

Staff Report



To	City Council
Service Area	Infrastructure, Development and Enterprise Services
Date	Monday, January 27, 2020
Subject	Sign By-law Variance - 435 Stone Road West
Report Number	IDE-2020-06

Recommendation

1. That the request for a variance from Table 2, Row 13 of Sign By-law Number (1996)-15245, as amended, to permit one (1) illuminated menu board/order board with a height of 3.13m above the adjacent roadway, at the property of 435 Stone Road West, be approved. (Sign 1)
 2. That the request for a variance from Table 2, Row 13 of Sign By-law Number (1996)-15245, as amended, to permit one (1) illuminated pre-sell menu board with a height of 1.81m above the adjacent roadway at the property of 435 Stone Road West, be approved. (Sign 2)
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Executive Summary

Purpose of Report

This report is to advise Council of sign by-law variance requests for 435 Stone Road West.

Key Findings

The City of Guelph Sign By-law Number (1996)-15245, as amended, restricts the number of menu boards on a property to one, with a maximum height of 2m above an adjacent roadway.

Permit World has submitted a sign by-law variance application on behalf of Stone Road Holdings Inc. to permit:

- one (1) illuminated menu board/order board with a height of 3.13m above the adjacent roadway; and
- one (1) illuminated pre-sell menu board with a height of 1.81m above the adjacent roadway.

These signs are in addition to the one (1) menu board which a permit has been issued for.

The requested variances from the Sign By-law are recommended for approval for the following reasons:

- The locations of the menu boards were reviewed during the site plan process and were found to compliment the configuration of the site;

- The building is positioned between the proposed menu boards and Edinburgh Road South; therefore, they will not negatively impact street traffic;
- The height of the menu/order area (Sign 1) is 1.75m and the remainder of the overall height is the canopy structure of the sign;
- The size of the proposed Sign 2 complies with all size regulations; and
- The proposed sign will not have a negative impact on the streetscape or surrounding area.

Financial Implications

Not applicable.

Report

The City of Guelph Sign By-law Number (1996)-15245, as amended, restricts the number of menu boards on a property to one, with a maximum height of 2m above an adjacent roadway.

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- one (1) illuminated menu/order board with a height of 3.13m above the adjacent roadway; and
- one (1) illuminated pre-sell menu board with a height of 1.81m above the adjacent roadway.

These signs are in addition to the one (1) menu board which a permit has been issued for at 435 Stone Road West.

Table 1 - the requested variance is as follows:

	By-law Requirements	Request
Number of menu boards permitted	1	3
Maximum height permitted above an adjacent roadway	2.0m	To permit one (1) menu/order board with a height of 3.13m. Note: The other two (2) menu/order boards comply.

Please see "Attachment 2 – Sign Variance Drawings"

The following is a summary of what the applicant has provided to support the application:

- The proposed signs are part of Starbucks corporate standards;
- The proposed signs will not be visible from Stone Road West or Edinburgh Road South; and
- The proposed signage will not alter the character of the area and will not negatively impact the existing conditions of the mall or its surrounding areas.

The requested variances from the Sign By-law are recommended for approval for the following reasons:

- The locations of the menu boards were reviewed during the site plan process and were found to compliment the configuration of the site;
- The building is positioned between the proposed menu boards and Edinburgh Road South; therefore, they will not negatively impact passing street traffic;
- The height of the menu/order area (Sign 1) is 1.75m and the remainder of the overall height is the canopy structure of the sign;
- The size of the proposed Sign 2 complies with all size regulations; and
- The proposed sign will not have a negative impact on the streetscape or surrounding area.

Financial Implications

Not applicable.

Consultations

At the time of the writing of this report, Staff have not received communications from any stakeholders. A notice about this application will be online and in City News two weeks prior to the meeting date.

Staff will inform the Applicant of Council's decision in writing.

Strategic Plan Alignment

Powering our future – helping businesses succeed.

Attachments

Attachment-1 Location Map

Attachment-2 Sign Variance Drawings

Departmental Approval

Not applicable.

Report Author

Bill Bond, Zoning Inspector III/Senior By-law Administrator

Approved By

Patrick Sheehy, Program Manager – Zoning
Jeremy Laur, Chief Building Official



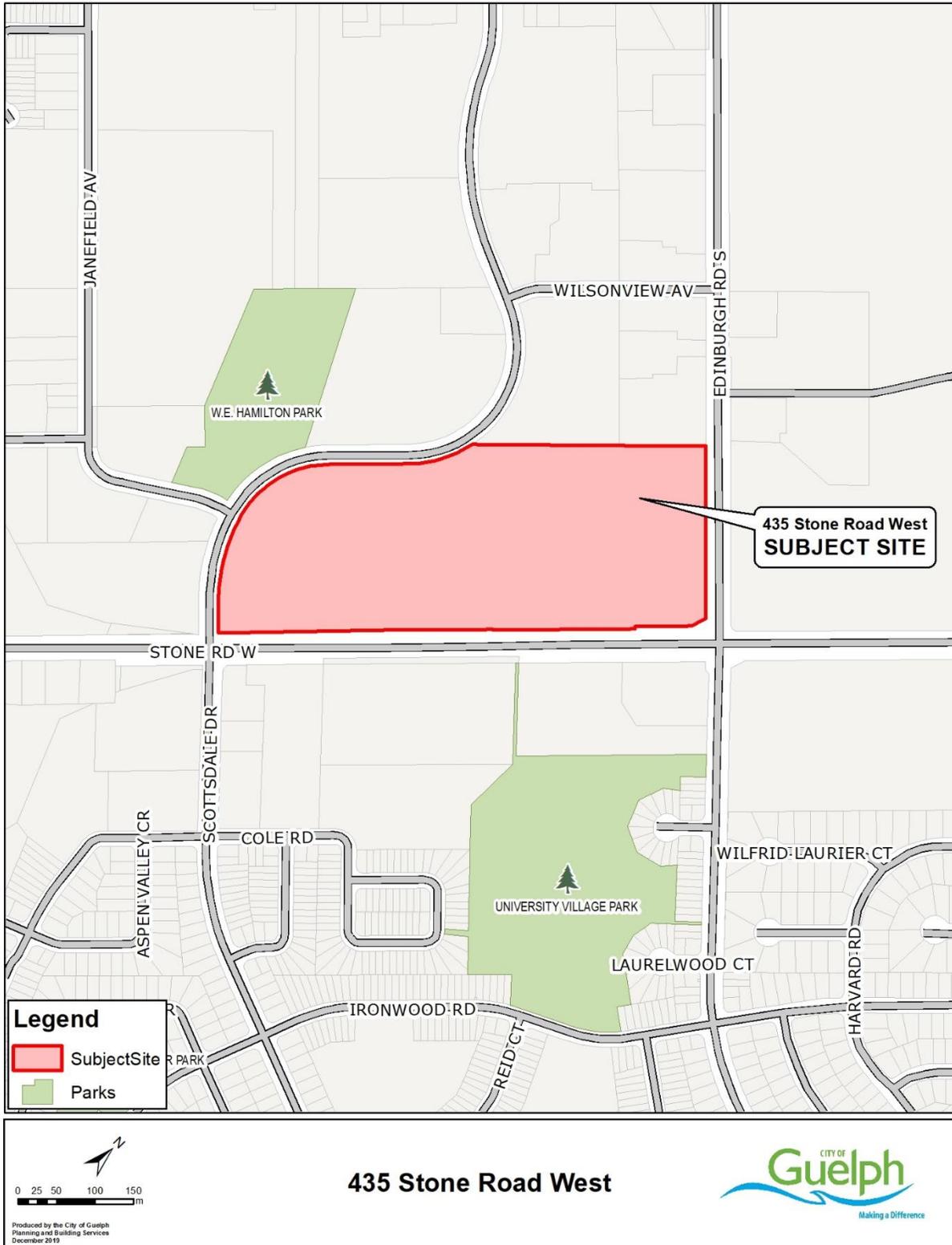
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Recommended By

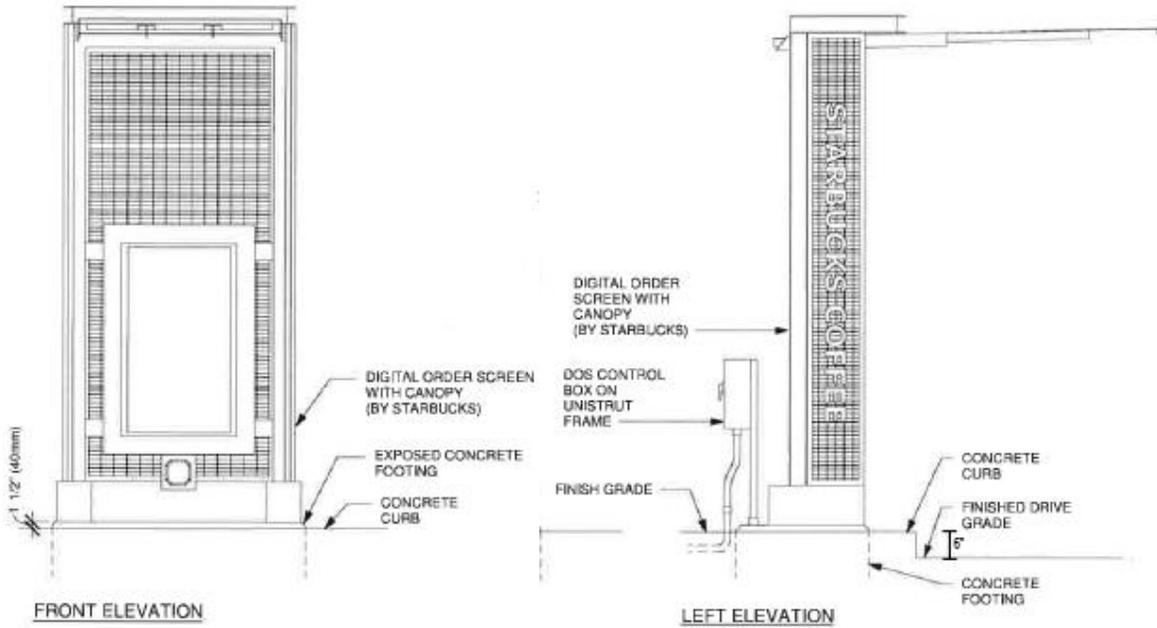
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Attachment-1 Location Map

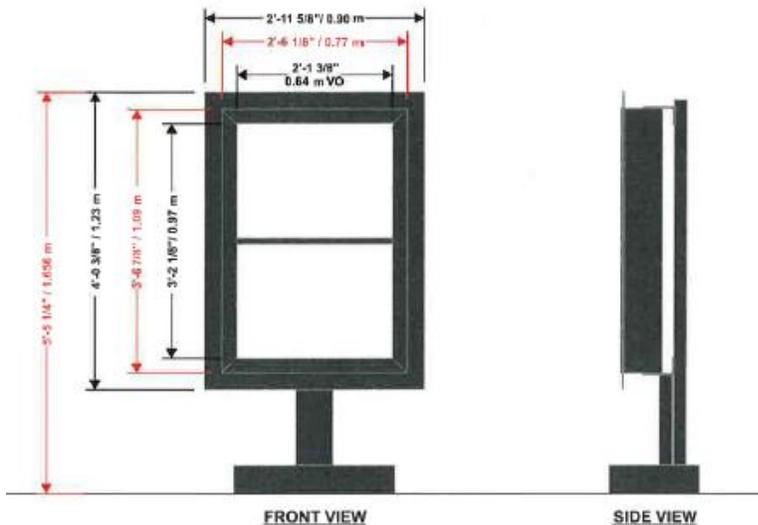


Attachment- 2 Sign Variance Drawings (provided by the Applicant)

Sign 1 - Proposed illuminated menu board/order board with a height of 3.13m above the adjacent roadway (height of the menu/order area is 1.75m and the remainder of the overall height is the canopy structure of the sign).



Sign 2 - Proposed illuminated pre-sell menu board with a height of 1.81m above the adjacent roadway, with a sign face area of 0.62m². Sign dimensions comply with regulations. Variance is to permit this as an additional sign on the property.



Attachment- 2 Sign Variance Drawings (provided by the Applicant)

Proposed locations on the property (identified as 1 and 2 below)

