

Staff Report



To	City Council
Service Area	Infrastructure, Development and Enterprise Services
Date	Monday, July 12, 2021
Subject	Sign By-law Variances for 9 Woodlawn Road East

Recommendation

1. That the request for variance from Table 1, Row 1 of Sign By-law Number (1996)-15245, as amended, to permit an illuminated building sign with an area of 4.01m² on the second storey of the building at 9 Woodlawn Road East, be refused. (Sign 1)
 2. That the request for variance from Table 1, Row 1 of Sign By-law Number (1996)-15245, as amended, to permit an illuminated building sign with an area of 3.78m² on the third storey of the building at 9 Woodlawn Road East, be refused. (Sign 2)
 3. That the request for variance from Table 1, Row 1 of Sign By-law Number (1996)-15245, as amended, to permit an illuminated building sign with an area of 3.25m² on the fourth storey of the building at 9 Woodlawn Road East, be refused. (Sign 3)
 4. That the request for variance from Section 6(3)(b) of Sign By-law Number (1996)-15245, as amended, to permit an illuminated freestanding sign with an area of 6.45m² be located 9.94m from a residentially zoned property at 9 Woodlawn Road East, be approved. (Sign 4)
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Executive Summary

Purpose of Report

This report is to advise of sign by-law variances for 9 Woodlawn Road East.

Key Findings

This property is located in a Specialized Service Commercial Zone (SC.1-36). Table 2, Row 1 of Sign By-law Number (1996)-15245, as amended, restricts building signs to the first storey of a building in a Service Commercial Zone. Additionally, Section 6(3)(b) requires illuminated freestanding signs to be a minimum of 15m from a residentially zoned property.

Pride Signs has submitted a sign by-law variance application on behalf of 2824937 Ontario Inc. to permit:

- an illuminated building sign with an area of 4.01m² on the second storey of the building (Sign 1);

- an illuminated building sign with an area of 3.78m² on the third storey of the building (Sign 2);
- an illuminated building sign with an area of 3.25m² on the fourth storey of the building (Sign 3); and
- an illuminated freestanding sign with an area of 6.45m² be located 9.94m from a residentially zoned property (Sign 4).

The request for variances for Sign 1, Sign 2, and Sign 3, is recommended for refusal for the following reasons:

- Illuminated lighting on each storey (as identified) is not compatible in scale and intensity in relation to the size, type, and character of the development;
- Tenants of the building can be identified by a freestanding sign rather than through general names on each storey of the building;
- The proposed building signs do not meet the intent of the Official Plan or Commercial Built Form Standards;
- Staff worked with the applicant in an attempt to arrive at a compromise of signage on the fourth storey only that could have been supported; and
- The proposed building signs will have a negative impact on the streetscape.

The request for variances for Sign 4 is recommended for approval for the following reasons:

- The proposed freestanding sign is compatible in scale and intensity of size, type, character of the development;
- The proposed freestanding sign complies with all other Sign By-law regulations, including the required setback and maximum height;
- The proposed freestanding sign meets the intent of the Official Plan and Commercial Built Form Standards;
- The neighbouring residential building is approximately 70m from the proposed sign location and should not be negatively impacted by the sign; and
- The proposed sign will not have a negative impact on the streetscape or surrounding area.

Financial Implications

Not applicable.

Report

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Pride Signs has submitted a sign by-law variance application on behalf of 2824937 Ontario Inc. to permit:

- an illuminated building sign with an area of 4.01m² on the second storey of the building (Sign 1);
- an illuminated building sign with an area of 3.78m² on the third storey of the building (Sign 2);

- an illuminated building sign with an area of 3.25m² on the fourth storey of the building (Sign 3); and
- an illuminated freestanding sign with an area of 6.45m² be located 9.94m from a residentially zoned property (Sign 4) at 9 Woodlawn Road East.

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

Table 1 – Requested Variances

	By-law Requirements	Request
Location of building signs	1 st Storey	Sign 1 – second storey Sign 2- third storey Sign 3 – fourth storey
Location of freestanding sign	15m from a residentially zoned property	9.94m from a residentially zoned property

Please see Attachment 2 – Sign Variance Drawings.

The following is a summary in support of the recommended variances **by the Applicant**:

- New development signage plays a key role in helping to inform both the pedestrian and vehicular traffic of the location and the tenants located in the building;
- The proposed freestanding sign will not be an obstruction to the residential property due to the double wide driveway and setback of the building;
- The proposed signs will be LED lights on timers to eliminate light pollution at night;
- The proposed signs will not alter the existing character of the site or surrounding area;
- The proposed signage will not pose a visual hindrance or distraction; and
- The proposed signs will be designed by an engineer and will not create a public safety concern.

The request for variances for Sign 1, Sign 2, and Sign 3, is recommended for refusal for the following reasons:

- Illuminated lighting on each storey (as identified) is not compatible in scale and intensity in relation to the size, type, and character of the development;
- Tenants of the building can be identified by a freestanding sign rather than through general names on each storey of the building;
- The proposed building signs do not meet the intent of the Official Plan or Commercial Built Form Standards;
- Staff worked with the applicant in an attempt to arrive at a compromise of signage on the fourth storey only that could have been supported; and
- The proposed building signs will have a negative impact on the streetscape.

The request for variances for Sign 4 is recommended for approval for the following reasons:

- The proposed freestanding sign is compatible in scale and intensity of size, type, character of the development;
- The proposed freestanding sign complies with all other Sign By-law regulations, including the required setback and maximum height;

- The proposed freestanding sign meets the intent of the Official Plan and Commercial Built Form Standards;
- The neighbouring residential building is approximately 70m from the proposed sign location and should not be negatively impacted by the sign; 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

Jeremy Laur, Chief Building Official

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This report was approved by:

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This report was recommended by:

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