. White~~ 

Committee Member \_\_\_\_\_ ~~J. Reid~~

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