



Building Division  
 100 John West Way  
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 Aurora, ON L4G 6J1  
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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	<input type="checkbox"/> Director or <input type="checkbox"/> Council

**A. Project Information**

Municipal Address		Unit Number	
Municipality	<b>AURORA</b>	Postal Code	
<b>Applicant</b> Applicant is: <input type="checkbox"/> Owner or <input type="checkbox"/> 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

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**Description (Please describe the requested variance and the amount of deviation)**

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**Declaration of Applicant**

I \_\_\_\_\_ declare that:  
 (print full name)

- The information contained in this submission, attached plans and specifications, and other attached documentation is true to the best of my knowledge.
- 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)