

Staff Report



To	City Council
Service Area	Infrastructure, Development and Enterprise Services
Date	Monday, July 12, 2021
Subject	Sign By-law Variances for 74 Elizabeth Street

Recommendation

1. That the request for variance from Table 1, Row 6 of Sign By-law Number (1996)-15245, as amended, to permit a non-illuminated building sign with an area of 2.96m² to be located on the east side of the second storey of the building and within 7m of an adjacent property at 74 Elizabeth Street, be approved. (Sign 1)
 2. That the request for variance from Table 1, Row 6 of Sign By-law Number (1996)-15245, as amended, to permit an existing non-illuminated building sign with an area of 1.83m² to be located on the east side of the second storey of the building and within 7m of an adjacent property at 74 Elizabeth Street, be approved. (Sign 2)
 3. That the request for variance from Table 1, Row 6 of Sign By-law Number (1996)-15245, as amended, to permit a non-illuminated building sign with an area of 2.96m² to be located on the west side of the second storey of 74 Elizabeth Street, be approved. (Sign 3)
 4. That the request for variance from Table 1, Row 6 of Sign By-law Number (1996)-15245, as amended, to permit an existing non-illuminated building sign with an area of 1.83m² to be located on the west side of the second storey of 74 Elizabeth Street, be approved. (Sign 4)
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Executive Summary

Purpose of Report

This report is to advise of sign by-law variance requests for 74 Elizabeth Street.

Key Findings

This property is located in a Specialized Downtown (D.1-3 Zone). Table 1, Row 6 of Sign By-law Number (1996)-15245, as amended, restricts building signs facing an adjacent property to the first storey of the building and a minimum distance of seven (7) metres away from an adjacent property.

Scutt Signs has submitted a sign by-law variance application on behalf of 881350 Ontario Inc. to permit:

- a non-illuminated building sign with an area of 2.96m² to be located on the east side of the second storey of the building and within 7m of an adjacent property;
- a non-illuminated building sign with an area of 1.83m² to be located on the east side of the second storey of the building and within 7m of an adjacent property;
- a non-illuminated building sign with an area of 2.96m² to be located on the west side of the second storey; and
- a non-illuminated building sign with an area of 1.83m² to be located on the west side of the second storey of the building at 74 Elizabeth Street.

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

- The signs are not illuminated, will face parking areas, and will not have a negative impact on the commercially zoned neighbouring properties;
- Both signs with an area of 1.83m² are existing and this will begin the process of appropriate approvals and required permits;
- The applicant has worked with the City and has adjusted the proposal to make it supportable by staff;
- 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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- a non-illuminated building sign with an area of 2.96m² to be located on the east side of the second storey of the building and within 7m of an adjacent property;
- a non-illuminated building sign with an area of 1.83m² to be located on the east side of the second storey of the building and within 7m of an adjacent property;
- a non-illuminated building sign with an area of 2.96m² to be located on the west side of the second storey; and
- a non-illuminated building sign with an area of 1.83m² to be located on the west side of the second storey of the building at 74 Elizabeth Street.

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
Location on building (Sign 1)	1 st Storey, 7m from adjacent property	2 nd Storey, within 7m of adjacent property
Location on building (Sign 2)	1 st Storey, 7m from adjacent property	2 nd Storey, within 7m of adjacent property
Location on building (Sign 3)	1 st Storey, 7m from adjacent property	2 nd Storey
Location on building (Sign 4)	1 st Storey, 7m from adjacent property	2 nd Storey

Please see Attachment 2 – Sign Variance Drawings.

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

- The signs are not illuminated, will face parking areas, and will not have a negative impact on the commercially zoned neighbouring properties;
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- The applicant has worked with the City and has adjusted the proposal to make it supportable by staff;
- 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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