

Committee of Adjustment

MISSION STATEMENT:

“Our City is built on relationships – between citizens and their government, businesses and public institutions, city and region – all interconnected, mutually supportive, and focused on the brightest future we can create together.”

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Author's Phone: 519-255-6543 ext. 6820	Report Date: Sep 25, 2026
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To: Committee of Adjustment

Subject Application: Relief from the provisions of Sign By-law 250-2004, 84-2019, and 93-2024.

Owner: CARLINI GROUP LTD

Applicant: DOW SIGN DISPLAYS (c/o JEFFERY DOW)

Location: 700 NORTH SERVICE ROAD

Legal Description: CON 2 PT LOT 88;RP 12R13894 PARTS 3 & 4;1.22AC 225.62FR

1. RECOMMENDATION:

That the Minor Variance application of CARLINI GROUP LTD for the relief from the provisions of Sign By-law 250-2004, 84-2019, and 93-2024 for the request to increase the permitted maximum changing copy area from 30% to 43% on the property municipally known as 700 NORTH SERVICE ROAD **BE GRANTED** with no conditions.

2. THE REQUESTED VARIANCES:

Request to increase the permitted maximum changing copy area from 30% to 43%, thereby seeking the following reliefs from Sign By-law 250-2004, 84-2019, and 93-2024:

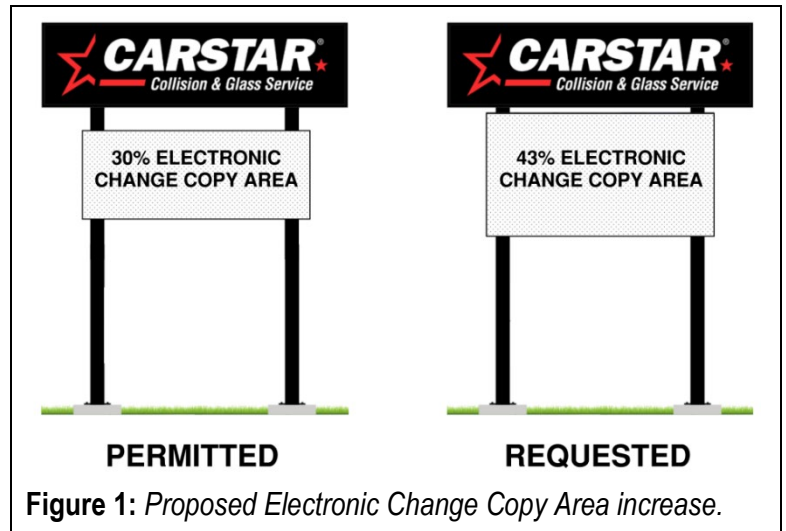
	PROVISION	PROVISION DESCRIPTION	REQUIRED	PROPOSED
1	6.6.6	MAXIMUM CHANGING COPY AREA	30%	43%

3. PLANNING ANALYSIS:

The subject property, legally described as CON 2 PT LOT 88;RP 12R13894 PARTS 3 & 4; 1.22AC 225.62FR, also municipally known as 700 NORTH SERVICE ROAD currently is developed as an auto repair shop.

The applicant, Dow Signs, proposes to erect a 22'-8" (6.91m) tall by 18'-0" (5.5m) wide ground sign along North Service Road. The Ground Sign will contain a 7'-0" (2.13m) by 13'-0" (3.96m) wide electronic change copy sign. The Ground Sign will be used to promote only the business on-site, Carstar. No third party advertising is permitted on a Permanent Ground Sign.

The proposal requires relief from Provision 6.6.6 of Sign By-law 250-2004, as amended, to permit an increase in the maximum Electronic Change Copy area from 30% to 43%.



Administration notes that the proposed signage is typical of manufacturing areas and is consistent with similar developments throughout the City. The increase in Maximum Electronic Change Copy Area is not anticipated to result in adverse visual impacts, as the subject site is located within an established manufacturing area characterized by a mix of manufacturing uses. Given the existing context, the proposed minor increase in Electronic Change Copy Area is considered appropriate and compatible with the surrounding built environment.

The proposed sign was also reviewed against Section 9.6 *Regulations for SIGNS in SPECIAL DISTRICTS: CONTROLLED ACCESS HIGHWAYS*, as E.C. Row Expressway is designated as a CONTROLLED ACCESS HIGHWAY. Per 9.6.2 *every SIGN OWNER shall ensure that all parts of all SIGNS must be ERECTED or DISPLAYED at a minimum distance of 20.0 m from the limits of the CONTROLLED ACCESS HIGHWAY PUBLIC ROAD ALLOWANCE.*

The proposed sign at 700 North Service Rd will be situated a minimum of 22.0 m from the from the limits of the CONTROLLED ACCESS HIGHWAY PUBLIC ROAD ALLOWANCE, therefore determining there are no transportation or safety concerns with the signs placement in relation to E.C. Row Expressway.

No concerns have been identified with respect to illumination, scale, or compatibility with adjacent uses. As such, the requested variance is considered minor in nature and maintains the general intent and purpose of the Sign By-law.

PLANNING ACT

Subsection 45(1) of the Planning Act states that the Committee of Adjustment “*may, despite any other Act, authorize minor variance from the provisions of the by-law, in respect of the land building or structure or the use thereof, as in its opinion is desirable for the appropriate development or use of the land, building or structure, if in the opinion of the committee the general intent and purpose of the by-law and of the official plan, if any, are maintained.*”

PROVINCIAL PLANNING STATEMENT (PPS) 2024

Planning Staff has reviewed the relevant policies of the PPS, specifically Section 2.8 - Employment and Section 2.8.1 Supporting a Modern Economy. The proposed sign variance is consistent with Section 2.8 of the Provincial Planning Statement, 2024, as it supports the continued operation and visibility of an existing automobile repair business, promotes economic development, and facilitates the viability of an employment-generating use without adversely affecting surrounding land uses.

OFFICIAL PLAN (OP)

The Minor Variance Policies in Section 11.6.6 are hereto attached as **Appendix A**. Section 11.6.6.2 outlines the evaluation criteria for minor variance applications.

The subject land is designated Industrial per the Official Plan. The proposed development is permitted and conforms to the associated objectives and policies. Therefore, the requested variance meets the general intent and purpose of the Official Plan per Section 11.6.6.2(a).

The proposal is permitted and conforms to the zoning by-law provisions. The proposed sign is permitted and conforms to the sign by-law, except for the requested variance. Therefore, the general intent and purpose of the by-law being varied is maintained as per Section 11.6.6.2(b).

The proposal will have minimal impact on the properties in the immediate neighbourhood, as described in the Planning Analysis section of this report. Therefore, the variance is minor in nature as per Section 11.6.6.2(c).

The proposal is not related to the increased size of a building envelope of a dwelling unit, therefore the policy that stipulates the variation generally shall not exceed 20% (section 11.6.6.2(d)) is not applicable.

The variance is desirable for the appropriate use of the land, building, or structure and would not hinder the reasonable development and/or use of properties in the neighbourhood, thus complying with Section 11.6.6.2(e).

SIGN BY-LAW 250-2004, 84-2019 AND 93-2024

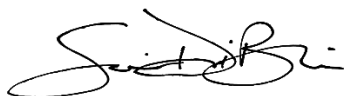
On September 9th, 2026, an application was submitted by DOW SIGN DISPLAYS on behalf of the owner, CARLINI GROUP LTD, for a minor variance from the Sign By-law, particularly Provision 6.6.6 of By-law 250-2004, which states the following:

“MAXIMUM CHANGING COPY AREA – 30% of the MAXIMUM SIGN FACE AREA is permitted for ELECTRONIC; MANUAL or ROTATING CHANGING COPY.”

Non-conformity has been outlined in Section 2 (THE REQUESTED VARIANCES) of this report as requested variances to the Sign By-law.

4. PLANNER’S OPINION:

The requested variances are minor in nature and maintain the general intent and purpose of the Official Plan and Sign By-law 250-2004, 84-2019, and 93-2024. Therefore, the variances are consistent with section 45 (1) of the Planning Act. The Planning Division recommends approval of the applicant’s request with no conditions.



Sophia Di Blasi
Planner III – Urban Design

I concur with the above comments and opinion of the Planner III.

Laura Diotte

Laura Diotte MCIP, RPP
Manager of Development Applications

APPENDICES:

Appendix "A" - Excerpts from the Official Plan Volume I

Appendix "B" - Comments received by the Secretary Treasurer of the Committee of Adjustment

APPENDIX “A”

Excerpts From Official Plan Volume I

11.6.6 Minor Variance Policies

<i>COMMITTEE OF ADJUSTMENT</i>	11.6.6.1	Council has appointed a Committee of Adjustment pursuant to the Planning Act to consider applications for minor variance from the Zoning By-law (s) and/or any other by-law that implements the Official Plan.
	11.6.6.2	When reviewing an application for minor variance the Committee of Adjustment shall be satisfied that: (a) The general intent and purpose of the Official Plan, including the Strategic Directions, Goals and Objectives of the land use designation in which the property is located, is maintained; (b) The general intent and purpose of the By-law being varied is maintained; (c) The variance or the number of variances to the By-law are minor in nature, would not more appropriately be considered through an application to amend the Zoning By-law due to the cumulative impacts of the variances, preserves the pattern, scale and character of the blockface; (d) The variance(s) are generally not more than 20 percent above the By-law regulation being varied where the variances would increase the building envelope of a main building or accessory building containing a dwelling unit. For clarity this includes variances related to lot width; lot area; lot coverage; front, rear, and side yard depth; building height; and maximum gross floor area; and (e) The variance is desirable for the appropriate use of the land, building or structure and would not hinder the reasonable development and/or use of properties in the neighbourhood, would not cause a detriment, safety concerns, or would not detract from the character or amenity of nearby properties or the neighbourhood. The area of influence or the neighbourhood will vary with the scale of development and associated areas of potential impact.
<i>EXISTING UNDERSIZED LOTS</i>	11.6.6.3	Notwithstanding the provisions of sub-section (d) above, the Committee may give further consideration to variances required to enable appropriate development for existing undersized lots, where existing non-complying structures are being altered or where infilling and intensification is occurring provided that the Committee is satisfied that the provisions of 11.6.6.2 subsections (c) and (e) have been fully addressed.
<i>TERMS & CONDITIONS</i>	11.6.6.4	The Committee of Adjustment may attach such terms and conditions as it deems reasonable and appropriate to the approval of the application for a minor variance. The conditions shall relate directly to the impact of the variance and may include measures required to mitigate the impact of altering the zoning regulations on the resulting built form or property development, including but not limited to: a) Specifying architectural elements such as window location, outdoor amenity space, fencing or other screening and door location; b) Requiring additional landscaping including low impact design elements; c) Providing additional bicycle facilities in lieu of motor vehicle parking; and d) Improvement to grading and stormwater management.
<i>AGREEMENTS</i>	11.6.6.5	The Committee of Adjustment may require the owner of the land to enter into one or more agreements with the Municipality and address the impacts of the variance dealing with some or all of the terms and conditions of its decision. An agreement may be registered against the land to which it applies, and the Municipality is entitled to enforce the agreement against the owner and, subject to the Registry Act and the Land Titles Act, against any and all subsequent owners of the land.

APPENDIX “B”
Comments Received by the Secretary Treasurer of the Committee of Adjustment

Zoning Review

Requested variances from Zoning By-law 8600:

	PROVISION	PROVISION DESCRIPTION	REQUIRED	PROPOSED
1	6.6.6	MAXIMUM CHANGING COPY AREA	30%	43%

Development, Projects & Right-of-Way

This department has no objection to the proposed application. Right of Way permits must be obtained for any work within the Right of Way. Encroachment agreement may be required if sign in in the ROW.

Transportation Planner

Transportation planning has no concerns regarding this application, provided that adequate sightlines are maintained for drivers at all times.

Windsor Police Service

I have reviewed the agenda items for the October 8th meeting of the Committee of Adjustment and would advise as follows:

The Windsor Police Service has no concerns or objections with any of the applications listed in this agenda. In reviewing them, all are relatively minor in terms of their potential impact to public safety, security, or public disorder. None of the applications to be considered are therefore anticipated to create outcomes that will negatively impact the ability of the Windsor Police Service to provide proper and adequate response to incidents, whether emergency or non-emergency in nature, and other service delivery requirements.

Respectfully,

Barry Horrobin
Director of Planning & Physical Resources
Windsor Police Service