

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 1886 Gordon Street

Recommendation

1. That the request for variance from Table 1, Row 5 of Sign By-law Number (1996)-15245, as amended, to permit a non-illuminated building sign facing Gordon Street with an area of 2.22m² to be located on the second storey of a building at 1886 Gordon Street, be approved.
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Executive Summary

Purpose of Report

This report is to advise of sign by-law variances for 1886 Gordon Street. 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 a Specialized Residential Zone (R.4B-20) which permits commercial uses. Table 1, Row 5 of Sign By-law Number (1996)-15245, as amended, restricts signs in a specialized residential zone with commercial uses to the first storey of a building.

Excellent Signs and Displays Inc. has submitted a sign by-law variance application on behalf of Tricar Properties Limited to permit a non-illuminated building sign facing Gordon Street with an area of 2.22m² to be located on the second storey of a building at 1886 Gordon Street.

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

- Given the design of the building, the proposed placement is reasonable;
- The proposed sign is non-illuminated, proposed to be facing Gordon and will not detract or have a negative impact on the residents of the building;
- The proposed sign will be advertising a business to be located in the building;
- The proposed signs will comply with all other provisions of the Sign By-law; and
- The proposed signs will not have a negative impact on the streetscape or surrounding area.

Financial Implications

Not applicable.

Report

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Excellent Signs and Displays Inc. has submitted a sign by-law variance application on behalf of Tricar Properties Limited to permit a non-illuminated building sign facing Gordon Street with an area of 2.22m² to be located on the second storey of a building at 1886 Gordon Street. See "Attachment 1 – Location Map" for the location of the property and surrounding area.

Table 1 - the requested variance is as follows

	By-law Requirements	Request
Building Sign located in a specialized residential zone with commercial uses	1 st storey of a building	2 nd storey of a building

Please see "Attachment 2 – Sign Variance Drawings"

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

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- The proposed sign is non-illuminated, proposed to be facing Gordon and will not detract or have a negative impact on the residents of the building;
- The proposed sign will be advertising a business to be located in the building;
- The proposed signs will comply with all other provisions of the Sign By-law; 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 businesses succeed and add value to our community

Attachments

Attachment-1 Location Map

Attachment-2 Sign Variance Drawings

Departmental Approval

Patrick Sheehy, Program Manager – Zoning

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This report was approved by:

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