

# Staff Report



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To	<b>Committee of the Whole</b>
Service Area	Infrastructure, Development and Enterprise Services
Date	Monday, March 1, 2021
Subject	<b>Sign By-law Variances for <a href="#">1886 Gordon Street</a></b>

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## 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 2.22m<sup>2</sup> 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 2.22m<sup>2</sup> 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.

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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 2.22m<sup>2</sup> 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

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

Please see "Attachment 2 – Sign Variance Drawings"

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- 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

Jeremy Laur, Chief Building Official

## **Report Author**

Bill Bond, Senior By-law Administrator

## **This report was approved by:**

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## **This report was recommended by:**

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