



However, the site layout presents challenges in meeting the 5.029-metre set-back requirement due to the proximity of the parking area in relation to the street line. If the sign were placed further back, it would be less visible with trees obstructing the sign and therefore, less effective in fulfilling its purpose.

Several factors were considered in reviewing the request:

- **Safety Measures:** While ground signs with a setback less than the height of the sign are generally prohibited, Staff feel that the sign placement being closer to the property line by approximately one metre does not present any safety concerns. The design of the electronic sign and its placement will not obstruct sightlines for drivers. Additionally, the sign will be programmed to display non-distracting, slow-changing messages to ensure it does not pose a distraction.
- **Precedent:** Other exemptions have been granted in similar situations where site constraints limited adherence to the by-law, provided that public safety was maintained. This request aligns with previous decisions made under comparable conditions.
- **Visibility and Impact:** The electronic sign will be most effective if positioned closer to the street line, ensuring that both pedestrians and motorists can easily read it without looking around tree obstructions.

This exemption would allow for a functional and visible sign while maintaining compliance with the Township's broader safety and aesthetic goals.

#### **ALIGNMENT TO STRATEGIC PRIORITIES:**

- **Community Engagement:** The electronic sign will serve as an important communication tool, enhancing residents' awareness of events and programs, supporting the Township's goal of fostering engaged and informed communities.
- **A Vibrant and Growing Economy:** By promoting events and activities, the sign supports both the local economy and social cohesion within the community.
- **Community Well-Being:** The electronic nature of the sign allows for more flexible and timely communication without the need for physical materials, reducing waste.

#### **RECOMMENDATION**

THAT Report DS-63/24 of Hilary Williams, A/Director Development Services and Michael Klose, Chief Building Official be received for information.

AND THAT **Approve the request for an exemption to Section 6, Subsection 6.3(v)** of the Sign By-law to allow the Goodwood Community Centre to erect an electronic sign 4 metres from the front property line.

AND THAT **Require the applicant** to ensure that the sign is designed and installed per the permit and not obstruct visibility or pose a safety hazard.

Respectfully Submitted by:

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Mike Klose  
Chief Building Official

Hilary Williams  
A/Director Development Services