

Staff Report



To	Committee of the Whole
Service Area	Infrastructure, Development and Enterprise Services
Date	Monday, January 11, 2021
Subject	Sign By-law Variance for 244-246 Willow Road

Recommendation

1. That the request for variance from Table 2, Row 8 of Sign By-law Number (1996)-15245, as amended, to permit a non-illuminated freestanding sign with a setback of 1m and an area of 1.73m² to be a height of 1.92m above the adjacent roadway at 244-246 Willow Road, be approved.
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Executive Summary

Purpose of Report

This report is to seek approval of a sign by-law variance for 244-246 Willow Road.

Key Findings

Table 2, Row 8 of Sign By-law Number (1996)-15245, as amended restricts freestanding signs to a height of 1.8m above an adjacent roadway in an R.4 Residential Zone.

Fast Signs of London has submitted a sign by-law variance application on behalf of Homestead Land Holdings Inc. to permit a non-illuminated freestanding sign with a setback of 1m and an area of 1.73m² to be a height of 1.92m above the adjacent roadway at 244-246 Willow Road.

The request for variance is recommended for approval for the following reasons:

- The request is reasonable given that the sign is a height of 1.78m and it is the grade of the property that elevates the height of sign to 1.92m above the adjacent roadway;
- The Applicant reduced their original proposal of 2.15m above grade to 1.78m above grade;
- The proposed sign is replacing a larger existing sign on the property;
- The proposed sign will comply with all other provisions of the Sign By-law; and
- The proposed sign will not have a negative impact on the streetscape or surrounding area.

Financial Implications

Not applicable.

Report

Table 2, Row 8 of Sign By-law Number (1996)-15245, as amended restricts freestanding signs to a height of 1.8m above an adjacent roadway in an R.4 Residential Zone.

Fast Signs of London has submitted a sign by-law variance application on behalf of Homestead Land Holdings Inc. to permit a non-illuminated freestanding sign with a setback of 1m and an area of 1.73m² to be a height of 1.92m above the adjacent roadway at 244-246 Willow Road (see "Attachment 1 – Location Map").

Table 1 - the requested variance is as follows:

	By-law Requirements	Request
Permitted height above the adjacent roadway	1.8m	1.92

Please see "Attachment-2 Sign Variance Drawings".

The request for variance is recommended for approval for the following reasons:

- The request is reasonable given that the sign is a height of 1.78m and it is the grade of the property that elevates the height of sign to 1.92m above the adjacent roadway;
- The Applicant reduced their original proposal of 2.15m above grade to 1.78m above grade;
- The proposed sign will be replacing a larger existing sign;
- The proposed sign will comply with all other provisions of the Sign By-law; and
- The proposed sign will not have a negative impact on the streetscape or surrounding area.

Financial Implications

Not applicable.

Consultations

Internal consultation with Planning Services.

External communication with the Applicant. A public notice will also be circulated to inform the public.

Strategic Plan Alignment

Powering our future – Helping businesses to succeed and add value to the community.

Attachments

Attachment-1 Location Map

Attachment-2 Sign Variance Drawings

Departmental Approval

Patrick Sheehy, Program Manager, Zoning

Jeremy Laur, Chief Building Official

Report Author

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This report was approved by:

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