



The Corporation of the Township of King Report to Council

From: Growth Management Services – By-law Enforcement Division

Report Number: GMS-BY-2025-002

Date: Monday, April 14, 2025

Title: **Sign Variance Extension - 20620 Highway 11**

Recommendation

1. That Council receive Report GMS-BY-2025-002 for information.
2. That Council extend the sign variance at 20620 Highway 11 until October 15th, 2028.

1. Report Highlights

- A sign variance application was received in 2023 for consideration of a third-party advertisement/billboard sign located at 20620 Highway 11.
- Council approved a permit for an 18-month trial period and the permit expired at the end of March 2025.
- By-law Services has not received any complaints regarding the sign during the 18-month trial period and is recommending that Council extend the sign variance until October 15th, 2028, the end of the applicant's lease at 20620 Highway 11.

2. Purpose

The purpose of this report is to recommend the extension of the sign variance for 20620 Highway 11 to October 15th, 2028. If approved by Council, the applicant would maintain the current signage, with no changes purposed to the structure of the sign.

3. Background

On June 5th, 2023, Council received a sign variance exemption request for the property located at 20620 Highway 11, which is located on the south side of Highway 11, west of Pumphouse Road ([GMS-BY-2023-02](#)) (**Figure 1**).

Figure 1: York Maps of 20620 Highway 11



The sign's purpose was for third-party advertisement (businesses operating off the property, contrary to the Sign By-law) requiring Council approval for a sign variance. The exemption was granted for a period of (18) months, allowing for the installation of a third-party sign on the premises, contrary to section 42 a) of the Township's Sign By-law [2018-03](#) (**Figure 2**).

Figure 2: Part #8 of Sign By-law 2018-03

Part #8 – Signs Prohibited

42. Any *Sign* not expressly permitted by this By-law is prohibited and, without limiting the generality of the foregoing, the following *Signs* are specifically prohibited:
- a) *Third Party Signs*;

Council provided direction to bring a report back to Council after the 18-month exemption for By-law Services to report on their findings.

4. Analysis

Extension of Sign Variance Exemption:

By-law Services Division has not received any complaints about the third-party sign at 20620 Highway 11 (**Figure 3**) during the 18-month trial period.

By-law Services Division recommends extending the current sign variance exemption until October 15th, 2028, which is the end of the applicant's lease agreement with the owners of 20620 Highway 11. The extension will provide the applicant with continued opportunity to provide advertisement options to the community.

Figure 3: Current Signage at 20620 Highway 11



By-law Services is requesting that as a condition of the approval, the two sign inserts advertising North Pro Equipment and Chill Out Rentals be removed, as these businesses are no longer operating from the property and are outside the approval of the minor variance exemption.

Should Council approve the extension, By-law Services will issue an updated Sign Permit with the requirement to have the sign removed by the expiry date, October 15th, 2028.

5. Financial Considerations

There are no financial implications associated with this report Alignment to Strategic Plan

6. Alignment to Strategic Plan

The 2023-2026 Corporate Strategic Plan (CSP) was adopted by Council on June 12, 2023. The CSP reflects the priorities of upmost importance to the community and defines the obligations and commitments of the Township of King to its citizens and to the public. The CSP is aligned with the Townships long-term vision defined in the “Our King” Official Plan. The CSP also aims to ensure that staff initiatives focus on and work towards supporting King’s Vision, Mission and Values.

This report is in alignment with the CSP’s Priority Area(s), and/or associated Objective(s) and/or Key Results(s):

Priority Area: Complete Communities

Objective: Enrich community well-being and make King the ideal place to live, work and play.

7. Conclusion

In conclusion, By-law Services has not received any complaints regarding the third-party advertisement sign at 20620 Highway 27 and recommends Council approve the extension of the minor variance until October 15th, 2028.

8. Attachments

- Attachment 1 - Authorization and Direction - April 1, 2023
- Attachment 2 – Property Lease Agreement – 20620 Highway 11

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