

# Staff Report



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To	<b>City Council</b>
Service Area	Infrastructure, Development and Enterprise Services
Date	Monday, July 12, 2021
Subject	<b>Sign By-law Variances for <a href="#">25 Wellington Street West</a></b>

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## Recommendation

1. That the request for variance from Table 1, Row 1 of Sign By-law Number (1996)-15245, as amended, to permit one (1) non-illuminated building sign with an area of 5.1m<sup>2</sup> to be located on the east side of the second storey of 25 Wellington Street West, be approved. (Sign A)
  2. That the request for variance from Table 1, Row 1 of Sign By-law Number (1996)-15245, as amended, to permit one (1) non-illuminated building sign with an area of 8.24m<sup>2</sup> to be located on the east side of the second storey of 25 Wellington Street West, be approved. (Sign B)
  3. That the request for variance from Table 1, Row 1 of Sign By-law Number (1996)-15245, as amended, to permit one (1) non-illuminated building sign with an area of 5.15m<sup>2</sup> to be located on the south side of the fourth storey of 25 Wellington Street West, be approved. (Sign C)
  4. That the request for variance from Table 1, Row 1 of Sign By-law Number (1996)-15245, as amended, to permit one (1) non-illuminated building sign with an area of 4.01m<sup>2</sup> to be located on the south side of the fourth storey of 25 Wellington Street West, be approved. (Sign D)
  5. That the request for variance from Table 1, Row 1 of Sign By-law Number (1996)-15245, as amended, to permit one (1) non-illuminated building sign with an area of 3m<sup>2</sup> to be located on the south side of the second storey of 25 Wellington Street West, be approved. (Sign E)
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## Executive Summary

### Purpose of Report

This report is to advise of sign by-law variances for 25 Wellington Street West.

### Key Findings

This property is located in a Specialized Downtown (D.1-24) zone. Table 1, Row 1 of Sign By-law Number (1996)-15245, as amended, restricts building signs in the Downtown Zone to the 1<sup>st</sup> storey of a building.

Scutt Signs has submitted a sign by-law variance application on behalf of 21 Surrey Street Holdings to permit:

- one (1) non-illuminated building sign with an area of 5.1m<sup>2</sup> to be located on the east side of the second storey of the building;
- one (1) non-illuminated building sign with an area of 8.24m<sup>2</sup> to be located on the east side of the second storey of the building;
- one (1) non-illuminated building sign with an area of 5.15m<sup>2</sup> to be located on the south side of the fourth storey of the building;
- one (1) non-illuminated building sign with an area of 4.01m<sup>2</sup> to be located on the south side of the fourth storey of the building; and
- one (1) non-illuminated building sign with an area of 3m<sup>2</sup> to be located on the south side of the second storey of the building.

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

- The signs are not illuminated and the applicant has worked with staff and has made compromises to meet the general intent of Official Plan policies;
- The proposed signs are compatible in scale and intensity to the size, type and character of the development; and
- The proposed signs will not have a negative impact on the streetscape or surrounding area.

### **Financial Implications**

Not applicable.

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## **Report**

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Scutt Signs has submitted a sign by-law variance application on behalf of 21 Surrey Street Holdings to permit:

- one (1) non-illuminated building sign with an area of 5.1m<sup>2</sup> to be located on the east side of the second storey of the building;
- one (1) non-illuminated building sign with an area of 8.24m<sup>2</sup> to be located on the east side of the second storey of the building;
- one (1) non-illuminated building sign with an area of 5.15m<sup>2</sup> to be located on the south side of the fourth storey of the building;
- one (1) non-illuminated building sign with an area of 4.01m<sup>2</sup> to be located on the south side of the fourth storey of the building; and
- one (1) non-illuminated building sign with an area of 3m<sup>2</sup> to be located on the south side of the second storey of the building.

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

Table 1 - Requested Sign Variances

	<b>By-law Requirements</b>	<b>Request</b>
Location on building (Sign A)	1 <sup>st</sup> Storey	2 <sup>nd</sup> Storey
Location on building (Sign B)	1 <sup>st</sup> Storey	2 <sup>nd</sup> Storey
Location on building (Sign C)	1 <sup>st</sup> Storey	4 <sup>th</sup> Storey
Location on building (Sign D)	1 <sup>st</sup> Storey	4 <sup>th</sup> Storey
Location on building (Sign E)	1 <sup>st</sup> Storey	2 <sup>nd</sup> Storey

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 signs are compatible in scale and intensity to the size, type and character of the development; 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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