

Staff Report



To	City Council
Service Area	Infrastructure, Development and Enterprise Services
Date	Monday, July 12, 2021
Subject	Sign By-law Variances for 1886 Gordon Street

Recommendation

1. That the request for variance from Table 2, Row 8 of Sign By-law Number (1996)-15245, as amended, to permit an illuminated freestanding sign with height of 3.58m above the adjacent roadway 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.

Key Findings

This property is located in a Specialized Residential Zone (R.4B-20) which permits commercial uses. Table 2, Row 8 of Sign By-law Number (1996)-15245, as amended, restricts freestanding signs in the R.4 zone to a height of 1.8m above the adjacent roadway and does not permit them to be illuminated.

Lovett Signs has submitted a sign by-law variance application on behalf of Tricar Properties Limited to permit an illuminated freestanding sign with height of 3.58m above the adjacent roadway at 1886 Gordon Street.

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

- The provisions of the By-law do not take into account commercial uses of the R.4 Zone;
- The proposed sign will be advertising the commercial businesses to be located in the building;
- The proposed sign location is in front of a commercial use and should not have a negative impact on the residents of the building;
- The request is reasonable given that the sign is a height of 2.74m and it is the grade of the property that elevates the height of sign to 3.58 above the adjacent roadway;
- 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

This property is located in a Specialized Residential Zone (R.4B-20) which permits commercial uses. Table 2, Row 8 of Sign By-law Number (1996)-15245, as amended, restricts freestanding signs in the R.4 zone to a height of 1.8m above the adjacent roadway and does not permit them to be illuminated.

Lovett Signs has submitted a sign by-law variance application on behalf of Tricar Properties Limited to permit an illuminated freestanding sign with height of 3.58m above the adjacent roadway at 1886 Gordon Street.

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

Table 1 - Requested Variances

	By-law Requirements	Request
Maximum height above an adjacent roadway	1.8m	3.58m
Illumination	Not permitted	Internal lighting

Please see Attachment 2 – Sign Variance Drawings.

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

- The provisions of the By-law do not take into account commercial uses of the R.4 Zone;
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- The proposed sign location is in front of a commercial use and should not have a negative impact on the residents of the building;
- The request is reasonable given that the sign is a height of 2.74m and it is the grade of the property that elevates the height of sign to 3.58m above the adjacent roadway;
- 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 (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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Report Author

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This report was approved by:

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This report was recommended by:

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