



Building Division
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TOWN OF AURORA
Planning and Building Services

SIGN VARIANCE APPLICATION FORM

Pursuant to section 4.10 of Sign By-law 5840-16

OFFICE USE ONLY			
Application Number		Date Received	
Approval authority		☐ Director	or ☐ Council
A. Project Information			
Municipal Address			Unit Number
Municipality AURORA			Postal Code
Applicant		Applicant is: ☐ Owner or ☐ Authorized Agent of Owner	
Last Name	First Name	Company	Business Licence No.
Municipal Address			Unit Number
Municipality	Postal Code	Province	E-mail
Telephone	Fax		Mobile
Owner (if different from above)			
Last Name	First name	Corporation or Partnership	
Municipal Address			Unit Number
Municipality	Postal Code	Province	E-mail
Telephone	Fax		Mobile
Additional Notes			
Description (Please describe the requested variance and the amount of deviation)			
Declaration of Applicant			
I _____ declare that: (print full name) 1. The information contained in this submission, attached plans and specifications, and other attached documentation is true to the best of my knowledge. 2. If the owner is a corporation or partnership, I have the authority to bind the corporation or partnership. _____ Signature _____ Date			

Schedule A: Applicant's Rational

Sign Variance Applications are evaluated against the criteria listed below:

- 1. **Physical difficulties:** where due to special circumstances, pre-existing conditions of the building, layout or topography of the subject land, it is difficult to comply with the provisions of this By-law.
- 2. **Consistency with the architectural features of the building:** where the proposed sign blends well with the architectural features of the building and granting the sign variance will result in a more aesthetically pleasing visual appearance of the building for the community.
- 3. **Consistency with the character of the neighbourhood:** where the sign variance, if granted, will not alter the essential character of the neighbourhood and will have no adverse impact on the Town's cultural heritage.
- 4. **No adverse impact to the adjacent property or general public:** Such adverse impact may include but is not limited to: illumination, obstruction of other signage, obstruction of natural light, distance to the adjacent buildings and properties, etc.
- 5. **Adherence to Corporate Branding:** Where not granting a sign variance results in a conflict in corporate branding requirements such as updated/new logos or trademarks.
- 6. **Amount of deviation:** Consideration shall be given to minimize the amount of deviation from this By-law where possible.
- 7. **Impact on safety, traffic and accessibility:** The proposed sign variance, if granted, will not increase fire or traffic hazard or otherwise endanger public safety or negatively impact accessibility.
- 8. **Result in greater convenience to the public:** Granting of the variance will result in greater convenience to the public in identifying the business location for which a sign variance is sought.

Please describe in detail how you rationalize the requested variance against each of the criteria listed above: (use additional pages, if necessary)