

## Attachment 3

**14810 Yonge Street, Aurora, ON L4G 1N3**

### ***Variance Request***

The existing digital ground sign at 14810 Yonge Street was legally installed with Town approval and complies with the Town's requirements for digital/dynamic ground signage, including structure, height, setbacks, illumination and operation.

The only element requiring relief through this application is the restriction that the sign be used exclusively for first-party advertising.

The purpose of this variance is to permit third-party advertising, with a primary focus on supporting Aurora-based independent businesses, community organizations, service providers and artists by providing them with affordable access to high-visibility messaging in their own community.

The sign will continue to operate in full compliance with safety and illumination standards, with no change to its physical form, size, brightness management, dwell-time/static interval, or location.

#### **1. Physical Difficulties**

The sign is already fully built, engineered and legally permitted as a digital ground sign. Replacing, reconstructing or removing an otherwise compliant and safe structure solely to maintain a first-party use restriction is not practical and would not advance the By-law's core objectives of safety, aesthetics and orderly signage control.

Granting this variance allows the existing, compliant structure to continue operating without any change to its physical appearance, illumination controls, or footprint. The only change relates to the classification of permitted content.

#### **2. Consistency With the Architectural Features of the Building**

The digital sign has a clean, contemporary aesthetic consistent with the architecture and scale of the surrounding commercial plaza and Yonge Street corridor.

Permitting third-party advertising does not alter the sign's design. In fact, by allowing multiple advertisers to share space on a single high-quality sign, the variance reduces reliance on additional wall, temporary or portable signage, resulting in a more coordinated and visually orderly environment.

### **3. Consistency With the Character of the Neighbourhood**

14810 Yonge Street is located within a major commercial arterial corridor, characterized by plazas, retail and service businesses, and existing illuminated signage.

The variance does not introduce a new sign type or increase scale or illumination — it simply allows a wider range of users to access a sign that is already compatible with the corridor's character.

No cultural heritage resources are affected and the essential commercial character of the area is unchanged.

### **4. No Adverse Impact to Adjacent Property or the General Public**

The physical and operational characteristics of the sign remain unchanged. Specifically:

- Static digital copy only (no video or flashing)
- Industry-standard automatic nighttime dimming
- Appropriate setbacks and sightline clearance
- No obstruction of light, access or visibility
- Professionally managed content scheduling and monitoring

Additionally, the sign is located more than 100 metres from major intersections in both directions, meaning messages are viewed under stable driving conditions away from complex turning movements.

Because only the content classification changes — not the form or function — no new adverse impacts occur.

### **5. Adherence to Corporate Branding**

Today, businesses — particularly small, independent operators — rely heavily on flexible, modern branding tools. Digital signage allows for updated logos, evolving campaigns, seasonal messages and public-interest content to be presented clearly and professionally without adding new physical signs.

Many users of this sign are single-location Aurora small businesses and community organizations, whose branding changes more frequently than large national chains. The sign supports their ability to stay relevant and visible without creating visual clutter elsewhere on site.

### **6. Amount of Deviation**

This request reflects the minimum deviation necessary.

No relief is sought from:

- Height
- Area
- Setbacks
- Placement
- Structural design
- Illumination controls
- Operation standards

The only variance requested is to permit the display of third-party content on a sign that is already permitted and compliant in all other respects.

### **7. Impact on Safety, Traffic and Accessibility**

There is no evidence that third-party advertising content creates additional traffic risk when compared to first-party content on the same digital display. The sign at 14810 Yonge Street will continue to operate with:

- Static, non-flashing copy
- Controlled dwell times
- Automatic nighttime dimming
- Placement outside traffic sight triangles
- Setback over 100 metres from intersections

Importantly, the Town of Aurora itself operates illuminated/digital roadside messaging boards along Yonge Street and other municipal roads. These signs exist within the same driving environment as this sign. It is reasonable to conclude that the Town undertook safety due-diligence prior to installing them — confirming that properly controlled illuminated messaging does not inherently create a traffic hazard.

Our sign operates under the same safety principles.

Further, across Ontario — including Vaughan, Newmarket and along Provincial 400-series highways — digital billboards significantly larger than this one operate safely under regulated illumination and static-display standards. The safety record clearly shows that driver safety is determined by engineering controls, placement and operating standards — not whether the advertiser is located on-site or off-site.

Fire routes, accessible paths of travel, and pedestrian routes remain unaffected.

### **8. Greater Convenience and Benefit to the Public**

Granting this variance provides direct community benefit.

The primary purpose of the sign is to promote and support Aurora-based businesses, professionals, educators, artists, and service providers. Examples of the types of local organizations already supported include:

- Local real estate agents and brokerages serving Aurora neighbourhoods
- Arts and education organizations such as Aurora Music Academy, helping families discover local learning opportunities
- Health and wellness providers including physiotherapy, dentistry and family medical services
- Independent restaurants and cafés
- Home service providers and trades such as HVAC, renovation and landscaping
- Local retailers and specialty shops
- Professional service providers including financial planners, accountants and legal offices
- Local artists, musicians and creatives who otherwise have no outdoor advertising platform

These are not multinational corporations — they are local employers, community builders and service providers who depend on Aurora residents.

The sign also enables community-interest messaging, including local events and awareness campaigns.

By approving this variance, the Town helps strengthen local business visibility, support economic resilience, promote cultural and educational programming, provide residents with useful local information, and reduce the need for multiple smaller onsite signs.

This is fully aligned with Aurora's commitment to supporting a vibrant local economy and community identity.

#### Conclusion

This variance request does not intensify signage, does not alter the approved structure, does not introduce new safety risk, does not impact adjacent properties and provides clear economic and community benefit. It represents the minimum reasonable deviation.

It simply allows the existing, Town-approved digital ground sign at 14810 Yonge Street to operate in a manner consistent with modern business needs and established municipal practice across Ontario — while continuing to support, prioritize and promote Aurora's local businesses and community organizations.

For these reasons, we respectfully request approval of this variance.