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Town of Aurora
Committee of the Whole Report
No. PDS26-046

Subject: Request for Sign Bylaw Authorization for a Mural Sign – The Lind Realty Team Inc. – 15105 Yonge Street

Prepared by: William Jean, Manager – Building Division/CBO

Department: Planning and Development Services

Date: May 12, 2026

Recommendation

1. That Report No. PDS26-046 be received; and
2. That the request for authorization to permit a Mural Sign at 15105 Yonge Street be approved.

Executive Summary

The purpose of this report is to consider the request to maintain an existing mural sign on the wall facing north at 15105 Yonge Street.

- Mural Signs as per the Town’s Sign Bylaw No. 5840-16 must be approved by Town Council

Background

The applicant is requesting to maintain an existing mural sign at 15105 Yonge Street (see Attachment 1). The following is the definition of a Mural Sign. There is a Town mural located to the left of this mural sign.

“Mural Sign” shall mean any type of display or artistic endeavour applied as paint, film or any other covering to any external wall or other integral part of a building or structure

Analysis

Mural Sign as per the Town's Sign Bylaw No. 5840-16 must be approved by Town Council.

Although this request for Council approval of a permit would not fall into the category of variance request, criteria used to assess sign variances provide a good guide for assessment of such permit applications. Section 4.10 of Sign By-law No. 5840-16, as amended, states that when considering an application for a variance to the Sign Bylaw, criteria such as consistency with the architectural features of a building, consistency with the character of the neighbourhood, impact on the adjacent properties or general public and impact on safety, traffic and accessibility is to be used to determine approval. Similarly, these criteria could be used to assess any signs requiring Council approval.

Staff is of the opinion that the proposed mural meets the evaluation criteria. It is recommended the mural be approved. If Council approves the request for the amendment to the Town Sign Bylaw, the applicant shall obtain a Sign Permit.

There are also advertising signage on the wall with the mural sign. The advertising signage meets the sign face area of the Sign Bylaw.

Advisory Committee Review

Not applicable

Legal Considerations

In accordance with Section 5.1 (j) of the Town's Sign By-law No. 5840-16, mural signs are permitted in the Town, subject to Council approval and compliance with all applicable provisions of the Sign By-law. The applicant is required to obtain a permit in accordance with section 4.1 of the By-law, which is being requested pursuant to this report, and be approved or refused by Council.

Financial Implications

There are no financial implications as a result of this report

Communications Considerations

There are no communications considerations.

Climate Change Considerations

Not applicable

Link to Strategic Plan

This report supports the Strategic Plan goal of Support an Exceptional Quality of life for All by reviewing and identifying safety matters

Alternative(s) to the Recommendation

1. Council may deny the request for the Sign Bylaw authorization for the mural.

Conclusions

A Mural sign must be authorized by Council under Section 5.1 of the Town's Sign Bylaw No. 5480-16. Staff is of the opinion that the proposed mural meets the Evaluation Criteria when evaluating any deviations to the Town's Sign Bylaw. It is recommended the mural be approved.

Attachments

Attachment 1 – Picture of sign

Attachment 2 – Site Plan

Previous Reports

Not applicable

Pre-submission Review

Agenda Management Team review on April 23, 2026

Approvals

Approved by Marco Ramunno, Director, Planning and Development Services

Approved by Doug Nadorozny, Chief Administrative Officer