

Staff Report



To	Committee of the Whole
Service Area	Infrastructure, Development and Enterprise Services
Date	Monday, March 1, 2021
Subject	Sign By-law Variances for 190 Hanlon Creek Boulevard

Recommendation

1. That the request for variance from Table 2, Row 3 of Sign By-law Number (1996)-15245, as amended, to permit an illuminated freestanding sign to be located distance of 16m and 112m from other freestanding signs on the property of 190 Hanlon Creek Boulevard, be approved. (Sign B)
 2. That the request for variance from Table 2, Row 3 of Sign By-law Number (1996)-15245, as amended, to permit a non-illuminated freestanding sign to be located a distance of 16m and 96m from other freestanding signs on the property of 190 Hanlon Creek Boulevard, be approved. (Sign C)
 3. That the request for variance from Table 1, Row 3 of Sign By-law Number (1996)-15245, as amended, to permit a non-illuminated building sign with an area of 1.71 m² to be a height of 2.1m above the ground surface at 190 Hanlon Creek Boulevard, be approved. (Sign D)
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Executive Summary

Purpose of Report

This report is to advise of sign by-law variances for 190 Hanlon Creek Boulevard. This proposed Sign By-law Variance Report aligns with the Powering our Future priority of the Strategic Plan and is intended to help the organization succeed and continue to add value to our community.

Key Findings

This property is located in an Industrial (B-5) Zone. Table 2, Row 3 of Sign By-law Number (1996)-15245, as amended, requires freestanding signs to have a minimum separation distance of 120m from other freestanding signs on the same property in an Industrial Zone. Additionally, Row 3 of Table 1 restricts signs less than 2.4m above the ground surface to a maximum area of 1m².

Sign Galore Inc. has submitted a sign by-law variance application on behalf of The Guelph Humane Society Incorporated to permit:

- an illuminated freestanding sign to be located a distance of 16m and 112m from other freestanding signs on the property of 190 Hanlon Creek Boulevard (Sign B);

- a non-illuminated freestanding sign to be located a distance of 16m and 96m from other freestanding signs on the property of 190 Hanlon Creek Boulevard (Sign C); and
- non-illuminated building sign with an area of 1.71 m² to be a height of 2.1m above the ground surface at 190 Hanlon Creek Boulevard (Sign D)

The requests for variances are recommended for approval for the following reasons:

- The building sign identified as Sign D is proposed to be pin mounted with a minimal projection and therefore will not pose any type of hazard;
- The size of the building sign (Sign D) is reasonable given the size of the building and due to the building design cannot be raised to a minimum height of 2.4m without a significant reduction in size;
- The freestanding sign identified as Sign B is proposed to be located at the main driveway and will assist visitors with wayfinding;
- The freestanding sign identified as Sign C is a donor acknowledgment sign and is proposed to be setback approximately 24m from the property line and therefore will not be prominent from the street;
- The proposed signs will comply with all other provisions of the Sign By-law;
- Given the types of signage, the layout of the property and size of the building, the requests are reasonable; and
- The proposed signs will not have a negative impact on the streetscape or surrounding area.

Financial Implications

Not applicable.

Report

This property is located in an Industrial (B-5) Zone. Table 2, Row 3 of Sign By-law Number (1996)-15245, as amended, requires freestanding signs to have a minimum separation distance of 120m from other freestanding signs on the same property in an Industrial Zone. Additionally Row 3 of Table 1 restricts signs less than 2.4m above the ground surface to a maximum area of 1m².

Sign Galore Inc. has submitted a sign by-law variance application on behalf of The Guelph Humane Society Incorporated to permit:

- an illuminated freestanding sign to be located 16m and 112m from other freestanding signs on the property of 190 Hanlon Creek Boulevard (Sign B);
- a non-illuminated freestanding sign to be located 16m and 96m from other freestanding signs on the property of 190 Hanlon Creek Boulevard (Sign C); and
- non-illuminated building sign with an area of 1.71 m² to be a height of 2.1m above the ground surface at 190 Hanlon Creek Boulevard (Sign D)

See "Attachment 1 – Location Map" for the location of the property and surrounding area.

Table 1 - the requested variances are as follows:

	By-law Requirements	Request
Freestanding (Sign B)	Minimum separation distance of 120m from other freestanding signs on the same property	Separation distance of 112m from Sign A, 16m from Sign C
Freestanding (Sign C)	Minimum separation distance of 120m from other freestanding signs on the same property	Separation distance of 96m from Sign A, 16m from Sign B
Building (Sign D)	Maximum area of 1m ² located below 2.4m of clearance	An area of 1.71m ² located with 2.1m of clearance

Please see "Attachment 2 – Sign Variance Drawings"

The requests for variances are recommended for approval for the following reasons:

- The building sign identified as Sign D is proposed to be pin mounted with a minimal projection and therefore will not pose any type of hazard;
- The size of the building sign (Sign D) is reasonable given the size of the building and due to the building design cannot be raised to a minimum height of 2.4m without a significant reduction in size;
- The freestanding sign identified as Sign B is proposed to be located at the main driveway and will assist visitors with wayfinding;
- The freestanding sign identified as Sign C is a donor acknowledgment sign and is proposed to be setback approximately 24m from the property line and therefore will not be prominent from the street;
- The proposed signs will comply with all other provisions of the Sign By-law;
- Given the types of signage, the layout of the property and size of the building, the requests are reasonable; and
- The proposed signs will not have a negative impact on the streetscape or surrounding area.

Financial Implications

Not applicable.

Consultations

Internal consultation with:
Planning Services (Urban Design)

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

Strategic Plan Alignment

“Powering our future” – to help this organization succeed and continue to add value to our 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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This report was recommended by:

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